

Public Data Group (PDG) meeting
Thursday 1st November 2012
Published agenda, minutes and papers

Attendees:

Chair: Claudia Arney (CA)

Secretariat: Shareholder Executive

Policy lead: Kirsty Pearce (KP), Shareholder Executive

Vanessa Lawrence (VL), Ordnance Survey Chief Executive

Sir Rob Margetts, (RM), Ordnance Survey Chairman

John Hirst (JH), Met Office Chief Executive

Greg Clarke (GC), Met Office Chairman

Tim Moss (TM), Companies House Chief Executive

Brian Landers (BL), Companies House Chairman

Malcolm Dawson (MD), Land Registry Chief Executive

Mark Boyle (MB), Land Registry Chairman

Anthony Odgers (AO), Shareholder Executive

By invitation:

Anne Lewis, Companies House Director of Operations and Customer Delivery

Apologies:

Stephen Lovegrove, Shareholder Executive

1. Welcome and introductions	Claudia Arney
2. Minutes from last meeting	Claudia Arney
3. Chair update <ul style="list-style-type: none">• <i>Update on Chair's activity</i>	Claudia Arney
4. Policy update <ul style="list-style-type: none">• <i>ShEx to provide an oral policy update, followed by discussion.</i>	Kirsty Pearce
5. Update on Government's commitments to consultation in 2011	Kirsty Pearce
6. Deep Dive topic – IT synergies	Graham Mallin
7. AOB	

Note of discussion:

Item 1: Minutes from the last meeting

1. The Board agreed the minutes from the previous meeting.

Item 2: Chair's report

Meeting with Stephan Shakespeare, DSB chair

2. CA reported a constructive meeting with Stephan where they agreed to a non-combative relationship between DSB and PDG. CA agreed that PDG should provide Stephan with information to enable realistic and informed requests to come from the DSB. Stephan made it clear that his main focus would be around the Shakespeare Review (the independent public sector information review).

Meeting with Heather Savory, ODUG chair

3. CA reported a good meeting. Heather wants to work constructively with the PDG.
4. Discussion then took place around the ODUG announcement (The case for an Open National Address Dataset) that morning on the Postcode Address File (PAF).

Meeting with the Minister of State for Business and Enterprise, Michael Fallon,

5. A helpful discussion took place with the Minister and he requested regular updates on PDG.

Item 3: Policy update

6. In the interests of keeping to time KP kept her report brief and highlighted that DSB have recently sent a submission to Ministers setting out their suggestions for the DSB budget, Ministers of course may have their own suggestions. ShEx will continue to press for understanding of these suggestions and will keep the PDG board up to date with progress.
7. KP also highlighted that Ken McCallum has recently joined ShEx as the Director for Information Economy. Ken has a strong interest in open data policy is therefore keen to link with the PDG.
8. CA added she had met Ken and felt that it would be beneficial for him to join a future PDG meeting to discuss his role.
9. VL reported that APPSI (Advisory Panel on Public Sector Information) had drafted a paper, but as yet had not formally issued it, for Francis Maude. They set out that they want a national information infrastructure which will give growth to the economy; as per the USA example.

Item 4: Update on Government's commitments to consultation in 2011

10. KP highlighted the progress made on the commitments set out by the Government in response to the consultation last year (attached at annex A of the meeting papers).
11. CA asked the Board what evidence they have as to how people are using the data that has been released. She set out that this was an important analysis base and requested that each Trading Fund pull together evidence, with metrics as necessary.
12. VL highlighted that OS have recently completed such a report and agreed to circulate a summary of it.
13. KP highlighted the licensing commitment – JH said that the Trading Fund lawyers had met and agreed there was nothing to pursue. CA requested a short paper for the Board that set out the evidence around this decision. JH agreed to investigate further and ask his lawyer to put provide such a paper.

Item 5: Discussion - PDG Collaboration work Streams

14. Discussion took place around the top five collaborations on the spreadsheet within the meeting pack papers. The following points were noted;
 - The work streams are now going into spend and so there needs to be clear objectives as to why these work streams are being taken forward. There is potential for different Trading Funds to have different expectations as to what the outcomes of the work streams should be i.e. some may want to commercialise and others may not.
 - It was agreed that each work stream needs to work up some options highlighting the preferred option and evidence for each Trading Fund if there is not a consensus. This will then go to the PDG board for agreement on the most appropriate recommendation which will then go to the Minister.
15. The Board heard brief updates on the progression of the rest of the collaborations and particularly noted the;
 - Local Land charges (4) – a 12 month pilot was announced last month. The pilot will test proof of concept.
 - Surveyor services (6) - this is almost complete and LR will transfer their surveyors to OS as from next year.
 - International – sharing of best practice (7) - JH to circulate Met Office contacts for others to use as they see appropriate.

Item 6: Deep Dive topic – IT synergies:

16. Graham Mallin then presented the progress on the PDG IT synergies work.
17. The following discussion points were noted:

- The benefits of this work need to be captured and benefit the whole PDG. Case studies and examples capture some of this but the real benefits will be identified in any ICT savings generated on common ICT issues across the PDG.
- The power of the four CIOs getting together and discussing common themes should be used to influence Government to engage with the Trading Funds ahead of any future procurement contracts. Some Government procurement has had adverse impacts on Trading Funds as they had already negotiated better deals.

18. It was agreed that;

- The IT work stream should put together an email on the economic analysis of this work
- The IT work stream should report back to the Board in May 2013.

Item 7: Any other business

19. The PDG is working up collaborations outside of the PDG and this should be promoted as it helps to break down barriers. It was suggested that this was reviewed at a future meeting and added to the Communications Plan.



Public Data Group

Item 4: Communications Plan

Executive summary

The Public Data Group (PDG) remains a relatively new grouping and it is important that both its purpose and achievements are communicated to all interested audiences.

There is a core message which needs to be communicated about the PDG:

The PDG consists of four world class organisations with strong brands and deep expertise in their respective fields. They are committed to improving access to data to support economic growth. Their collaboration is creating efficiency opportunities both within the PDG and across the public

It is also important that the Trading Funds build PDG-related messages into their own communication plans.

To communicate this core message to key stakeholders, the following activities will be undertaken:

- *Trading Funds to contribute specific comms events in the “Forward Look”, a co-produced calendar of all potential PDG comms events.*
- *Trading Fund comms representatives to be equipped with a core PDG Q and A, which can be used to ensure a consistent message.*
- *The Chief Executives, Chairs and relevant specialists of the Trading Funds to reference PDG when appropriate at the various speaking events which they attend.*
- *Trading Funds to commission contributions to their newsletters from other PDG Trading Funds, with immediate effect.*
- *ShEx to prepare updated PDG web pages, with the aim of launching by the end of November.*
- *Trading Funds to include PDG information on the “About Us” page [or in another suitable place] on their websites.*
- *ShEx to work with ODUG to create an effective way to engage with the Open Data community.*

A communications plan for the Public Data Group

A. Scope

Provide a consistent PDG message for the PDG Trading Funds to communicate to stakeholders, highlighting activity required with realistic deadlines set as appropriate.

B. Context

The PDG has three overarching objectives incremental to the objectives of the individual Trading Funds:

- to improve access to data,
- developing efficiency opportunities both within PDG and across the public sector,
- sharing data and knowledge to support economic growth.

C. Key stakeholders

There are different stakeholders for the different objectives of the PDG. The key stakeholders are:

- the Cabinet Office;
- the Data Strategy Board;
- the open data community and the Open Data User Group (ODUG);
- Relevant Ministers responsible for PDG, DSB and ODUG; and
- Trading Fund data users.

D. Key stakeholder interests

Interests of the various key stakeholders can be grouped as:

Cabinet Office / Data Strategy Board / open data community (including ODUG)

- *The individual Trading funds must be efficient and accountable for their efficiency.*
- *The individual Trading Funds must continue to seek to use their data to maximize total economic welfare.*

Data users

- *Need to understand, in advance, what data will be released freely in order to enable them to enter contracts with confidence.*
- *Interested in accessing the beneficial new products which could be created through PDG collaboration.*

E. Over-arching messages

There is a core message which needs to be communicated about the PDG:

The PDG consists of four world class organisations with strong brands and expertise in their respective fields. They are improving access to data to support economic growth. Their collaboration is creating efficiency opportunities both within the PDG and across the public sector.

There are a number of associated key messages:

- **On the Public Data Group:** Its main aims are (1) to improve access to data, (2) to develop efficiency opportunities within the PDG and across the public sector, (3) to share best practice and knowledge and initiate new collaborations within the PDG and across the public sector to support economic growth.
- **On efficiency:** the Trading Funds are constantly striving to make their products and services as customer-focused as possible in collaboration with their customers:
 - Some customers want a standard product at the lowest possible price. For these customers, the Trading Funds constantly aim at improving their efficiency to lower the prices of their products while maintaining their quality.
 - Other customers focus on increasing the quality of services provided to them even further. For these customers, the Trading Funds use efficiency gains to increase the quality of their services even further.
 - There are also considerable opportunities for unlocking further efficiencies across the Public sector.
- **On data / growth:**
 - The Trading Funds create their own data markets – they crowd in enterprise rather than crowding it out.
 - They make their data as widely available as possible, making it available for free where there is a demonstrable economic case of the benefits for doing so.
 - They improve accessibility, partly through the simplification of licensing and fees and constantly seek to improve the quality of their data.
 - Collaboration on data strengthens all the Trading Funds' abilities to combat fraud and improve compliance.
 - The Trading Funds always operate in a way that is transparent and accountable.

Annex 1 gives a fuller general Q&A for communications purposes.

F. Comms programme / approach

For the PDG communication plan to be successful it is necessary to ensure Trading Fund comms representatives are kept informed about all potential comms events and consistent messages are communicated about the PDG.

The existing comms activities of the individual Trading Funds provide several opportunities for spreading the core PDG messages via their internal and external newsletters in which PDG-related content could be placed.

In addition, the existing PDG web pages should be developed further and engagement with the open data community should be investigated.

Therefore the following list of actions to enhance the current opportunities available for communicating to key stakeholders will be undertaken:

- Trading Funds to contribute specific comms events in the “Forward Look”, a co-produced calendar of all potential PDG comms events, also highlighting opportunities for the PDG Chair to speak.
- Trading Fund comms representatives to be equipped with a core PDG Q and A, which can be used to ensure a consistent message.
- The Chief Executives, Chairs and relevant specialists of the Trading Funds to reference PDG when appropriate at the various speaking events which they attend.
- Trading Funds to commission contributions to their newsletters from other PDG Trading Funds, with immediate effect.
- ShEx to prepare updated PDG web pages, with the aim of launching by the end of November.
- Trading Funds to include PDG information on the “About Us” page [or in another suitable place] on their websites.
- ShEx to work with ODUG to create an effective strategy for engaging with Open Data community.

G. Communication programme

INSERT FORWARD LOOK

The lead Trading Fund (Land Registry) will seek contributions from all Trading Funds on a monthly basis. Following this an updated forward look will be circulated to the PDG Board on a monthly basis.

H. Communication partners

The main communication partners for comms activities could include:

- ShEx
- The Trading Funds
- The PDG Chair
- The PDG Minister
- The DSB Ministers
- Wider BIS – where PDG messages align with the Government's wider communications strategy on growth and industrial strategy.
- ODUG

Q&A for PDG comms

A. Background

What is the Public Data Group (PDG)?

The PDG is a group of four world-class public organisations (Companies House, Land Registry, the Met Office and Ordnance Survey) that produce different types of data and provide different data services.

What does the PDG do?

Grouping the four organisations allows the organisations to collaborate together much more effectively on common issues, in particular to:

- increase access to public data;
- drive best practice both within and beyond the PDG; and
- collaborate on new activities and to create efficiencies, both where appropriate.

How will this affect customers of the individual PDG organisations?

On a day-to-day basis, customers' relationships with the individual PDG organisations will remain the same. But creating the PDG will create new opportunities for both current and potential new customers:

- to benefit from increased services / reduced prices where appropriate resulting from any efficiencies;
- to work with the PDG organisations on new products; and
- to help to establish the importance of the organisation's data and services to the UK economy, both current and potential.

And how will it affect the individual organisations?

On a day-to-day basis, the organisations remain much the same. But the organisations are now working together more closely with the overall aim of maximizing their contribution overall to the UK economy.

Can outsiders help in the PDG?

Yes. The PDG needs more than just its individual organisations to make it a success. It needs:

- customers to collaborate with the individual organisations on new products; and
- data users and experts to help build a better picture of the economic impact of the organisations' data and services, both current and potential.

B. Myth busting

Surely it doesn't cost much for the PDG organisations to produce their data?

Why can't it all be given out for free?

Collecting data costs money, especially if it's going to be relied upon for important decisions every day. It's therefore important to maintain the quality of each organisation's data. For example:

- Companies House data allows lenders to make better decisions about companies to lend money to;
- Land Registry data is vital to both home owners and businesses;
- Met Office data for example contributes to saving tens of lives every year; and
- Ordnance Survey data is vital for public safety and public services.

And the PDG organisations don't just produce data. They actively work with their customers to maximize the economic impact of their data and services. Without the focus of the PDG organisations, many of the organisations' current data markets would not exist.

But hasn't the public sector already paid for the data?

No. The public sector pays for some data, but this doesn't cover the costs of a lot of it. The remaining costs are recovered by charging other users for some of their data and services.

The maximum benefit to the UK economy would come from releasing all public data for free. Why isn't the PDG doing this?

To release all of the PDG organisations' data for free, the government would have to significantly increase taxpayer funding to these organisations. Alternatively, the government would have to allow the organisations to use revenue from some customers to subsidize giving out data for free.

The Government is committed to maximizing the economic impact of the data of the PDG organisations. But there's not currently sufficient evidence to justify replacing private sector funding for these organisations with state funding. And it's also not fair to allow the organisations to subsidise one set of customers by overcharging another set of customers.

But the PDG organisations are very keen to work with data users and experts to build a better picture of the economic impact of their data and services, both current and potential impact in the future

And what incentive do these organisations have to be efficient?

These organisations have purposefully been set up to have:

- expert management teams,
- strong non-executive boards to provide advice to, to scrutinize and to challenge those management teams,
- a strong customer voice for each organisation, for example by the creation of a separate 'Data Strategy Board' to act very actively as the government customer for both the Met Office and Ordnance Survey; and
- regular oversight by Ministers, including signing off of annual targets and longer-term business plans.

This structure ensures the organisations continuously push to be as efficient and effective as possible. Over the last 5 years the Trading Funds have, in aggregate, reduced their total operating cost base by c. 20% (~£150m).

Item 5: List of Government commitments in response to Consultation on a data policy for a Public Data Corporation

Commitment	Description of progress	Lead body	Lead official	Timing	Status
The Government will establish a Data Strategy Board (DSB) to maximize the value of data from the Public Data Group (PDG) Trading Funds in order to attain long-term economic and social benefit.	<ul style="list-style-type: none"> • Established • DSB Chaired by Stephan Shakespeare • First meeting 11 July • Second meeting 3 October 	Data Strategy and Services team BIS	Angela Latta		COMPLETE
The Government is publishing in its broader response to the consultation detailed Terms of Reference for both the DSB and PDG (see Annex D) as well as setting up a new Open Data User Group to represent for the first time interests of Open Data users.	<ul style="list-style-type: none"> • Terms of reference published March 2012 	PDG and DSB project team	Craig Lester and Angela Latta	March 2012	COMPLETE
The PDG Trading Funds, working with the DSB, will continue to explore ways to make access to data easier and simpler. The DSB will also monitor and evaluate the benefits	<ul style="list-style-type: none"> • OS OpenData has an evaluation which should be finalised and passed to DSB imminently. • DSB to ask TFs if there are any 	PDG TFs working with DSB	Angela Latta	[End 2012]	In progress Responses to the Stephan Shakespeare letter and the DSB immersion event also contributes to this commitment

generated by data which is already released for free from the PDG members, such as OS OpenData and the datasets released as a result of Government's Autumn Statement 2011.	<p>other reviews in progress</p> <ul style="list-style-type: none"> • [CH is currently considering reviewing their recent data releases.] 				
The Government has asked the PDG members to work with the DSB and The National Archives to develop standard terms to be included in all PDG licences, following the principles of the UK Government Licensing Framework (in line with 'option 2' in the consultation).	<ul style="list-style-type: none"> • Workshop held between Trading Funds • Need to explore whether consistency and benefits is outweighed by costs 	PDG TFs working with DSB	Angela Latta	[End 2012]	In progress
The Government has also asked the PDG to identify where the Open Government Licence could be more widely used for data and information that is already made available for free, to provide clarity to users on their rights with respect to this data.	<ul style="list-style-type: none"> • PDG Trading funds have considered and adopted OGL where appropriate • [Update required on OGL use, where used and where not] 	PDG TFs		[End of 2012]	Separately, TNA are investigating better use of OGL across public sector

<p>The Government will continue to consider the options for charging including those set out in the consultation and will report back by the end of 2012.</p>	<ul style="list-style-type: none"> • Draft internal paper developed based on discussions with TFs. • Have socialised initial findings with CO, HMT and DSB via Secretariat <p>Next steps:</p> <ul style="list-style-type: none"> • Obtain customer views via TF customer surveys, ODUG and responses to consultation document • 	ShEx	Elizabeth Perelman and JP	End of 2012	In progress
<p>The Government will initiate a review to refresh the public task of each of the current members of the Public Data Group now, with the Public Data Group Trading Funds working with the Data</p>	<ul style="list-style-type: none"> • Each of the Trading Funds has published a public task or update statement on their website by the deadline • DSB, in collaboration with The 	DSB	Angela Latta	Commitment to publish in first half of 2012 DSB to take forward second stage	FIRST STAGE COMPLETE

Strategy Board and The National Archives to aim to publish refreshed public tasks in the first half of 2012.	National Archives, will now conduct a review in late 2012/2013				
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