Open Innovations
Annual review 2022

#RadicallyOpen
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1. Introduction

Welcome to our Annual Review of 2022. Our review is a little different from many others as it is published openly on the web available to all.

Our #RadicallyOpen approach means that when you work with us we all work:

- In the Open
- Innovatively
- Collaboratively
- At pace
- Concisely
- On the web

Read on to find out who we are, why we do what we do and how we do it.

Paul Connell & The Open Innovations team, January 2023
2. Who are we?

Open Innovations was formerly ODILeeds. We are a not for profit independent small business operating from our workspace and conference venue in central Leeds.

We innovate in the open with data, working with our sponsors, partners, companies, organisations, governments and individuals. We help others to access, use and share data – to use the web as it was intended – and create massive surpluses of shared value.

Our team is small but knowledgeable, experienced and talented, with a mix of backgrounds including data science, data analysis, innovation, economics, marketing & comms, IT, web development, project management and much much more.

Paul Connell
Founder of Open Innovations

Kathryn Connell
Director

Thomas Forth
Head of Data

Giles Dring
Head of Delivery

Stuart Lowe
Data Projects Open Innovations

Tazmin Chiles
Data and Innovation Consultant / Delivery Manager Open Innovations

Michelle Brook
Open Data Associate Open Innovations
At the end of 2022 we said a sad goodbye to Daniel Boam and Ruby Vogel.
3. What do we do?

We are doers not talkers; we innovate iteratively on the web by working at pace, being on the web, testing rapidly, building prototypes and creating real tools/ websites and data assets and infrastructure.

Our mission led approach means that we work on stuff that matters to us, our sponsors, partners and network. Everything we do is on our website https://open-innovations.org/.

We focus on these key areas:

- Sponsors
- Projects
- Data Partners
- Innovation
- Events

Within these, we have core themes:

- **Open** - #RadicallyOpen, Website, Tools, Data Partners
- **Health** - #OpenDataSavesLives
- **Economy** - NED Northern Economic Data Group,Northernlands
- **Culture** - Leeds 2023, Leeds Digital Festival
- **Climate** - #PlanetData
- **Inclusion** - #DiversityData, Data Ethics
- **Transport** - OpenTransportNorth
4. Who do we work with?

Anyone that has an interest in data, working with data, sharing data, innovating with data, analysing data, publishing data openly on the web. So far this has been local authorities, governments, cultural programmes, think tanks, public and private sector organisations from every sector.

We work in two main ways either:

- collaboratively with our sponsor network - each year our sponsors support us with a small amount which means that we can maintain and develop our assets - the workspace, the website, toolbox, mailbox help, mission led projects e.g. WarmSpaces Finder
- we are commissioned by clients/partners to work in partnership on a specific data project or programme - we continue to work openly on these projects so that ultimately any developments and progressions we make together can be used and shared so that others can benefit from the work too.

Our sponsors during 2022
5. How do we work?

Open Innovations has existed since 2013 with the intention of being #RadicallyOpen making a difference in North England.

For the past 8 years we have focused on showing and demonstrating how; being open, using open data, innovating and sharing openly can and does work, making a huge difference.

The biggest change that we experienced in 2022 is an acceleration in our evolution in what people and organisations expect from us.

In simple terms we can describe this as moving from

“show me what we can do with data and the web, so I can try to sell it back to other people”

to

“our organisation knows it needs to do things differently with data but we are not sure how to do it, please can you help us.”

We are seeing that people and organisations are now frustrated and exasperated with the mountains of reports and consultation that they feel is required to get anything done. They now understand that being #RadicallyOpen trying to #KillAllReports and using the web as it was intended is an appropriate response to the endless process planning and talking that we all experience before we can start anything.

It also represents a response to the pandemic - people and organisations saw that whatever context (health, transport, property, HR, & many others) needed credible data at pace (real time if possible) to make informed decisions so that they could plan and update their operations in response and this data needed to be presented on the web.

This has meant that in addition to our work with our Sponsors we have grown our delivery capacity (Who we are) and developed long term delivery partnerships with organisations that need support to innovate with data to support their work e.g.

- Youth Futures Foundation
- Leeds 2023
Leeds Digital Festival  
West & North Yorkshire Chamber - LSIP

In 2023 we will continue our work with these organisations plus The JRF, Bradford 2025, West & North Yorkshire Chamber (LSIP) Northern Powerhouse partnership & Leeds City Council Economic Development.

Our work is dominated by the public and regulated sectors or delivering publicly funded programmes. Much of the failure of delivery in excellent data projects or programmes that we experience emanates from the UK’s centralised institutions that in our opinion have made limited progress or actually “Done Anything” - our approach provides organisations alternative credible approaches that focus on outputs and progress that suit their budgets, ambitions and imperatives.

2023 is our ninth year of operation and we have learned that making detailed plans is often futile然而 working collaboratively on our mission led themes, being #RadicallyOpen and listening carefully has been key to our success.

Therefore we know that 2023 will include at least:
- #OpenDataSavesLives
- #PlanetData
- #OpenTransport
- #OpenEconomy
- #OpenCulture

Plus all the important and other fabulous stuff that we expect to happen in 2023.
6. **Why does our work matter?**

Our most important success is that Open Innovations exists as a new type of organisation in North England.

As a self-funded, independent, not-for-profit organisation we need to be aware of our commercial situation to stay in business.

Our revenue streams are made up of workspace hire, sponsor support and our data partnerships and projects.

It is not that difficult to put a value on our work as we measure it openly for anyone to see via our dashboard - but here is a list of our impact & value:

- Workspace asset in Central Leeds - sponsors receive discounted rate on usage.
- Team - small talented, high performance experienced, knowledgeable team
- Website - our website is an invaluable resource which takes high level maintenance
- Projects - Our #RadicallyOpen approach means all of our projects outputs are shared so others can learn & benefit
- Tools - we have spent time and effort developing tools which can help others use data more efficiently
- Insight - We are asked for help and advice on a daily basis from all over the world - students in Sacramento, teachers in Pudsey, London think tanks, National & regional news channels, a cyclist in the Dales, a concerned swimmer in the South East, Local authorities across the UK
- Network & Reach - We have an extensive comms program which in 2022 delivered at least 680,000 impressions, and reached 8,000 users
- 137 events reaching over 2,700 people in 2022
- Recognition - In 2022 we were shortlisted for 2 awards, Open UK and Net Zero 50 List
- Launched startups - The Data City, Open Data Saves Lives, Open Transport North
- Events - Northernlands, Levelling Up, Northern Economic Data User Group, Open Data Saves Lives, Powered Up
- PR - We regularly are asked to provide comment and features for the FT, Guardian, Channel 4, BBC, local and regional news, Digital specialist features, and at conferences across the UK. In 2022 we spoke at the Royal Statistical Society, at the ONS ESCoE conference, Yorkshire Water conference, Nexus Knowledge Equity Partnership conference, Leeds Digital Leaders board and NHS Open Task & Finish Group to name a few
7. Here is what we did in 2022

At Open Innovations, we measure our work openly. Our dashboard is used to measure our progress and success. It is updated automatically, regularly and is open to all. We report on our sponsors, projects, revenue, events and social media. At a glance you can immediately see the value we deliver.

<table>
<thead>
<tr>
<th>Events</th>
<th>Event reach</th>
<th>Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>137</td>
<td>2733</td>
<td>14</td>
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</table>

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Blog posts</th>
<th>Open innovation &amp; data projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>£493k</td>
<td>35</td>
<td>51</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Themes</th>
<th>Tweet impressions</th>
<th>Website visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>446k</td>
<td>214k</td>
</tr>
</tbody>
</table>
7.1. Innovation events

Innovation is what Open Innovations is all about. We have spent a lot of time on research and development to create our own methods and tools to do open innovation with a purpose.

The #RadicallyOpen approach means that all the assets, conversation, and development is done in the open - we start small, have clear problems to fix, and engage as many and as diverse types of people and organisations as possible. You can access and use all of our tools and assets for free at any time.

- **#OpenDataSavesLives & COVID-19** *(2020-03-26 - ongoing)*
  Using open data and open innovation to better understand the coronavirus crisis and help guide us into a post-pandemic world.

- **Levelling Up** *(2021-12-08 - ongoing)*
  A project to explore 'levelling up' from a Northern perspective, by working in the open, inviting discussion and suggestions, and developing a prototype visualisation with open data at its foundation.

- **Northernlands 4** *(2022-04-26 to 2022-04-27)*
  The fourth installment of our event which brings together connectors, start-ups, and innovators from across the North of England and the Netherlands. This took place on 26th/27th April 2022 as part of Leeds Digital Festival 2022.
7.2. Partner projects

We maintain and work on many ongoing projects but we started working on 17 new projects with partners during 2022:

- **Pool Data**
  Support to create a catalyst programme for data unions

- **Leeds 2023**
  Helping Leeds 2023 with all things data…

- **EValuator**
  A prototype which demonstrates an approach to integrated planning across several disciplines (land use, sustainability, energy, transport).

- **Housing England**
  Explore housing in England and see what percentage are vacant.

- **Register of Members' Financial Interests Explorer**
  Parsing and exploring the House of Commons Register of Members' Financial Interests

- **Local elections 2022**
  Visualising the 2022 local elections in Leeds and Calderdale using data from Democracy Club

- **Regional FES**
  Working with National Grid ESO to show their regional Future Energy Scenarios.

- **Youth Futures Foundation**
  Creating a microsite to help the Youth Futures Foundation showcase some of their data and work to improve employment outcomes for young people from marginalised backgrounds in England.

- **Open Transport Planner 4 GB**
  A transport planning tool pipeline that generates travel time isochrones

- **Parkulator 2022**
  A reworking of the original Parkulator to calculate the amount of land used for parking, golf courses, or brownfield land within a user-selected map area and how many homes or parks could be built in the space instead.

- **Northern Economic Data User Group**
  We’re seeking to build a network of willing collaborators who will share their experiences, their research, their code, their data and their expertise to advance economic research and understanding across North England.
Warm spaces directories
With a cost-of-living crisis and an energy-price crisis, lots of people will be cold this winter and looking for warm places to go. We've created a directory of directories of warm spaces and made a simple search tool to look through some of them.

Register of Members' Financial Interests Competency Answerability Dashboard
A tool to explore the ability of the current or future Registers of Members' Financial Interests rulesets to answer a series of competencies (questions) established during reviews of the registers.

Northern Powergrid DFES 2022
An interactive visualisation of Northern Powergrid's potential future scenarios (DFES) updated to 2022.

UK Power Networks DFES 2022
An interactive visualisation of UK Power Network's potential future scenarios (DFES) for 2022.

Leeds Digital Festival data microsite
A dashboard showing the key metrics and festival reports for the Leeds Digital Festival.

Rotherham Bins
Our app on iOS and Android gives reminders of bin collections to residents in Rotherham.
7.3. Communications

Open Innovations is #RadicallyOpen. We work in the open. All our work is published on our website almost instantaneously. This agile, fast paced, approach is possible because of our specialist team and the support of our sponsors and clients who are happy for us to work like this to make a difference quickly. It is an innovative approach which sets us apart.

We publish many articles and blogs, these are available on our website and are often reshared and published by others.

We have a very active and engaged social media profile covering Twitter, Facebook, LinkedIn, Instagram, and YouTube. It enables us to engage with an audience that covers the whole of the UK and beyond, sharing our news, project outcomes, innovation work, and more. Please do follow us and join in with our open conversations, and share your stories and priorities with us so we can share them. This social media presence is important in raising awareness, sharing info, and also has a monetary value relative to our sponsors, partners and clients.

Summary

Website visits: 214,388
Tweets: 1,259
Twitter impressions: 446,019
New Twitter followers: 376
Facebook posts: 305
Facebook impressions: 3,390
Facebook reach: 2,749
LinkedIn impressions: 14,865
Youtube viewing time (across all videos): 14,376 minutes
Youtube unique views: 7,312
Total online engagement: 685,974
Website visits
Across our main website as well as microsites for particular projects.

Twitter impressions

Facebook impressions
Note that the spike in June is due to YouTube making one of our #OpenDataSavesLives sessions a "Suggested video" in the sidebar.
8. Events, workspace, and virtual events

Use of the Open Innovations workspace by ourselves, our sponsors, and the wider community is a core element of the work we do.

We hope 2023 will see a steady return to physical meetings for us all as having a physical space is important to us. In 2022 we delivered 137 events reaching over 2,700 people.

We also have the kit and capability to run virtual events, which allows us to reach beyond Leeds with our work.
9. Social, charity, and sustainability

Our work, our impact, our knowledge and our workspace are great so it’s no surprise that we get asked a lot by a wide variety of organisations to use our space, resources, and services for free. As a not for profit, non funded organisation we simply cannot operate on this basis. However, we do choose a couple of relevant projects each year to support with some of the funds raised by sponsorship and events.

Open Innovations will be making a cash donation this year to Zarach.org - helping ensure children don't go without a bed to sleep in.

We operate a commercial non-profit model - which means that we use profits to work on our mission led projects. In simple terms this means that sponsorship and other revenues can support work and projects that make a difference.

The fact that we have established Open Innovations as a business with stable revenues means that your sponsorship can be directed towards these mission led projects and we can provide technical support, space for meetings and collective pooling of resources to make the most of all of our investments.

All of our current work has started with us completing self funded activity (Meetings, Conversations, Events, Web Communications) and doing innovation (Data Projects/Visualisations/Tools).

In 2022 this has meant that our collective investment has allowed projects including #OpenDataSavesLives #PlanetData #Diversity Data and the WarmSpaces Finder tool to make a difference for everyone.

As part of our sustainable ethos, we try our best to be as green as we can - recycling, reusing, using local suppliers and products, cycling, walking and using public transport for getting to work and meetings, promoting sustainable projects, running events like Planet Data, and introducing vegetarian and vegan only catering. We hope you will support us in this campaign.
10. What next?

We have a packed program already in 2023 of innovation events with PlanetData5, OpenDataSavesLives and the Northern Economic Data User Group. We are working on some interesting projects with the UK Parliament and continuing our data partner work with Leeds 2023, Leeds Digital Festival and Youth Futures Foundation helping them to share their data and impact openly.

So please join in, share, get involved and get in touch. Working together is more impactful and more fun.

*Paul and the Open Innovations team*
Acknowledgements & Notes

Links

Who are we?

- Our team: open-innovations.org/about/team/
- Paul Connell Founder of Open Innovations: mailto:paul.connell@open-innovations.org
- Kathryn Connell Director: mailto:kathryn.connell@open-innovations.org
- Thomas Forth Head of Data: mailto:tom.forth@open-innovations.org
- Giles Dring Head of Delivery: mailto:giles.dring@open-innovations.org
- Stuart Lowe Data Projects Open Innovations: mailto:stuart.lowe@open-innovations.org
- Tazmin Chiles Data and Innovation Consultant / Delivery Manager Open Innovations: mailto:tazmin.chiles@open-innovations.org
- Michelle Brook Open Data Associate Open Innovations: mailto:michelle.brook@open-innovations.org
- Christian Spence Economics Data Lead Open Innovations: mailto:christian.spence@open-innovations.org
- Daniel Billingsley Data Projects / imactivate projects: mailto:dan.billingsley@open-innovations.org
- Amy Evans Design / Open Innovations Independent Consultant: open-innovations.org/search/?author=aevans
- Marc Farr Health Data Lead: /search/?author=mfarr
- Gareth Dennis Transport Data Lead: /search/?author=gdennis
- Beate Kubitz Transport Data Lead: /search/?author=bkubitz
- Henri Egle Sorotos Economic Data Lead: /search/?author=hsorotos

How do we work?

- West & North Yorkshire Chamber - LSIP: www.wnychamber.co.uk/local-skills-improvement-plan/
Here is what we did in 2022

- #OpenDataSavesLives & COVID-19: open-innovations.org/covid19
- Levelling Up: open-innovations.org/projects/levelling-up/
- Northernlands 4: open-innovations.org/events/northernlands/4/
- ongoing projects: open-innovations.org/projects/
- Pool Data: www.pooldata.io/blog/creating-data-unions-faster
- EValuator: evaluator.open-innovations.org/
- Housing England: open-innovations.org/projects/housingengland/
- Register of Members' Financial Interests Explorer: open-innovations.org/projects/RMFI/
- Local elections 2022: open-innovations.org/projects/local-elections/2022/
- Regional FES: www.futureenergyscenarios.com/2022-FES/
- Open Transport Planner 4 GB: github.com/open-innovations/otp4gb-
- Parkulator 2022: open-innovations.github.io/parkulator/
- Northern Economic Data User Group: open-innovations.org/projects/northern-
- economic-data-user-group/
- Warm spaces directories: open-innovations.github.io/warm-spaces/
- Register of Members' Financial Interests Competency Answerability Dashboard:  
  open-innovations.github.io/register-of-members-interests-
- Northern Powergrid DFES 2022: odileeds.github.io/northern-powergrid/2022-
- UK Power Networks DFES 2022:  
- Leeds Digital Festival data microsite: http://data.leedsdigitalfestival.org/
- Rotherham Bins: imactivate.com/rotherhambins/
- articles and blogs: /blog/

Events, workspace, and virtual events

- The Gather: /about/gather
- The Bothy: /about/bothy
- The Common: /about/common
- The Huddle: /about/huddle
- The Whole Space: /about/whole-space

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- Whiteboard wall: Open Innovations / CC-BY-NC-SA 4.0
- The Gather: Open Innovations / CC-BY-NC-SA 4.0
Data sources

- Themes: /dashboard/data/themes.csv
- Sponsors: /dashboard/data/sponsors.csv
- Event statistics: /dashboard/data/events_monthly.csv
- Projects: /dashboard/data/projects.csv
- Social media monthly statistics: /dashboard/data/socials.csv
- Website monthly statistics: /dashboard/data/web-open-innovations.org.csv
- Innovation events: /dashboard/data/innovation.csv