Passenger Focus
Open Data Strategy

Updated September 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 be licensed by its owner as 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 Passenger Focus through undertaking research or passengers contacting us and licensed by Passenger Focus as open data

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

Objectives

1. To regularly publish our data in a way that is easy for passengers 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 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 a powerful new raw material, and people are using the increasingly published data sets to build apps and websites for consumers. Within public transport this is expected to continue to grow; new data sources will help to hold the Government, authorities and transport operators to account. Unlocking data means passengers will see benefits that could include better ticketing systems, more punctual services, improved service planning and improved disruption management. New ways of paying for tickets, such as smart cards, bring the prospect of even more data and the opportunity to cross reference useful data sets. Passengers will increasingly be able to make informed choices about how and when they travel and their expectations will increase as a result.

Passenger Focus publishes research and handles rail complaint appeals. We use both of these activities to work constructively with the industry to achieve improvements for passengers. We already allow access to the National Passenger Survey (NPS) and Bus Passenger Survey (BPS) data through our website. Despite this, we have ambitions to make ourselves an even more transparent organisation and we believe that improving access to our data can empower passengers, and enable the industry to drive service standards even higher.

The increasing availability of up-to-date data in the public domain offers new opportunities for Passenger Focus which could change how we work as an organisation. We need to ensure that we are prepared for this and are able to exploit these opportunities to benefit passengers.

Method

1. **Analysis tools**

   We will produce intuitive web-based tools accessed through our website. These will allow passengers and stakeholders easy access into our NPS, BPS and passenger complaints data and promote the sharing of results. We will encourage their use by promoting them amongst passengers and stakeholders and helping people to use them.

2. **Publish data**

   We will publish our NPS and BPS research data sets and our complaints data set in accessible formats for researchers and developers to use. We will investigate whether any other data we hold could benefit passengers through being made open.

3. **Continuous data improvement**

   We will regularly review the data we make available and make improvements where necessary to increase its usefulness.

4. **Use data**

   We will seek to develop our capability to conduct analyses and to interpret and consume the outputs of data analytics work intelligently. This will include the use of our own data, and exploiting for our benefit the data published by other organisations. We will prioritise what we do to ensure we optimise the use of our resources.

Deliverables

Satisfaction and complaint appeal analysis tool schedule

Tool reference	Tool title	Description	Date of first release	Frequency of update	Update type
DT1	National Passenger Survey and Complaint appeals *(tool)*	An open source analysis tool containing Passenger Focus resolved complaint appeals data, National Passenger Survey results and complaints about how Passenger Focus has resolved an appeal complaint/	October 2013	Tool will be launched with complaint appeals data from 2009 – 2013 year to date. Tool will be launched with the last five years worth of National Passenger Survey results.	New Tool
DT2	National Passenger Survey main results	The main results of each National Passenger Survey will be summarised within the analysis tool when each new survey report is published.	October 2013	Biannually in January and July	Tool data refresh
DT3	Complaint appeals	Passenger Focus resolved complaint appeals.	October 2013	Quarterly *(updated in April, July, October, January)*	Tool data refresh
DT4	Complaints about Passenger Focus	Complaints received about how Passenger Focus has	October 2013	Quarterly *(updated in April, July, October, January)*	Tool data refresh

	complaint appeal resolution process	resolved a complaint appeal.		*October, January)*	
DT3	Bus Passenger Survey *(tool)*	The opensource tool containing rail complaint appeal data and National Passenger Survey results will be updated to also incorporate Bus Passenger Survey results	March 2014	Tool will be launched with data from at least the 2012 and 2013 national surveys.	Tool update
DT4	Bus Passenger Survey main results	The main results of each Bus Passenger Survey will be summarised within the analysis tool (see DS1) when each new survey is published.	March 2014	Annually in March	Tool data refresh

Data publication schedule

Data set reference	Data set title	Description	Date of first release	Frequency of publication	Data type	License type
DS1	Complaint appeals	Passenger Focus resolved complaint appeals.	October 2013	January 2009 – September 2013 published in October Quarterly thereafter *(published in April, July, October, January*	.csv	ODbL
DS2	Complaints about Passenger Focus complaint appeal resolution process	Complaints received about how Passenger Focus has resolved a complaint appeal.	October 2013	January 2009 – September 2013 Quarterly thereafter *(published in April, July, October, January)*	.csv	ODbL
DS3	National Passenger Survey full results	The full survey results with weighting variables applied.	November 2013	Survey waves 18 – 27 (2008 – 2012) published in November Waves 8 – 17 (2003 – 2007) published in January Six monthly thereafter *(published in February and August)*	.csv	ODbL

| DS4 | Bus Passenger Survey full results | The full survey results with weighting variables applied | April 2014 | National surveys from 2010, 2012, 2013 (there was no survey in 2011) published in October

Annually *(published in April)* | .csv | ODbL |

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