OPEN IS NOT ENOUGH

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I'D LIKE TO SHARE...

Why open up data at all?

Open data in Great Britain

The OS experience

Why open was not enough for us

Persisting hurdles for industry

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WHY OPEN UP DATA?

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WHY OPEN?

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THE VARIOUS OBJECTIVES OF OPENING DATA

Objective of opening data	Examples Outcomes
Sustainable economic growth	New industries, jobs, skills
Improved public services	Decreased risk of recidivism
Improved public administration	Decreased unit cost per outcome
Increased economic & social benefits to taxpayers	Safe, vibrant communities
Enhanced citizens' awareness of their rights	Increased trust in government
R&D excellence	Accelerated discovery of cures

Source: David Zaharchuk, IBM Institute for Business Value

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OPEN DATA IN THE UK

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HOW IT STARTED…

2006   The Guardian newspaper starts a campaign to 'Free our Data'

2007   'Power of Information' Report* and Task Force

2009   Tim Berners-Lee and Nigel Shadbolt asked by Prime Minister Brown to advise the Government

Prime Minister Brown announced some Ordnance Survey data will be made open

*http://www.opsi.gov.uk/advice/poi/power-of-information-review.pdf

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… THEN IT GATHERED MOMENTUM…

DATA.GOV.UK Beta
Opening up Government

Open Government Partnership

ODI open data institute

2010   data.gov.uk launched

OS releases OS Open Data

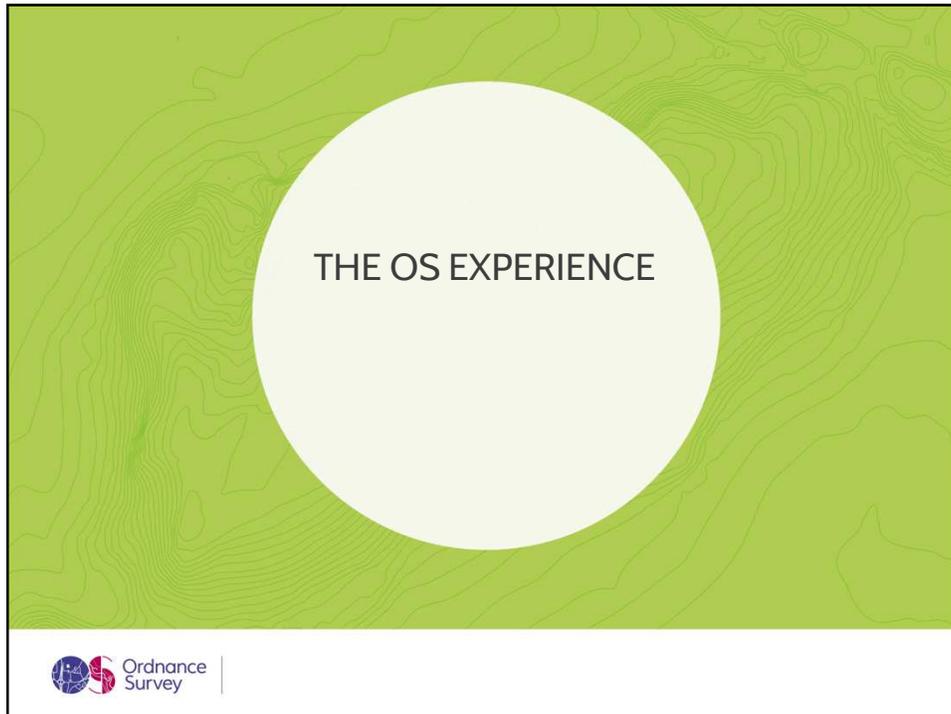2011   UK and 7 others form the Open Government Partnership

2012   Open Data User Group created

Open Data Institute created

2015   UK top on Open Data Barometer

2016   Metadata for 30,000 datasets of which 20,000 are Open

OpenData Barometer 3rd Edition

Position	Top 5	Score
1	🇬🇧 UK	100

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THE OS EXPERIENCE

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The demand for geospatial open data in UK

The growth in Open Data published by UK government continues to accelerate, and Ordnance Survey has recognised the opportunity to underpin this with high quality and maintained geospatial data

- However, this is not as simple as removing the price from existing products and making them available for 'open' download

- Authority in maintained geospatial data is recognised and valued by end users

- Reaching out and engaging with new users to ensure the design and creation of high quality and useful open data is paramount

- Aim to achieve increased value to a broader range of stakeholders including all of those who champion policy, economic or societal benefits.

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INITIAL OPEN DATA RELEASES

OS **OpenData**

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SUBSEQUENT OPEN DATA RELEASES

OS Open Map - Local BETA

A new 'street level' vector dataset designed as an effective backdrop for integrating and visualising other analytical open data.

OS Open Rivers BETA

A generalised network enabled product delivering a national view of Great Britain's rivers.

OS Open Roads BETA

A generalised road network product delivering a national view of Great Britain's road network.

OS Open Names BETA

A significant upgrade to our legacy gazetteer products for use in location searches on both mobile and web.

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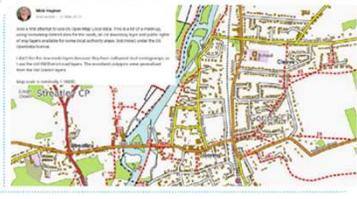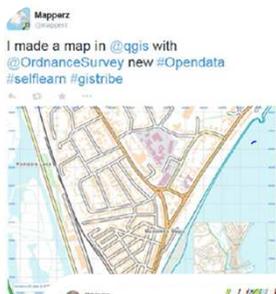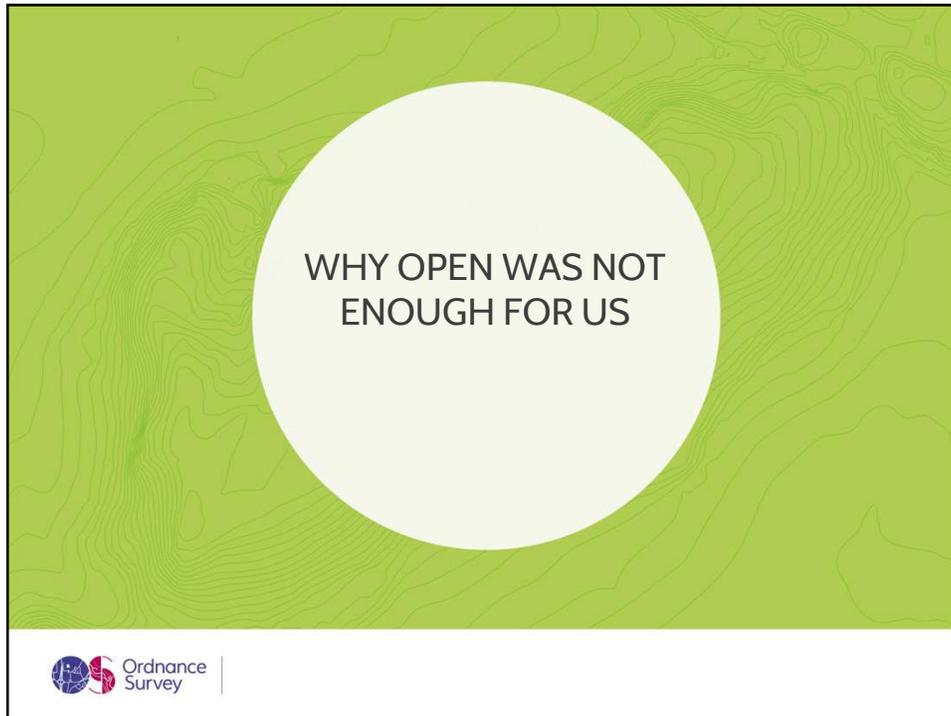WHY OPEN WAS NOT ENOUGH FOR US

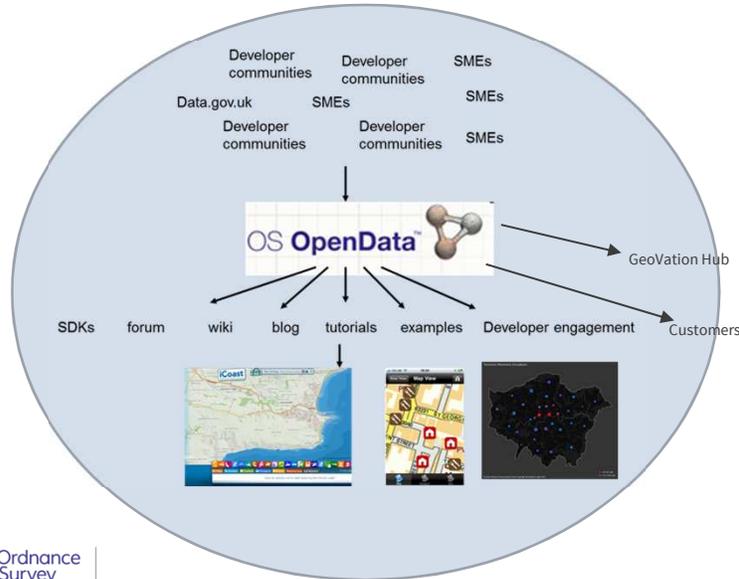MAKING STEPS IN THE RIGHT DIRECTION

Making data open is just the first step to making an impression on a journey

Building an 'OpenData' EcoSystem

INITIAL SUPPORTING ACTIONS

- Web services and APIs
- Developer Outreach:
  - Engage: Sponsorship, Hackathons, Challenges
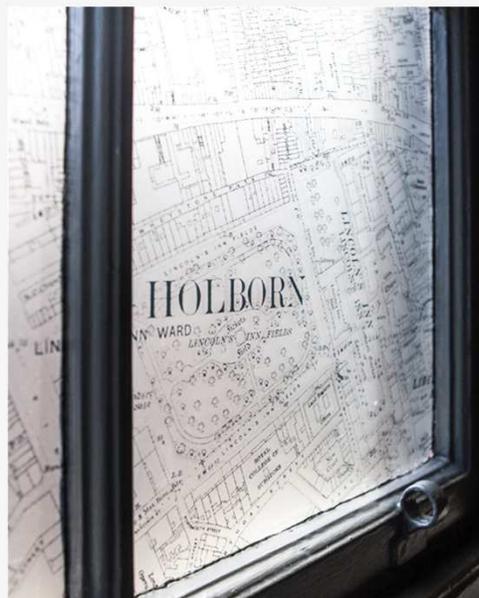 - Educate: OpenData Masterclasses
- Innovation Challenges

GEOVATION CHALLENGE
Inspire

GEOVATION HUB
Incubate

GEOVATION PROGRAMME
Accelerate

The Challenge invites the geospatial community to develop innovative solutions to the world's most pressing issues

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Progress to date

- Launched on 2 July 2015

- 540 individual members

- 40 SME & Corporate Members

- 12 major partners

OUR PARTNERS

- An OS initiative supported by leading organisations from across the geospatial industry.

- Partners contribute a mix of cash and in-kind benefits.

- Co-located in the **Urban Innovation Centre,** alongside the **Future Cities Catapult**

Funding Partners

intel [dstl] NOMINET

Environment Agency Department for Environment Food & Rural Affairs Southern Water

United Utilities springwise

Service Partners

KPMG OGC TREND WATCHING

DORSEY
DORSEY & WHITNEY LLP

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PERSISTING HURDLES FOR INDUSTRY

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UK OPEN GOVERNMENT NATIONAL ACTION PLAN 2016-18

"Our data.gov.uk portal has been instrumental in enabling the UK government to open up over 27,000 datasets since its launch in 2010. However, despite considerable recent progress, **government data can still be difficult to find and use**. Too much government data is still held in organisational silos, which are **costly and inefficient to maintain**. The data we currently make available openly **does not always meet users' needs** in terms of format, quality and timeliness. At the same time, data publishing processes across government **do not fit a standard model**. They are not always automated or embedded in 'business as usual', which can mean there is sometimes **duplication and overlap** in the data government holds."

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CLARITY ON OBJECTIVES
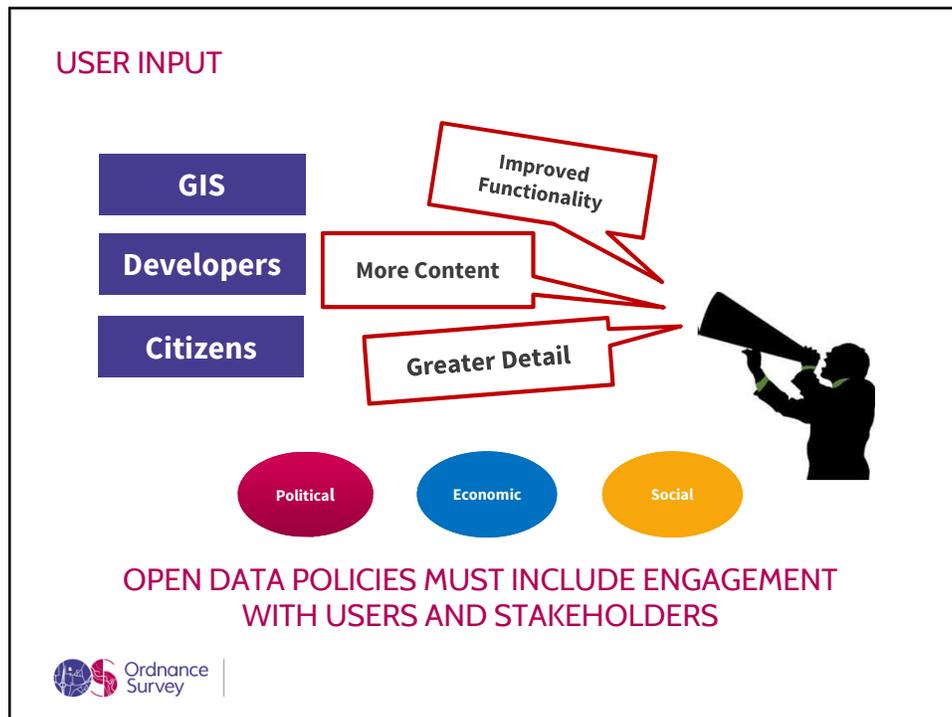
'Open' Data itself is a means to an end….
The objective(s) should guide the policy for delivery
- If societal benefit, measures to capture opinion and needs
- If innovation, then measures such as the Geovation Hub
- If public sector service delivery, then assistance with common procurement, sharing of good practice
- How can we know we have met those goals?

IT IS ABOUT TAKING THE WIDER POLICY VIEW

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USER INPUT

GIS

Developers

Citizens

Improved Functionality

More Content

Greater Detail

Political

Economic

Social

OPEN DATA POLICIES MUST INCLUDE ENGAGEMENT WITH USERS AND STAKEHOLDERS

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SUSTAINABILITY

The OS example:

- The OS OpenData agreement is funded by BIS at £20m pa for a period of 10 years. This covers the initial release of 11 products.
- The 2015 release of a further 4 products is funded by OS by adopting a 'freemium' business model.
- The OS OpenData agreement is for a limited time period. There is uncertainty over how OS OpenData will be funded after that.

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NEED TO ACKNOWLEDGE DATA COSTS TO PRODUCE AND DEVELOP SUSTAINABLE FUNDING MECHANISMS

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LEGAL AND REGULATORY CONTEXT

- Release of some data as open will impact others in the market, sometimes adversely. As such, it is possible that there will be complaints/challenges around this.
- Political barriers, open data not seen as a priority, the benefits are not sold in terms that are simply understood
- The right legal framework – going beyond the PSI directive
- Data Protection and privacy. Laws regarding privacy can impact data being opened up.

NEED TO SET THE OPEN DATA POLICY WITHIN THE LEGAL AND REGULATORY CONTEXT

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WHERE ARE WE TODAY AT ORDNANCE SURVEY?

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