

Brent council receive national recognition



Your unique key to definitive property addressing

London Borough of Brent – October 2006. Brent Council has received a prestigious national award in recognition of their use of technology to provide information to local residents. The Exemplar 2006 award for The 'Most Creative' use of Council maintained property information recognised the innovative use of the DirectGov digital interactive TV channel by Brent. This service enables residents to access information relating to their own property via their digital TV and request certain Council services without leaving their armchair. The award also recognised the outstanding work by Brent Council in creating, maintaining and sharing up to date and accurate address and property records; the building block for this service.

The digi-TV service allows resident to use their remote control to report problems such as abandoned cars or graffiti, contact the Councils 'One Stop' Shop' customer care centres or find out about Council services such as when will their waste be collected or who is their local Councillor.

"Brent Council has not only understood the complex issue of communicating with residents they have embraced the latest technology to tackle it head on," said Michael Nicholson, Managing Director of Intelligent Addressing, organisers of the awards. "This service would not have been possible without the Council's commitment to creating and maintaining accurate address records."

Deputy Leader of the Council, Cllr Bob Blackman, said: "It is great to receive this award which demonstrate our commitment to excellent service"

The service, which is also available via the Councils website, links to a computerised address and property list. When a partial address or postcode is entered the property can be immediately identified together with maps and information about the property and local services nearby. This database is at the heart of all Council services, providing a single, up to date and accurate address for every household in the borough. It allows Brent Council to improve efficiency, not only of their communication, but also in their day-to-day provision of services, customer care and performance targets.

The work undertaken by Brent Council on their Local Land and Property Gazetteer (LLPG) forms part of a national initiative to improve efficiency and service delivery. The Council's address records link to a nationwide database called the National Land and Property Gazetteer (NLPG) that allows public authorities to freely share information across government

departments, the National Health Service and emergency services for example.

The Exemplar awards acknowledge the effort, commitment and achievements of Local Authorities in creating, sharing and using accurate council information such as property databases and street gazetteers. The 2006 NLPG / NSG Exemplar awards, organised by Intelligent Addressing and supported by the Improvement and Development Agency (IDeA), received a record number of entries and the presentation ceremony took place at the Radisson Edwardian Hotel, Manchester on the 10th October.