



Open data wants to be used

October, 2014 · ulrich atz · @statshero

What are we trying to achieve?

The 'triple bottom line'



Economy



Social



Environment

What are we trying to achieve?

An accepted and trusted set of National Statistics to help people understand and monitor national well-being.

The 'triple bottom line'



Economy



Social



Environment

People reached

586K

Value unlocked

£27.2M

Network size

127

People trained

500

Bookings

£3.72M

Open data certificates

195

[home](#)[news](#)

How open data can help shape the way we analyse electoral behaviour

Election data can help give insights into voting behaviour, but the lack of open data is hampering the analysis researchers can do argue the **Open Data Institute** and **Deloitte**

Harvey Lewis,
Ulrich Atz,
Gianfranco
Cecconi and Tom
Heath

Monday 2 June 2014
07.00 BST

6 comments



Most popular



Once Chris Moyles spoke to millions on the radio. Now he's struggling for an...



Travel quiz: wine, beer and spirits of the world

“a new era in which people can use open data to generate insights, ideas, and services to create a better world for all”

G8 Open Data Charter 2013

Policy paper

G8 Open Data Charter and Technical Annex

Published 18 June 2013

Contents

1. Principle 1: Open Data by Default
2. Principle 2: Quality and Quantity
3. Principle 3: Usable by All
4. Principle 4: Releasing Data for Improved Governance
5. Principle 5: Releasing Data for Innovation
6. Technical annex


police.uk - over 60 million visits

POLICE.UK

Home > Metropolitan Police Service >

Strand and Whitehall

This policing neighbourhood is in the [Metropolitan Police Service](#) force area.



In August 2014

534

crimes were reported in this neighbourhood.

[Explore the crime map](#)

In this neighbourhood

- [Overview](#)
- [Crime map](#)
- [Policing team](#)
- [News and events](#)
- [Local policing priorities](#)
- [Performance](#)
- [Community Payback](#)

Related pages

- [Metropolitan Police Service](#)
- [Police and crime commissioner for Metropolitan Police Service](#)

Open Data used to drive Citizen Engagement

Accessible data on crime

It's very local

Local team

Local police Twitter feed

How **YOU** can get involved

Telephone, website, Facebook and Youtube

The image shows a screenshot of the Kent Police website for the Sevenoaks area. The page is titled 'Sevenoaks - Sevenoaks Town and St John's Neighbourhood Policing Team'. It features a 'Crime maps' section with a map showing crime hotspots, a 'Messages' section with a Twitter feed, and a 'Get involved - your next meeting' section. The page also includes contact information for the local team, including a telephone number (01732 379371) and an email address (sevenoaks.neighbourhood@kent.pnn.police.uk). The Kent Police logo is visible at the bottom right. Red circles and arrows highlight specific features: a circle around the location 'Sevenoaks, Kent TN13 2AW, UK' with an arrow pointing to 'It's very local'; a circle around the local team contact information with an arrow pointing to 'Local team'; a circle around the Twitter feed with an arrow pointing to 'Local police Twitter feed'; a circle around the crime map with an arrow pointing to 'Accessible data on crime'; a circle around the 'Get involved' section with an arrow pointing to 'How YOU can get involved'; and a circle around the contact information at the bottom with an arrow pointing to 'Telephone, website, Facebook and Youtube'.

According to a page of Peterborough Council's website listing "Animals frozen, including type and quantity", in 2013 they had over 101 frozen cats!

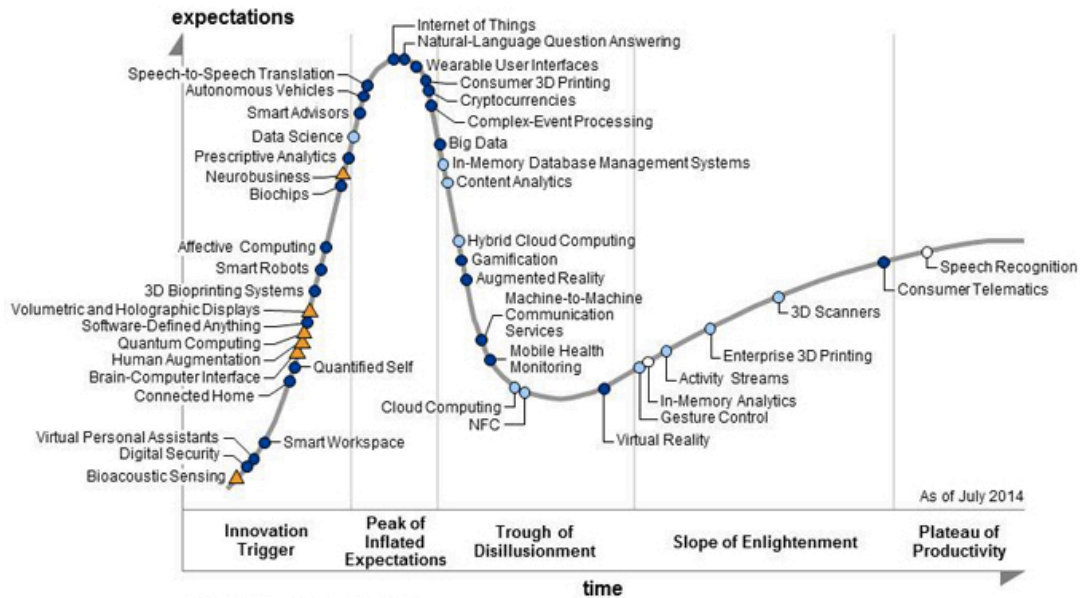
Month ▲	Cat	Dog	Fox
<u>Oct-13</u>	<u>10</u>	N/A	<u>2</u>
<u>Sep-12</u>	<u>17</u>	<u>1</u>	<u>5</u>
<u>Sep-13</u>	<u>13</u>	N/A	<u>2</u>
<u>Total 2012</u>	<u>70</u>	<u>4</u>	<u>27</u>
<u>Total 2013</u>	<u>101</u>	<u>4</u>	<u>31</u>
<u>Total 2014</u>	<u>6</u>	<u>0</u>	<u>5</u>

THE TRUTH IS OUT THERE

Transportation is a classic example

Using live data from Transport for London in apps can save users time to the **economic value** of between £15 million and £58 million p.a.
BIS/Deloitte study





Plateau will be reached in:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

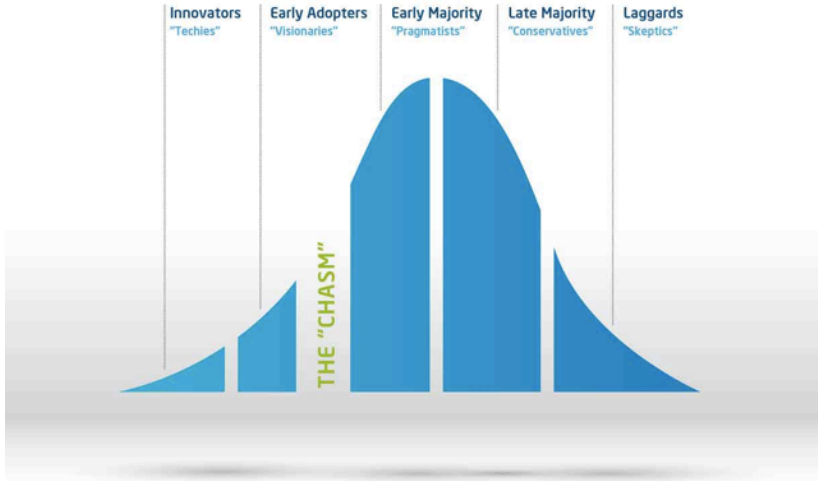
▲ more than 10 years

⊗ obsolete

⊗ before plateau

TECHNOLOGY ADOPTION LIFE CYCLE

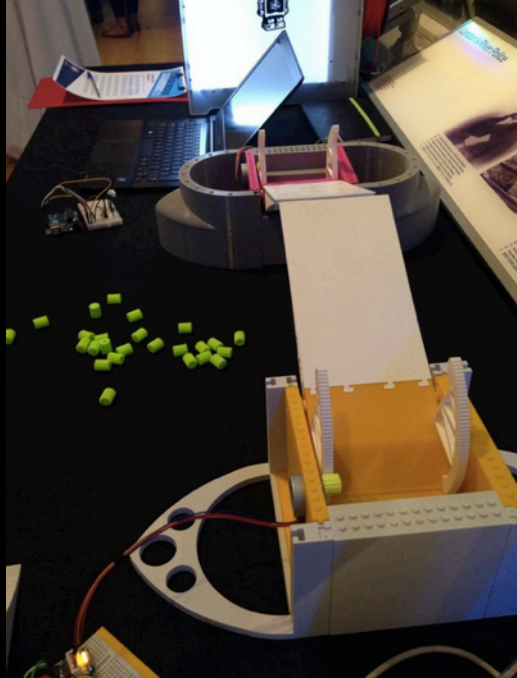
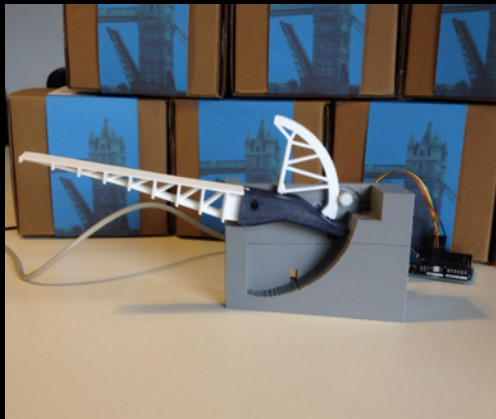
CROSSING THE CHASM BETWEEN VISIONARIES AND PRAGMATISTS



Source: Geoffrey A. Moore, *Crossing the Chasm*



I CAN
MAKE







Barriers to re-use:

1. Discoverability
2. Standards
3. Licences

Barrier 1: Discoverability



 or [conduct map based search](#)

SHOW ONLY...

Published datasets (124)

Unpublished datasets (16)

NII DATASETS

Hide NII datasets (138)

Show NII datasets (2)

LICENCE

140 Results

Sort by: Relevance



CHP Health and Wellbeing Profiles

ISD Scotland

Information about health and its determinants in Scotland's 40 Community Health Partnerships (CHPs) providing health and wellbeing profiles based on a set of around 60 health indicators....

Health


Measuring National Well-being


Office for National Statistics

Latest findings on personal well-being from the Annual Population Survey (2013/14), with analysis by country, region and local areas and individual characteristics and circumstances....

Society

Barrier 1: Discoverability



 or [conduct map based search](#)

SHOW ONLY...

Published datasets (7)

NII DATASETS

Hide NII datasets (7)

LICENCE

Open Government Licence (5)

Non-Open Government Licence (2)

7 Results

Sort by: Relevance



Regional Economic Analysis

Office for National Statistics

Examines the contributions of people and place to levels of personal well-being across an area, using regression analysis of Annual Population Survey Personal Well-being data (2012/13)...

Education

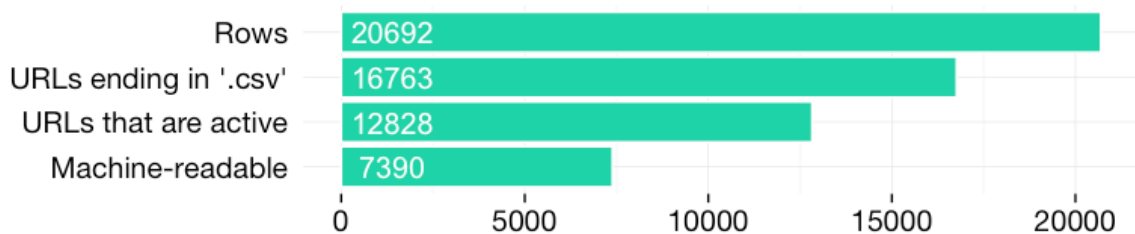
Measuring National Well-being

Office for National Statistics

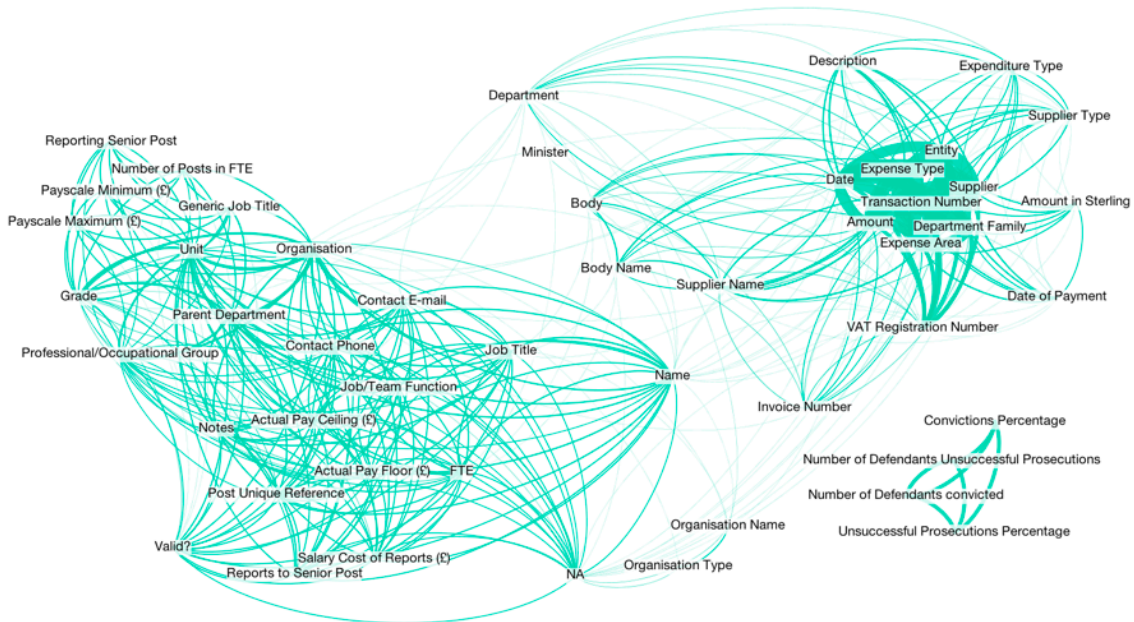
Latest findings on personal well-being from the Annual Population Survey (2013/14), with analysis by country, region and local areas and individual characteristics and circumstances....

Society

Barrier 2: Standards



Number of datasets on data.gov.uk in a CSV format



Cabinet Office	DFT	FCO	FCO Services
Departmental Family	Departmental Family	Department	Department
Entity	Entity	Entity	Entity
Date	Date	Payment date	Supplier Name
Expense Type	Expense Type	Transaction Number	Payment Date
Expense Area	Expense Area	Invoice Amount	Transaction Number
Supplier	Supplier	Supplier	Expense Area
Transaction Number	Transaction No	Account Description	Expense Type
Amount	Sum of Amount		Amount(excluding VAT)

METADATA

A photograph of a grocery store display featuring several bunches of ripe yellow bananas. A yellow, hand-drawn sign with a black border and jagged edges is prominently displayed in the center. The sign contains the text "CURVED YELLOW FRUIT 40¢" in black marker. In the background, there are shelves with various products, including boxes of "Jumbo Pop" and other snack bags. The overall scene is brightly lit, typical of a supermarket.

CURVED
YELLOW FRUIT
40¢

G8 Metadata Mapping (example)

https://github.com/project-open-data/G8_Metadata_Mapping

Concepts	US	UK	France	Canada	EU	Germany	Japan	Italy	Russian Fed.
5.1H Licence	license	Licence	Licence	Licence	Licence	Nutzungsbestimmungen	ライセンス	Licenza	Условия использования набора данных

Add a toilet

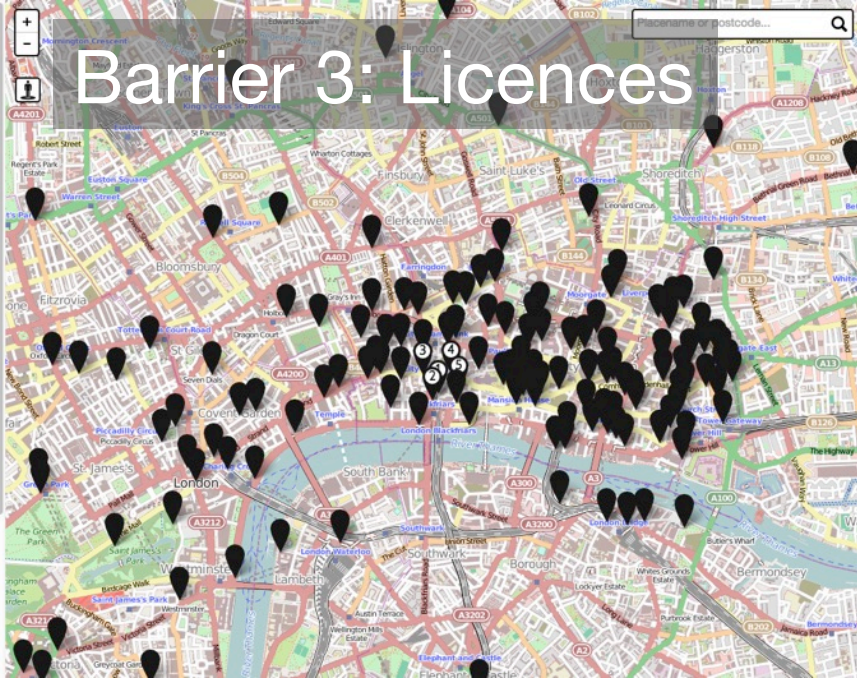
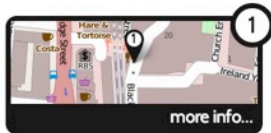
Nearest Toilets

Hi!



The 5 nearest toilets are listed below. Click more info to find out about each toilet's features.

You can [set preferences](#) to highlight toilets that meet your specific needs.

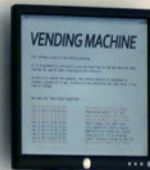






**PLEASE BE CAREFUL WHEN
SHARING PHOTOS ON SOCIAL
MEDIA. THEY CAN LEAD POACHERS
TO OUR RHINO**

**TURN OFF GEOTAG FUNCTION
AND DO NOT DISCLOSE WHERE THE
PHOTO WAS TAKEN**



Open Addresses: Discovery Phase

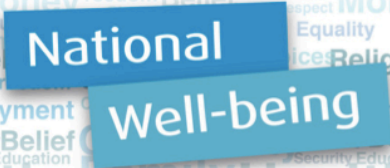
Crowdsourcing data?

Postcode Address File (PAF®) raw data

With more than 29 million UK addresses and 1.8 million postcodes, PAF is the definitive source of postal address information. 37,000 UK businesses rely on PAF solutions for capturing and verifying customer contact details and for keeping their databases as clean as a whistle.

[Click here to see our new video](#)





Measuring National Well-being: ...the story so far....

Glenn Everett
Measuring National Well-being Programme Director
Royal Statistical Society 7 April 2014

How is well-being data used?

- Dept of Health's alcohol strategy against a consideration of national well-being.
- Civil Service People survey - insights into staff well-being help steer HR policies.
- Dept of Work & Pensions is assessing impact on the well-being of the very-long-term unemployed.
- Cabinet Office is evaluating the impact of National Citizen Service on the well-being of participants.
- Berkeley Homes is using well-being as part of their evaluation of planning proposals.

Vicar or publican - which jobs make you happy?



Which would you be happier doing - serving pints or serving God? Helpful advice on how to make those difficult life choices is on hand.

The Cabinet Office has been looking at the relationship between different jobs and levels of life satisfaction, and publicans, it turns out, are in the unhappiest occupation of all. They are closely followed by brickies and debt collectors.

More from Mark

[What is extreme?](#)

[Welfare Freeze: Who Would Be Hit?](#)

[Advice for foreigners](#)

[Asda faces mass action on equal pay](#)
[GDP rises by 0.7% in third quarter](#)
[Payout to mother of secret PC's child](#)

Features



Duped and deserted

My agony at discovering father of my child was undercover cop



Spiders from Mars?

The day UFOs stopped play - and a crowd of 10,000 gasped



Crowd pleasers

Why do professional sportsmen try trick shots?



In pictures

Grayson Perry captures the state of the nation



7 days quiz

Why is Florida angry with Breaking Bad?

Most Popular

[Shared](#)

[Read](#)

[Video/Audio](#)

[Cameron: UK won't pay £1.7bn EU bill next month](#)

Your Career Dashboard

1. Intro

2. Wellbeing
Questions

3. Select Career

4. Select Comparison Career

5. View Your
Dashboard

of Jobs

Chosen 15k

Benchmark 15k

Min

Max

Income

Chosen £25.1k

Chosen £42.7k

Min

Max

Wellbeing

Chosen 7.7

Benchmark 8

Min

Max



People don't want data
They want information.

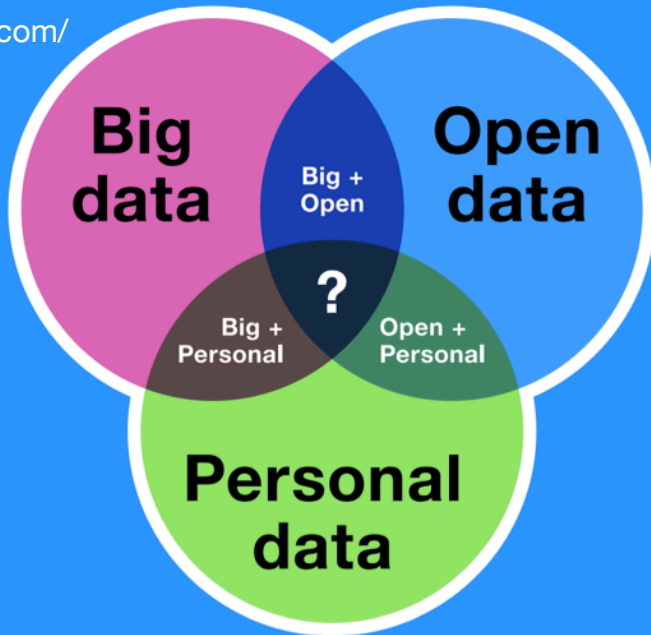
Thank you!



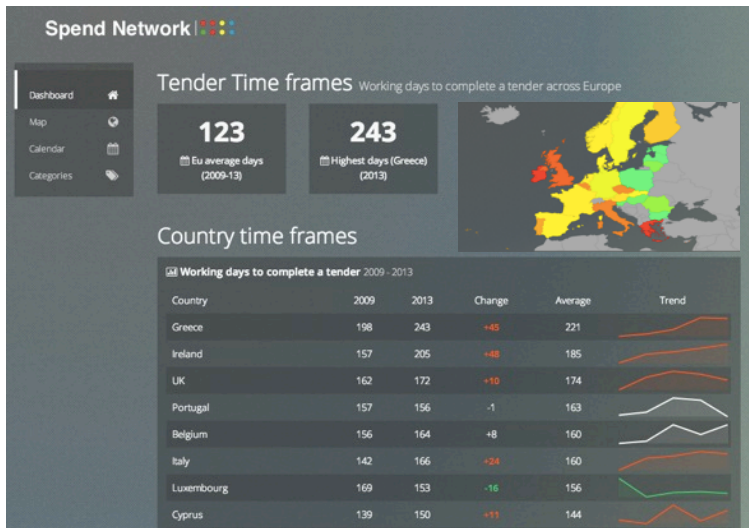
Email: ulrich@theodi.org · Twitter: [@statshero](https://twitter.com/statshero)



[https://github.com/
theodi/data-
definitions](https://github.com/theodi/data-definitions)



Identifying £22bn of cashflow delay to the UK economy



Convened domain experts

- + Entrepreneur think-tanks
- + Federation of small businesses
- + Government procurement

Analysed and cleaned data

- + 350,000 EU tenders
- + 38 million UK transactions
- + 1.8m documents + 9,000 CSVs

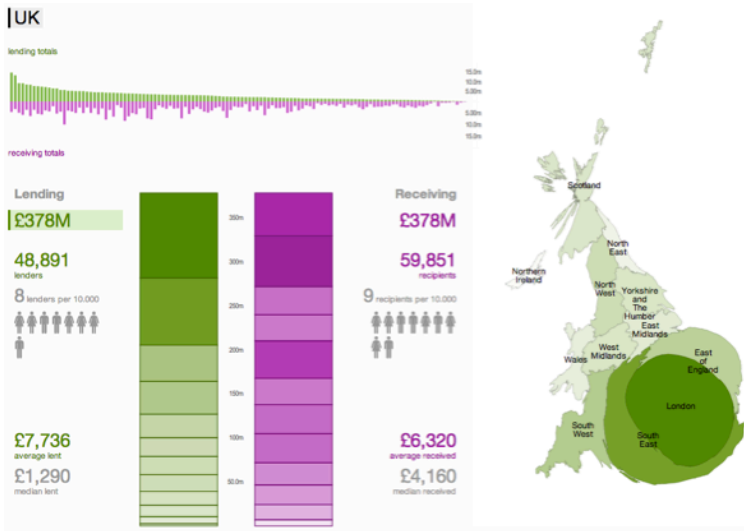
National reach

- + Front-page Daily Telegraph (Business Section)

Development opportunities

- + Discover issues
- + Create interventions
- + Predictive bid analytics

Mapping £378m of peer-to-peer lending



Helped convene domain-experts

- + P2P lenders
- + Banking professionals
- + Data analytics (ODI)
- + Communications (ODI)

Analysed 14m records

- + All the data (i.e. not a model)
- + Anonymised and analysed
- + ODI analytics & research

National & international reach

- + Front-page Financial Times

Development opportunities

- + Be data intensive & policy-light
- + Create real-time view
- + Stimulate market



Certify your open data

Show that it's easy to find, use and share

Create a certificate

Browse all certificates

open data certificate™

BETA

Search certificates

Go

Register

Sign in

Create new certificate

Browse all certificates

Discussion

How it works

1

Publish your data

Good news! You've already done this bit (or you're about to). Now let's make your data easier for people to find, use and share.

2

Check it with our questionnaire

Our helpful questions act like a checklist. They explain your options about how to publish good open data and give you clear and recognised targets to aim for.

3

Share it with a certificate

Your answers determine which of our four certificates you generate. Each one means success in a unique way and demonstrates you are a leader in open data.

The first **robust quality badge** for open data.



Expert

An exceptional example of information infrastructure.



Standard

Regularly published open data with robust support that people can rely on.



Pilot

Data users receive extra support from, and can provide feedback to, the publisher.



Raw

A great start at the basics of publishing open data.



Five Aspects

Contextual



Legal



Practical



Technical



Social



