

Made Open

Design and technology
for social good.

Our mission is to create positive and sustainable social change using design and technology.

So how did we do in 2018?



Our Design Services 2018

A young woman with blonde hair in a ponytail, wearing a light blue short-sleeved uniform with dark piping, is sitting on the left and looking towards an elderly woman. The elderly woman, with short white hair and glasses, is sitting in a red upholstered armchair, wearing a light green long-sleeved shirt and dark trousers. She is smiling and looking back at the younger woman. The background shows a window with a view of greenery outside. The text is overlaid in the center of the image.

Impact study 1
The Cornwall Link
With Age UK Cornwall



Design challenge:

How can we better connect people to their community in Cornwall, and help to reduce social isolation and loneliness?

Problem:

- Lack of access to reliable information about support services and community activities.
- Services are failing to connect individuals with relevant help and support in the local community.
- 40% of visits to GPs are by people who suffer from poor mental health, are lonely or socially isolated.

Project goals:

- Help people find information on a wide range of services, community groups and social activities in Cornwall & IOS.
- Guide people to relevant content and support based on their individual preferences and circumstances.
- Enable community groups to add details of support services, social groups and events.
- Create a community resource for people who support and work with older, isolated and vulnerable people.
- Find and engage volunteers and partners to keep to ensure that the CL resource is sustainable.



Impact study 1: The Cornwall Link



Design solution: The Cornwall Link

www.cornwall-link.co.uk

An online hub where people can find and add information on a wide range of services, community groups and social activities across Cornwall & IOS.

Impact - 2018

38,801 unique website visits.

95 completed online guided conversations.

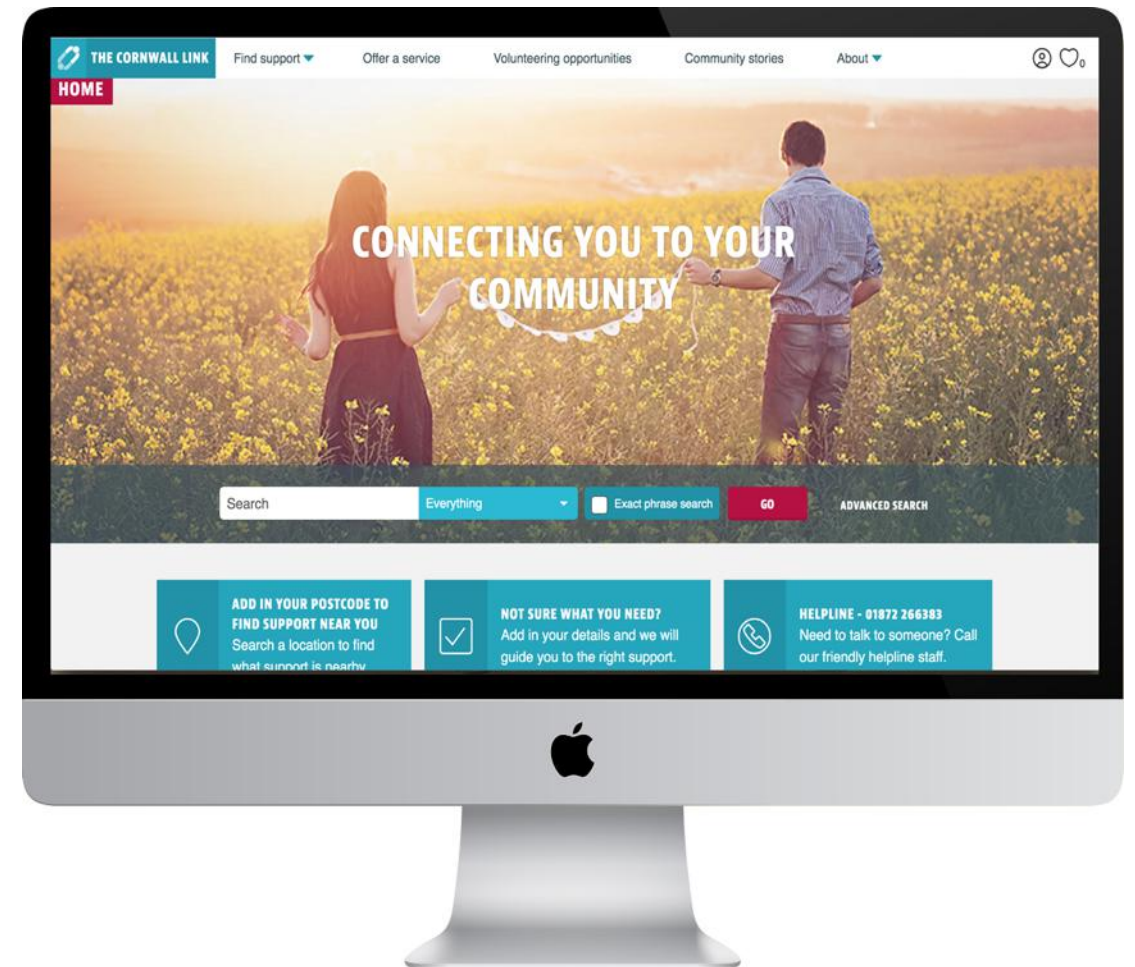
893 community listings added in 12 months.

53% of users are over 50 years old.

11 Cornwall Link volunteers recruited.

3 community partners found.

Winner of South West Digital charity award





Impact study 1: The Cornwall Link



User feedback:

“This is just what we have been asking for in our community.” **Volunteer**

“I use it to find groups and support for people when they call up the helpline.” **Helpline staff**

“Thank you for helping us reach more people.” **Community group**

“We are delighted to reach people through your website!”
Community group organiser.

“We have recently received 2 new members for Helston & District U3A via your website.”

U3A group leader

“I searched on the Cornwall Link for mental health support for my Mum and found two groups in the Newquay area which has been helpful.” **Member of the public**


Client feedback:

“The Made Open team have always been attentive and listened to our ideas. They have helped us to find approaches that improve quality and efficiency of delivering the service. They have helped us to develop an online service that has been highly regarded for look and content.”

Lee Davies, Marketing Manager - Age UK Cornwall & IOS.

“Through the partnership we have received a South West Digital Award for the platform...Made Open have helped us to find approaches that improve quality and efficiency of delivering the service.”

Tracey Roose, CEO - Age UK Cornwall & IOS.



Impact Study 2 Design Out Drowning with the RNLI

SWIM BETWEEN THE FLAGS

HG65 LHZ



Design challenge:

How can we reduce the number of people who drown in the South West?

Problem:

- Every year, over 170 people accidentally drown in our coastal waters.
- The RNLI wish to halve this figure by 2024. It is an extremely difficult challenge and so a radically different approach is needed.

“We believe that by using Design-led methodologies, by understanding the true opportunities and challenges faced by coastal communities and visitors, we will find new lenses through which we can see the world.” [RNLI](#)

Project goals:

- Explore, and demonstrate the value of Design Led, human centred innovation in the development of lifesaving interventions that may also add wider social value to a community.
- Conduct research with communities in the south west:
 - **How do people behave at the coast? Who is most at risk of drowning? What matters to people living in or visiting the south west? What are the opportunities for new interventions? What are the wider social challenges facing south west communities?**
- Develop of a portfolio of sustainable products, services and interventions that reduce the risk of drowning around the coast of the UK and ROI.



Impact study 2: Design Out Drowning



Design solution:



Design Out Drowning

Communities working together to save lives



Impact – 2018:

- Captured stories from over **200** people about living and visiting the coast.
- Observed behaviours, conducted interviews and spent time with people from across the region.
- Engaged with over **300** people in the south west.
- Facilitated **8 x design workshops** with **50+** creatives & subject matter experts.
- Co-designed **4 design briefs** with the community. These briefs identified needs that when addressed, will reduce the risk of drowning in the region.
- **Identified skills, resources and funding opportunities** to support the innovation briefs.



Impact study 2: Design Out Drowning



Client feedback:

“In working with Made Open, we have developed momentum with a fantastic network of talent that represents a great foundation for the next phase of the Design Out Drowning programme”.

Will Roberts, Innovation Manager, RNLI

User feedback:

“The five people I spoke to at Brixham Lifeboat station were all very passionate, cared about their community and were all actively involved. They all felt it very important to maintain local partnerships with others to make things happen.”

Phil, Design out Drowning ethnography team





Impact Study 3 Our Monmouthshire With Monmouthshire County Council

#OurMonmouthshire

Help us shape the future of Monmouthshire

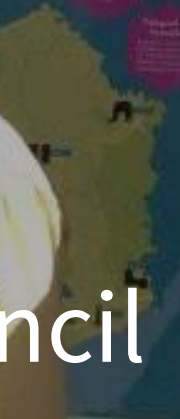


Share your thoughts with us:
monmouthshire.madeopen.co.uk
#OurMonmouthshire
Fill in a postcard*

MONMOUTHSHIRE

#EinSirFynwy

Helpwch ni i lunio dyfodol Sir Fynwy



MONMOUTHSHIRE
POST BOX

PRIORITY CENTURY
T HALL
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY



Design challenge:

How can we engage the public in shaping the wellbeing strategy for the future of the county?

Problem:

Monmouthshire is facing some really big challenges for example:

- Budgets for public services are declining while expectations are going up.
- An ageing population.
- Rising property prices and comparatively low wages are making it harder for young families to live and work locally.
- Climate change.

Project goals:

- Capture issues, opinions and gather ideas for the future from local people.
- Design a range of 'pop up' materials that provide an engaging way for people to learn about local issues and share their views.
- Create a digital platform to encouraged citizens to add their views about local issues.



Impact study 3: Our Monmouthshire



Design solution: Our Monmouthshire

A public engagement campaign and digital platform. We designed a set of engagement tools to enable everyone to get involved in addressing the needs of future as well as current generations.



Impact – 2018:

- Gathered feedback, stories and views from over **1,000** residents over a period of four months.
- **60** ideas and views were added via the online platform – Monmouthshire.madeopen.co.uk
- Results analysed and fed into the **Wellbeing plan.**





Impact study 3: Our Monmouthshire



Client feedback:

“Made Open have great ideas, are ethically minded and can really help people move complex ideas forward by engaging people using creative and enjoyable tools and approaches.”

Matthew Gatehouse, Head of Policy and Governance, Monmouthshire County Council.

User feedback:

Watch the video here:

<https://vimeo.com/313358416>





Design services

Summary of impact:

- Captured 100s of insights, views, ideas and experiences about:
 - Coastal safety
 - Loneliness & social isolation
 - Living with Autism Spectrum Disorder
 - Ageing
 - Mental health and wellbeing
- Raised awareness of issues such as water safety, living with Autism and mental health.
- Facilitated collaboration & co-designed solutions.
- Designed digital services based on real needs.
- Connected 100s of people with support, information and people in their communities.

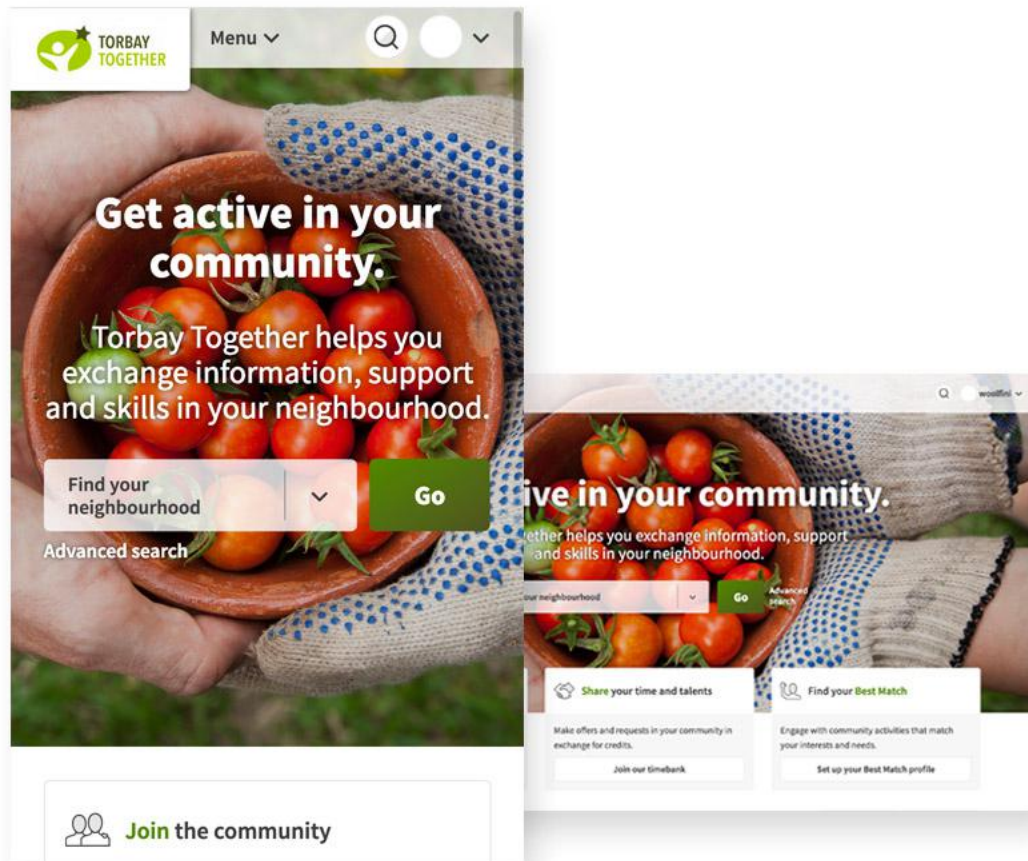


Our community platform 2018





Community platform: Torbay Together



<http://www.torbaytogether.org.uk/>

Impact – 2018:

A place where residents can earn credits for giving time and spend time credits on things they need from their community. Mostly supports residents over 50 years of age.

497 New members

40 Community conversations

23 Ideas added

3258 Pledges of help offered

2417 Time credits earned

338 Time credits spent

Timebank highlights:

Befriending, help with IT, DIY, shopping, gardening, dog walking, teaching piano, knitting, animal portraits, housework and conversation.



Client feedback:

“Timebanking is a great way to support older people with a range of health and care needs by incentivising those who can help them with time credits. We have over 260 timebank members and this platform provides us with the means to significantly increase that number.”

“The Made Open platform stimulates positive social action in communities and Made Open have been a brilliant partner, working with us at every stage. I cannot recommend their system and organisation enough”.

Simon Sherbersky, Lead Officer, Torbay Community Development Trust

User feedback:

“I do things like dog walking or shopping for others. My credits get added on each time I do something for someone and I feel good doing it. I just love timebanking!”

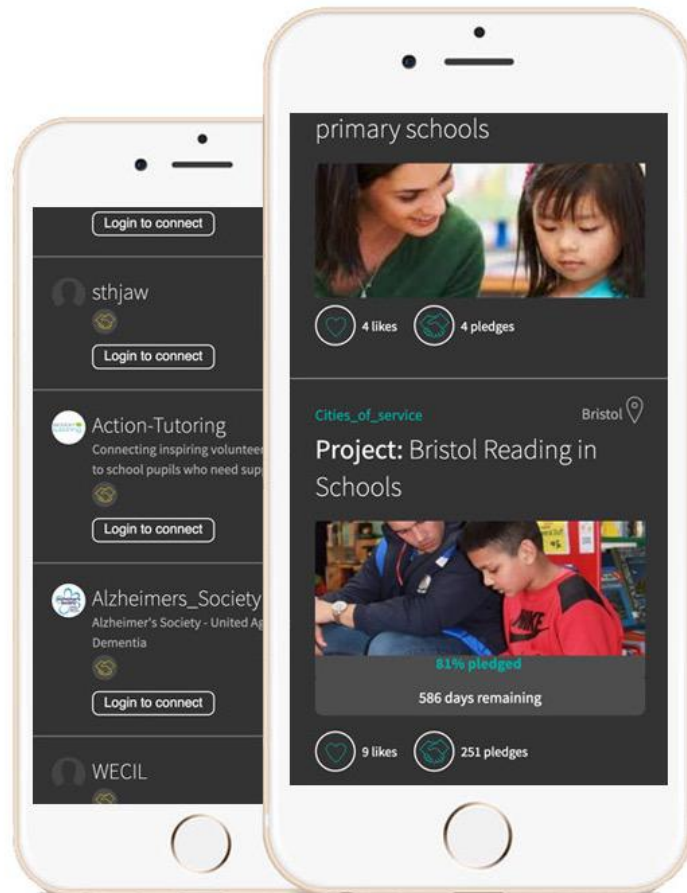
Timebank member, Torbay.



<https://www.youtube.com/watch?v=SogaYieHhnU>



Community platform: Can Do Bristol



Impact – 2018:

Online platform aimed at finding volunteers for local groups and empowering people to share their time, materials or assets with the community.

750 New members

100 Community conversations

11 Ideas added

274 Volunteer pledges made

Volunteering highlights:

Bristol City Council received pledges from **244** volunteers for their "Reading in Schools" project. Volunteers read with children from years 1, 2 and 3 (5, 6 and 7 year olds) who have fallen behind with their reading, improving their confidence and overall reading skills and encouraging a love of reading. Spike Island found **4 volunteers** via the platform.



Client feedback:

“52% of our citizens already help out in their community at least 3 times a year. To make community action more accessible, we have opened the website, Can-Do Bristol, a digital platform designed purely for communities to help themselves, connecting people and businesses to projects looking for help.”

[Martin Rees, Mayor of Bristol](#)

User feedback:

“In the summer of 2015, partners with a shared aim of raising the literacy levels of pupils struggling with their reading were invited to collaborate. Using the ‘Can Do Bristol’ online platform, a number of partners came together from Bristol City Council, RSVP, ABLAZE and the two Universities as part of the aspiration to develop a coordinated approach to raising the literacy levels of Bristol’s primary children through volunteering in the city.

The group of partners formed the Bristol Reading in Schools consortium.”

[Ricardo Sherry – Bristol Reading in Schools Project](#)

Client satisfaction survey results



Client satisfaction – 2018 survey results

- On a scale of 1 to 10 (high), our clients rank their experience with Made Open at **8.4**
- **40%** found their needs were understood extremely well whilst **60%** were understood very well.
- **40%** found the needs of their service users were understood extremely well and **60%** were understood very well.
- When asked if they would recommend us, **100%** said yes.
- When asked what we did well, a clients said: *“perseverance when we nudged the goal posts, great looking engagement materials, wide stakeholder engagement, project communications & updates.”*





Staff satisfaction – 2018 survey results

- **66.67%** of staff **strongly agree** that their work gives them a feeling of personal accomplishment.
- **100%** strongly agree that they are a **valued member** of Made Open.
- **66.67%** strongly agree that their job allows them the flexibility they need to achieve a satisfactory **work life balance**.
- **100%** of staff **understand and enjoy** our company's culture.
- **100%** strongly agree that people at Made Open are **treated with respect** and dignity.



Business Operations



Business Operation – 2018 travel

- We made **117** car journeys for business trips, totaling **4966500 gCO2**.
- Of **117** journeys, 8 were **car shares**.
- We made **0** plane journeys for business trips, totaling 0g CO2.
- **80%** of business meeting were held via web conferencing or phone.





Business Operation – 2018 utilities



- We used **1688 units** of **Electricity**, most **solar**.
- Our office is fed by a **3.8kw Solar** array. When sunny, 100% of our energy is Solar. Our average usage of 10kw per 24 hours is low: only evening/winter working uses some grid energy.
- We used **752 units of Gas** from the grid.
- We used **18 units of Water**, sourced from an off-grid well.



Business Operations – supply chain

We have **19** regular suppliers within our business operations, of which:

- **100%** are in Software, Services & Insurance.
- **42%** of are based in the **South West, UK.**
- **63%** of our suppliers are **digital / software providers**



Looking ahead to 2019

Our chosen goals from UN's 17 Sustainable Development Goals



Our priorities: 1. Sustainable cities and communities * 2. Protect the planet * 3. Responsible consumption * 4. No poverty * 5. Affordable and clean energy * 6. Clean water and sanitation

Our pledges

Our goals	Our pledges	Sharing ideas	Volunteering	Charitable giving	Attending events	Memberships and consultancy	Sharing assets and resources	Timebanking	Supporting projects	Supporting campaigns	Sharing information
 Sustainable cities and communities		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
 Protect the planet		✓	✓		✓	✓		✓	✓	✓	✓
 Responsible consumption		✓		✓		✓		✓			✓
 No poverty		✓		✓		✓			✓	✓	✓
 Affordable and clean energy		✓				✓					✓
 Clean water and sanitation		✓	✓	✓	✓	✓			✓	✓	✓



Wake up and feel excited by the day ahead.....

.....Go home knowing that you've made a difference