**Minutes of Open Data User Group**

**14 August 2012, 10:30-15:00**

Rathbourne Room 1, Local Government House, Smith Square, London Westminster, SW1P 3HZ

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| **Attendees** |  |
| Heather Savory (Chair) (HS) | Mick Cory (MC) |
| Bob Barr (BB) | Sarah Hitchcock (SH) |
| Dominique Lazanski (DL) | Andrew Mackenzie (AM) |
| Paul Malyon (PM) |  |
| Gesche Schmid (GS) |  |
| Chris Royles (CR) | **Officials** |
| Jacqui Taylor (JT) | Antonio Acuna (Cabinet Office) (AA) |
| Roger Taylor (RT) | Ed Parkes (Cabinet Office) (EP) |
| Jeni Tennison (JTe) |  |
| Adam Tickell (AT) | **Apologies** |
| Jennie Campbell (JC) | Tord Johnsen (Cabinet Office) |

# Agenda

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| **1** | Chair’s welcome and update |
| **2** | Actions and minutes from last meeting  |
| **3** | Elevator pitch and prioritisation process – reach agreement on content of elevator pitch and process for prioritising proposals into business cases  |
| **4** | Pipeline analysis – an overview of data and datasets that are available at the moment and what is known to become available  |
| **5** | Update on collaboration space - seek agreement on preferred option for how to establish a shared space for the Group  |
| **6** | Community engagement – 5 minutes per member to update the Group on progress in building a sub-community network  |
| **7** | The Post Code Address File – exploring what the potential for this resource is in terms of it becoming available free at the point of use  |
| **8** | Data.gov.uk presentation – introduction to the new site and opportunities it offers for ODUG  |
| **9** | Communications and branding  |
| **10** | KPIs  |
| **11** | Risk Register  |
| **12** | AOB12.1 Making research data open 12.2 Forward Look  |

**Welcome and Updates**

1. JC introduced herself as Managing Director of the Meteo group, also the Primat group – lobbying Europe wide and CDWSA – focused on the role of Trading Funds and availability.
2. The Chair thanked everyone for the work that’s been undertaken and gave an update on her work since the last meeting.
3. The Chair proposed that ODUG should compile and publish a formal list of members’ interests. It is important that any interests that members have, either commercial or otherwise, should be openly declared. It was noted that members have already done this on the application form. The group agreed to take this forward.
4. The Chair proposed that a standard format be used for papers presented within the group. Members agreed.
5. Members agreed that papers for publication should be agreed collectively and channelled through the Chair and Cabinet Office. Members agreed.

**Actions and minutes from last meeting**

1. Minutes for the last meeting approved in correspondence previously. The Chair ran through actions from the last meeting.
2. The Chair suggested that the proposed competition to design a logo for the group should be launched until after the launch of the ‘elevator pitches’. Members agreed.
3. CR confirmed that Pitney Bowes would undertake sentiment monitoring for the Group and monitor this service. So far the only criticism online that ODUG members had noted was concerned with the format in which papers were published.
4. JTe had circulated some further detail on barriers to the use of Open Data. EP highlighted current Cabinet Office work on the user journeys for both those releasing and using Open Data.
5. The Chair fed back about her discussions with Nigel Shadbolt on the Open Data Institute and confirmed that she would continue to be the lead contact for the group. PM is also involved in the set up of the ODI and JT has an interest.
6. The Group discussed the paper on licensing. It was agreed that to support this work it was necessary to collect specific examples where licensing restricts the use of Open Data. It was agreed that ODUG should have a licensing workstream and that this should work to present an argument about the current licensing landscape and where and how licensing presents barriers to use of open data.

**Elevator pitch and prioritisation process**

1. The group discussed a draft proforma for the elevator pitch. It was recognised that it was important to flesh out the proposal in more detail as well as outline the process to make the full case to Treasury which does not need to be submitted until next year. It was agreed that the elevator pitch is the funnel through which all proposals should be filtered and that the initial priority is to make the elevator pitch available for use. The Chair will need to present an initial list of datasets with evidence to the October Data Strategy Board.
2. There was also a discussion concerning how to incorporate the list of data sets which had already been submitted by users through data.gov.uk. Members recognised that this list needed to be analysed and cleaned but could be incorporated into the ‘elevator pitch’ process.
3. The Group agreed that a metrics work stream should be set up to determine the criteria by which proposed datasets would be prioritised.
4. The Group agreed that work should continue with Treasury to agree the content of full business cases which would be required next year. A draft process diagram will be circulated to the group.

**Pipeline**

1. Members discussed the work they had undertaken on understanding which datasets were already committed to for publication by departments. JT presented a visualisation she had created using Tableau. SH had agreed with the Cabinet Office Transparency Team that she would receive regular updates on which datasets are due to be published and will meet with them later in the month to discuss.

**Collaboration space**

1. HS confirmed that she has secured a small budget to pay for an online collaboration platform for the group.

**Updates on work with community**

1. Members of the group reported back on the work they had undertaken in reaching out to colleagues and other members of the Open Data community. The Chair noted that some good progress had been made. The key was for members to use the elevator pitch to funnel tangible ideas from their community constituents, and to ensure that such suggestions were accompanied by good evidence on the benefits of releasing the data.
2. Various members are presenting at conferences. The group agreed that there should be a standard ODUG message at these events. It was noted during this round up that it would be helpful if members could let each other know who they are contacting and which conferences they were attending. This could be facilitated on the collaboration space.

**Discussion on data.gov.uk**

1. AA gave a presentation on Data.gov.uk. Members fed back issues that had been raised to them about the current functionality of the site.
2. AA offered to develop a specific area for the Open Data User Group and could also reconfigure the current request facility to incorporate the new ‘elevator pitch’ process. The group agreed that data.gov.uk was the right place for ODUG to collect suggestions for data releases. AA and the group agreed that the elevator pitch process would replace the current data request function on data.gov.uk. ODUG and AA will work together to make the elevator pitch available as soon as possible (a couple of weeks). Further improvements will be made to the ODUG pages on data.gov.uk on an ongoing basis.

**Presentation on PAF**

1. Members talked through the papers giving background on the Postcode Address File. The group agreed that addressing data is a key component of core reference data which, ideally, should be open. An addressing workstream will coordinate views so that the group can come to an agreed position on national addressing data.

**KPIs and Risk Register**

1. The group agreed that the KPIs and Risk register should be combined into a single document/process
2. The Chair agreed to update the Risk Register from a Chairs point of view and raise any issues with the group

**AOB**

1. It was decided to delay the discussion on communications and branding until the next meeting.
2. The group will also look at open research data issues at the next meeting.
3. The Chair distributed the ODUG meeting forward look to the members.

**Action list**

**Secretariat**

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| Circulate membership of each of the Transparency Sector Boards |
| Circulate 54 case studies on data.gov.uk |
| Publish note and actions from second ODUG meeting online |
| Publish online list of ODUG members’ interests. A proforma will be circulated |
| Standard format for ODUG papers – word doc with simple header/footer and numbering format |

**Elevator pitch and data.gov.uk**

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| Circulate a second version of the draft elevator pitch by the end of the week to include themes and other members to comment |
| Filter data.gov.uk list of datasets and circulate to the group |
| Take preparations for the metrics workstream forward |
| Circulate process diagram for comment |
| Meet early next week to set out the requirements for elevator pitch submission and other functionality on DGU |

**Pipeline**

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| Members to come back to highlight where there is a high level of interest in these dataset on behalf of the community they represented |
| Meet with CO Transparency Team to clarify latest dataset status |
| Explore opportunities to get metrics off data.gov.uk e.g. on number of data downloads |

**National Addressing**

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| Draft position statement on National Addressing as Core Data |
| Review draft position statement |

**Licensing**

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| Take licensing work stream forward |

**Knowledge Management**

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| Circulate links to Departments Open Data Strategies on data.gov.uk |
| Set up the collaboration space. Different group members will curate different areas of the collaboration space. A guidance note will be provided to the group |
| Define themes for intelligence sharing on ODUG collaborative platform |
| Circulate drafts of Cabinet Office user journeys to the group |
| Produce first draft of document setting out barriers to the use of open data and get 6 business models from Andrew Stott |

**KPIs/Risks**

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| Combine KPI and Risk Register and pass to the Chair for comment prior to the next meeting |

**Communications**

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| Set up facility for sentiment monitoring for ODUG and provide a baselines assessment |
| Draw up and share key slides on ODUG |
| Include conference/presentation activities as a knowledge base on the collaboration platform |
| Come to next meeting with details of process each member will use to engage with their open data community sector.  |
| Circulate list of handles for Twitter and email addresses and create Twitter list for ODUG members |
| 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) |