

# Open Geography

Introducing our re-launched portals

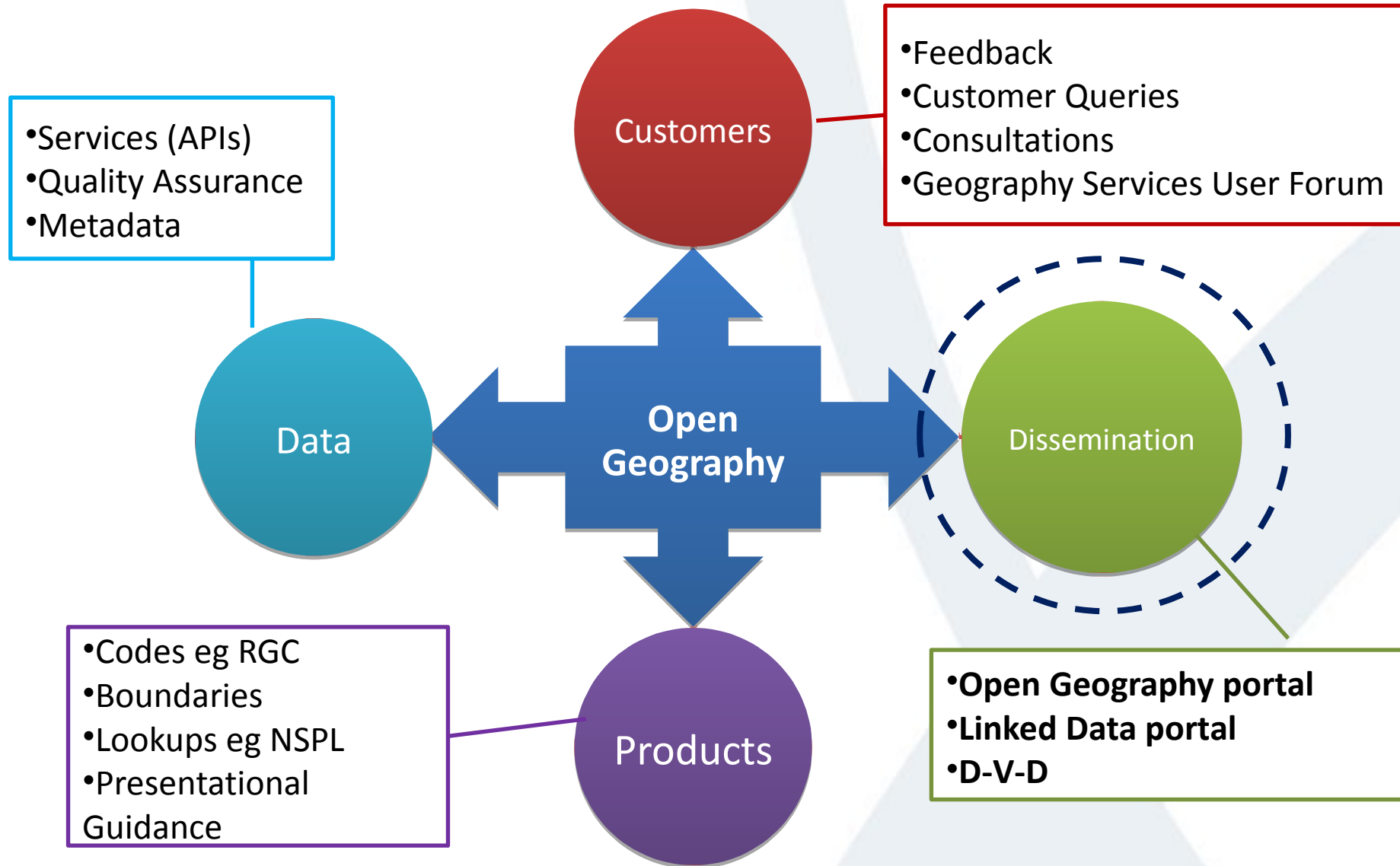
**Ian Coady**  
ONS Geography  
November 2016

@ONSGeography  
ONSgeography@ons.gov.uk

# Open Geography is.....

*the principle that our geospatial data are designed and delivered with the requirements of the statistical community right at its core*

# What is 'Open Geography'?



# Catering for a different user experience

Open Geography  
portal and Linked  
data portal

Code History Database



Standard  
Area  
Measurement



Register of  
Geographic  
Codes



National  
Statistics  
Postcode Lookup



Geography	Name	Date of Op	Date of Term	Status	Area	Entity	Owner	OA	LAD
E05003247	Kendal Castle	01/01/2009	N/A	Live	271.77	E05	DCLG	E00097846	E07000031
E05003248	Kendal Far Cross	01/01/2009	N/A	Live	169.57	E05	DCLG	E00097852	E07000031
E05003249	Kendal Fell	01/01/2009	N/A	Live	141.71	E05	DCLG	E00079859	E07000031
E05003250	Kendal Heron Hill	01/01/2009	N/A	Live	57.79	E05	DCLG	E00097871	E07000031
E05003251	Kendal Highgate	01/01/2009	N/A	Live	74.43	E05	DCLG	E00097865	E07000031
E05003252	Kendal Kirkland	01/01/2009	N/A	Live	41.91	E05	DCLG	E00097885	E07000031
E05003253	Kendal Mintsfeet	01/01/2009	N/A	Live	187.86	E05	DCLG	E00097982	E07000031
E05003254	Kendal Nether	01/01/2009	N/A	Live	84.02	E05	DCLG	E00097873	E07000031
E05003255	Kendal Oxenholme and Natland	01/01/2009	N/A	Live	508.61	E05	DCLG	E00097906	E07000031
E05003256	Kendal Parks	01/01/2009	N/A	Live	60.82	E05	DCLG	E00097912	E07000031
E05003257	Kendal Romney	01/01/2009	N/A	Live	64.11	E05	DCLG	E00097866	E07000031
E05003258	Kendal Stonecross	01/01/2009	N/A	Live	72.08	E05	DCLG	E00097867	E07000031
E05003259	Kendal Strickland	01/01/2009	N/A	Live	70.60	E05	DCLG	E00097926	E07000031

**ONS Geography**

@ONSgeography

TWEETS

635

FOLLOWING

142

FOLLOWERS

1,391

**Trends** · [Change](#)

**#mondaymotivation**

87.2K Tweets

**Pentonville**

Two inmates have escaped from Pentonville Prison

**David Davis**

**#WTMLDN**

4,416 Tweets

**#MakeAFilmBritish**

Your chance to make a film British

**#Museums2016**

4,038 Tweets

**#trusteesweek**

2,671 Tweets

**#bldigital**

1,240 Tweets

**#AskWomenUK**

**#benefitscap**

5,645 Tweets

View 1 new Tweet

Steven Ramage Retweeted

**EO4InnovationEU** @EO4InnovationEU · 4h

New #EUSpaceStrategy will contribute to GEO and #GEOSS [europa.eu/lyJ76Rr](#) @GEOSEC2025

2

5

Who to follow · [Refresh](#) · [View all](#)

**Funeral Zone** @funeralzone

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**Emma Cosh** @EGCosh

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**Frases** @Privacidades

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Learn how to advertise on mobile, social, search engines & more, with free digital training from Google.

## GSS Geography Blog



### Building for the future

by [ons.geography](#)

October 3, 2016 | [GSS Geography Blog](#)

[Comment](#)

When it comes to old sayings, "If it ain't broke, don't fix it" is one of them. To say that losing the linked data portal at a time when it was starting to build traction with users is something of an understatement. It was an unfortunate combination of bad contract...

[Read more...](#)



### The County

by [ons.geography](#)

April 26, 2016 | [GSS Geography Blog](#)

[Comment](#)

Of all the many geographies in the United Kingdom, this one is probably calculated to cause the most confusion. But why should that be? After all, everyone knows what a county is and which county (if any) they live in, don't they? Well, that depends entirely on which particular type...

### QUICK LINKS

- [A-Z of Policies and Guidance](#)
- [Code of Practice](#)
- [Committees and Governance](#)
- [Good Practice Resources](#)
- [GSS Data Blog](#)
- [GSS Newsletter](#)
- [International](#)
- [Site Map](#)

### NEWS

- [News](#) (37)
- [Training and Events](#) (33)

# Old...

- Legacy technology
- Expensive
- 'Black box'
- Aged look & feel

# New...

- Cheaper CoTs solution
- Maintains functionality
- No adverse impact on users
- Platform – loosely coupled components allowing in-house configuration without the need for intensive coding





# Where do you want to take your dissemination?



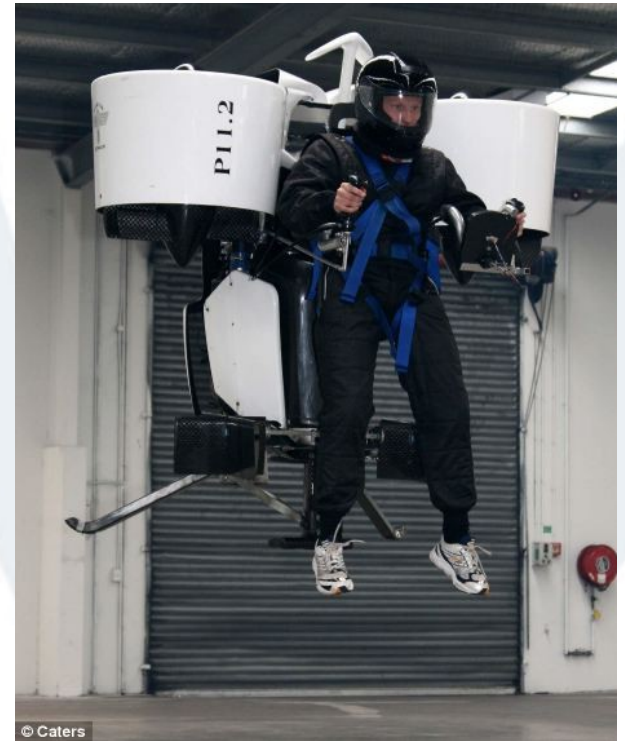
**Simplify?**

Won't get you far



**Modernise?**

Doesn't solve the problem



**Revolutionise?**

Expensive and unreliable



**"...This is simply AWESOME !"**

**"...This should be a beacon to all Government Agencies (including my own) of how to make v**

**"...Easy and intuitiv**

**"...Multitude of for**

**"...I only hope the**

**"...Excellent work,**

**Peter Kohler  
Geographic Informa  
of Hammersmith &  
Council.**

**ard...APIs"  
this [portal]"**

**e London Boroughs  
minster City**



**"YOU SAID"**

**"WE  
DID"**

**....ought to be some more way of sorting or filtering (or both!) long lists of results.**

**Dave Martin – Southampton University**

**....you need to add a page similar to the "download products" listing on the old version as that made it very easier to search...**

**Jonathan Fitton – Pitney Bowes Software**

**The sorting and filtering is an Esri feature and something ONSG cannot change. We have however added dropdown menus for each product category at the top of the home page and a 'latest releases' within each drop down.**





**...we have to download the ONSPD and then route around your website to find the accompanying documents...**

Adrian Ward - Hopewiser

**..Where's the postcode data extract tool gone? This was great as the whole file is far too big to open in Excel and I could extract just the records I need. ...**

Stephen Paul - Hertfordshire

**...Postcode data no longer available via an API...**

@drsnooks via Twitter



ONS Geography @ONSgeography

Sep 5

Thanks for the feedback! Aug postcode products now include CSV & TXT along with all names and codes in the ZIP file [geoportal.statistics.gov.uk](https://geoportal.statistics.gov.uk)



**The postcode files have now been re-released with the accompanying documents – all zipped up**

**A separate CSV file for each postcode area exists that can be opened in Excel.**

**A web service is in alpha that extracts from our postcode products**

**API is now available and remains consistent. The user can now always pick up the latest version of the postcode data via the API without having to change code every quarter**

Search reports & help

## Audience Overview

Aug 1, 2016 - Sep 19, 2016 ▾

Email Export ▾ Add to Dashboard Shortcut

All Users  
100.00% Sessions

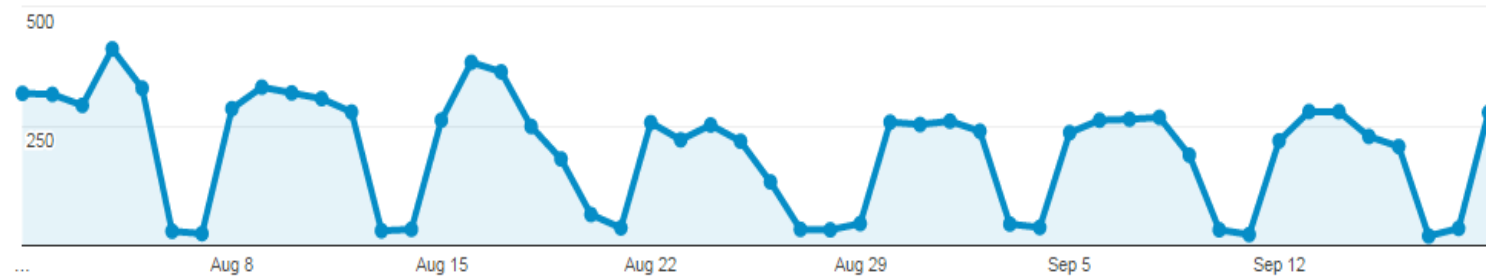
+ Add Segment

### Overview

Sessions ▾ VS. Select a metric

Hourly Day Week Month

Sessions



Sessions

9,959



Users

5,630



Pageviews

25,539



Pages / Session

2.56



Avg. Session Duration

00:05:08



Bounce Rate

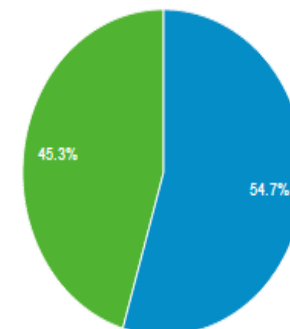
32.48%



% New Sessions

54.65%

New Visitor Returning Visitor

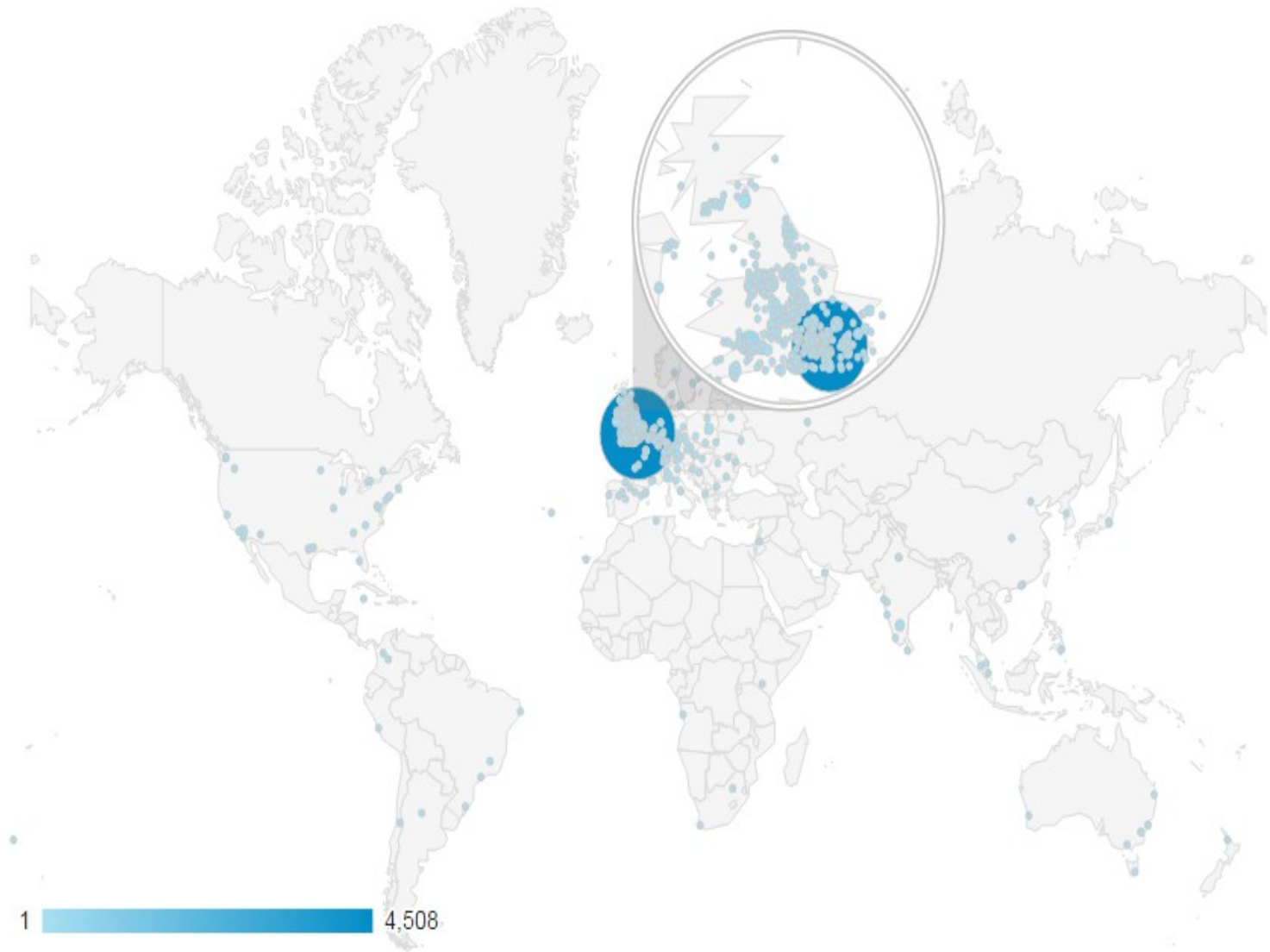


# Who - service provider?

Service Provider ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	<b>9,959</b> % of Total: 100.00% (9,959)	<b>54.66%</b> Avg for View: 54.65% (0.02%)	<b>5,444</b> % of Total: 100.02% (5,443)
1. ftp003075685 the office for national statistics	1,275 (12.80%)	14.67%	187 (3.43%)
2. customer allocation - internet service	343 (3.44%)	41.40%	142 (2.61%)
3. ip pools	320 (3.21%)	65.31%	209 (3.84%)
4. national health service	295 (2.96%)	43.39%	128 (2.35%)
5. (not set)	294 (2.95%)	62.24%	183 (3.36%)
6. ftp003075630 the office for national statistics	272 (2.73%)	56.25%	153 (2.81%)
7. internet	171 (1.72%)	51.46%	88 (1.62%)
8. energis uk	160 (1.61%)	70.62%	113 (2.08%)
9. forcepoint cloud uk	121 (1.21%)	57.02%	69 (1.27%)
10. provider local registry	107 (1.07%)	56.07%	60 (1.10%)

# Where ?

Sessions ▼





# How - referrals

<input type="checkbox"/>	Source ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		<b>725</b> % of Total: 13.91% (5,212)	<b>29.52%</b> Avg for View: 52.01% (-43.25%)	<b>214</b> % of Total: 7.89% (2,711)
<input type="checkbox"/>	1. <a href="#">t.co</a>	205 (28.28%)	29.27%	60 (28.04%)
<input type="checkbox"/>	2. <a href="#">ons.gov.uk</a>	152 (20.97%)	22.37%	34 (15.89%)
<input type="checkbox"/>	3. <a href="#">geoportal.statistics.gov.uk</a>	96 (13.24%)	0.00%	0 (0.00%)
<input type="checkbox"/>	4. <a href="#">intranet.ons.statistics.gov.uk</a>	62 (8.55%)	46.77%	29 (13.55%)
<input type="checkbox"/>	5. <a href="#">statistics.data.gov.uk</a>	47 (6.48%)	29.79%	14 (6.54%)
<input type="checkbox"/>	6. <a href="#">index.okfn.org</a>	21 (2.90%)	71.43%	15 (7.01%)
<input type="checkbox"/>	7. <a href="#">hertslis.org</a>	12 (1.66%)	16.67%	2 (0.93%)
<input type="checkbox"/>	8. <a href="#">compliance-jane.top</a>	10 (1.38%)	100.00%	10 (4.67%)
<input type="checkbox"/>	9. <a href="#">r.duckduckgo.com</a>	7 (0.97%)	0.00%	0 (0.00%)
<input type="checkbox"/>	10. <a href="#">duckduckgo.com</a>	6 (0.83%)	0.00%	0 (0.00%)

GO

[About HertsLIS](#)[Community Involvement](#)[Community Safety](#)[Culture and Leisure](#)[Economic Wellbeing](#)[Education and Lifelong Learning](#)[Environment](#)[Health and Wellbeing](#)[Housing](#)[People and Place](#)[Transport and Access](#)[Data Sources](#)[Geography](#)[Home](#) / [Geography](#) / [ONS Geography Portal](#)

## ONS Open Geography Portal

Open Geography is a framework from the Office for National Statistics (ONS) that provides free and open access to the definitive source of geographic products, tools and services to a range of customers, including statistical producers and the private sector. The [ONS Open Geography Portal](#) allows users to discover, view and download data and metadata from a wide range of ONS Geography products.

ONS Geography produces a range of products that support the use of geography in the statistical process.

Visit the [ONS Open Geography Portal](#) and choose the **Download Products** tab to find the products, the products are grouped into:

- Documents (a range of supporting documentation)
- Digital Geographical Boundaries (in GIS format)
- Lookups (between different geographies)
- Maps (showing the extent of different geographic areas)
- Names and Codes (for geographic areas)
- Postcode Products (including the latest postcode directories)
- Other Products (including Rural-Urban Classification and Standard Area Measurements).

ONS intellectual property (IP) is made available under [Open Government Licence terms and conditions](#). Exceptionally, where a third party IP is included in the product (such as OS Open Data for boundaries and Northern Ireland for the postcode directories), additional terms may apply.



Created On  
12/7/2012

Renewal Date  
4/1/2017

Credits Remaining  
4,402.06

Quick Date Select ▼

Start: 8/1/2016 ▼

End: 9/19/2016 ▼

Credits

Content

Apps

Members

Groups

Aug 1, 2016, 12:00:00 AM GMT to Sep 19, 2016, 8:55:28 AM GMT

Interact with the charts, tables and map in this report to explore content activity and usage

### Content Summary

499

Items This Period

3

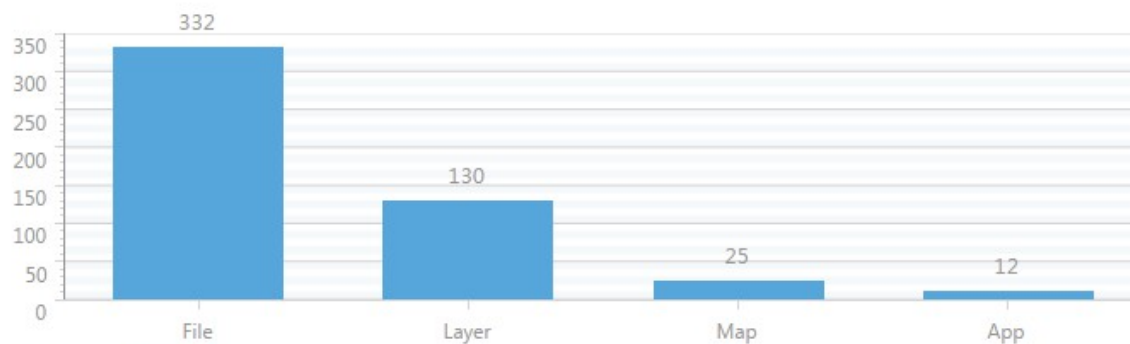
Contributors

### Contributors

Member	Items ▼
ONS Geography Data	427 ▲
ONS Geography	66
Tee Parry	6 ▼

Sharing Summary

### Content Details

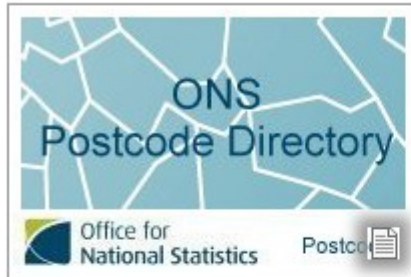


Filters: [None](#)

Item Name ▲	Type	Member	Access
ONS Postcode Directory (August 2016) Multi CSV	CSV Collection	ONS Geography Da...	Public ▲
ONS Postcode Directory (August 2016) Multi CSV	Document Link	ONS Geography Da...	Public
ONS Postcode Directory (August 2016) User Guide Ver...	PDF	ONS Geography Da...	Public
ONS Postcode Directory (August 2016) Version 2	Document Link	ONS Geography Da...	Public
ONS Postcode Directory (August 2016) Version 2	CSV Collection	ONS Geography Da...	Public ▼

## Open Data dashboard

### ONS Postcode Directory (August 2016) Version 2



#### ONS Geography Data

Created: 9/5/2016

Modified on: 9/6/2016

Shared: Public

Item Snippet: Postcodes

#### Item Usage

Downloads

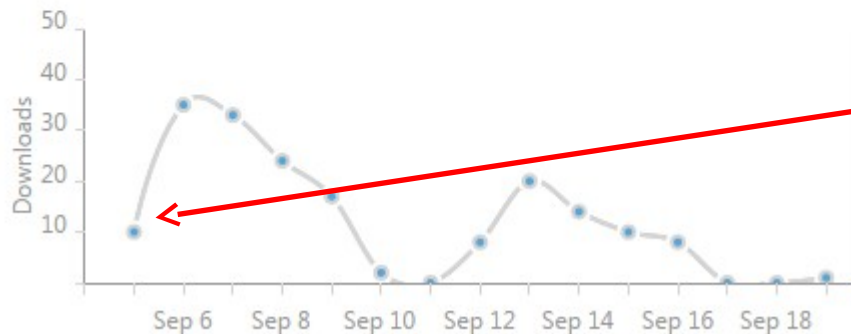
327

Comments

0

Avg Rating

0



More Details

#### Tags in Items

England and Wales

Boundaries 2015

Names and Codes

Lookup ZIP File TTWA

England 2011 United Kingdom

WFS WMS

Local Authority District LAD

Names and Codes for ONSPD and NSPL

Census Lookups 2016 OA 2014

Output Area

Best-fit Statistical Lookups



ONS Geography @ONSgeography

Sep 5

Thanks for the feedback! Aug postcode products now include CSV & TXT along with all names and codes in the ZIP file [geoportal.statistics.gov.uk](http://geoportal.statistics.gov.uk)





Hootsuite

https://hootsuite.com/dashboard

In the coming weeks, Twitter will no longer count characters for media attachments. [Learn more.](#)

untitled x +

Compose message...

1 x

+ Add Stream

+ Add Social Network

"open geography" OR #opengeog...

My Tweets ONSgeography

@ONSgeography Search ONSgeography

Replied to by ons.geography  
2 days ago

"@SGCorreia http://geoportal.statistics.gov.uk/"


Sara Correia @SGCorreia  
2 days ago

.@ONSgeography the Open Geography portal does not seem to be working for me, any suggestions?  
webarchive.nationalarchives.gov.uk/20160105160709...

MarcusMapMaker retweeted

ONS Geography @ONSgeography  
Sep 8

Latest Hierarchical Representation of UK Statistical Geographies released on Open Geography  
ons.maps.arcgis.com/home/item.html...



3 1

Iminortheast retweeted

ONS Geography @ONSgeography  
2 days ago

@SGCorreia geoportal.statistics.gov.uk

1

Show Conversation

ONS Geography @ONSgeography  
2 days ago

@esriuk Proposed Parliamentary constituency boundary changes swipe map | [arcg.is/2cofQ4F](#) | #BoundaryChanges #gis

4


ONS Geography @ONSgeography  
2 days ago

Comparison of proposed and current Westminster Parliamentary Constituencies for England and Wales (Swipe Map) [arcg.is/2cofQ4F](#)

4

ONS Geography @ONSgeography  
3 days ago

Want to know about a geography? All the info is on our #LinkedData site at [ow.ly/DJTn304a13P](#) @PublishMyData



Sara Correia @SGCorreia  
20 hours ago

#crime #heatmap practice on @qgis using #opendata from @ONSgeography and @maltbyps data.police.uk #phdchat [lnkd.in/b3w\\_Fui](#)

1

HendrikG retweeted

ONS Geography @ONSgeography  
2 days ago

Comparison of proposed and current Westminster Parliamentary Constituencies for England and Wales (Swipe Map) [arcg.is/2cofQ4F](#)

4

Replied to by ons.geography  
2 days ago

"@SGCorreia http://geoportal.statistics.gov.uk/"

Sara Correia @SGCorreia  
2 days ago

.@ONSgeography the Open Geography portal does not seem to be working for me, any suggestions?  
webarchive.nationalarchives.gov.uk/20160105160709...

SaturnSA4 retweeted

ONS Geography @ONSgeography  
2 days ago

Comparison of proposed and current Westminster

In the coming weeks, Twitter will no longer count characters for media attachments. [Learn more.](#)



BETA

Overview Boards



Selected: Aug 28 to Sep 5  
Previous: Aug 08 to Aug 15



ONS Geography @ONSgeography

Sep 5

Sorts

Thanks for the feedback! Aug postcode products now include CSV & TXT along with all names and codes in the ZIP file [geoportal.statistics.gov.uk](http://geoportal.statistics.gov.uk)

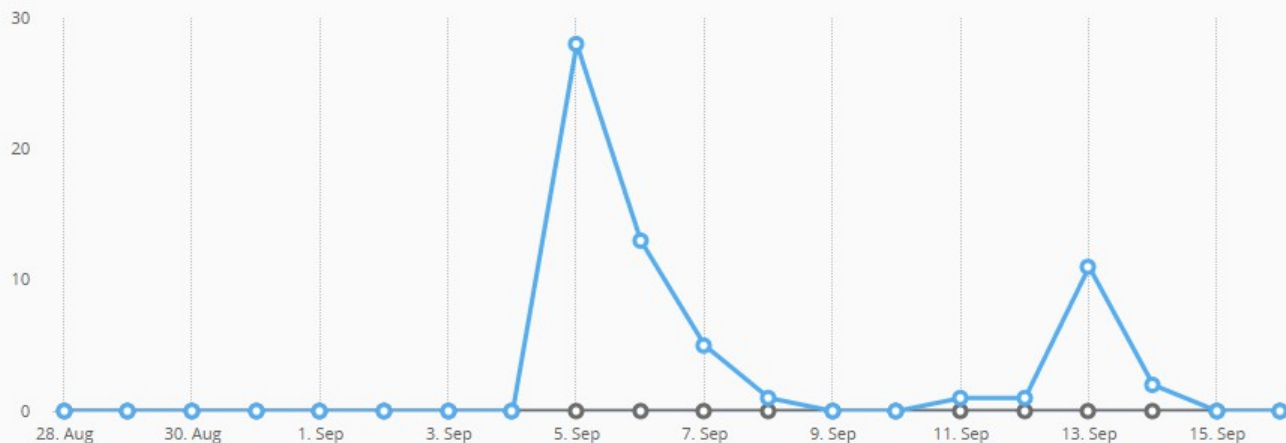


Ow.ly Traffic ?

62 +62

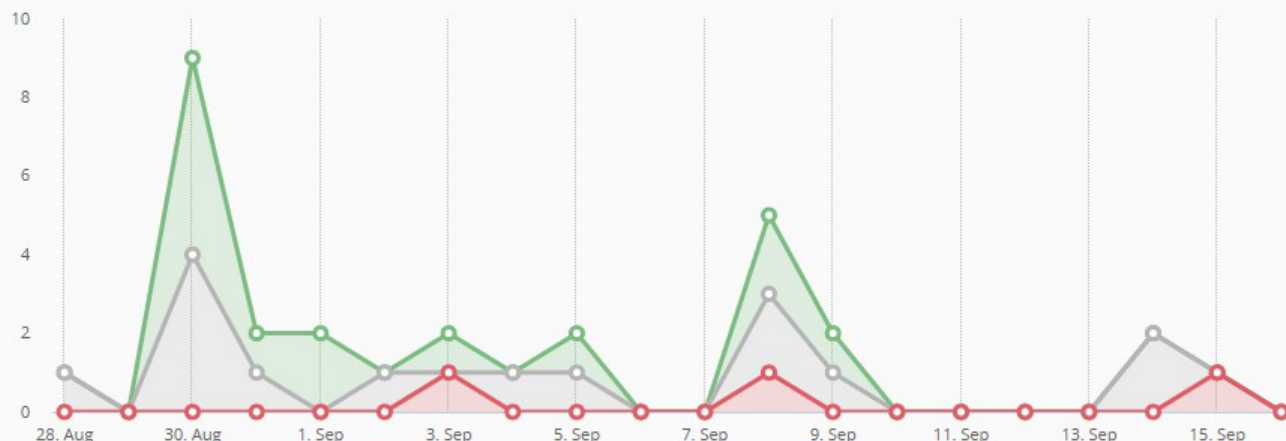
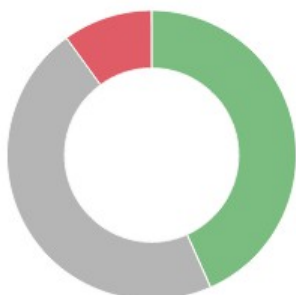


+62 62



Inbound Messages by Sentiment ?

positive neutral negative





# Use Case: Open Geography Portal



Search



[Departments](#) [Worldwide](#) [How government works](#) [Get involved](#)  
[Policies](#) [Publications](#) [Consultations](#) [Statistics](#) [Announcements](#)

## Innovate UK

Department of Energy & Industrial Strategy

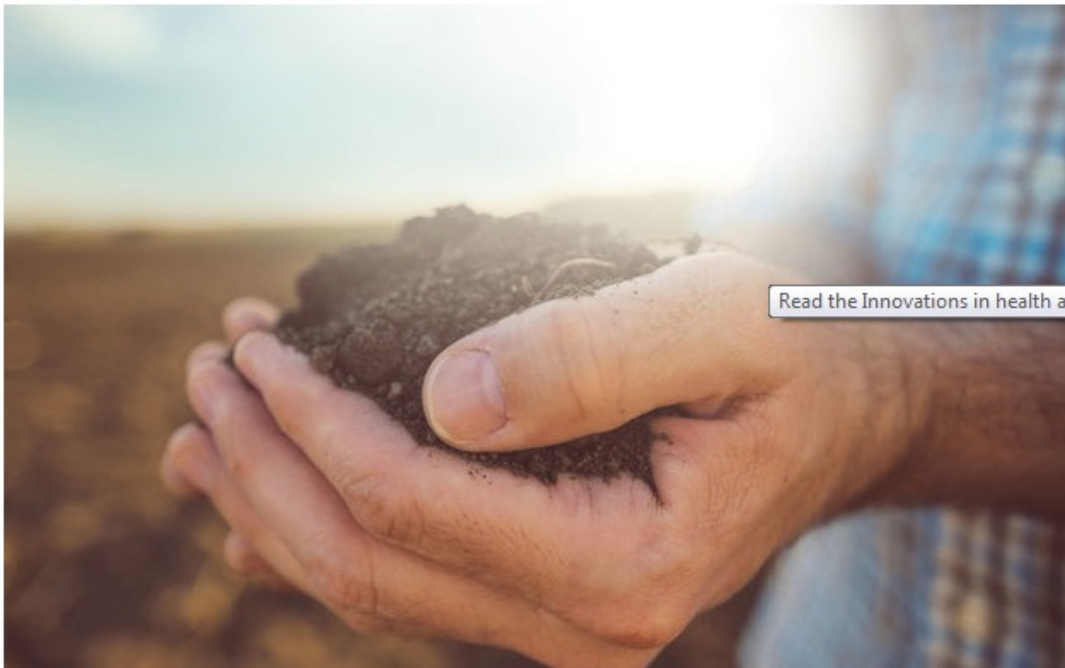
[Latest funding opportunities](#)

[Innovation funding advice](#)

[Events](#)

[Connect to innovation experts](#)

[Sign up for Innovate 2016 event](#)



13 September 2016 — News story

### Innovations in health and food: apply for business funding

Businesses can apply for a share of £15 million for projects that support

[Read the Innovations in health and food: apply for business funding article](#)

tions in health and life sciences.

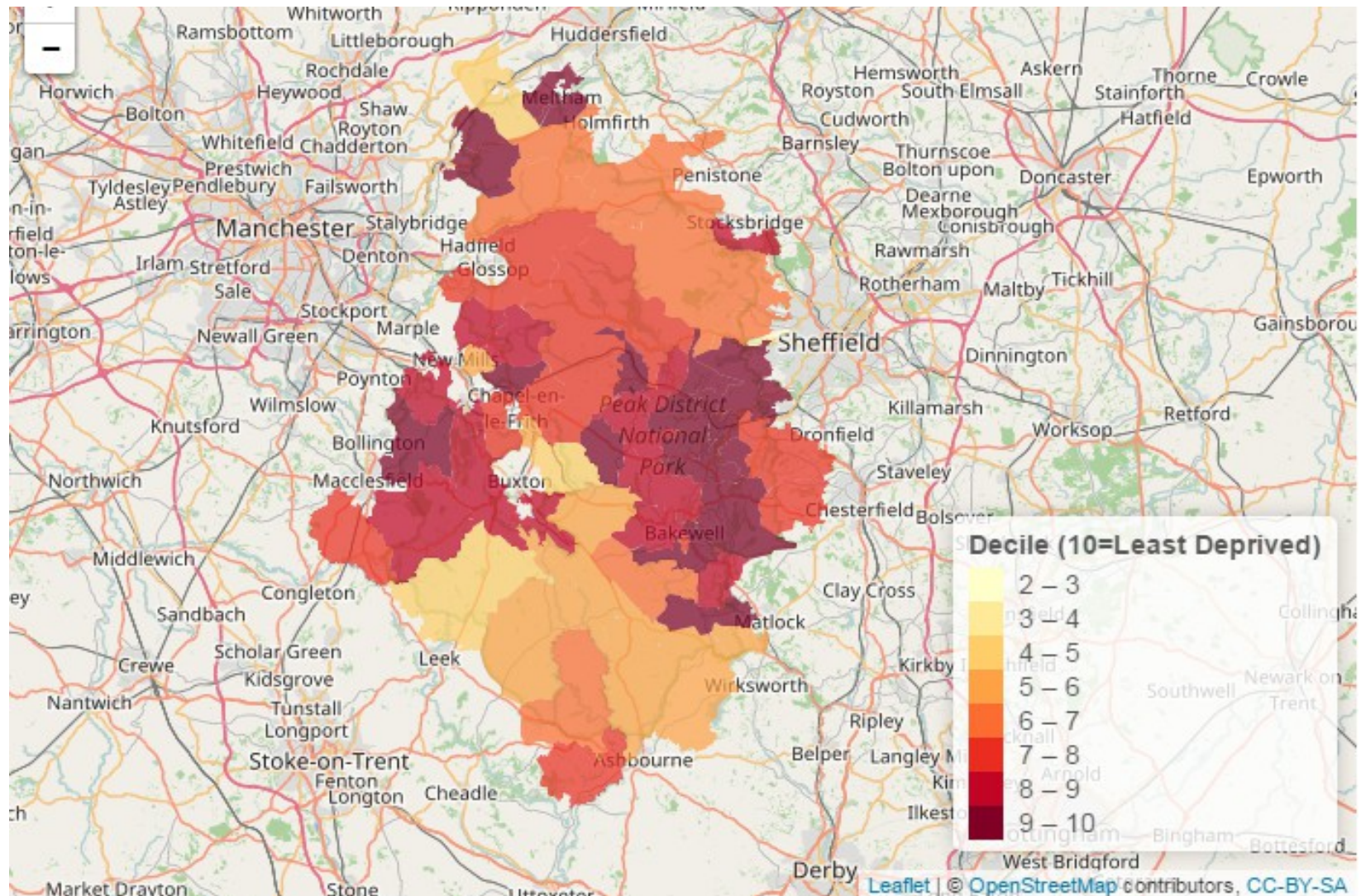
Use NS Postcode  
Lookup to show grant  
destinations by  
different geographies

# Use Case: Open Geography Portal

Index of Multiple Deprivation analysis of the Peak District - David Alexander

Peak District National Park Authority

[http://dgalexander.github.io/2016-07-15-IMD\\_PDNP/](http://dgalexander.github.io/2016-07-15-IMD_PDNP/)



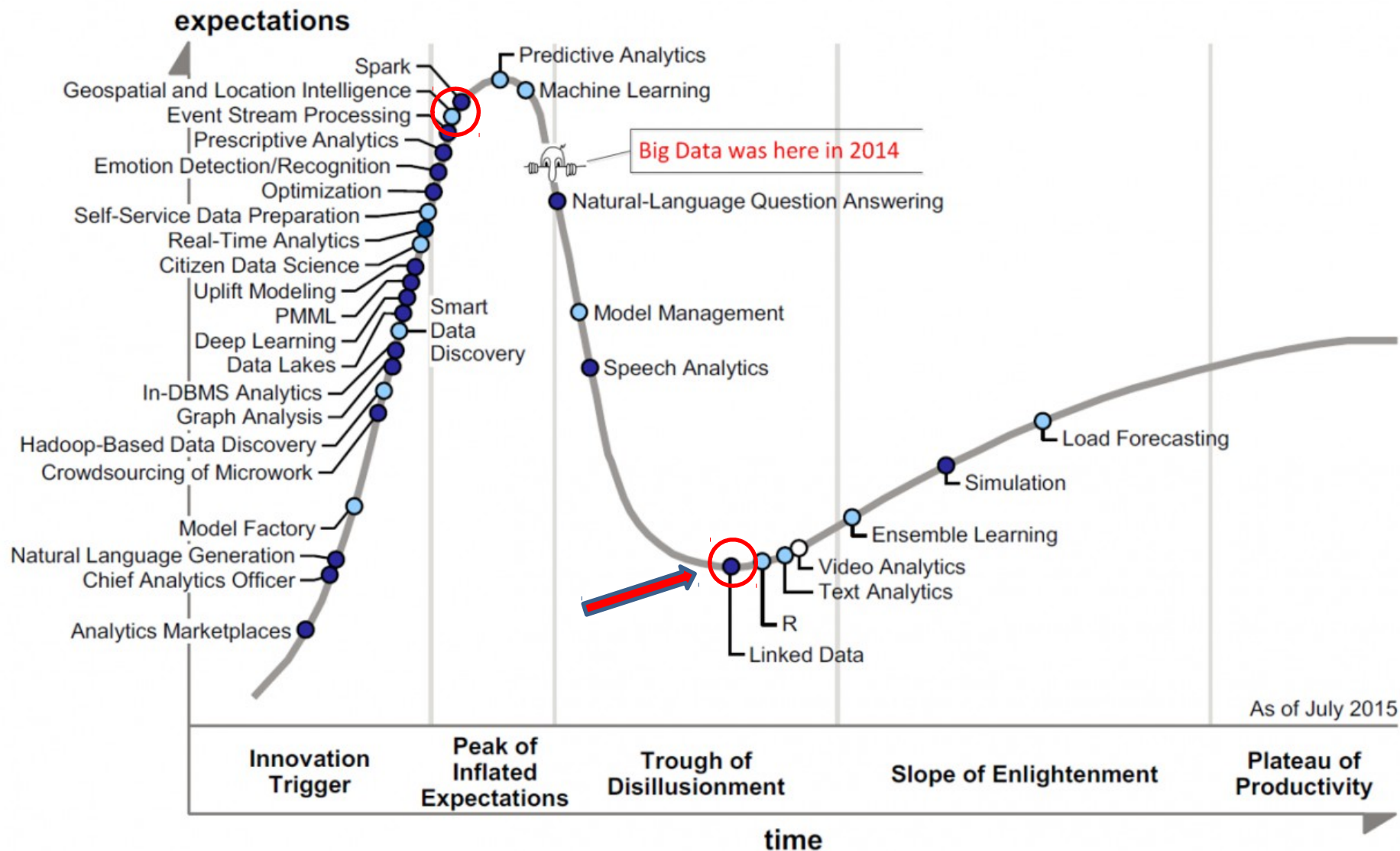
# ONSG Linked Data Portal

- Grown by 18% each week since launch
- 4,000 sessions on the linked data site
- 22,000 page views
- Visits from 119 different countries (US, Italy and France being the largest after the UK)
- Also Oman, Uzbekistan and Haiti
- NISRA, DEFRA and Welsh Government are the largest identifiable users

**Not bad given linked data is currently sat at the bottom of the 'trough of disillusionment'**



# The Gartner Hype Cycle



Demo

# Open Geography is.... “awesome”

- User informed
- High quality
- Free and open
- Easily accessible
- Simple to use
- Quickly deployed
- Low cost CoTS
- Reliable



**Clarify**



**Simplify**

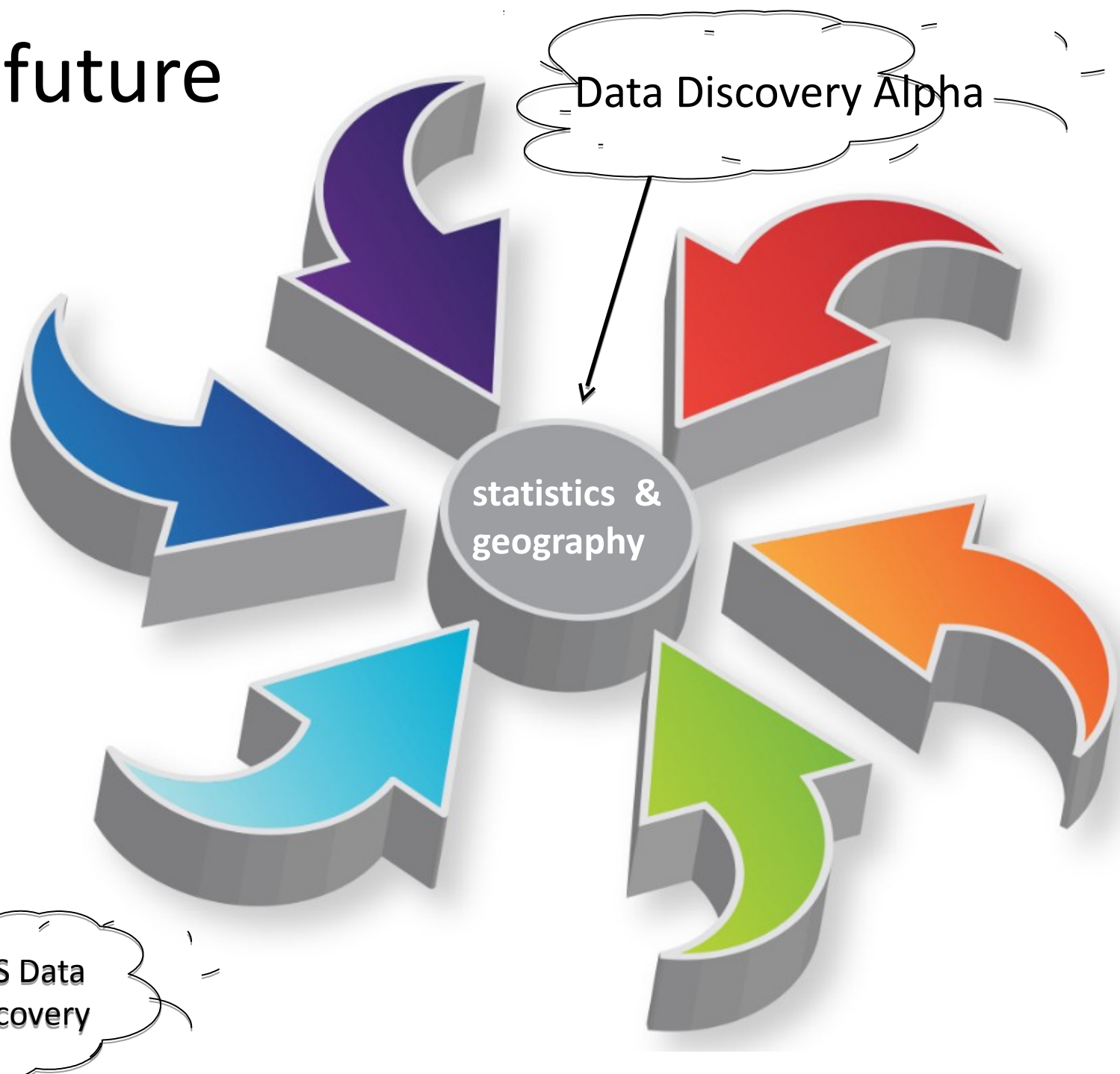


**Implement**

© <http://www.e-gineer.com>



# The future



**1** NO  
POVERTY



**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



# THE GLOBAL GOALS

For Sustainable Development

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**14** LIFE BELOW  
WATER



**15** LIFE  
ON LAND



**16** PEACE AND JUSTICE  
STRONG INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



# Summary

- User is key – but some users more than others
- The more open you are, the harder to understand your users
- Reuseable platforms rather than bespoke systems

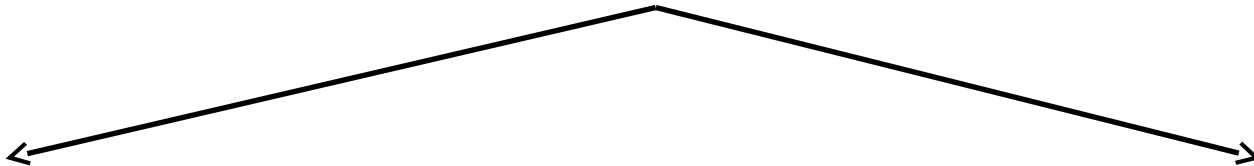
# ANY BURNING QUESTIONS?

ons.geography@ons.gov.uk

<http://statistics.data.gov.uk>

<http://geoportal.statistics.gov.uk>

## **‘Product’ managers**



OGP

Claire Dawson

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Twitter: @ClaireD44973120

Linked Data

Ian Coady

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Twitter: @iancoady