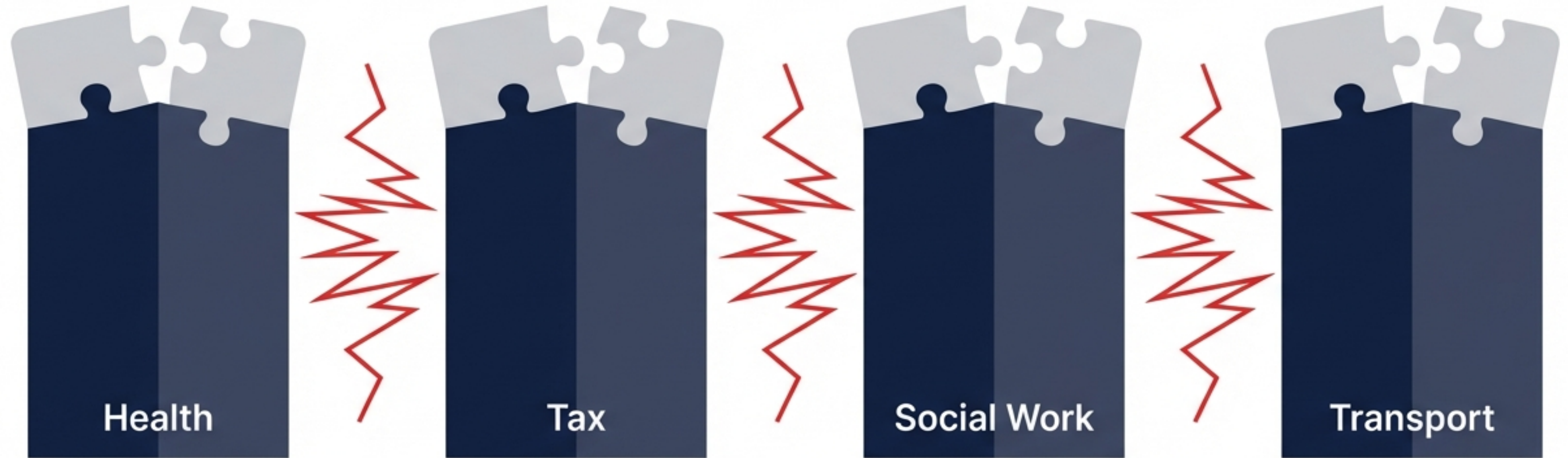




From Chaos to Clarity: Powering the Public Sector with Data Hub

How the Improvement Service simplifies data matching, cleansing, and citizen master record management for Scotland

The Public Sector Data Dilemma: Operating in Silos.



Duplicate Efforts

Redundant manual entry across disparate systems.

Service Delays

Outdated addresses blocking critical communication.

Fraud Risk

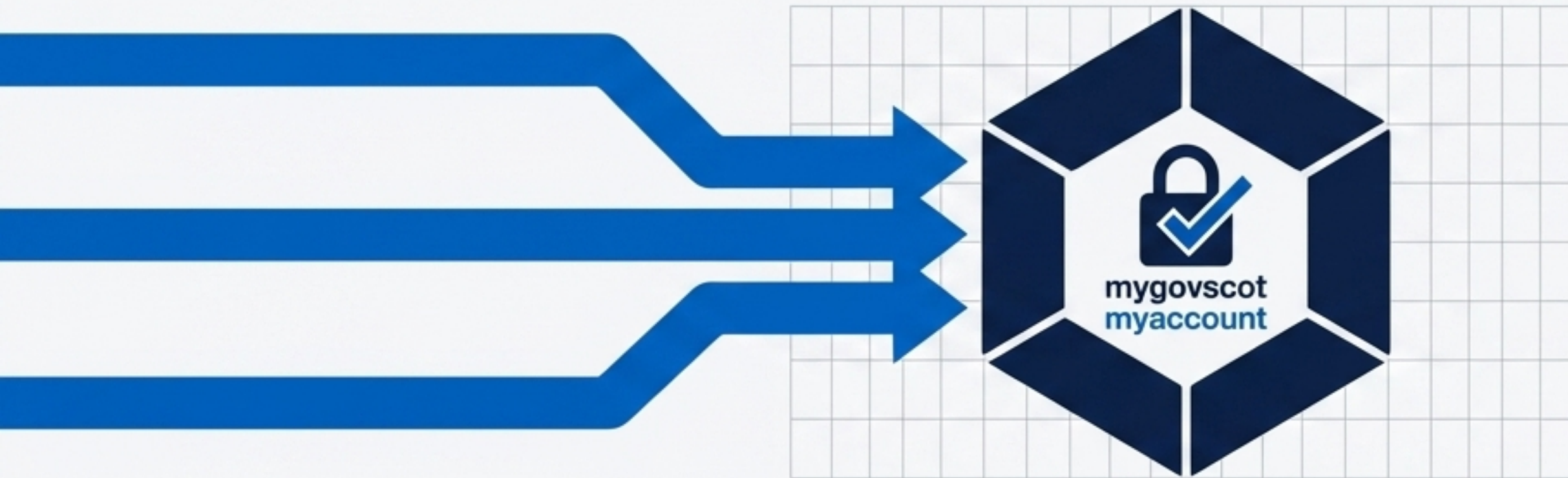
Inability to verify accurate residency or life events.

Distressing Errors

The human cost of inaccurate records (e.g., contacting deceased citizens).

Introducing Data Hub: The Master Engine for Clean Public Data.

The secure, free-to-use, self-service platform designed specifically to match and cleanse public sector data in Scotland.



Cloud-Based

No custom software installation or maintenance required.

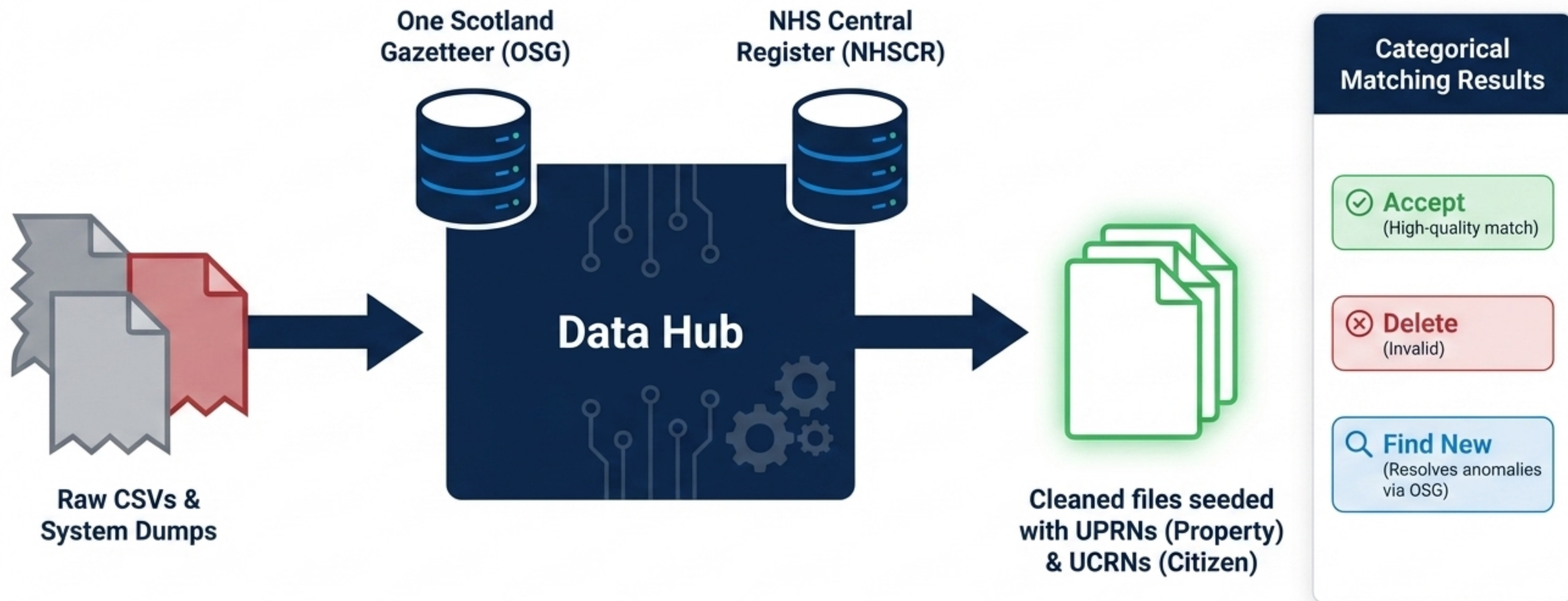
Highly Secure

ISO27001 compliant and integrated with national security standards.

Flexible Output

Formats all records to Corporate Address Gazetteer (CAG) standards.

How It Works: The Automated Data Pipeline.



Two Pillars of Automated Data Seeding



Address Matching

51 Million+

RECORDS PROCESSED

One organization processed a staggering 27.8M independently.

Replaced the legacy UPRN seeding program. Integrates directly with OSG to instantly resolve unmatched multiple addresses, turning tedious manual searches into an automated batch process.



UCRN Seeding

11.6 Million+

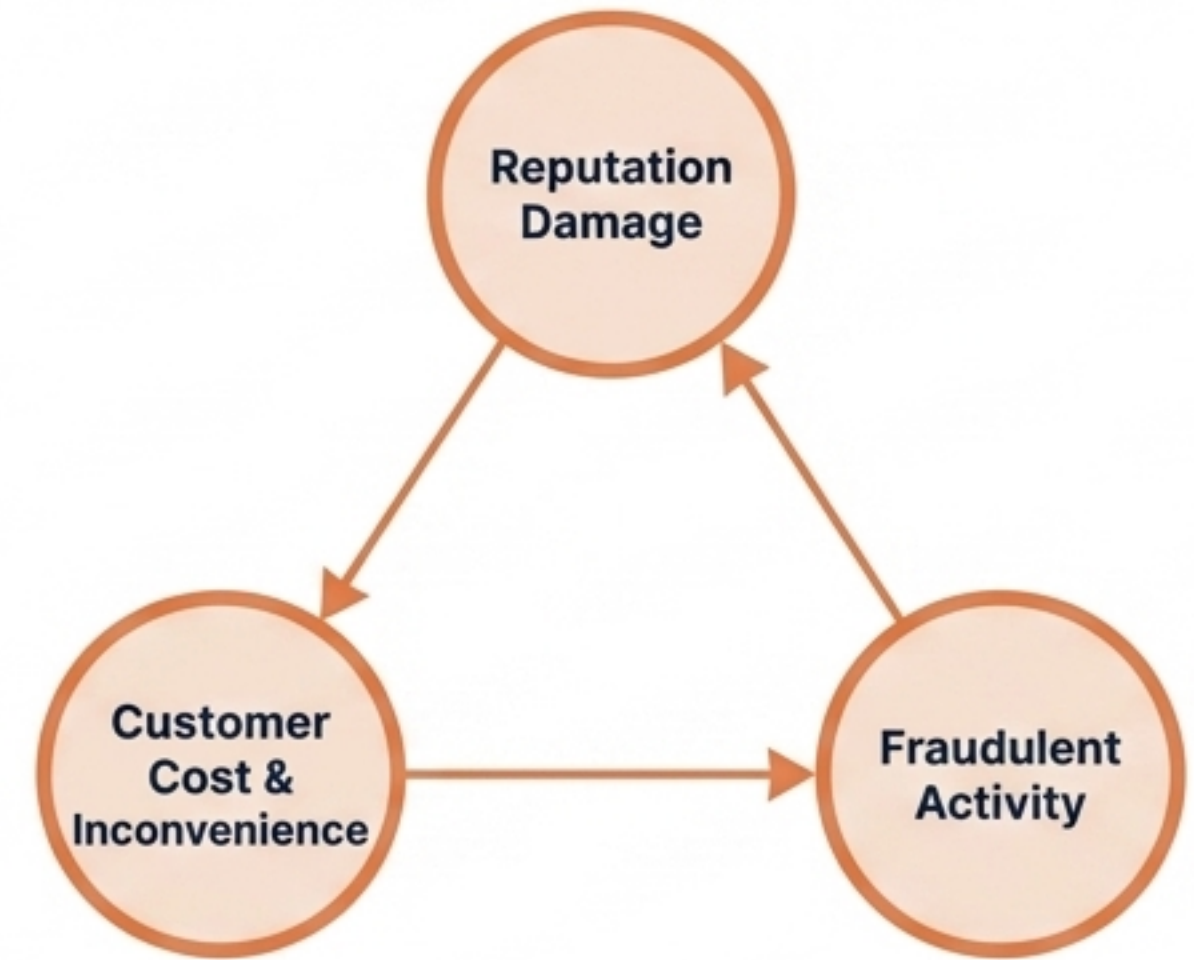
RECORDS PROCESSED

Available exclusively to Scottish local authorities.

Seeds missing Unique Citizen Reference
Seeds missing Unique Citizen Reference Numbers
and cross-references NHSCR to flag critical life
events, including 'Date of Death' tracking.

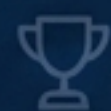
The Catalyst: The 2016 National Entitlement Card Migration

1 million expired NEC bus passes required urgent replacement across 31 councils, with massive gaps in address updates. 8.2 million records needed analysis.



Actual Delivery via Data Hub: 3 Months

Anticipated Delivery: 6 Months



Winner: 'Big Data/Analytics Project of the Year' (2017 UK IT Industry Awards).
Proved the necessity of a permanent master data strategy.

Scale & Adoption Across Scotland



95 Million

Total records processed since self-service launch.

29

Local Authorities actively utilizing the platform.

9

Distinct Public Sector Organizations onboarded.

12

Distinct internal public sector departments.

7

Distinct data programs currently running.

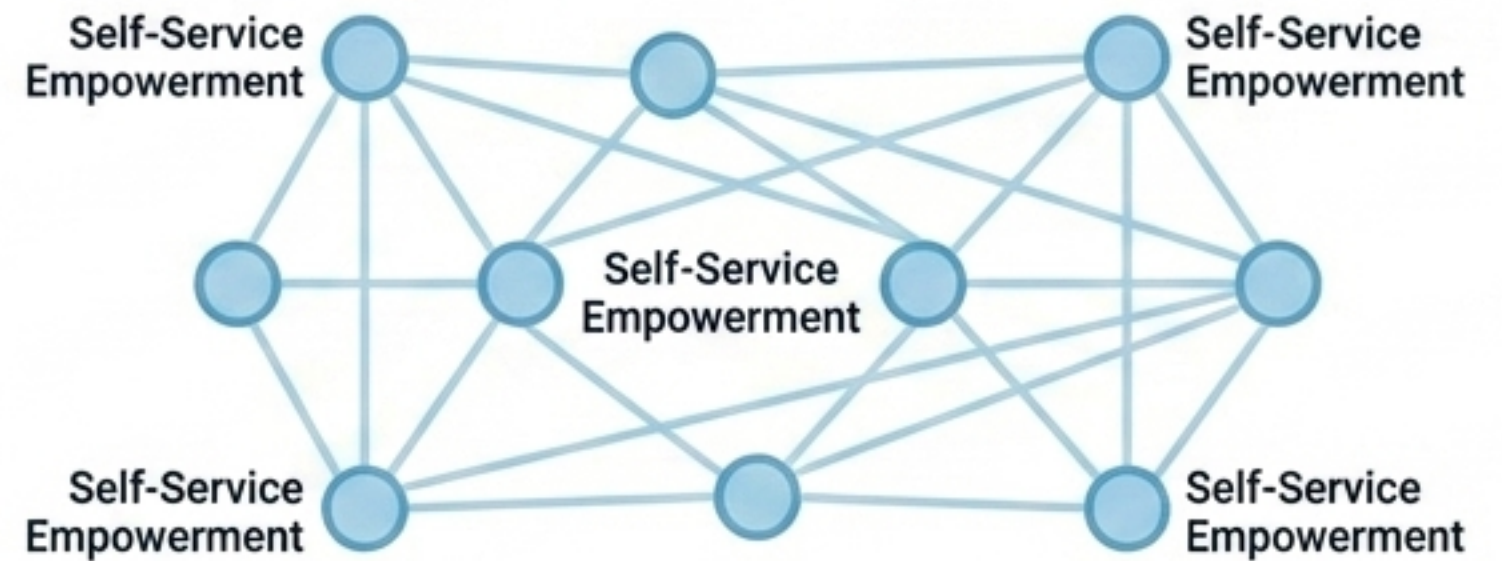
The Power of Self-Service: Agility at the Local Level

The Shift

Before 2018



After 2018



The Voice of the User

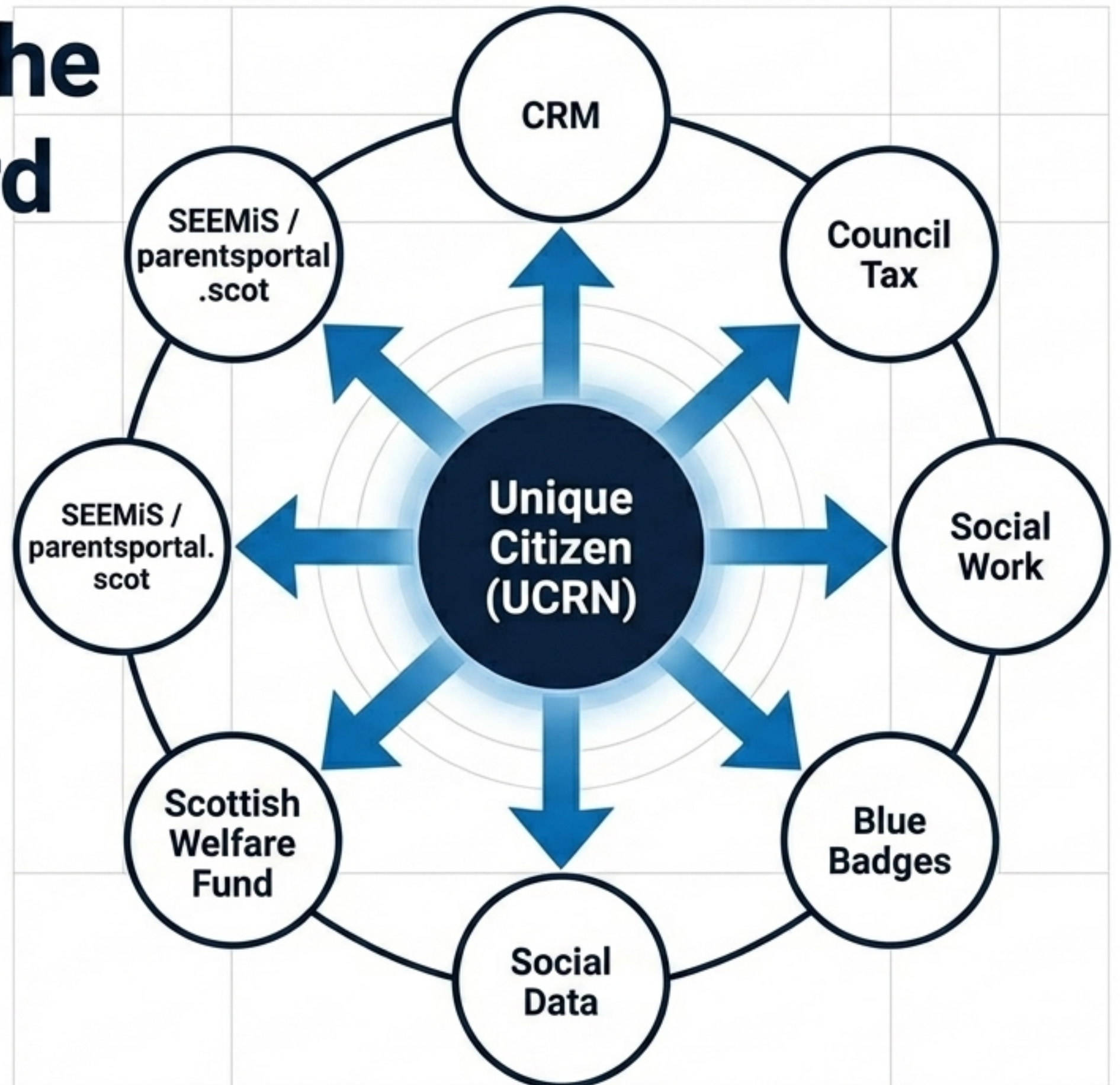
“It’s time-saving. We have control of our own processes and I can do it when it suits us. We can format it ourselves and run it as many times as we want.”

– Anne McLellan, Data Custodian, North Lanarkshire Council



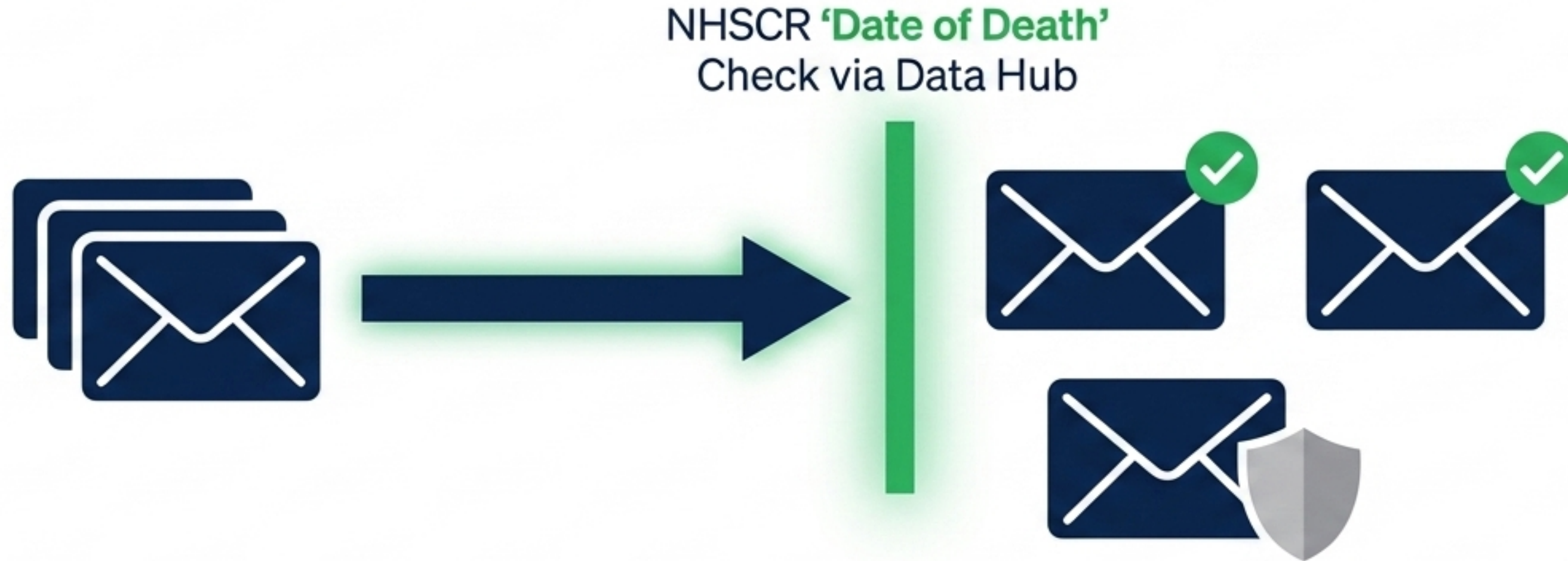
Background processing capability allows users to initiate massive data-matching batches and receive automated email alerts upon completion.

Deep Dive: Building the Master Citizen Record



Strategy Summary: How North Lanarkshire Council uses Data Hub to bridge disparate internal systems. Standardizing formats and seeding UCRNs/UPRNs eliminates data gaps (e.g., missing dates of birth), creating a single, reliable source of truth for every resident.

Empathy in Data: Protecting Families from Distressing Errors



The Scenario

North Lanarkshire Council preparing to send out notifications for free school meals and clothing grants.

The Process

10,000+ data rows matched against the NHS Central Register (NHSCR) via Data Hub.

The Impact

System flags **exact 'dates of death'** for individuals or children, ensuring the council never inadvertently sends administrative letters to grieving families. Data accuracy functioning as an instrument of care.

Cross-Sector Impact Matrix: A Versatile Utility.

Public Health Scotland	Energy Savings Trust (EST)	Transport Scotland
Use Case: Identifying cohorts for vaccinations/anti-viral treatments and mapping care home residents.	Use Case: Processing massive lists of unstandardized addresses.	Use Case: National Entitlement Card management.
<ul style="list-style-type: none">● Result: Accurate surveillance of vaccination coverage to protect national health.	<ul style="list-style-type: none">● Result: OSG mapping integration resolved unmatched anomalies, turning a tedious manual task into a rapid, automated workflow.	<ul style="list-style-type: none">● Result: Enhanced real-time customer behavior analytics and drastically improved internal operational processes.

Why Transition to Data Hub?



Financial Advantage

100% free to use for Scottish local authorities and partner public sector organizations.



Uncompromised Security

ISO27001 compliant and inherently trusted via mygovscot myaccount architecture.



Unmatched Efficiency

True self-service control. Run massive batches in the background with automated completion alerts.



Strategic Foundation

The indispensable first step toward executing a true Master Citizen Record strategy.

Begin Your Data Transformation.

Clean, consistent data is the foundation of personalized, efficient citizen services. Stop managing silos and start building your Master Citizen Record today.

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