DEVELOPING AN OPEN DATA STRATEGY

Open Data Working Group

6th June 2019

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CITIES FACE MANY CHALLENGES

- Changes in economic activity within the city

- Inequality of income and access to opportunity across the city

- Skills within the city need to more aligned to the needs of the 21st Century

- A lot of infrastructure is old - from utilities, to transportation to built environment

- Many services are delivered in silos

- Need to retain skills within the local economy

- Not enough money to pay for what needs to be done

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GENERALLY THESE HAVE BEEN IDENTIFIED WITHIN A BROADER VISION OR STRATEGY DOCUMENT

our people our place

The Greater Manchester Strategy

A place where all children are given the best start in life and young people grow up inspired to exceed expectations.

A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.

A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent.

A place where people live healthy lives and older people are valued.

A place at the forefront of action on climate change with clean air and a flourishing natural environment.
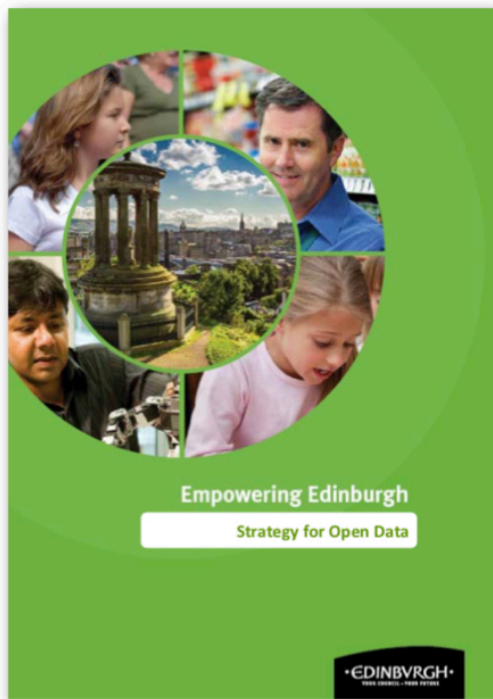
A place where all voices are heard and where, working together, we can shape our future.

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OPEN DATA AND DATA SHARING INITIATIVES ARE PART OF THE WAY OF DELIVERING THAT STRATEGY

IN A NETWORKED WORLD MANY CHALLENGES ARE COMPLEX AND CAN'T BE SOLVED BY ONE ACTOR ALONE

Quadruple helix approaches involving

- Public sector

- Business

- Academia

- Civil society

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WHEN INFORMATION AND KNOWLEDGE IS LOCKED AWAY INNOVATION IS STIFLED AND OPPORTUNITIES GO UNREALISED

- Creates operational inefficiencies
- Creates an environment of mistrust
- Reduces stakeholder engagement
- Stifles innovation
- Inhibits the development of new insight and services
- Hides dubious practices

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WHY OPEN DATA?

- Improve the city's democratic dialogue and deepening the relationship with citizens.

- Increased transparency and accountability.

- Identifying new datasets and having the ability to combine these to uncover new insights into the city and a renewed sense of understanding.

- Unlocking potential value which can empower the local digital economy and fuel new enterprise.

- Enabling innovative data-driven products towards more efficient models of service delivery.

- Helping citizens access the information needed to build evidence based cases for change.

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OPEN DATA INNOVATION ECOLOGY

Public bodies

InfoGM

Data and intelligence

Feedback & suggestions

Data release

Data release

Requested data

DataGM

Applications, services & interpretations

Requested data

Requested data

Requested data

Requested data

Modified data

Modified data

Linked data store

Data catalogue

Modified data

LOVELY DATA

BBC Hackdays & DevCamps

YOUNG REWIRED STATE

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Public Transport

Whizzkids create bus timetable 'app' for mobiles

Applications, services & interpretations

Applications, services & interpretations

Applications, services & interpretations

Feedback & suggestions

End users

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HOW DO WE MAKE THE USE OF OPEN DATA EFFECTIVE

1. Taking stock

The first step is taking stock and developing a baseline of the supply, use and impact of city open data. Using this information to specify city expectations and goals moving forward.

Why It's Important

A baseline can help identify priorities and establish indicators to measure improvements over time. It is essential to project or product management.

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2. *Prioritization of the Problem*

The second step focuses on how to align open data demand with specific priorities, needs, and questions within a society - not just finding potential users of existing datasets. It also involves identifying and prioritising how open data could address selected problem areas.

Why It's Important

As with most public goods, the demand for open data may be infinite yet the supply of resources is constrained. To ensure the greatest social return on investment with the resources available, it is important to have a sense of what problems are considered priority areas; and what possible uses of open data to address that problem area could be most effective.

3. Developing the business case

Define, deepen and contextualise the key questions driving the problem area.

Why It's Important

Open data is a societal asset but is only valuable if used constructively and appropriately to answer the questions that matter to those with the ability to create public value using data. By spending considerable time and effort formulating key questions, officials can better address those needs and build the business case.

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4. Segmenting Stakeholders

Mapping and targeting actors who have a clear interest in the questions prioritised.

Why It's Important

Taking a more question and problem-driven approach to stakeholder segmentation helps avoid open data release and engagement efforts targeted exclusively at the "usual suspects" already benefiting from open data. While those voices are important, determining who has a mission to address the prioritised problems and questions can help broaden the scope and scale of potential open data users.

5. Assessing Readiness

Assess demand in terms of "readiness" and impact.
Which of the stakeholders, segmented above, would most effectively use the datasets if the data was made open.

Why It's Important

An assessment of "readiness" can help identify both gaps and opportunities, informing:

• **Who to engage with first to gain rapid result and impact;**

• **How to align existing resources with gaps in capacity; and**

• **What roles that each actor can play in leveraging open data to address key questions that if answered could help address priority problem areas.**

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6. Matching Demand

The final step is finding ways to address the identified demand. Demand can be addressed by translating assessments and segmentations into clear strategies for:

- Improving the supply of open data to match demand;

- Targeting and engaging actors representing the demand side;

- Collaboratively leveraging open data to answer the most important questions relevant to the problem at hand; and

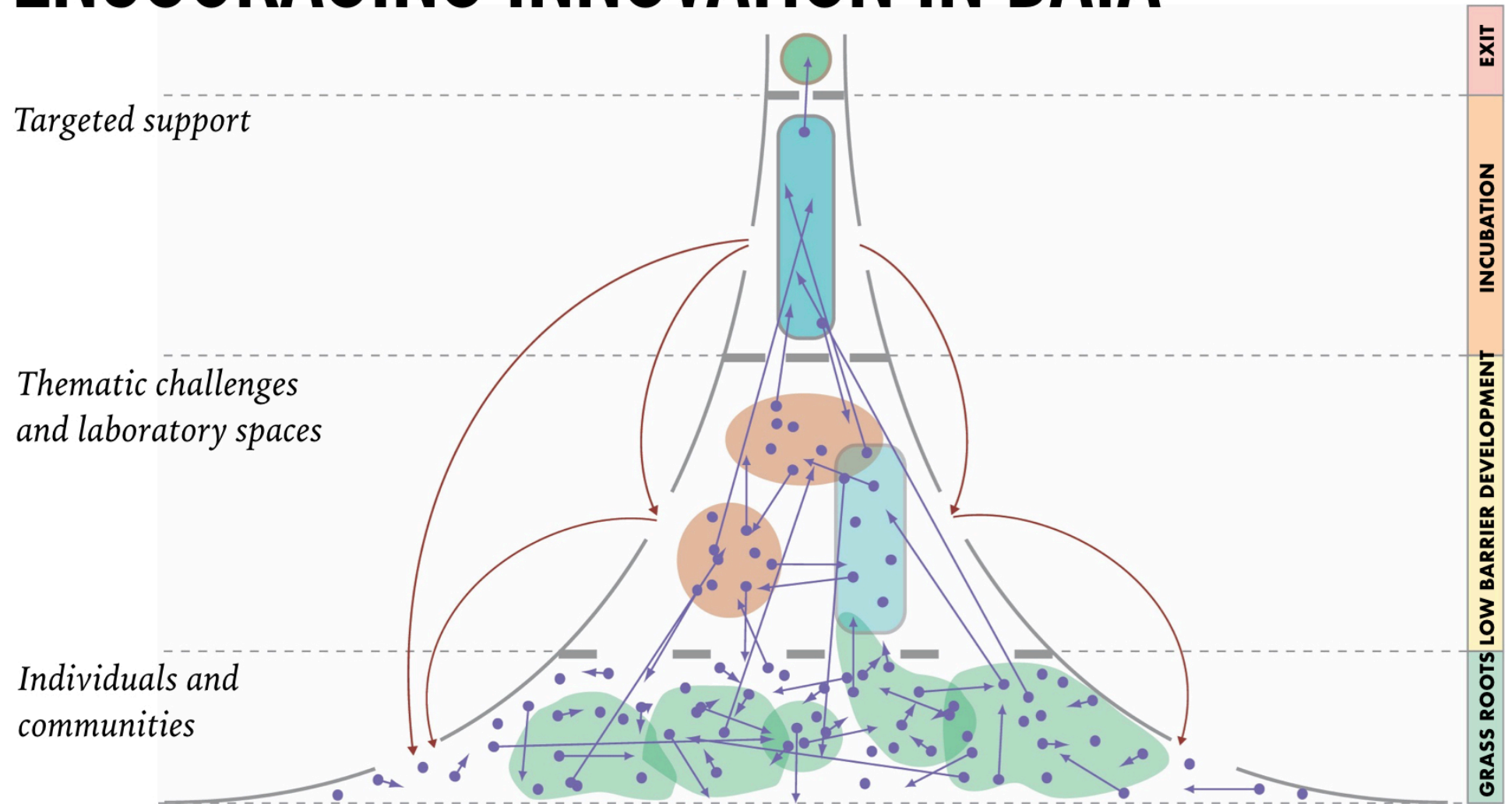- Creating new public value and positively impacting the identified societal problem.

6. Matching Demand

Why It's Important

Assessing and segmenting the demand for open data as it relates to particular problems and questions can enable the design of more targeted and effective engagements with relevant actors. Rather than open calls for input (which also have value) or hackathons with the "usual suspects," this methodology helps design engagements with a more diverse and potentially impactful group of current and potential open data users.

ENCOURAGING INNOVATION IN DATA

Targeted support

Thematic challenges
and laboratory spaces

Individuals and
communities

EXIT

INCUBATION

LOW BARRIER DEVELOPMENT

GRASS ROOTS

FLOOD RISK

⊕ **Boundaries** [1]

⊕ **Communications** [0]

⊕ **Culture and heritage** [0]

⊕ **Environment and ecology** [0]

⊖ **Flooding** [2]

☑ EA Flood zone 2 ⓘ

☑ EA Flood zone 3 ⓘ

☐ Risk of flooding from rivers and sea: ⓘ

very low

low

medium

high

⊕ **Geography and geology** [0]

⊕ **Housing and housing market** [0]

⊕ **Land and property assets** [0]

⊕ **People and communities** [0]

⊕ **Planning and development** [0]

⊕ **Social and public amenities** [0]

⊕ **Transport** [0]

⊕ **Utilities** [0]

⊕ **Waste and recycling** [0]

⊕ **Water network and water bodies** [0]

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BROWNFIELD SITES
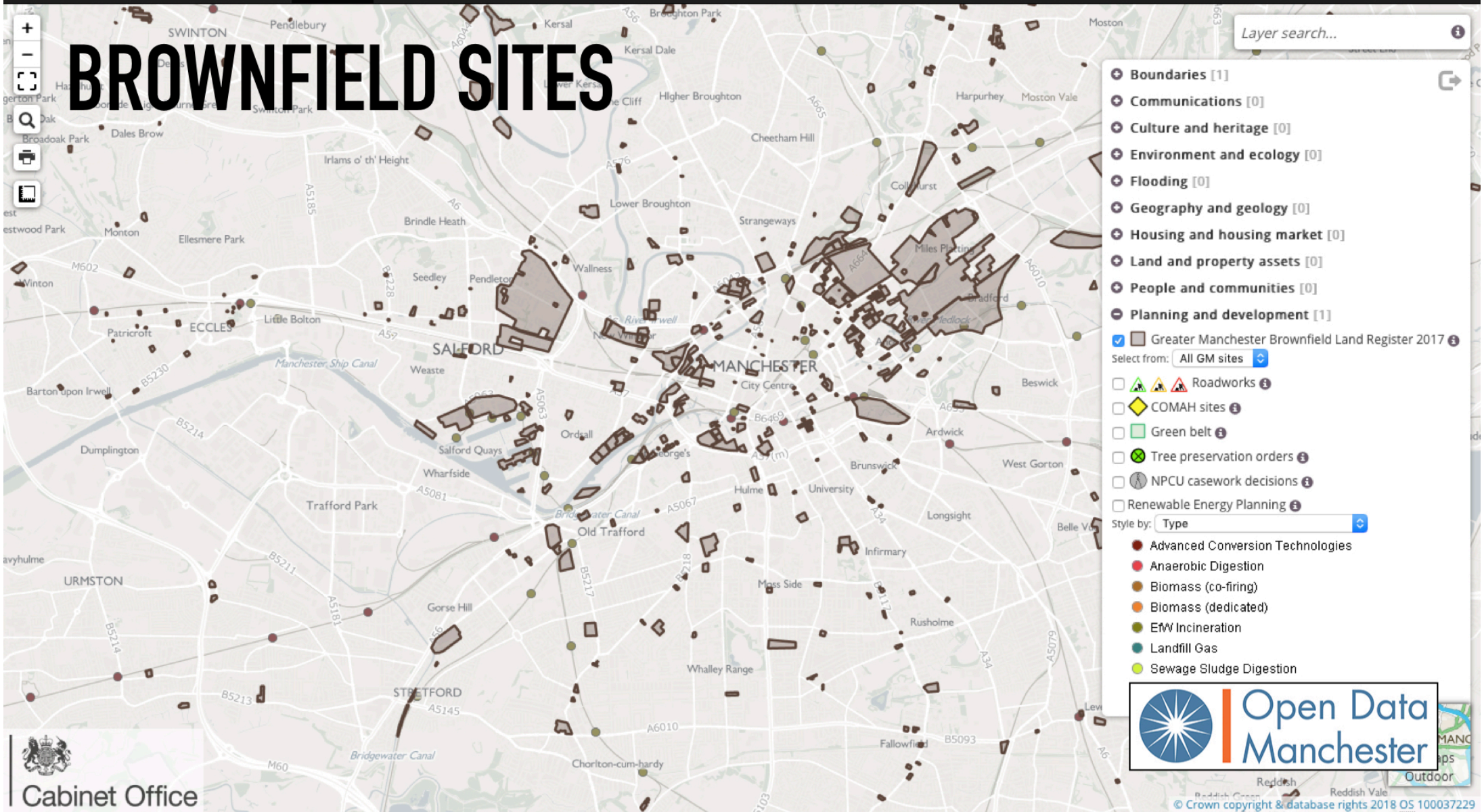
ELECTRICAL INFRASTRUCTURE

Layer search...

- ⊕ **Boundaries** [1]
- ⊕ **Communications** [0]
- ⊕ **Culture and heritage** [0]
- ⊕ **Environment and ecology** [0]
- ⊕ **Flooding** [0]
- ⊕ **Geography and geology** [0]
- ⊕ **Housing and housing market** [0]
- ⊕ **Land and property assets** [0]
- ⊕ **People and communities** [0]
- ⊕ **Planning and development** [1]
- ⊕ **Social and public amenities** [0]
- ⊕ **Transport** [0]
- ⊖ **Utilities** [2]
  - ☐ Electricity transmission over head line ⓘ
  - ☐ Electricity transmission substation site ⓘ
  - ☐ Electricity transmission towers ⓘ
  - ☐ Electricity transmission underground cables ⓘ
  - ☐ Gas transmission pipeline ⓘ
  - ☐ Gas transmission site ⓘ
  - ☐ Electricity North West asset boundaries ⓘ
  - ☑ Electricity North West auxiliary cables ⓘ
  - ☑ Electricity North West cables ⓘ
  - ☐ Electricity North West transmission towers ⓘ
  - ☐ Electricity North West substations ⓘ

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THANK YOU

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