

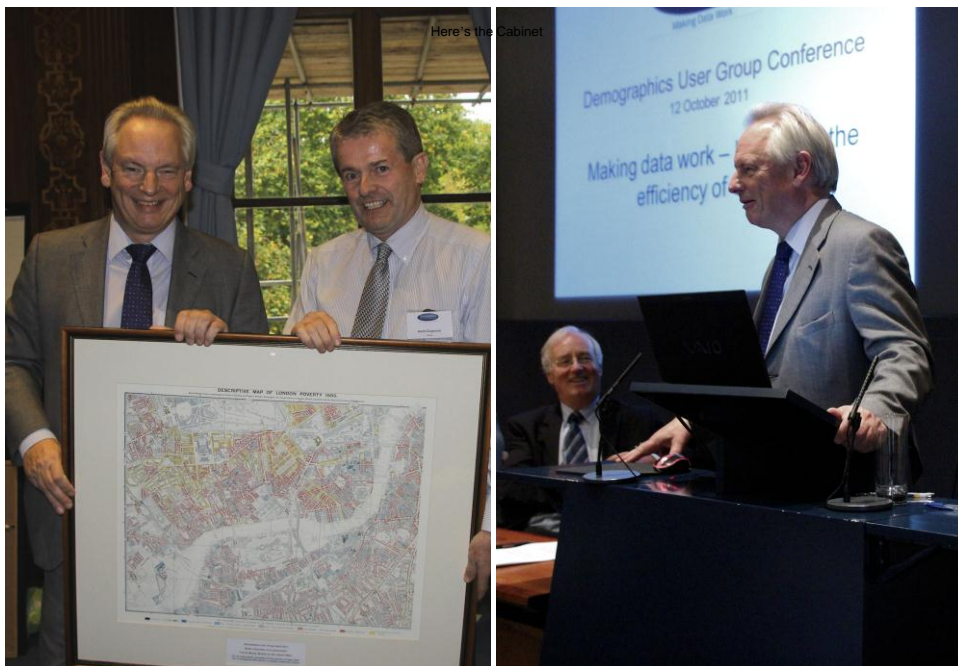


DUG – 2011 Highlights Report

Introduction

Here's a short summary of the activities of the Demographics User Group during 2011. As you'll see, it's been another busy and successful year for DUG, with members sharing their experience in numerous ways, supporting ONS in its case for what proved to be a successful Census, and the government both investigating the alternatives to another traditional Census, and continuing to promote the policies of Open Data: these initiatives led to Francis Maude, Minister for the Cabinet Office, receiving this year's DUG Award at the Royal Society in October. Here's the Cabinet Office Press Release:

<http://www.cabinetoffice.gov.uk/news/top-companies-commend-francis-maude-open-data>



Membership

DUG's 15 companies – Barclays, Boots, Camelot, Co-operative Group, E.ON, Everything Everywhere, GlaxoSmithKline, John Lewis, Marks & Spencer, Nationwide, Sainsbury's, Serco, Tesco, The Children's Mutual, and Whitbread – all continued their membership in 2011.

DUG's 3 Objectives

- To work with government on behalf of commercial users to ensure that the right data is made available, in the right way, at the right time
- To encourage DUG members to share their experiences of using various datasets, and also their methods of analysis, and the insights obtained
- To act as an incubator for new ideas, which might give DUG members first-mover advantage, and which can be subsequently taken up and developed by others

DUG's Strategy for 2011

- Make the most of www.data.gov.uk
- Develop new training courses
- Promote After-Work seminars
- Rework the statement of DUG's Benefits
- Produce an End of Year Highlights report
- Create a "Dummies' Guide to the Census"

Activities during the year

Guest speakers at our quarterly meetings:

- "Population 24/7" – Professor David Martin, University of Southampton
- "2011 Census – DUG's priorities for the Outputs" – A discussion initiated by Denise McGregor (Head of Census Outputs, ONS), with views from Annette Dellevoet (Sainsbury's)
- "A Public Data Corporation to free up public data and drive innovation" – Emma Ward, Executive Director, the Shareholder Executive, Department of Business Innovation & Skills
- "Finding the Hook: Making a Big Splash – reflections and golden rules from the consultancy workshop at GSK" – Andrew Hyman, Head of Commercial Analytics, The Insight Group, GSK
- "Developments in social simulation, and their potential value for predicting customer behaviour" – Professor Sir Alan Wilson (UCL), and Professor Martin Clarke (University of Leeds)
- "The UK Location Programme – developing a manifesto of DUG members' needs for data from government" – Mike Whitelegge, Senior Insight Manager, Marks & Spencer
- "Beyond 2011 – commercial users' needs?" Pete Benton, Director of the Beyond 2011 Programme, ONS

Data News:

Getting into the nitty-gritty of particular datasets, these included news of: 2011 Census (having lobbied against cuts / cancellation, lots of activity focussed on plans for outputs across the UK); OAC-coded Wealth & Assets Survey; plans for OAC2011; plans for Beyond 2011; sharing data with government – "Information collected by commercial companies: what might be of value to ONS?"; plus small area income estimates, Index of Multiple Deprivation, house prices, car parks, accessibility, etc. There was also lots of activity around www.data.gov.uk (4,600 datasets in November 2010, 7,600 now).

Government policy – DUG involvement:

We have continued our long-term policy of encouraging and pressing the UK Statistics Authority and the Office for National Statistics to put more effort into listening to users / customers. But the most significant developments again this year have been associated with the Government's Open Data policy. DUG's activities have included developing a wishlist for more data to be added to www.data.gov.uk and better searches of the site; responding to consultations on Open Data, & the Public Data Corporation; and contributing to a National Audit Office review. The Open Data agenda was recognised in our annual Award:

Demographics User Group Conference

12 October 2011

DUG Award 2011

**Francis Maude, Minister for the Cabinet Office
for his enthusiastic promotion of the policies of Open Data, and
investigating alternatives to another traditional Census**

“Commercial companies have been making the case for better access to government datasets for more than a decade. Public pressure has grown, but it is vital to have strong ministerial direction to make progress. Francis Maude is giving this, vigorously promoting both better access to existing government data, and also the exploration of new sources which would make another traditional Census unnecessary. Members of the Demographics User Group (DUG) strongly welcome these developments, which will increase the efficiency of services to their customers, and fuel innovation.”

The Award – Charles Booth's famous map of London – was presented on the day at the Royal Society. See photos, & a link to the Press Release on page 1.

Policy committees – DUG's representation:

DUG is now represented on several policy committees: the National Statistics Centre for Demography (Martin Bellingham, The Children's Mutual), UK Census Design Addressing Group (Ben Smith, Tesco), the Advisory Panel on Public Sector Information (Keith Dugmore), Location User Group (Mike Whitelegge, M&S), RSS getstats campaign (Michael Flood, John Lewis Partnership), and ONS's Geography Services User Forum & also its 2011 Census Bulk Data Working Group (Annette Dellevoet, Sainsbury's).

Academic links:

We have strong links with several academics, in particular:

- Beth Rogers, of University of Portsmouth Business School.
- Professor Paul Longley of University College London, cementing the close ties with UCL's geographers. This was recognised in a presentation to Paul at this year's conference “In recognition of all his stalwart work in promoting collaboration between the academic and commercial worlds between 2001 and 2011.”

Cage rattlers:

Topics raised by members for discussion at our quarterly meetings have included: software suppliers; consulting excellence; definitions of town boundaries; the best way of seeking government data about prescribing patterns; brand, and its financial value; behavioural economics & the idea of “Nudge”; contact with the Centre for Economic and Social Inclusion about how to use data from government departments; and Royal Mail's licensing of the Postcode Address File.

Training:

DUG's Training Board arranged further training on topics which "only DUG can do" (i.e. they draw on members' experience, rather than being off-the-shelf training courses), with two sessions each of both:

- "The Analyst's role" (by Stewart Robbins of E.ON).
- "How analysts can influence decision makers (by Professor Martin Callingham of Birkbeck College).

Conference:

DUG's Conference Board planned the programme for our annual event at the Royal Society "Making data work – Improving the efficiency of UK PLC", which received many positive comments. See the details at: <http://www.demographicusergroup.co.uk/21.html>

Publicity:

This included a letter in the Independent about the Census, and a big splash on page 2 of the Daily Mail on 2 March: "Could 2011 see the last-ever census? Supermarket loyalty cards may be used instead" (this was re-heated again in October). The Cabinet Office Press Release about the DUG Award was picked up by several publications & websites. DUG's own website has been steadily maintained: job adverts remain popular.

DUG's 6 Priorities – Progress during 2011 – the headlines

Priority	Progress
Sharing by members – databases, information & ideas Champion: Mike Whitelegge (M&S) et al	<ul style="list-style-type: none">• The Co-op, M&S, and Sainsbury's again shared information on their store locations.• Database DUG held a workshop on multi-channel marketing and online/store purchases.• After Work events. "What is Insight?" sessions in Nottingham and London proved popular.• Consultancy workshop. The session run by GSK received very good feedback.
Addressing – pressing government for improvements & a national file. Champion: Ben Smith (Tesco)	The definitive National Address Gazetteer is currently only free at the point of use for public sector organisations, & the pricing policy for citizens and companies is crazy. The battle will continue.
Surveys – seeking better access to improve insight. Champions: Professor Martin Callingham	The House of Commons Science and Technology Committee called on researchers to fully disclose their data and make it publicly available.
Population Measurement – pressing ONS for improvement Champions: Keith Dugmore & Professor Martin Callingham	<ul style="list-style-type: none">• 2011 Census. We helped the ONS by illustrating the value of Census data.• Beyond 2011. DUG attended a 2nd meeting with Francis Maude, & participated in an ONS workshop on data sharing.
DUG's Brand – promoting it externally & internally Champion: Brand Team, especially Lee Madden (Barclays) & Stewart Robbins (E.ON)	<ul style="list-style-type: none">• Internal promotion – see "Sharing" above.• LinkedIn – "DUG Network" has grown to 173.• Public Relations. We continue to help support government/public policy in uncontentious areas.
Engagement – with decision-makers, esp. politicians Champion: Keith Dugmore	<ul style="list-style-type: none">• Lots of contact with top public officials, and we also met ministers Francis Maude, Oliver Letwin and Lord Sassoon.

For more information about DUG's activities see www.demographicusergroup.co.uk or contact Keith Dugmore, Email: dugmore@demographic.co.uk Tel: 020 7834 0966