



Open data wants to be used

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

Last updated at 07:00

Last updated at 07:00

Last updated at 07:00

People trained

500

Bookings

£3.72M

Open data certificates

195

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

The screenshot shows a Kent Police website for Sevenoaks, Kent TN13 2AW, UK. The page includes:

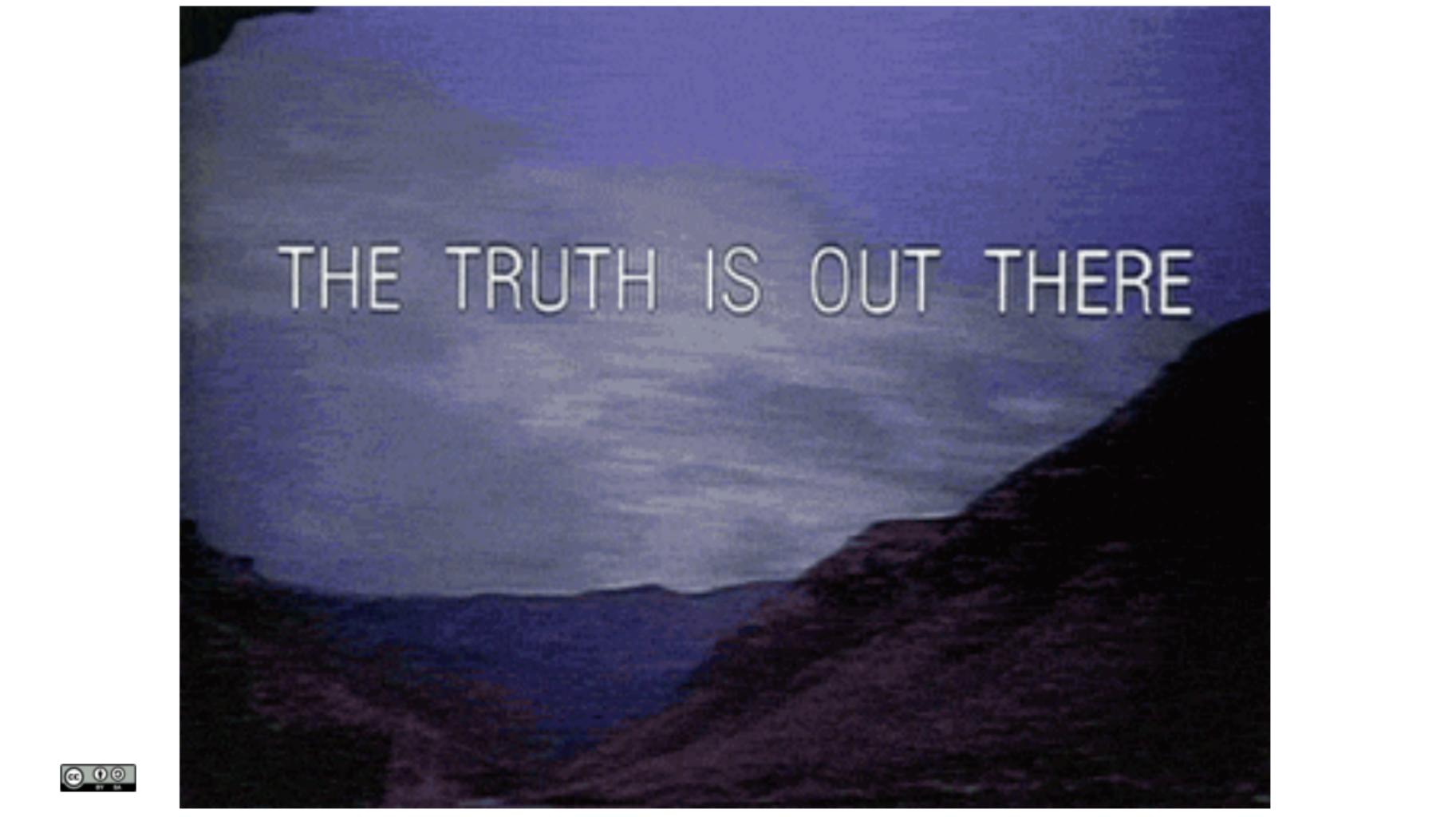
- A header with links for Crime maps, Meet the team, Get involved, Information and advice, Help, Feedback, Data, and Privacy notice.
- A sidebar with contact information: Telephone 08732 379371, Email sevenoaks.neighbourhoods@kent.pnn.police.uk, and photos of PC Ben Day and PC Steve.
- A main content area titled "Crimes and ASB in this area" featuring a map of Sevenoaks with crime hotspots and green shaded areas.
- A section titled "Get involved - your next meeting" with a link to "Next event in this area: Public engagement meeting, 10th September 2011, 2.00pm in Sevenoaks Library".
- A "Kent Police" footer with contact details: Telephone 08452 300 800, Twitter @kent_police, Facebook facebook.com/pages/Neighbourhood-United/, YouTube youtube.com/kentpolicechannel, and Email www.kent.police.uk/contactus@kent.pnn.police.uk.

Annotations with red arrows point from callout boxes to specific parts of the website:

- "It's very local" points to the "Meet the team" section.
- "Local team" points to the sidebar contact photo.
- "Local police Twitter feed" points to the "Twitter" link in the sidebar.
- "Accessible data on crime" points to the "Crimes and ASB in this area" map.
- "How YOU can get involved" points to the "Get involved" section.
- "Telephone, website, Facebook and Youtube" points to the "Kent Police" footer contact information.

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
Oct-13	10	N/A	2
Sep-12	17	1	5
Sep-13	13	N/A	2
Total 2012	70	4	27
Total 2013	101	4	31
Total 2014	6	0	5



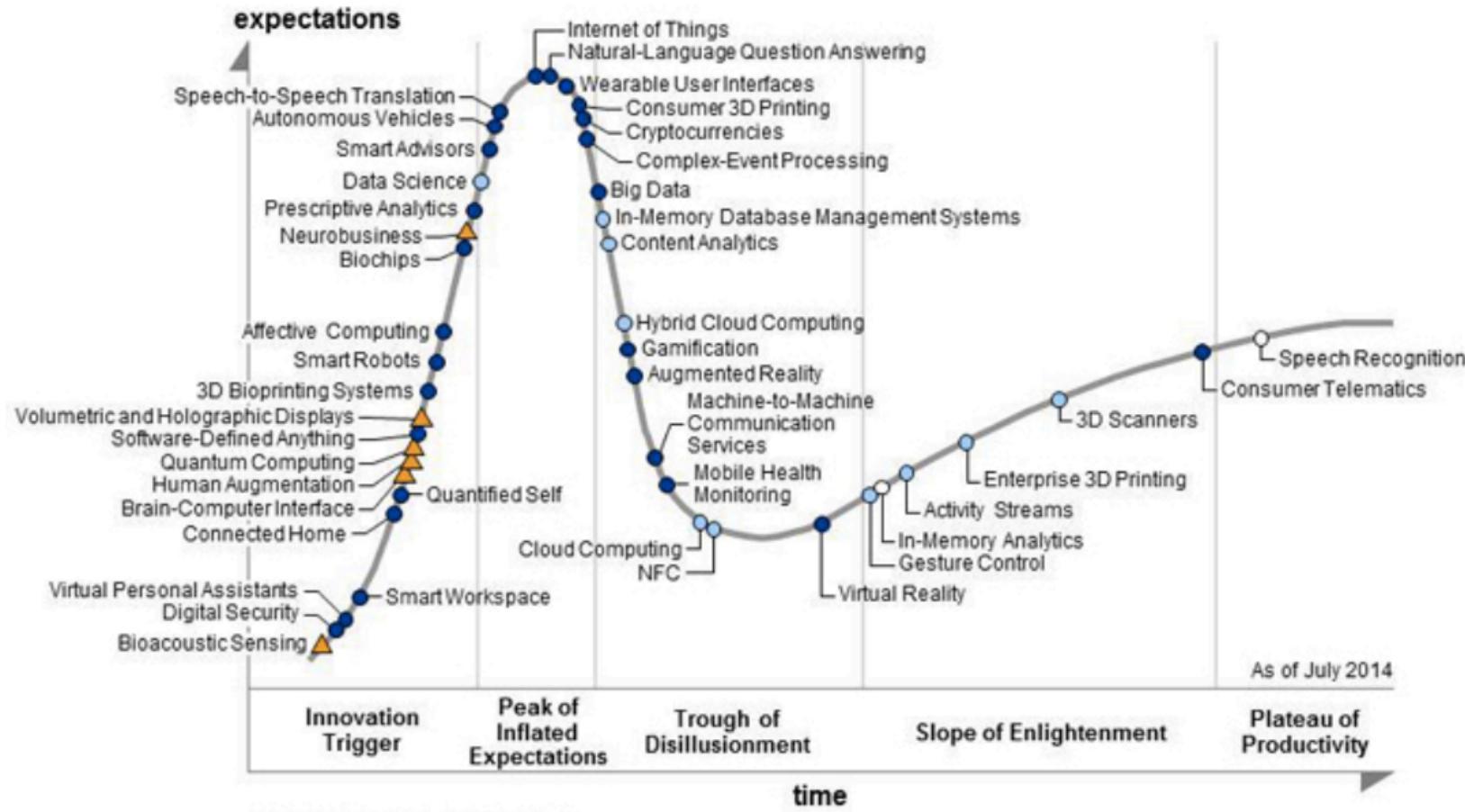
THE TRUTH IS OUT THERE



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



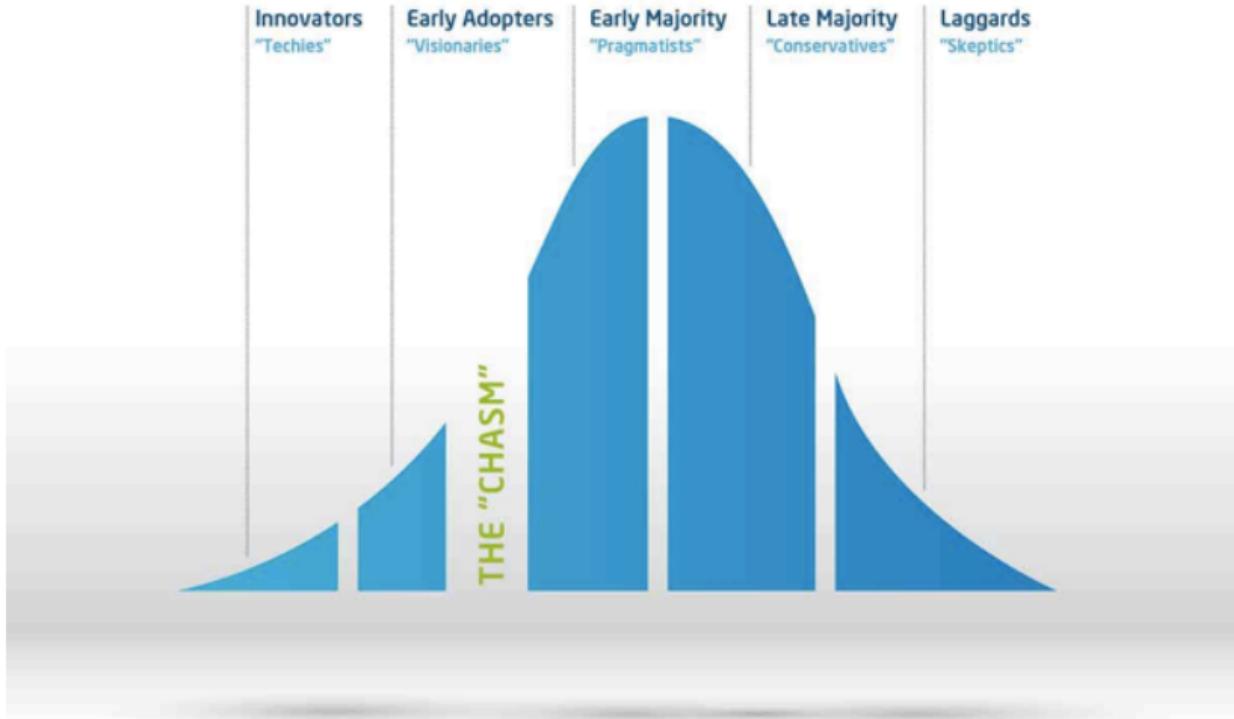


Plateau will be reached in:

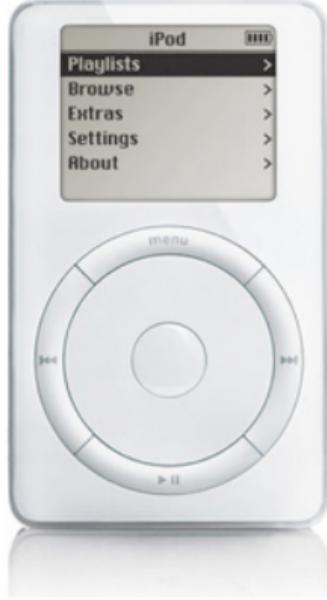
- less than 2 years ● 2 to 5 years ■ 5 to 10 years ▲ more than 10 years ✕ before plateau

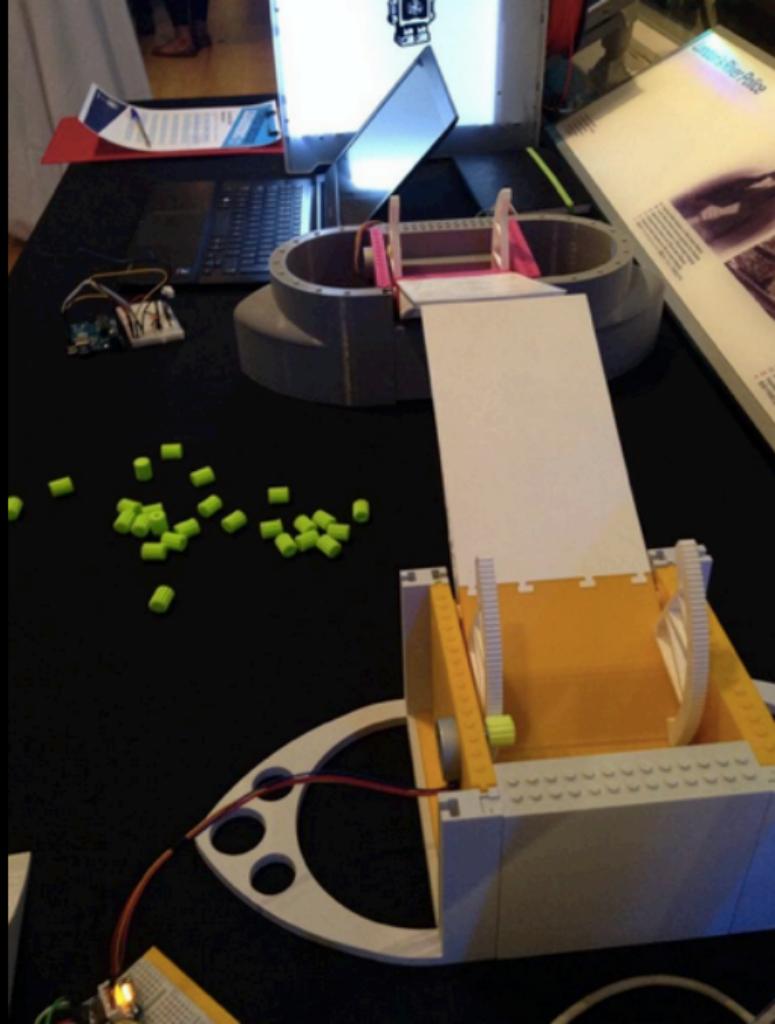
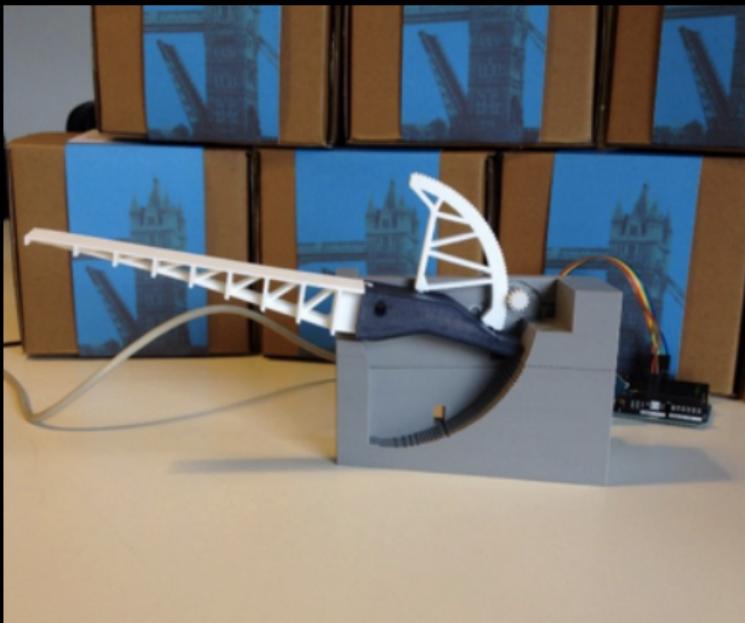
Gartner, 2014

TECHNOLOGY ADOPTION LIFE CYCLE CROSSING THE CHASM BETWEEN VISIONARIES AND PRAGMATISTS



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







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

happiness 

 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

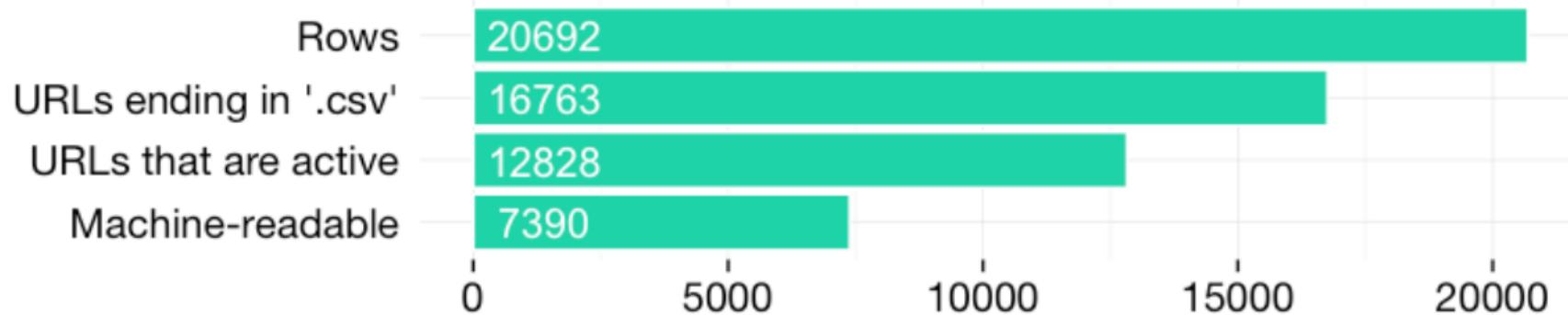
Office for National Statistics
Examines the contributions of people and place to levels of personal well-being across an area, using regression analysis of Annual Population Survey Personal Well-being data (2012/13)...

Measuring National Well-being

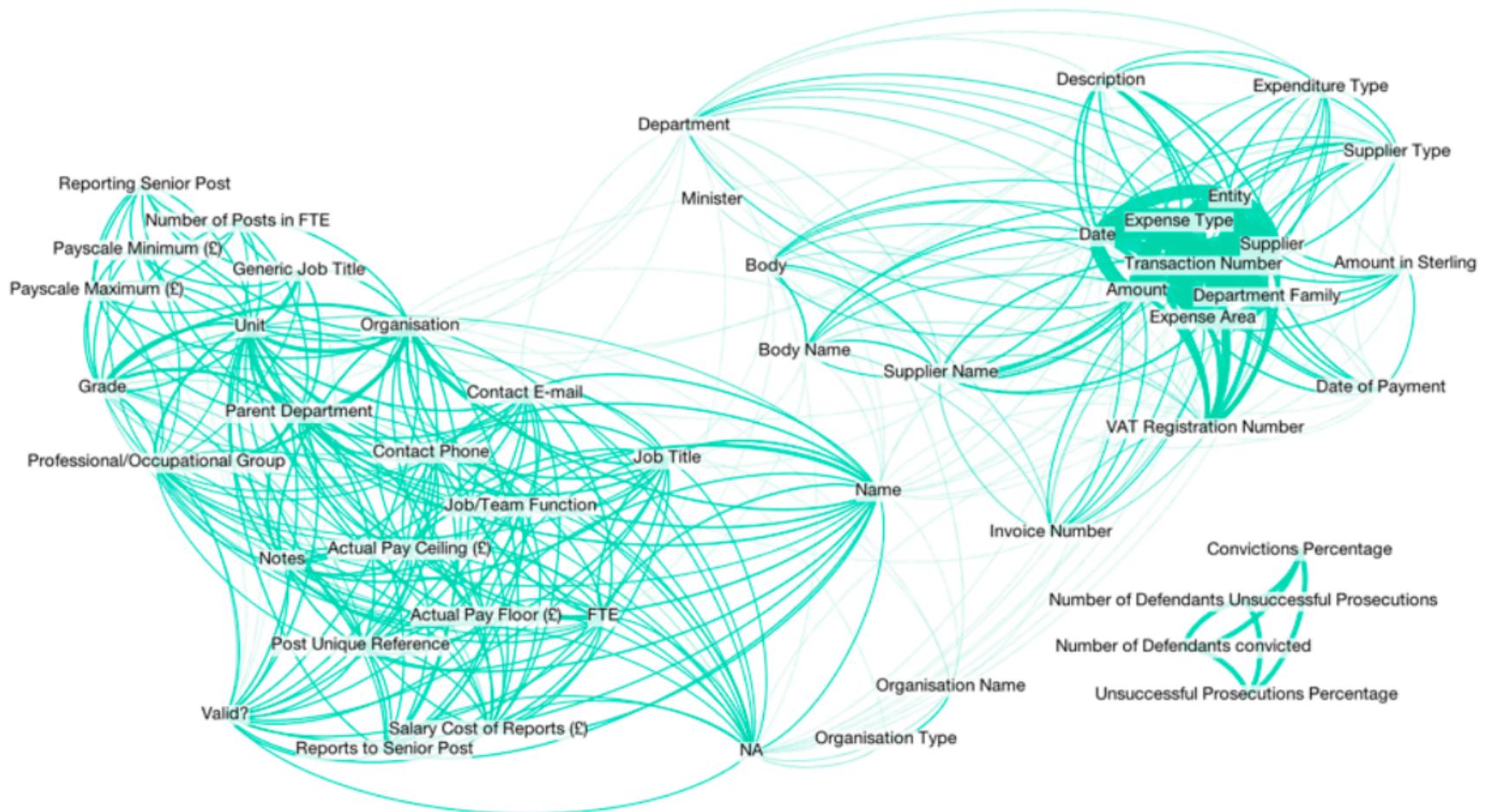
Office for National Statistics
Latest findings on personal well-being from the Annual Population Survey (2013/14), with analysis by country, region and local areas and individual characteristics and circumstances....



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)



The logo features the word "METADATA" in a bold, white, sans-serif font. The letters are partially obscured by a thick, black, jagged outline that resembles a mountain range or a stylized barcode. The outline has sharp peaks and deep valleys, creating a sense of depth and texture. The background is a solid dark gray.

METADATA



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	Nutzungs-bestim-mungen	ライセ ンス	Licenza	Условия использо вания набора данных



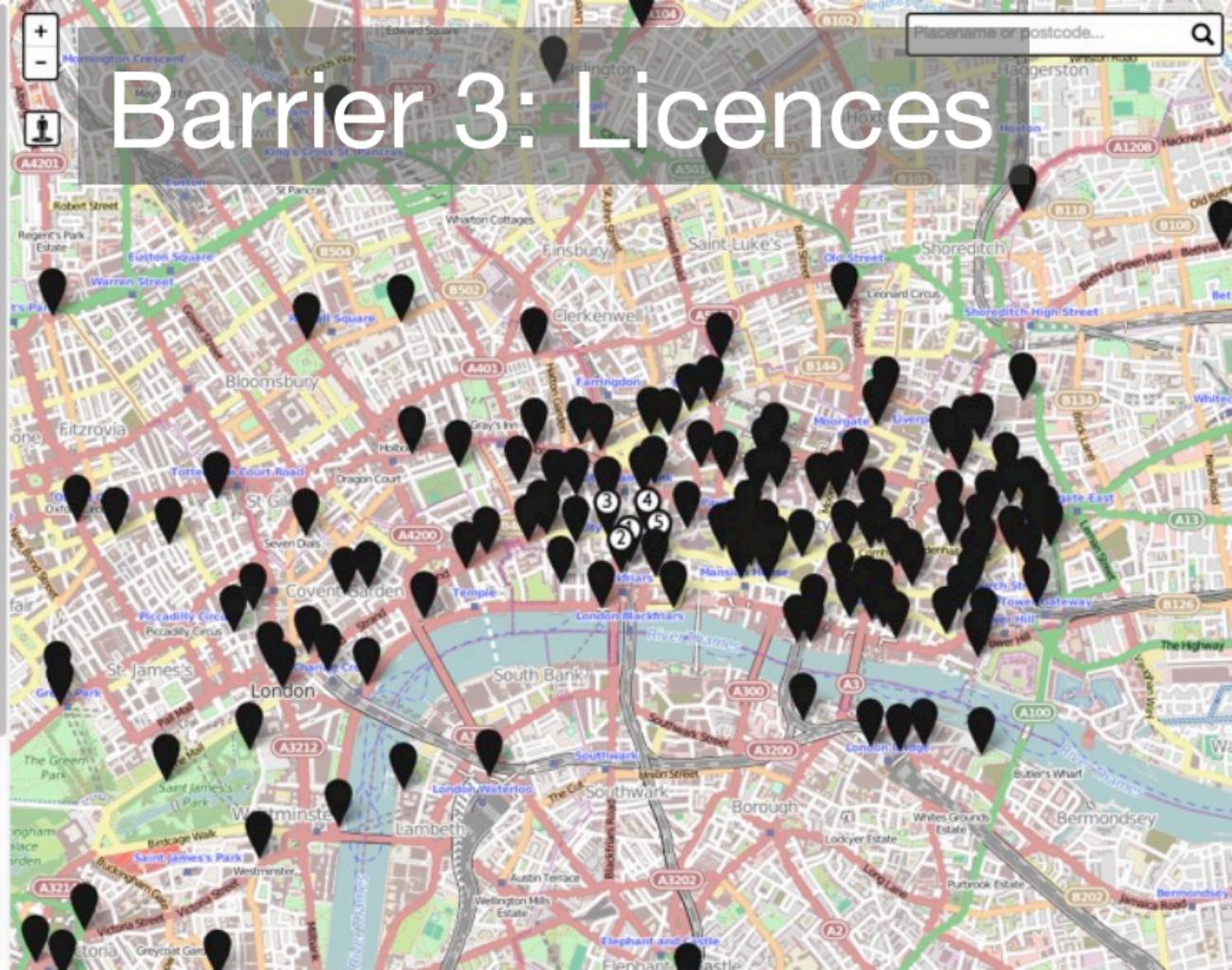
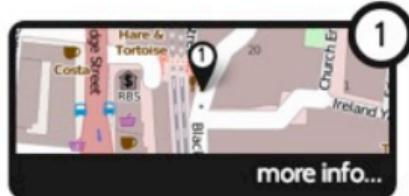
Add a toilet

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.







Watching the Watchers – James Bridle



**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**





National Well-being

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

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

[http://www.statslife.org.uk/events/
events-calendar/icalrepeat.detail/
2014/04/07/184/-/uk-measures-of-
national-well-being](http://www.statslife.org.uk/events/events-calendar/icalrepeat.detail/2014/04/07/184/-/uk-measures-of-national-well-being)



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

Benchmark

£42.7k

Min

Max

Wellbeing

Chosen

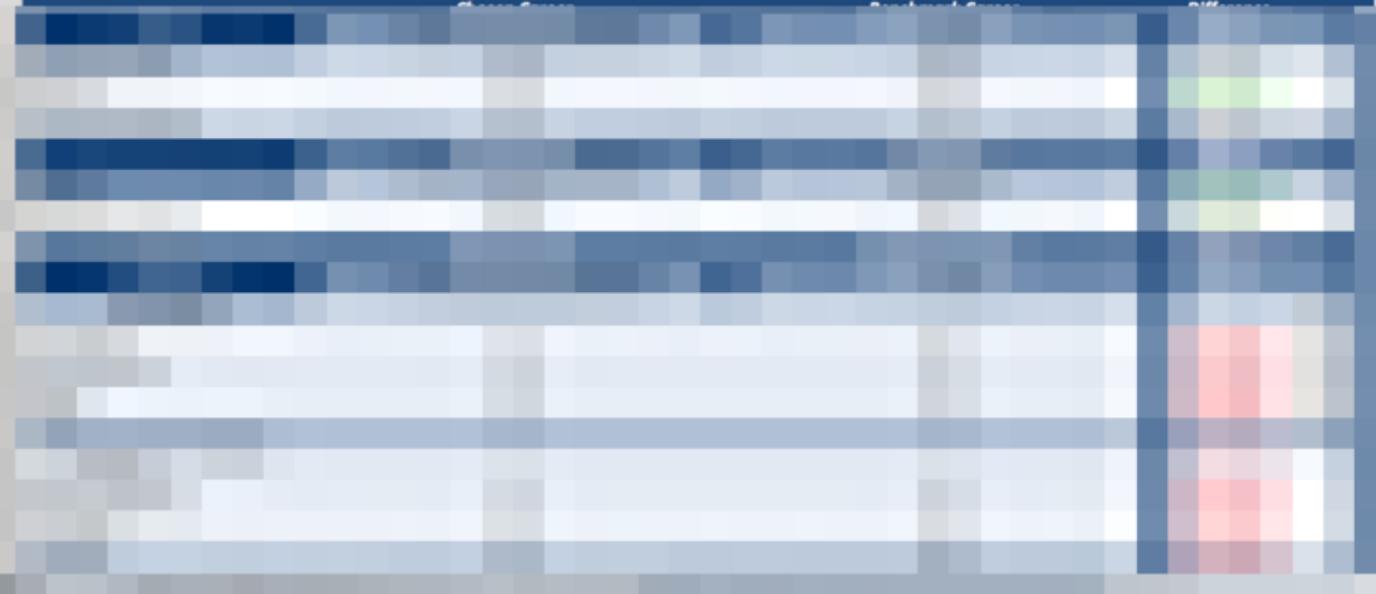
7.7

Benchmark

8

Min

Max





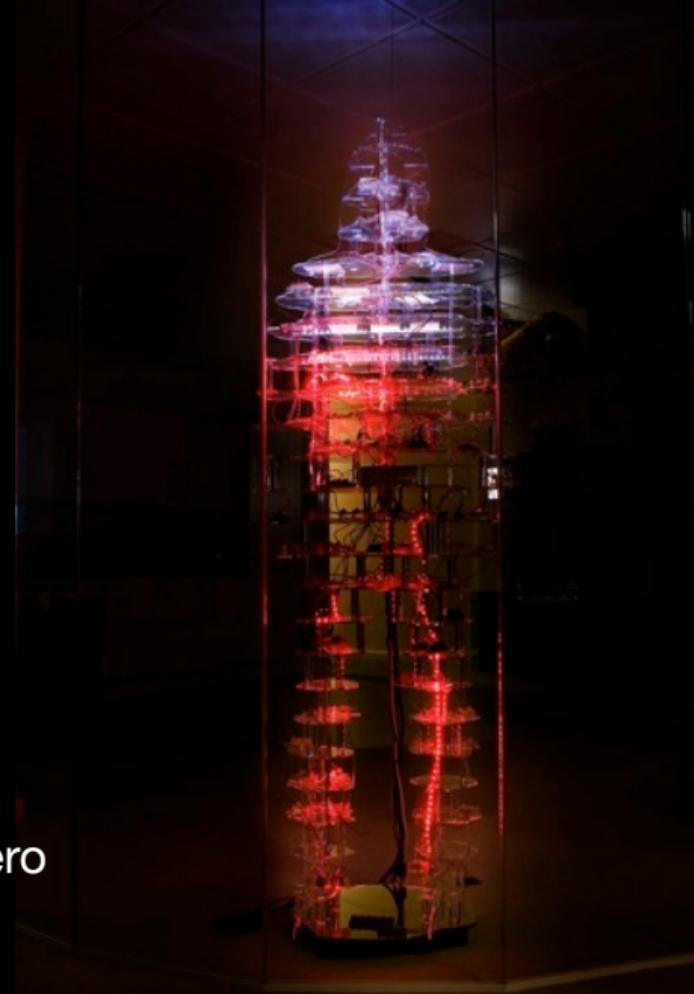
People don't want data
They want information.



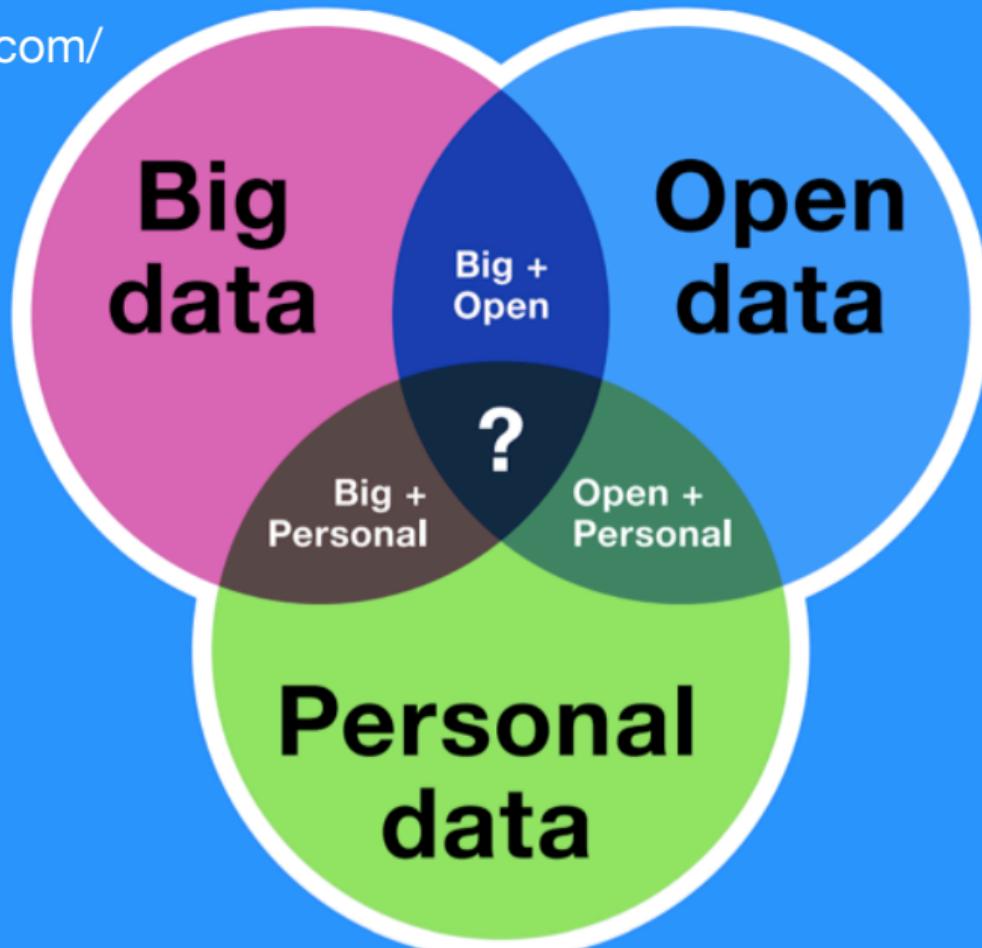
Thank you!



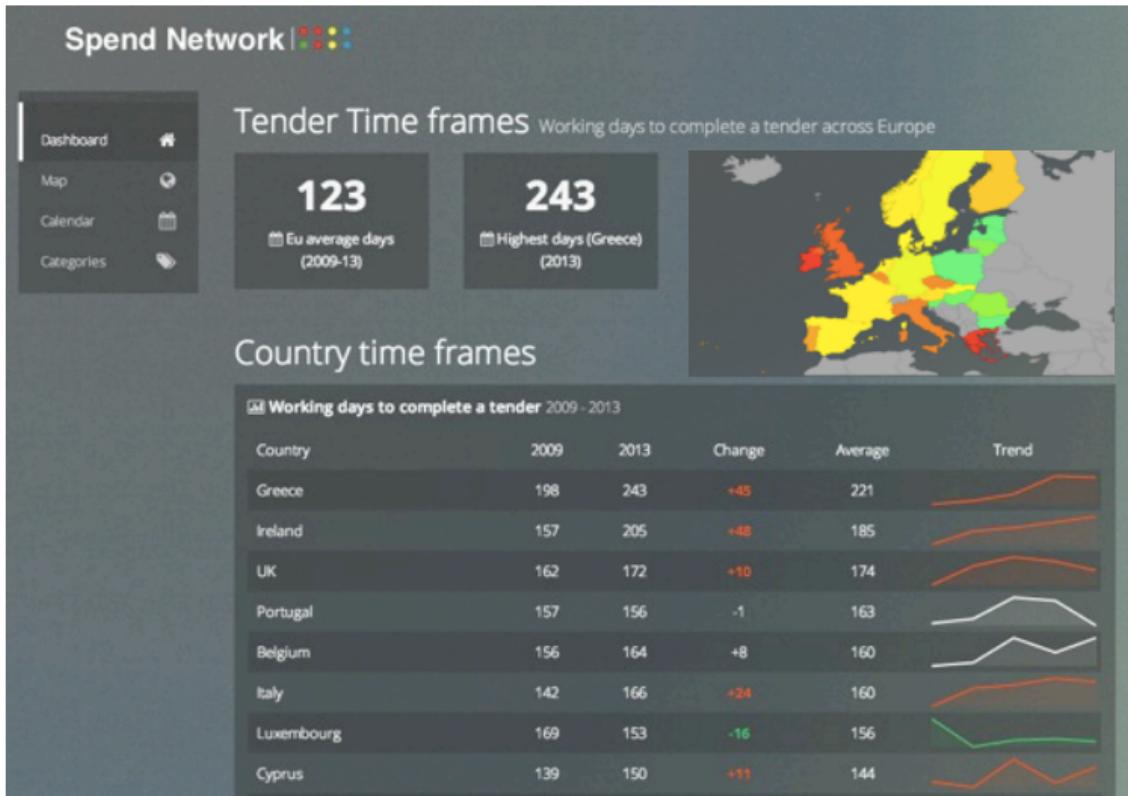
Email: ulrich@theodi.org · Twitter: [@statshero](https://twitter.com/statshero)



[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

| UK

lending totals



receiving totals

Lending

£378M

48,891

lenders

8 lenders per 10,000



£7,736

average lent

£1,290

median lent



Receiving

£378M

59,851

recipients

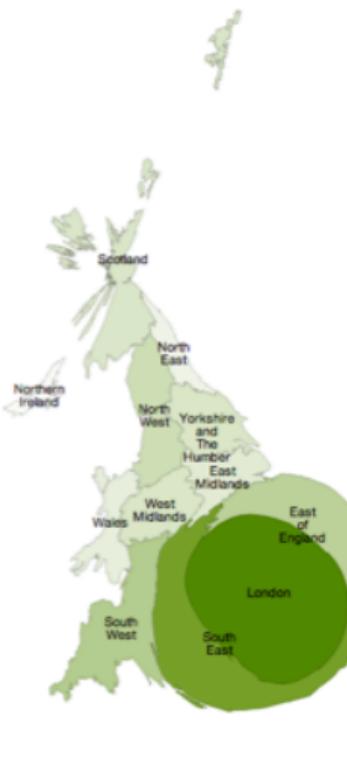


£6,320

average received

£4,160

median received



<http://smtm.labs.theodi.org/>

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





open data certificate™

BETA

Search certificates

Create a certificate

Browse all certificates

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



