

# Need to address your market?

Nick Turner, Business Development Manager at Intelligent Addressing (IA) discusses the commercial potential around the newly available National Land and Property Gazetteer (NLPG).



## What is the NLPG?

The NLPG is a project directed by government's Improvement and Development Agency (IDeA) and its private sector partner IA with the aim of building and maintaining a single, definitive, consistent address reference file that serves as a way to tie together all of the different elements of local authority service delivery, such as local taxation, electoral roll, street lighting, environmental health and waste management.

Local government has to deliver services to every property, not just those with a postcode, but also to buildings on educational and hospitals campuses, sub-units of commercial companies, recreation facilities etc. In short, local government delivers more services to more people than any other sector.

It quickly became apparent that there was potential in this dataset far beyond the local government market. After all, it's not just local government that needs to deliver services to a location.

## Who do you plan on marketing the NLPG to, or do you think will be interested in the product?

Knowing where customers are, how to get to them and where assets are located is crucial to so many commercial organisations, therefore to name just a few in the private sector, the NLPG has a role in utilities, banking, insurance, pensions, retail, direct marketing, property and housing, environmental reporting, satellite navigation, transport and logistics, demographics, mobile working and field services, healthcare, directory development, amongst others.

There is an equally wider application in central government from the Land Registry, to TV licensing, from Inland Revenue to the DVLA. In short, anyone who needs to deliver a service to a location!

## Tell us about the benefits, what would a business gain from the NLPG?

The NLPG isn't just a list of addresses, it's an intelligent dataset with geocodes and property classifications, including alternative and historic addresses, underpinned by a process that provides constant improvement and updates as well as a robust framework for data management procedures.

Any organisation that needs up-to-date, comprehensive data will benefit from using the NLPG. The key benefits can be summed up by the 8 'C's:

- **Currency** – it comes directly from local government, the legal and authoritative source of new addresses
- **Completeness** – local government has a duty to provide services to all of its citizens, and therefore has to have confidence in a rigorous process which guarantees that its activities are underpinned by comprehensive data
- **Comprehensive** – provides non-postally addressable objects and multiple address references
- **Connectivity** – the use of the Unique Property Reference Number (UPRN) as the key identifier for a property enables systems to share information about the same entities without the need to match multiple datasets and hold multiway cross references
- **Consistency** – the only address dataset compliant with BS 7666 Part 2 and underpinned by data entry conventions mandated for use under Local

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Government's Mapping Services Agreement (MSA) with each local authority in England and Wales

- **Change only updates** – the NLPG offers updates at the user's convenience, from daily, weekly, monthly or even yearly
- **Custodians** – over 750 local authority staff are continually updating their local records and have a sense of 'ownership' of the data
- **Central hub** – managed by Intelligent Addressing, providing expertise and robustness in the management and verification of the data.

As the 8 'C's above illustrate, the NLPG offers much more than any other addressing solution. The NLPG is already directly underpinning over £100 million of local government business, and indirectly some £20 billion, and is a proven solution for this sector. I don't think that any other addressing product can offer this sort of service, after all, an address dataset, developed, maintained and used at source by business users of the data has to have the highest level of currency and completeness possible.

## Finally, where do you envisage the future direction of the NLPG?

I believe that the NLPG is the definitive address dataset of choice for anyone that needs to manage land and property or deliver services to a location. Definitive addressing is such a hugely important resource that the UPRN will become ubiquitous within the public and private sectors.

Local authorities have a programme of setting objectives for the future development of the NLPG. As users outside of local authorities start to become stakeholders in the NLPG, their requests will be fed into the objective setting process, which means that the NLPG will become responsive to the needs of an ever wider range of users. I'm a firm believer that being responsive to the requirements of the users of a product is key to achieving success and providing a solution that is genuinely valuable.

