



Introducing Open Data

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@davetaz



Schedule



Monday: Discovering Open Data

Tuesday: Publishing and Managing Open Data

Wednesday: Consuming and Understanding Data

Thursday: Business of Open Data

Friday: Open Data in Practice Hackathon

Meet the Team



Meet the People

Name

Occupation

Organisation

What was your first experience of Open Data?

What do you hope to achieve this week?



Expectations

Interactive
Learning
Experience Based
Community Driven



15 Minute Exercise

What is Open Data?



In your groups come up with a one sentence definition.

Definition of Data

A collection of facts, information and statistics that can be analysed to develop new knowledge



Definition of Open (OKF)



A piece of data or content is open if **anyone** is **free to use, reuse, and redistribute** it — subject only, at most, to the requirement to attribute and/or share-alike.

Definition of Open (ODI)

Open data is information that
is **available** for **anyone** to **use**,
for **any purpose**, at **no cost**.



opendefinition.org



Access

Attribution

Redistribution

Non-discriminatory

Reuse

Remix and Combine

Integrity



Exercise

In your groups briefly discuss the datasets you chose in the pre-training exercise to identify the breadth of potential benefits of an open data approach.



Who is the beneficiary in each case and why?

Data is the raw material of the
new industrial revolution





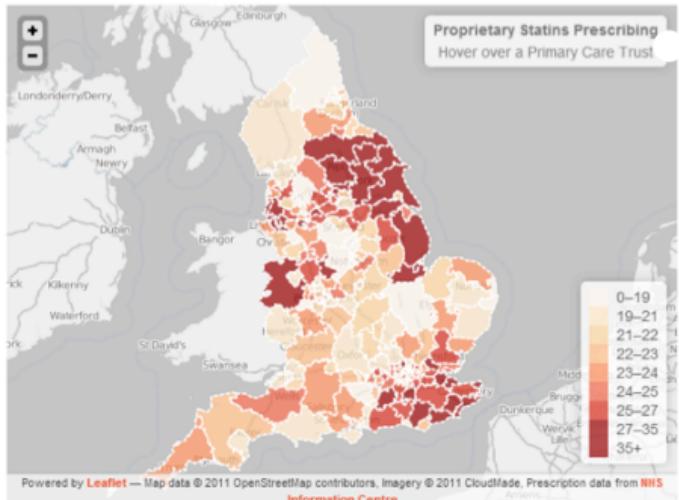
Open Data found a £200m
saving in the NHS budget

Home

NHS efficiency savings: the role of prescribing analytics

The NHS has been challenged to make £20 billion in "efficiency savings" by 2015 (1). £10 billion a year are spent by the NHS on essential drugs. Often, there's a choice between a cheap "generic" medication, or an expensive "branded" one. Branded drugs can cost over ten times as much, for the same therapeutic benefit. "Prescribing Advisors" in the NHS, with the support of NICE, encourage doctors to use the most cost effective treatments. We have analysed exactly how much is spent on expensive "branded" medicines, for one class of drugs, namely statins, in England.

Percentage of proprietary statin prescribing by CCG Sep 2011 - May 2012



Where generic alternatives exist, NHS purchasing of branded drugs has a number of effects:

1. There is only a finite amount of money to spend on treatments. Prescribing a patient expensive branded drugs, when cheaper equivalents would have the same therapeutic effect, means that money is wasted. As a result the NHS has less money to spend on the care needed by other patients.



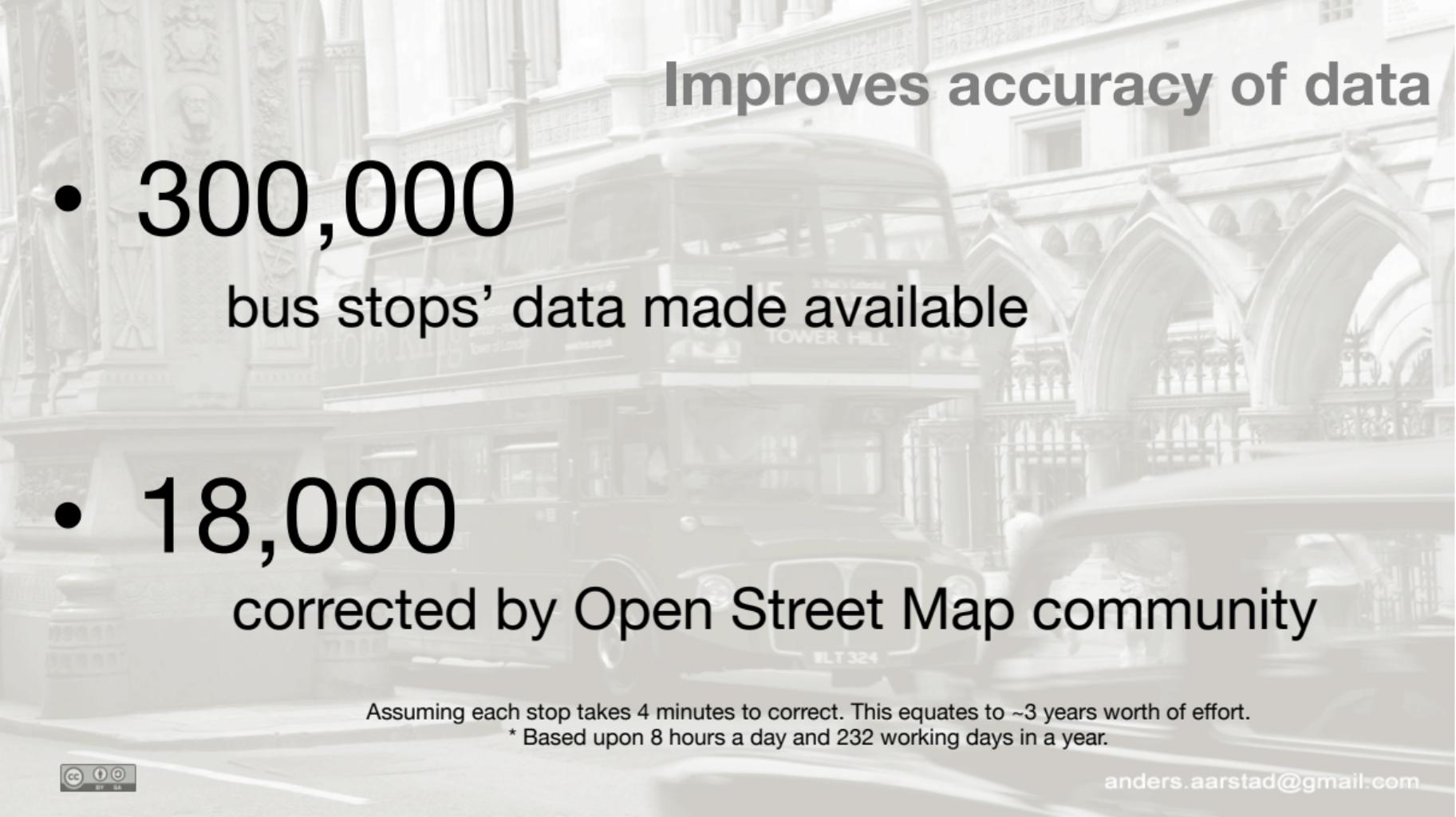
1x Rosuvastatin Calcium
1.2x Simvastatin
11x Atorvastatin

2nd Largest Drug Cost
(prior to June 2012)



Open data realizes the full potential of a crowd





Improves accuracy of data

- 300,000
bus stops' data made available
- 18,000
corrected by Open Street Map community

Assuming each stop takes 4 minutes to correct. This equates to ~3 years worth of effort.

* Based upon 8 hours a day and 232 working days in a year.



Provides the evidence

Ushahidi.com

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[View A Timeline Of Events »](#)

Map Satellite Hybrid

Filter By Category

- ALL CATEGORIES
- RIOTS
- DEATHS
- PROPERTY LOSS
- GOVERNMENT FORCES
- CIVILIANS
- LOOTING
- RAPE
- PEACE EFFORTS
- INTERNALLY DISPLACED PEOPLE

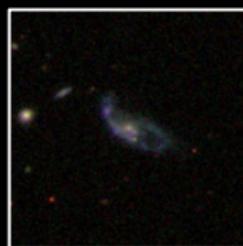
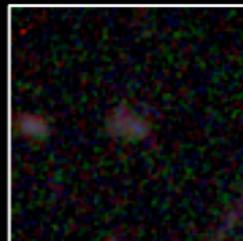
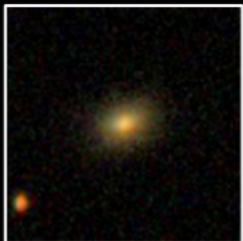
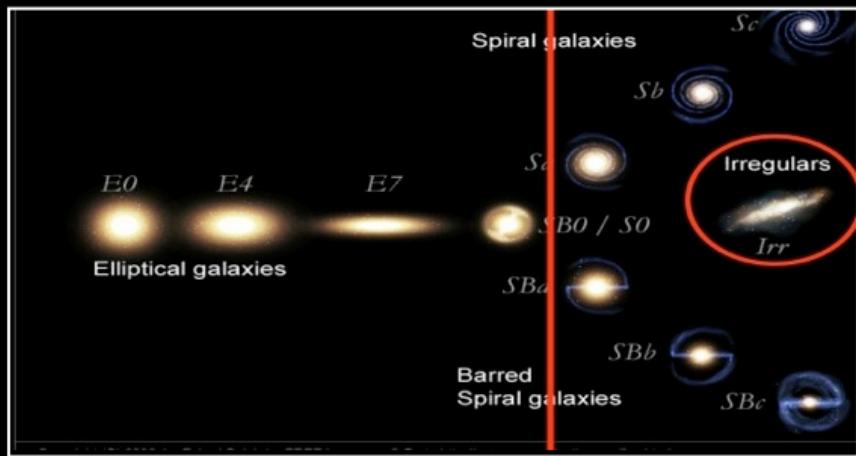
GO

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Collective scientific discovery



**Enables a data rich and
regulation light approach**





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Loans funded so far

£133,099,760

£378m

Investors Businesses How it works Marketplace About us

The Government is now lending to great British business

Read more >

%

RateSetter

Welcome to Zopa, sign in

Money Matched

£91,352,417

Lent on Zopa: £346,497,040



Investors

Get the return you want on your investment, plus tracking and anytime access to your money.



Get a loan today

How much do you want to borrow?

7500

(no early repayment fees)

Voted 'Moneywise's Most Trusted Personal Loans Provider' for 2013, 2012, 2011 and 2010

Over how many years?

3 years

» How it works

Get a quick quote

New Zopa Safeguard

Grow your savings

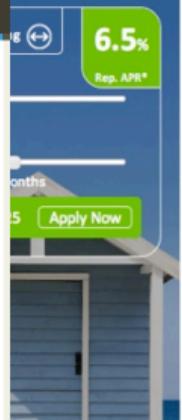
4.5%

Projected return after fee on lending for up to 5 years.
3 year option available.

Find out more

6.5%

Rep. APR*



Get low rate loans and high interest on savings at Zopa, the UK's largest peer-to-peer lending site.

How does peer-to-peer lending work?

Also known as social lending or lend-to-save, peer-to-peer lending works by individual savers and borrowers coming together to get better rates. At Zopa we match sensible borrowers looking for [low rate loans](#) with smart savers looking for [high interest on their savings](#).



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| UK

lending totals



borrowing totals

Lending

£378M

48,891

lenders

8 lenders per 10,000

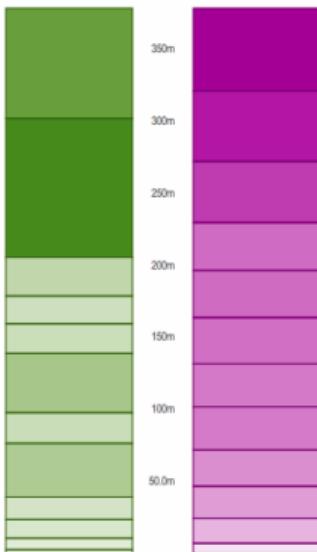


£7,736

average lent

£1,290

median lent



Receiving

£378M

59,851

recipients

9 recipients per 10,000



£6,320

average received

£4,160

median received



| UK

lending totals



borrowing totals

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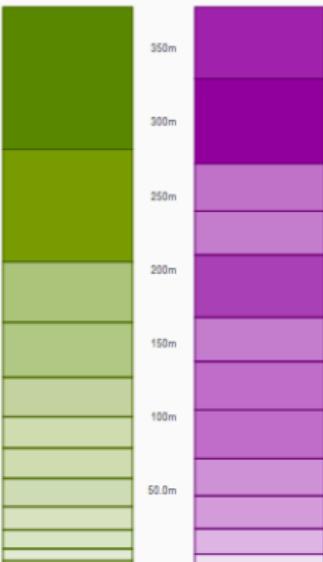


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Door-to-Door Lending Likely to Continue its March Into

Peer-to-peer mortgage lender reduces minimum investment level

Monteiro Reactions | 26 Jul 2013 | 40-18

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TECHNOLOGY

LendInvest cuts minimum investment threshold

Kevin Rose, 7:42 am, July 29, 2013

LendInvest has opened up its site to a wider investor audience by reducing its minimum investment size.

Since launching, LendInvest has required a minimum investment on the platform of £50,000. This has now been reduced to £10,000.

Recent research by the **Open Data Institute (ODI)** and supported by the Bank of England, confirms that the UK's peer-to-peer lending market is growing rapidly, having trebled in size in the last three years. According to the ODI research, the market is set to grow to over £1 billion by 2016.

David Serafini, LendInvest managing director, said: "The recent ODI report shows that there is a huge amount of interest in this asset class. There were also a number of really interesting items to come out of the report. One of these was that in over 14 million loan parts that have traded, only a very small handful of these were for large amounts of money (over £50,000). So



Peer-to-peer lender Funding Circle defends Santander tie-up

Funding Circle, the online "peer-to-peer" SME lender, has defended controversial talks with Santander which could see the bank passing on "leads" on small businesses seeking loans to the alternative finance platform.

Speaking for the first time about the discussions, Samir Desai, Funding Circle's chief executive, insisted they marked a "seminal" moment for the fast-growing industry. Peer-to-peer lending uses the internet to link savers frustrated by poor returns directly with credit-hungry small businesses.

Mr Desai added that he hoped to facilitate loans from pension funds and insurers to small companies, as well as from banks using its online platform, as it seeks to reach £1bn of lending a year by 2016.

Mr Desai said a bank's willingness to deal with Funding Circle was a sign that it is "transitioning to the mainstream" having previously been regarded by mainstream lenders as "noisy neighbours" operating a "cottage industry".

Reports of Funding Circle's talks with Santander led to criticism from its competitors that a tie-up would undermine the sector's attempts to position itself as an alternative to the main banking players. It also resulted in nervousness from some of its retail investors, who fear being asked to subsidise high-risk loans and that their returns will be driven down.

Mr Desai said: "The discussions [with Santander] are primarily around banks bringing businesses to Funding Circle – that's a win-win for everyone."



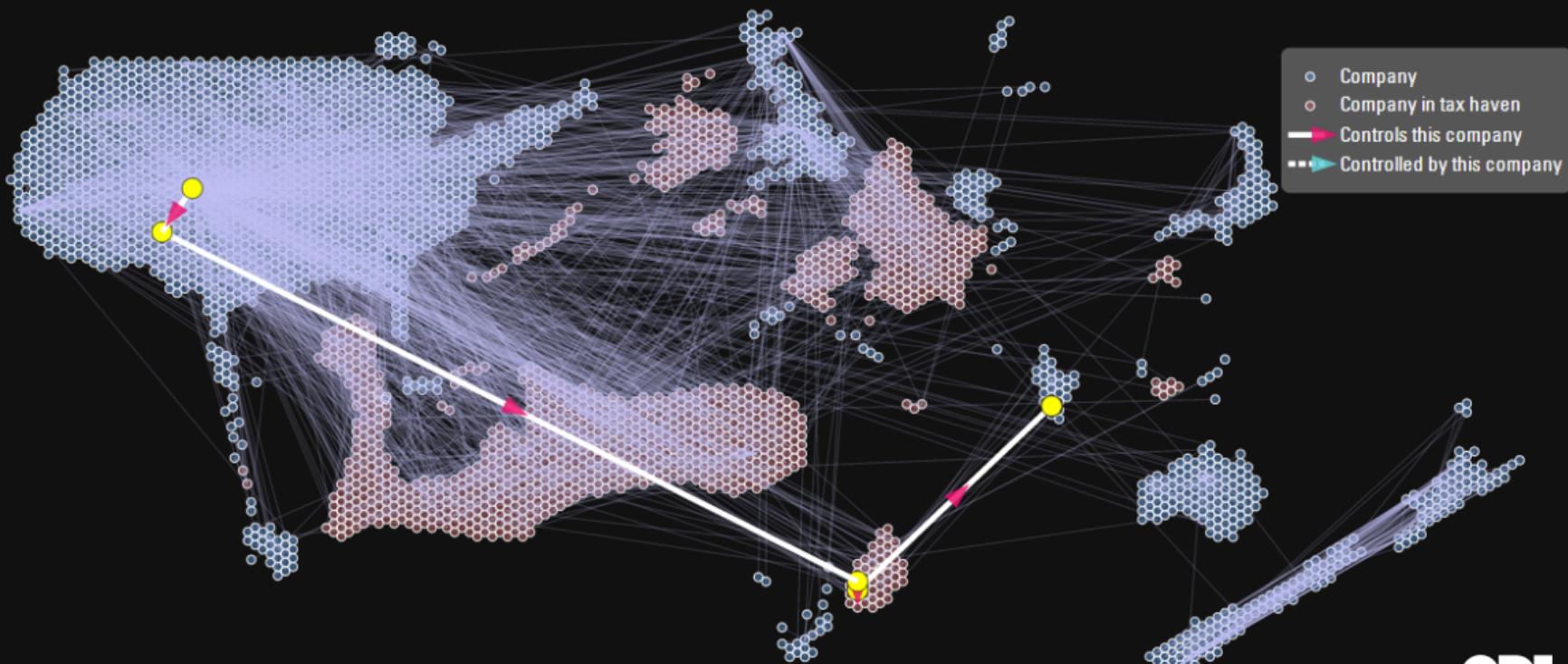
BBC
LONDON
94.9 FM

ODI

Open identifiers allow data sets to be combined

GOLDMAN SACHS (INDIA) SECURITIES PRIVATE LIMITED One of 27 subsidiaries registered in India

CONTROL CHAIN: GOLDMAN SACHS GROUP, INC., THE > GS INDIA HOLDINGS L.P. > GOLDMAN SACHS INVESTMENTS (MAURITIUS) I LIMITED > GOLDMAN SACHS (MAURITIUS) LLC. > GOLDMAN SACHS (INDIA) SECURITIES PRIVATE LIMITED



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JUST EAT

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- Home - OX1 Oxford change location

44 takeaways serving OX1 Oxford

What do you fancy? Pick a cuisine:

- All 44
- American 1
- Bangladeshi 1
- Chicken 1
- Chinese 1
- Indian 25
- Italian 1
- Jamaican 1
- Kebabs 2
- Nepalese 5
- Pizza 6
- Vietnamese 1

Rajasthan
64 Cowley Road, Oxford OX4 1JB
Type of food Indian, Halal
Collection only Delivery begins at 17:30
Prestige

Malikas
210 Cowley Road, Oxford OX4 1UQ
Type of food Indian
Delivery cost Free

Express Pizza
252 Cowley Road, Oxford OX4 1UB
Type of food Italian, Pizza
Delivery cost Free

Oriental Express
54 Between Towns Road Temple Square, Oxford OX1 3LB
as per menu, some items might change
Dinner Extras



Boosts efficiency



•oooo vodafone UK 10:10 100% 

[Back](#) London Liverpool Street 

All departures - updated 10:10

| | | |
|---------------------------|-------------|---|
| 10:10 to Stansted Airport | platform 6 | > |
| On time | | |
| 10:15 to Billericay | platform 8 | > |
| On time | | |
| 10:17 to Shenfield | platform 7 | > |
| On time | | |
| 10:18 to Chingford | platform 2 | > |
| On time | | |
| 10:22 to Hertford East | platform 3 | > |
| On time | | |
| 10:25 to Stansted Airport | platform 4 | > |
| On time | | |
| 10:28 to Cambridge | platform 1 | > |
| On time | | |
| 10:30 to Enfield Town | | > |
| On time | | |
| 10:30 to Norwich | platform 10 | > |
| On time | | |
| 10:32 to Clacton-on-Sea | | > |
| On time | | |

Gets you from A to B quicker

•oooo vodafone UK 10:10 100% 

[Departures](#) Service Details 

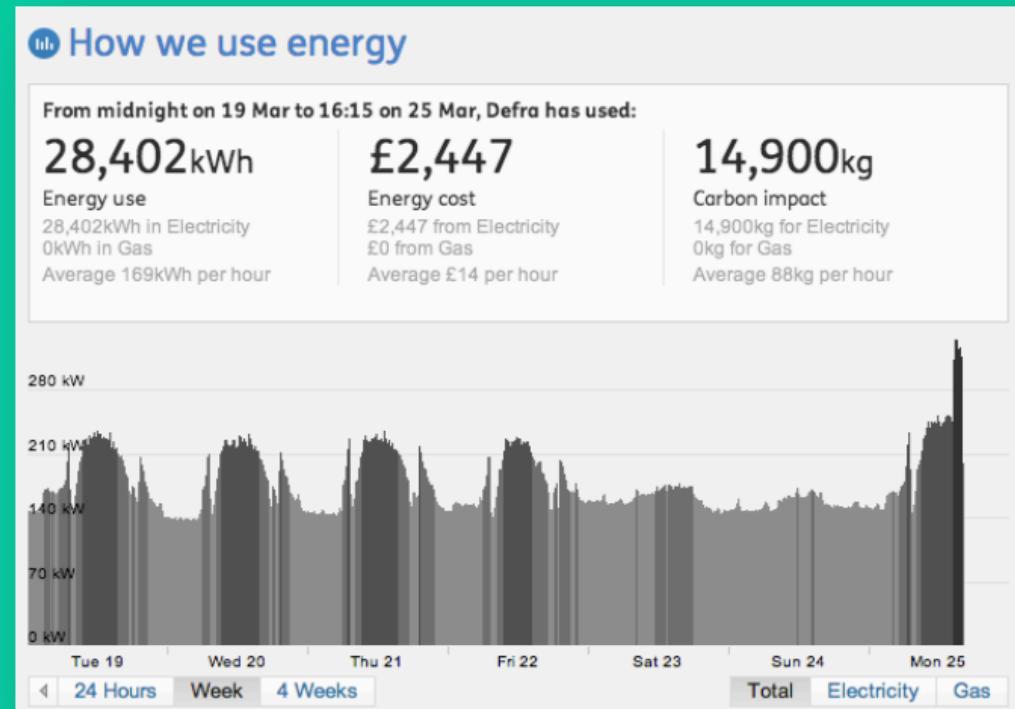
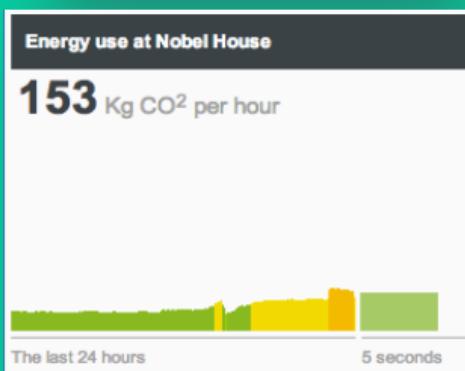
Updated 10:10

| | |
|--|---------|
|  Bournemouth | 09:50 > |
| Departed on time | |
|  New Milton | 10:01 > |
| Departed on time | |
|  Brockenhurst | 10:09 > |
| Departed on time | |
|  Southampton Central | 10:25 > |
| On time | |
|  Southampton Airport P... | 10:32 > |
| On time | |
|  Winchester | 10:41 > |
| On time | |
|  Basingstoke | 10:58 > |
| On time | |
| Woking | 11:18 > |
| On time | |
| Clapham Junction | 11:39 > |
| On time | |
| London Waterloo | 11:53 > |
| On time | |

TUBE LINE STATUS (TfL) 

| | | |
|--------------|-----------------|----------------------|
| Bakerloo | Part Closure | more |
| Central | Part Closure | more |
| Circle | Good Service | |
| District | Good Service | |
| H & C | Good Service | |
| Jubilee | Good Service | |
| Metropolitan | Good Service | |
| Northern | Part Closure | more |
| Piccadilly | Good Service | |
| Victoria | Good Service | |
| W & C | Planned Closure | more |
| Overground | Part Closure | more |
| DLR | Part Closure | more |

Saves the World



- Public Services – innovation and savings
- Civil Society – enables greater scrutiny
- Private Sector – enhances services

Enables benefits across the economy



Why now?



Policy Drivers

Technical Standards

Best Practice Guidelines



Open Data

Best Practice Guidelines



Open Knowledge
Foundation



Technical Standards



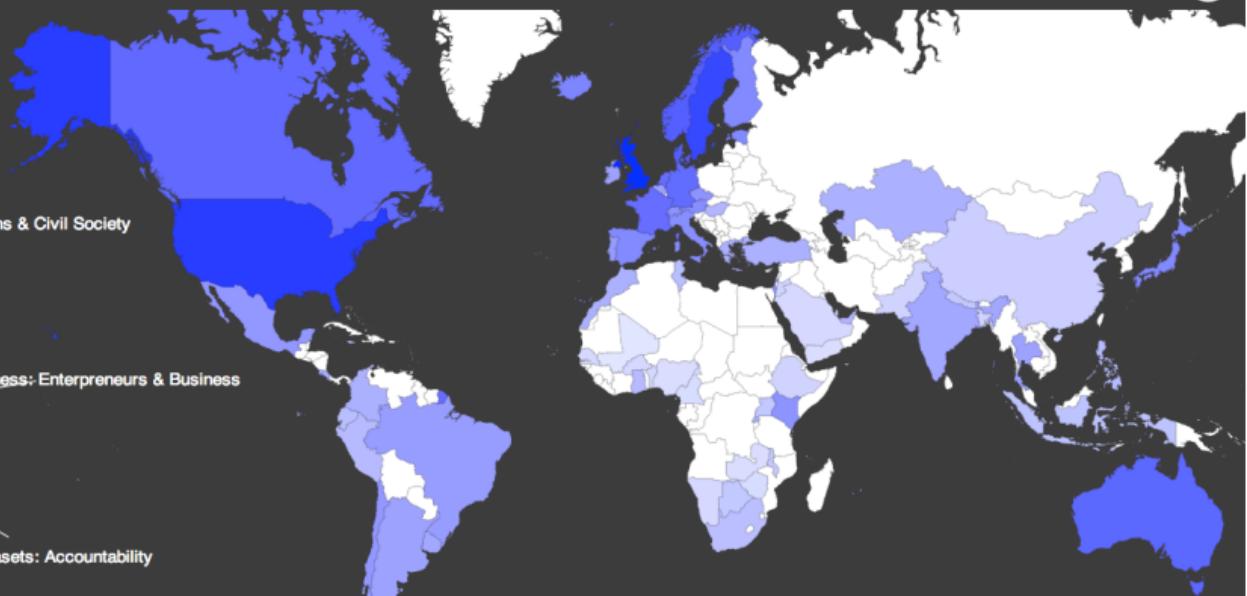
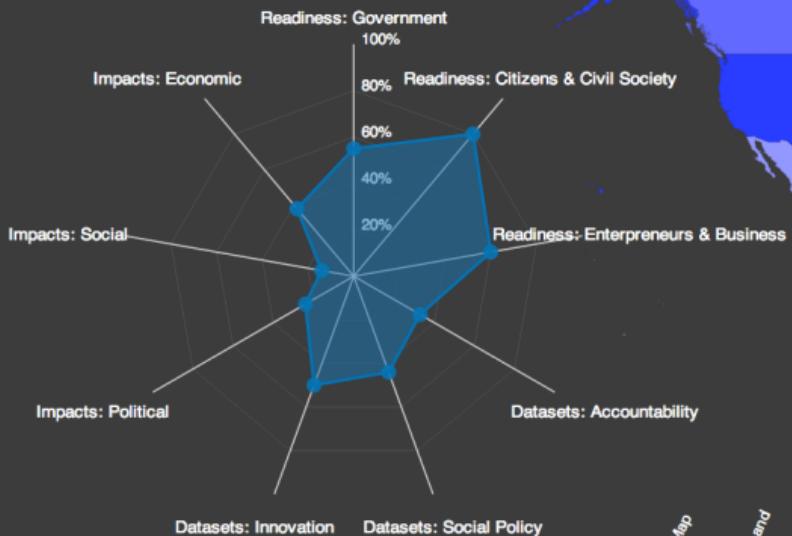
Policy Drivers





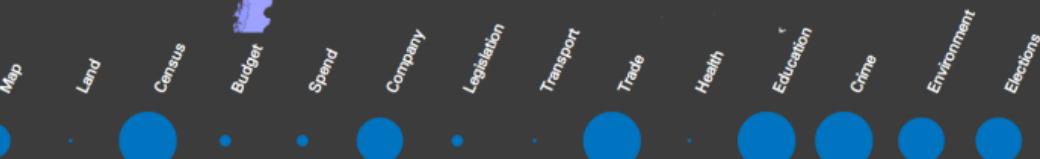
Switzerland \$\$\$\$

22/77



 OpenData
Barometer

License: CC-BY-SA | Visualisation by David Tarrant | [Full report](#) | [Get the data](#)



Recap

Open data is critical to build knowledge on a global scale

We are only just starting the potential

Changes will be required to develop new models and relationships.

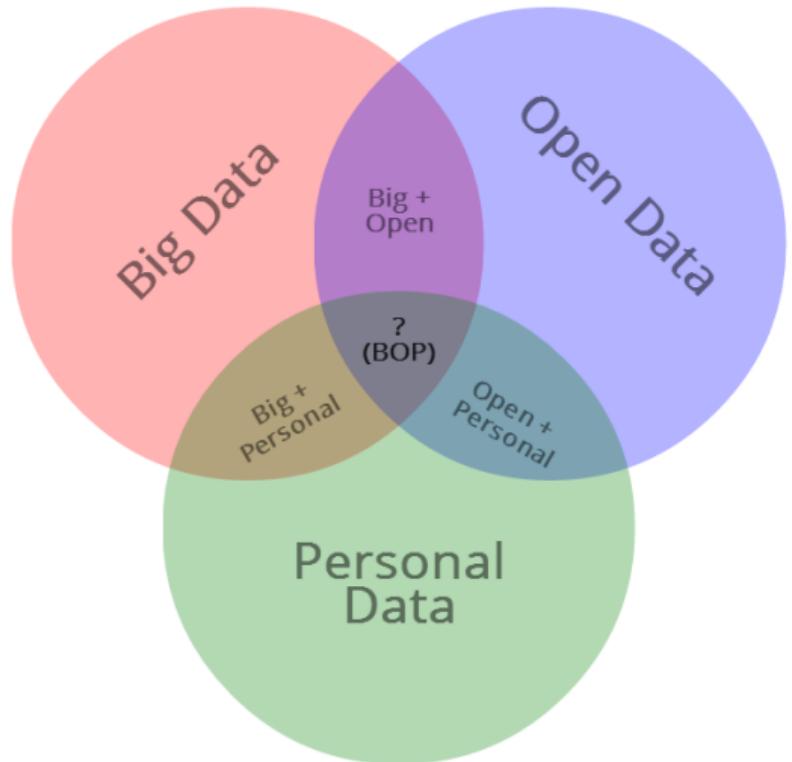




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Challenges and Risks



Types of personal data

Open personal data

Data about people
not a person

Available to anyone

Has been anonymised

e.g. number of people attending
event, gender split, age ranges.
(bigger numbers are better!)

Available personal data

Data about a person
Available to the person only!

Often known as MiData

e.g. credit scores, energy and other
consumption data.

Personal data

Data about a person
which is neither open
nor available.

Might belong to you or
be collected by a
company.

Opportunities

Open Data

Brings transparency, open peer review

Big Data

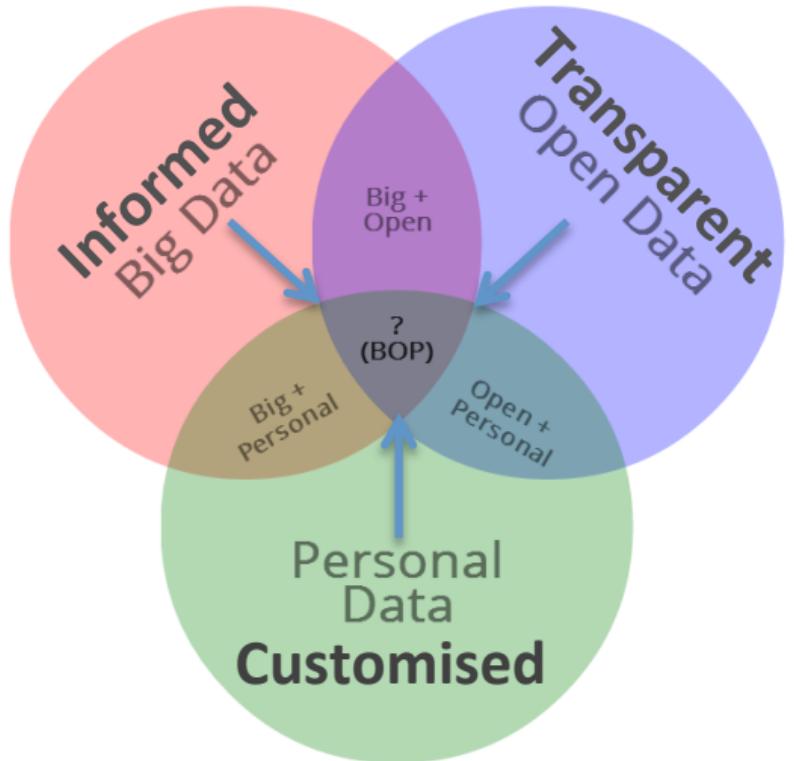
Brings the evidence

Personal Data

Makes it relevant



Opportunity





**Knowledge
for everyone**

