**Open Data User Group – first meeting**

**10 July 2012, Hackney House, 186 Shoreditch High Street, London E1 6SU, 14:30-18:00**

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| **Members** |  | **Officials** |
| **Attendees:** |  | Pete Lawrence (Cabinet Office) |
| Heather Savory |  | Ed Parkes (Cabinet Office) |
| Bob Barr |  | Tord Johnsen (Cabinet Office) |
| Mick Cory |  | Liane Farrer (Cabinet Office) |
| Sarah Hitchcock |  | Jane Simmonds (BIS) |
| Dominique Lazanski |  |  |
| Andrew Mackenzie |  |  |
| Paul Malyon |  |  |
| Chris Royles |  |  |
| Gesche Schmid |  |  |
| Jacqui Taylor |  |  |
| Roger Taylor |  |  |
| Jeni Tennison |  |  |
| Adam Tickell |  |  |
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| **Apologies:** |  |  |
| Jennie Campbell |  |  |

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**Agenda**

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| 1. Introductions around the table
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| 1. History and top level orientation
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| 1. What we are here to do
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| 1. Break
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| 1. How we propose to work
	1. Strategy, Workplan, Timeline overview
	2. Modus operandi – transparent and open, published notes etc.
	3. Behaviours and Values
	4. What is expected of individual members
	5. How we will measure ourselves
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| 1. The elevator pitch and business cases
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| 1. What next
	1. Postcode Address File
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| 1. AOB
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**Notes from meeting**

1. **Introductions around the table**
* The Chair gave an overview of the process of selecting members
* Each member gave a short introduction
1. **History and top level orientation**
* An overview of the Transparency agenda and the background for ODUG was discussed
* Since May 2010 series of Prime Ministerial commitments published and met
* Built the world’s largest data.gov site – 8500+ datasets now available
* Raw data plus visualisation where considered helpful for citizens (i.e. Police.uk crime map)
* Open Data White Paper and departmental open data strategies were published 28 June
* Key challenges include data sharing, anonymisation of data and protecting privacy
* Governance ‘eco-system’ in place to help embed culture of transparency:
* The Public Sector Transparency Board
* Departmental sector transparency boards (9 to date)
* Public Data Group\Data Strategy Board\ODUG\GI Group\Weather Service Group\Open Data Institute
* ODUG to provide interface between the open data community and Government
1. **What we are here to do**

The Chair set out the remit for ODUG:

* Advise the Data Strategy Board on open data;
* Function as a two-way channel for feedback between OD community and government;
* Act as a single voice for all open data stakeholders; and
* Gather requests and evidence from the wider community to put to the DSB.

ODUG will work to achieve consensus

* Members to collectively agree working arrangements
* Members collaborate with and draw on the experience and views of the wider open data community to provide a balanced view
* The principle of transparency is essential; notes of meetings and papers will be published online
* The process for engagement with data-holders will require persuasion and collaboration

*What is in scope for the Group?*

Initial remit for the Trading Funds but over time this will expand. The scope, covering a broad agenda, needs to be clear to the communities outside the Group and will include:

* Trading funds
* Public sector organisations
* Utilities
* Rail companies
* Service commissioning
* Collaboration with the Open Data Institute
1. **The elevator pitch and business cases**

Elevator pitch will provide a mechanism to help the Group prioritise efforts and enable assessments of which proposals to bring forward to a full business case. Pitches have to answer simple questions:

* Proposal requires x data and will do xyz with it – pitch needs to focus on requesting data not already released
* Proposal has to illustrate value to people
* Proposal must indicate social and economic value
* Anyone can submit pitches (to be encouraged) - not limited to Group members
* Focus early priorities on ‘low hanging fruit’ in order to achieve early successes
* Important in order to build confidence within community
1. **How we propose to work**
* The Group will develop a logo and branding
* Interim plan - post and host key shareable documents on data.gov.uk
* Consider alternatives for a shared online collaboration space. Solution needs to be free
* Group to take recommendations and decide on this
* Accumulate evidence (need process/system to curate information & store systematically)

*What is expected of all ODUG members?*

* ODUG members are expected to attend meetings prepared to represent their community
* Spread enthusiasm to their communities
* Chair to be motivating, supportive, proactive and engaged with stakeholders
* Will work according to Agile value principles

*Risks discussed in terms of perception of the Group and relationships, and include:*

* Public sentiment
* High expectation of the group
* Not achieving outcomes and someone says no to data release
* Suddenly ceasing to be relevant and going down a rabbit hole i.e. focusing on licensing or some other highly isolated issue
* Trading Funds not challenging their own situation
* Bad news story on open data e.g. privacy

Mitigation could include: building relationships with key senior official champions in departments/on Sector Transparency Boards.

Mitigation supported by good communication management, including through the Chair for a consistent single voice.

Important to develop the right expectations in terms of ODUGs own KPIs – what will separate good from exceptional results in twelve months time?

*Use of money*

* £3.5m will be available from April 2013, with a further £3.5m available from April 2014
* Important to work smartly without money and achieve outcomes outside spending potential
* Investigate the estimated costs for different pieces of work
* Cost and pricing of data is one of challenges Group will need to resolve in order to plan spending
* Focus on enabling data to be open and securing sustainability (rather than buying data)
1. **What next**

Next meeting scheduled for 14th August – 10:30-15:00

Digital engagement strategy agreed at next meeting

1. **Any other business:**

Postcode Address File –The Group will look into the issues around the PAF.

**Action list**

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| Circulate list of handles for Twitter and email addresses and create Twitter list for ODUG members |
| Circulate slides including high-level KPIs for ODUG |
| Circulate further information about the trading funds |
| Top level analysis to produce timeline for data in the pipeline / promised by Departments and circulate spreadsheet on Data.gov.uk  |
| Get some branding designed – brand strap line and vision. Tech city talks – could someone come up with a logo and crowdsource this – competition and to work out who to do it. Need a brief beforehand. Heather to approach through a blog. Develop branding brief (Brand, Strapline, Vision) |
| Explore with Google and Huddle to see if we can get for free collaboration platform / Draw up specification for platform  |
| Set up facility for sentiment monitoring for ODUG and provide a baselines assessment |
| Circulate membership of each of the Transparency Sector Boards |
| Circulate all papers in electronic form |
| Circulate minutes |
| Produce first draft of the elevator pitch which will allow people to capture/submit ideas, including high level indicators for benefits to growth/society |
| Produce first draft of document setting out barriers to the use of open data and get 6 business models from Andrew Stott |
| Starting to collate numbers on what it costs to produce open data, first port of call Open Street Map |
| Explore options for working with the Open Data Institute |
| Licensing issues – start to encapsulate what we know about these, UK location programmes business interoperability group is doing some work which should be of interest to the group. |
| Develop ODUG’s risk categories for collective risk discussion/management |
| Define themes for intelligence sharing on ODUG collaborative platform |
| Come up with 5 examples / case studies of open data including quick wins and 2 life problems. |
| Come to next meeting with details of process each member will use to engage with their open data community sector.  |
| Develop KPIs for ODUG to be signed off at next meeting |
| Storyboarding |
| Circulate 54 case studies on data.gov.uk |
| Explore opportunities to get metrics off data.gov.uk e.g. on number of data downloads |
| Come back with some really good examples of where have used Open Data ourselves |
| Produce briefing on PAF |
| Proposal for ODUG comms/PR strategy and process – lines to take, how to avoid falling prey to well-rehearsed public arguments |