



Checklist

8 Signs Your Council's Contact Data is Holding You Back

UK councils rely on accurate resident data to deliver essential services, collect revenue efficiently, and meet compliance standards. If you're experiencing any of these challenges, it's time to improve your contact data quality strategy.

1. High Rates of Returned Mail & Undelivered Communications

- Are you dealing with an increasing number of returned council tax bills, electoral registration letters, or appointment reminders?
- Do residents regularly complain about not receiving important notices?

Impact: Wasted postal costs, service delays, and reduced public trust.



2. Increased Manual Work & Data Entry Errors

- Are council staff spending excessive time manually correcting addresses and updating records?
- Are duplicate or inconsistent records causing confusion across departments?

Impact: Increased administrative burden, reduced efficiency, and a higher risk of errors.



3. Low Response Rates to Public Communications & Engagement

- Are emails, SMS, and postal communications receiving low response rates?
- Are residents missing consultations, bin collection changes, or appointment reminders?

Impact: Poor resident engagement, wasted outreach efforts, and difficulty delivering key services.



4. Challenges in Collecting Council Tax & Service Charges

- Are incorrect addresses leading to unpaid council tax, business rates, or service fees?
- Do revenue and benefits teams struggle to locate residents due to outdated records?

Impact: Lost revenue, increased debt collection efforts, and financial inefficiencies.



5. Compliance Risks & GDPR Concerns

- Are data inconsistencies making it harder to meet UK GDPR and Data Protection regulations?
- Are incorrect or duplicate records creating potential security vulnerabilities?

Impact: Risk of regulatory fines, data breaches, and reputational damage.



6. Outdated Records Affecting Emergency & Social Services

- Are housing, social care, or emergency response teams working with outdated resident contact details?
- Could incorrect addresses delay urgent support for vulnerable individuals?

Impact: Reduced service effectiveness, increased safeguarding risks, and inefficiencies in crisis response.



7. Disconnected Systems Across Council Departments

- Are different departments (housing, revenues, adult social care, waste management) working with separate, inconsistent records?
- Does the lack of a single customer view create inefficiencies?

Impact: Duplication of effort, reduced service coordination, and missed opportunities for proactive engagement.



8. Increased Costs Due to Poor Contact Data

- Are incorrect addresses leading to additional printing, postage, and administrative costs?
- Are inefficiencies in resident verification delaying service delivery?

Impact: Unnecessary expenditure, inefficiencies in council operations, and a higher cost per transaction.



If You Ticked 2 or More Boxes... It's Time to Act!

Improving your contact data can help your council:

- ✓ Reduce costs & improve operational efficiency
- ✓ Enhance resident engagement & service delivery
- ✓ Increase council tax collection rates & revenue recovery
- ✓ Stay compliant with UK data protection regulations

Book a free data audit to see how accurate contact data can transform your councils' services!



[LEARN MORE](#)

About Melissa

Our philosophy is simple: bad data is bad business. Since 1985, we have been global leaders in data hygiene, address verification and identity resolution, helping over 10,000 businesses worldwide harness accurate data for a more compelling customer view. For more information visit www.melissa.com/uk or call +44 (0)20 7718 0070.

UK

**Floor 37, 1 Canada Square
Canary Wharf, London
E14 5AA, United Kingdom**

+44 (0)20 7718 0070 | www.melissa.com/uk