

# Demographics User Group Conference

The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG  
Thursday 8 October 2009

## “Insight and the recession – How we can achieve more and better for less”

Workshop A: Triangulation: what’s the scope for comparing more information derived from company customer records and government administrative files? Facilitators: Martin Bellingham (The Children’s Mutual) and Roma Chappell (ONS)

Key Issues raised:

Group 1:

- Is it the address or is the channel to communicate to the individual (phone, email etc.) that is important? .i.e. is your address an attribute of the individual. What is in it for the individual.
- Is the currency or the accuracy of the information the most important?
- There is a need to agree the best data for specific purposes that is of benefit to individuals and the organisation.

Group2: What more can Government departments and the Public Sector do to share data with the Private sector?

- There is a need to overcome paranoia from the public, the public sector, data protection and silo controllers.
- The solution is to realise the benefits for individuals, and their organisations and for the greater good of the U.K.
- There is a need to promote existing data sharing that works and to identify quick wins i.e. DWP has started to share its Deceased list with other Governmental departments.

Group 3:

- This group concerned themselves with “What is behind the front door?”
- They concluded that data sharing needed to show a tangible benefit for the private sector.
- They suggested the use of a hierarchy to identify relevant data sets. For example a utility worker needs to know exactly where a electricity meter is located to obtain a meter reading compared to a piece of direct mail which may or may not be delivered depending on the quality of an address.
- When comparing competing data sources, ONS would need to establish which one is best.

Overall conclusions were that *“more is better than less”* and that communication between providers and users of data is key.