

Second Annual Open Data Conference

OPEN DATA CITIES & TRANSPORT

27 June 2012
Manchester
Town Hall

How unlocking data can
deliver efficiency gains
and personalise service



Organised by:

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09.30 Welcome and introduction

Manchester Digital Development Agency

Session 1: Efficiency Gains that are there for the taking

09.40 Getting good value from open data - lessons from the UK and across the world

Peter Miller, CEO, ITO World

Different approaches to opening up data – which one will work for you?

- Crowd Sourcing, opportunities and limitations
- The cornerstones that everything else rests upon
- Data and innovation – some inspiring international initiatives

10.00 Aggregated data: opening up your data to developers

Jonathan Raper, Managing Director, Placr, Transparency Board Member

- You don't need to do this yourself
- Transport really is at the leading edge
- But there are still some barriers
- A new link in the value chain
- New launch transportapi.com

10.20 Leveraging Data to increase efficiency and improve customer experience

Shane O'Neil, Managing Director, ELGIN

- Public value in procurement
- Harnessing cloud computing
- Collaboration: why it is the key to efficiency savings
- Building the business case : Demonstrating the commercial and other value of public data and the impact of open data policies on this value creation

10.40 Questions and discussion

11.00 Tea & coffee

Session 2: How do we pro-actively release data to best effect?

11.30 Greater Manchester Open Data Experience – Lessons, challenges and vision

Julian Tait, Future Everything

- Critical, Pragmatic and apolitical: creating an open data innovation ecology
- Opening up data: Harnessing support and overcoming resistance
- Building the business case for open data
- Personalisation: the game changer for LAs
- Internal and external benefits
- Introducing the web of linked open data

11.20 The transformational benefits of data for an integrated transport system

David Hytch, Information Systems Director (Technology Initiatives), TfGM

- The building blocks to effectively sharing data across organisations: data audit, data release, removing silos
- Making data mobile
- Real-time data
- The impact of passive sensor networks for traffic and environmental data collection

11.40 Is open transport data really going to lead to better or cheaper passenger information?

Peter Ball, Managing Director, Trapeze

- Why we like open data: our Experience of using open data on Countdown 2
- Does open data = Open passenger information services?
- The challenges associated with using open data in passenger information services

12.00 Questions & discussion

12.30 Lunch

Session 3 : Four Case Studies

13.30 1. How we automated timetable display information, improved provision and slashed the cost

Jeremy Wiggins, Travel Development Team Manager, Norfolk County Council

2. All modes: travel delay alert services

Richard Thurbin, Technical Director, Cloud Amber

3. Parkopedia, the real time parking data provider: influencing drivers locally and globally

Eugene Tsyklevich, CEO, Parkopedia

4. Putting our data to work – the emerging challenge, opportunities and partnerships for a metropolitan area

Graham Grant, Senior Transport Planner, Tyne & Wear ITA

14.30 Questions & discussion

14.50 Tea & coffee

Session 4: Adding Value to data and the bigger picture – Open Data and Smarter Cities

15.15 Making the most of 'where': the power of location intelligence

Bob Barr, Chairman, Manchester Geometrics

- Why location information is so important
- How to make sense of spatial data
- Quality assuring, visualising and analysing – the steps to insight and large cost savings
- Targeting spending and personalizing service

15.35 Using Government Data to unlock funding to support planning and regeneration at city and regional scale.

Stephen Leece, General Manager, Esri UK

- Bring the right data together
- Analysing and visualizing: turning data into location intelligence
- Bradford case study
- Intelligent support for City Deals, LEPs and local sustainable transport fund management

15.45 Data to provide new understanding and knowledge to determine new infrastructure requirements

- Core cities strategies
- The application of data and information in urban developments
- Empowering citizens
- Supporting sustainable cities

16.05 Questions & discussion

16.30 Close of conference

Who should attend?

- Data owners
- Data managers
- Data users, developers and integrators
- Suppliers and consultants for whom data = opportunities

This event will appeal to:

**Central & Local Government,
bus and rail operators, highway
Authorities, PTE's, urbanists
and suppliers**

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Exhibition/Sponsorship Opportunities

This is a superb opportunity to meet, network and present your business as a key partner to PTEs, local authorities and operators. Contact Rod Fletcher to discuss: **rodney.fletcher@landor.co.uk** or call **0191 280 1410**

PAYMENT DETAILS

All fees are payable in advance of the event. Delegates may be refused admission if payment is not received prior to the event. Delegates who have not paid will be required to provide credit card details or supply a company cheque at registration. If you are registering within seven days of the event you **MUST** provide credit card details to enable us to process your booking. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor LINKS Ltd. **Payment terms are strictly 7 days.**

ADMINISTRATIVE DETAILS

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DATE AND VENUE

27 June 2012, Manchester Town Hall, Manchester

CONFIRMATION

You will receive a receipted VAT invoice and joining instructions which includes a map, directions and travel information. If your booking has not been acknowledged seven days prior to the event please contact us to confirm your booking has been received on 0845 270 7865.

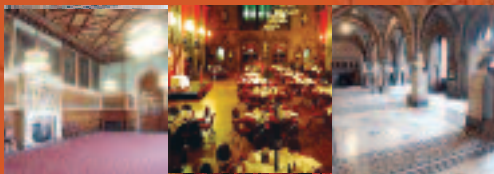
CANCELLATION

If for any reason you are unable to attend, cancellations received in writing by 13.06.12 will receive a refund less an administrative charge of £100 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

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*Background Image of pedestrian movements in Manchester
courtesy of: Eric Fischer*



This event is held in Manchester Town Hall, one of the most iconic landmarks in the city. Situated on Albert Square, the Town Hall was opened in 1877. The Grade 1 listed building radiates the history of the city and is definitely one of the hidden jewels in Manchester's crown.

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