Board Meeting Paper		
Feb 13 BM 10.0		
Report for	Decision ☒	
	Information ☐	
Restricted or confidential Information?	Yes ☐	
	No ☒	
If confidential, protective marking[1]		
Date of Meeting	13 February 2013	
Agenda Item	10.0	
Report Title	Open Data Strategy	
Sponsor	Open Data Board (Chair: Nigel Holden)	
Author(s)	Jonathan Clay	

1. Summary

The UK government is at the forefront of the global movement to make data public. It is keen for all data to be public, unless there is a compelling reason not to.

Passenger Focus supports this data drive and we are committed to making our own data sets public. This will be revolutionary for the transport industry as developers use this information to produce web tools and apps which passengers can use. This will bring many benefits for passengers and could include:

- Increased accountability – of government, transport operators and providers
- Greater choice – they will be able to make better informed travel choices based on factual evidence
- Social growth – passengers will be empowered to take action and facilitate change within transport

Passenger Focus publishes research and handles complaints. We use both of these activities to hold the industry to account, and the resulting data could help passengers make more informed choices. Also the increasing amount of up-to-date data in the public domain offers new opportunities for Passenger Focus which could change how we work as an organisation, improving our ability to make a difference for passengers.

The Open Data Strategy detailed in background information, has been produced which outlines the organisation's ambitions. This sets the overall objectives, some will be achieved this financial year, and others will not be completed until 2013/14 or beyond.

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[1] ie RESTRICTED plus COMMERCIAL / POLICY / STAFF / PERSONAL PROTECT

2. Recommendations

1. That the Board endorse the Passenger Focus Open Data Strategy

3. Implications – Financial, Risk, Legal, Staffing, Equalities

1. Financial

Some of the projects that will be initiated to deliver the strategy will have costs attached

2. Risk

Open Data: Getting our publication right. The challenge in getting it right is to successfully deliver on this strategy while ensuring we do not jeopardise or overshadow the integrity of our research

Open Data: Exploiting the opportunity. There is potential to improve how we work as an organisation by exploiting the data others publish. We must ensure we fully consider all available data and when applicable how we can use data to our advantage.

3. Legal

None

4. Staff

The Passenger Team will lead the work resulting from the strategy, but staff from all teams will be required to support the programme.

5. Equalities

Sensitive information will not be included in any data released as a result of this strategy. Therefore there are no equality issues.

4. Background information

Open Data Strategy *(Version two: January 2013)*

What is Open Data?

Open data is information that is available for anyone to use, for any purpose, at no cost. All open data has to have a licence that says it is open data, this permits people to reuse it.

For the purposes of this strategy open data is sub-defined as:

- **Our data –** information collated by us through undertaking research or passengers contacting us

- **External data –** open data collated and published by other organisations.

Objectives

1. To regularly publish all our data that could benefit passengers, in a way that is easy for people to use; this will help empower passengers to hold transport providers to account

2. To be an example of good practice in open data within public transport and government

3. To develop the organisation's understanding of how external data can be used to improve our efficiency and ability to deliver improvements for passengers; and to ensure we have the technical resources required to do this.

Background

The UK government is at the forefront of the global movement to make data public. It is keen for all data to be public, unless there is a compelling reason not to.

Data is the 21st century's new raw material, and people are using the increasingly-published data sets to build apps and websites for consumers. Within public transport this will continue to grow; these new sites will help to hold the Government, authorities and transport operators to account. Unlocking this data means passengers will see benefits that could include better ticketing systems, more punctual services, improved service planning and disruption management. New ways of paying for tickets, such as smart cards, bring the prospect of even more data and opportunity to collate useful data. Passengers will increasingly be able to make informed choices about how they travel and their expectations will increase as a result.

Passenger Focus publishes research and handles complaints. We use both of these activities to hold the industry to account, and the resulting data could help passengers make more informed choices. The data can be of interest to passengers and like gold dust to developers. We should make this available so others can use our data to innovate to passengers' benefit.

The increasing amount of up-to-date data in the public domain offers new opportunities for Passenger Focus which could change how we work as an organisation.

Method

1. **Analysis tools**

   We will produce intuitive web-based tools accessed through our website. These will allow passengers and stakeholders to drill down into our NPS, BPS and passenger complaints data in ways that previously haven't been possible. We will encourage their use by promoting them amongst passengers and stakeholders and supporting people to use them.

2. **Publish data in the passengers interest**

   We will publish our raw data sets in an accessible format for developers to use. We will define what data we consider to be 'in the passengers interest'.

3. **Use data**

   We will develop so we have the capability to conduct, interpret and consume the outputs of data and analytics work intelligently. This will include use of our own data, and how we exploit data published by other organsiations to our benefit. We will prioritise what we do to ensure we get the most impact from our resources.