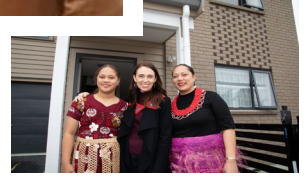




Our positive impact report for 2021.

Creating positive and sustainable social change using design and technology.



Certified
B
Corporation

This company meets the highest standards of social and environmental impact

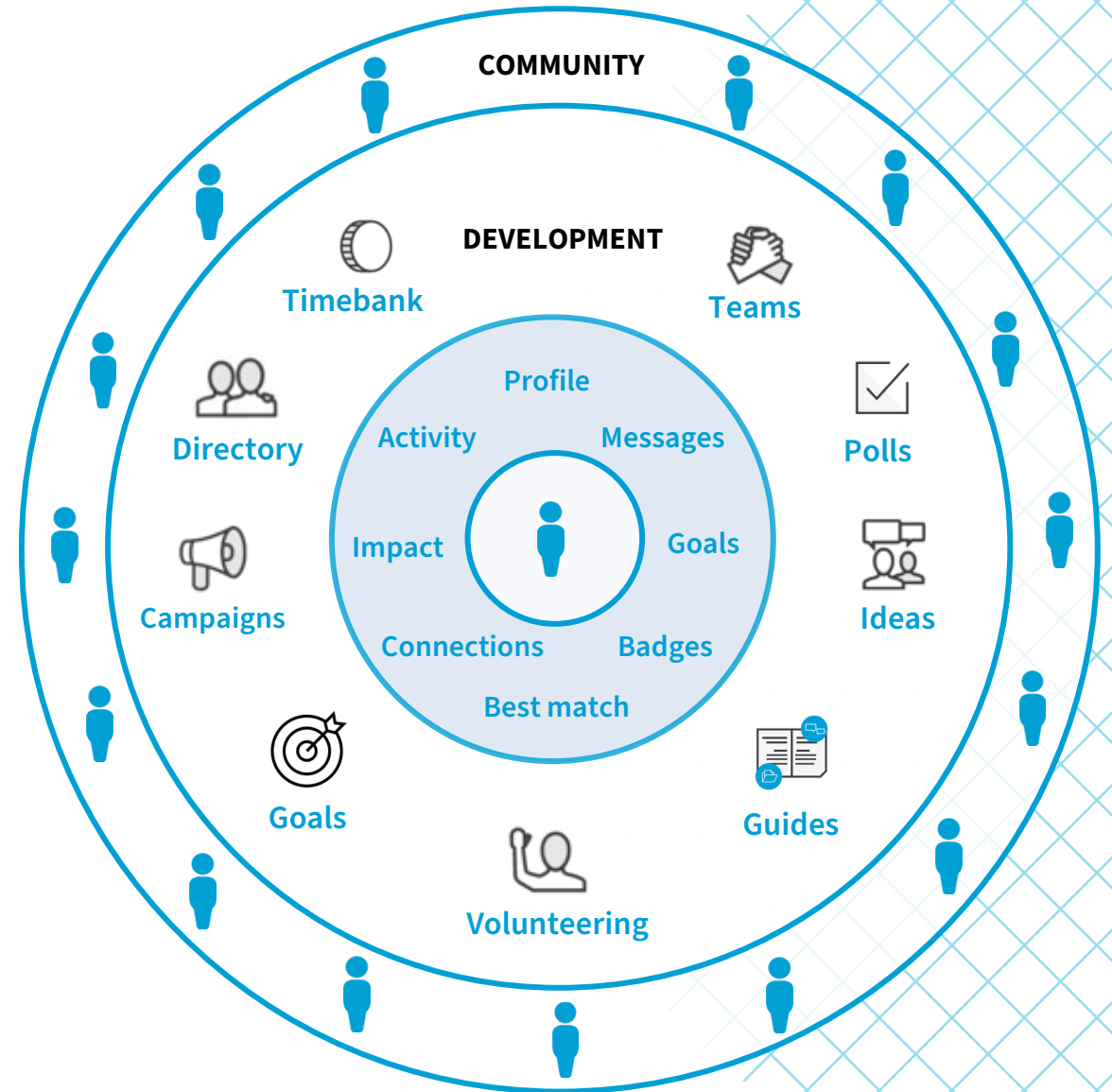
What we do | social action platforms

Our platforms harness the strengths within communities or networks.

Local authorities, health trusts, charities & businesses work with us to build bespoke community platforms.

Each unique platform mobilises community or professional networks, often by harnessing the strengths that are already there.

Platform members can make connections, share resources and work together based on the things that matter to them.



What we do | designing better services

Our design processes help our clients tackle complex social challenges.

Whether we are working with citizens, businesses, patients, service providers or policy makers – we use a collaborative and human-centred approach to understand problems, gather insights and uncover opportunities for innovation.

Our experienced services designers can help you understand problems and design better solutions.



Our B Impact Score

We care about people and the planet.



50.9 = Median score for ordinary businesses (all businesses that have completed the B Impact Assessment).
80 = Qualifies for B Corporation® Certification



So how did we do in 2021?

Measuring impact

We measure the positive impact of our work through:

- Community platform engagement statistics
- Views of platform information pages
- Searches for activities
- User stories and case studies
- Local area poverty reports
- Feedback from organisations and community groups



2021 highlights

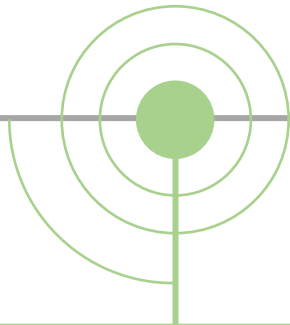


Made Open team give back with 'Good Deeds' in our local communities - from litter picks, to donating to the homeless, to creating a website game for neighbours to connect with each other.



We begin developing a unique talent management platform for the NHS. This platform is for anyone working in health and social care to develop their talents by exchanging skills for time credits.

January

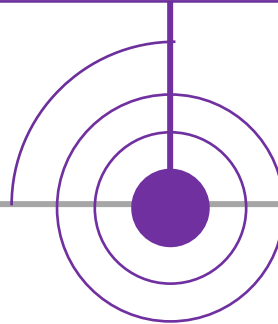


Torbay Community Development Trust share impact stories from their members of Torbay Together; and Community builders to show how their community successfully faced COVID-19 in 2020.



Monmouthshire County Council is awarded a Covid-19 recovery grant for further development of Person to Person Timebanking on the 'Our Monmouthshire' community platform in 2021.

February

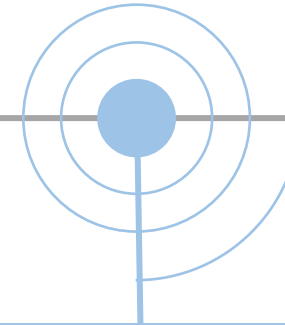


We help Wessex Community Action launch a social media campaign to raise awareness of the Wiltshire Together platform; helping to recruit and engage communities.



Development begins on the Care Connect platform. Care Connect is a localised approach to building care and support networks that enables communities to support the needs of local people.

March



2021 highlights



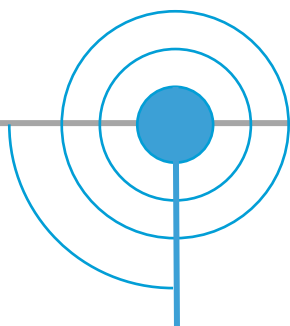
Connect Rhondda Cynon Taf officially launches.


This bilingual platform is one of six 'Connect' platforms in Wales helping people to find and share activities, make connections and support each other.



New team members join Made Open. We welcome Claire Scawn, Chenille Pottle and Jack Vine to the Made Open team. This is as a result of Made Open supporting more platforms.

April

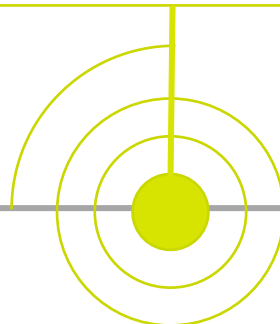


Cornwall Link launch 'Cancer Caring Communities' campaign on their platform – bringing together activities and members to support people and families affected by cancer. 



Wiltshire Together support local recruitment. WT add a new 'Vacancies' page for job-seekers in the voluntary and community sector. This becomes their most popular page in 2021.

May

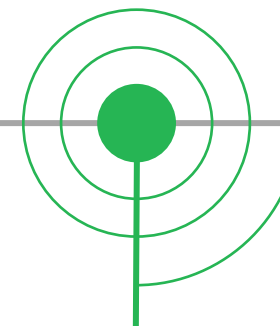


The Giving Lab is launched. A participatory budgeting and grant making platform for citizens in Walworth. Managed and funded by The Social Innovation Partnership (TSIP).



The Made Open network grows. Through our network, our clients Connect Ceredigion and TSIP met to share best practise and ideas on community budgeting and grant making.

June



2021 highlights

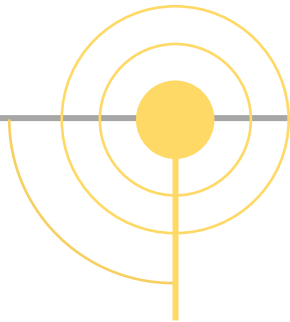


Can Do Bristol reach 10,000 members. Bristol City Council celebrate reaching this milestone and say thank you to members who have volunteered via our community platform.



We host 'Building better communities' webinar. This webinar is focused on platform design tips and creating sub-homepages; and is well attended by our clients who love sharing ideas and insights.

July



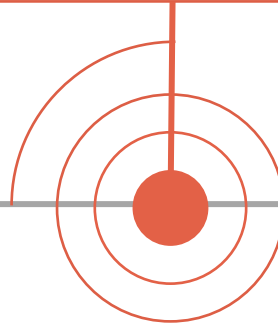
Our Monmouthshire re-launches platform with timebanking toolkit and changes name to Connect Monmouthshire – becoming the 7th community platform in the 'Connect' cohort.



We launch new videos for Connect Pembrokehire - producing two videos to engage members and show impact: 'Take the tour' - a guided overview and 'Lets Connect' – views from the community.



August



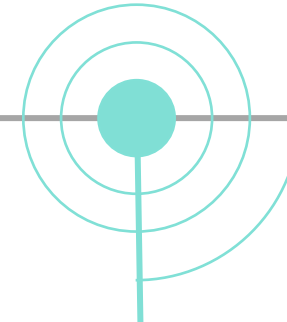
We attended Goodfest 2021, an online festival for creatives exploring how to inspire sustainable change through purposeful ideas and actions and helped to create the Sustainable Creative Charter.



Our first platform Hexitime wins Heropreneur's 'Technology Business of the Year 2021' and 'Sustainable Business of the Year' awards and is also shortlisted in another of other awards.



September



2021 highlights

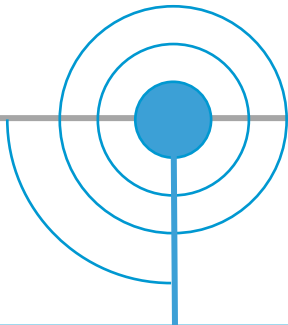



BUD Leaders Online Community goes live. This platform is a new social network for business and community leaders to connect and exchange skills for positive change.




Voluntary Sector organisations from across Teignbridge, Torridge, South Hams, West, Mid and North Devon **join forces to support the new 'Devon Connect' community platform.**

October

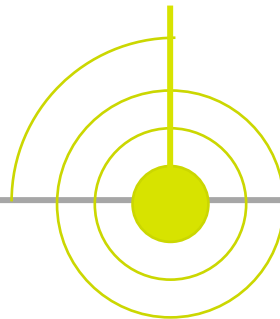



Connect Pembrokeshire, Connect Carmarthenshire & Connect Ceredigion launch the **'Above & Beyond' community award** using our polls feature; citizens voted for their favourite community group. 




Cornwall Voluntary Sector Forum launch a new platform designed to foster collaborative working and strengthen the voluntary sector in Cornwall. The platform is very well received by the sector. 

November

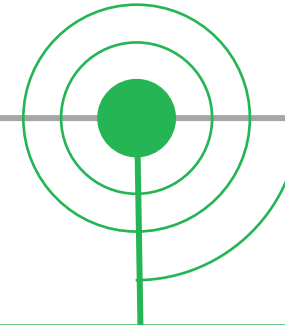


Various platforms pilot new features. We test the Best Match notification emails on Hexitime, nested search filters with Devon Connect & bulk badge awarding with Can Do Bristol. 



We begin working with Our Plymouth – who already have an established volunteering platform in Plymouth. The new platform promotes digital inclusion and unity across diverse communities. 

December



Communities we support

Our community platforms in 2021



In 2021, we supported...

19 live community platforms

22,498 members

2,583 new activities

33 campaigns

130 new project teams with 1,182 members

1,283 new volunteer pledges

3,930 member badges awarded to date

9 timebanks with...

299 new offers and 146 new requests from members

683 timebank hours completed



**How our platforms are achieving
sustainable development goals**

What do we want to see?



We measure the impact of our platform against these goals.

3 GOOD HEALTH AND WELL-BEING



People are less isolated.



People are reporting improved outcomes for themselves.



People are helping out in their own community.

1 NO POVERTY



People below the poverty line are supported and connected.



People are less excluded from online connections.



People are less excluded from their local community.

11 SUSTAINABLE CITIES AND COMMUNITIES



People are taking the lead in fixing their own problems.



People are active in their own community.



People are active in their own community



Connect Pembrokehire released a guide on timebanking alongside 3 other 'Connect' platforms. They started 'Pembrokehire digital connections', campaigning to help people get online. Their Above & Beyond awards got the public voting to award money to a community group via a poll on the platform.

1,495 members voted

870 members signed up in 2021

1,000 users found their local community connector



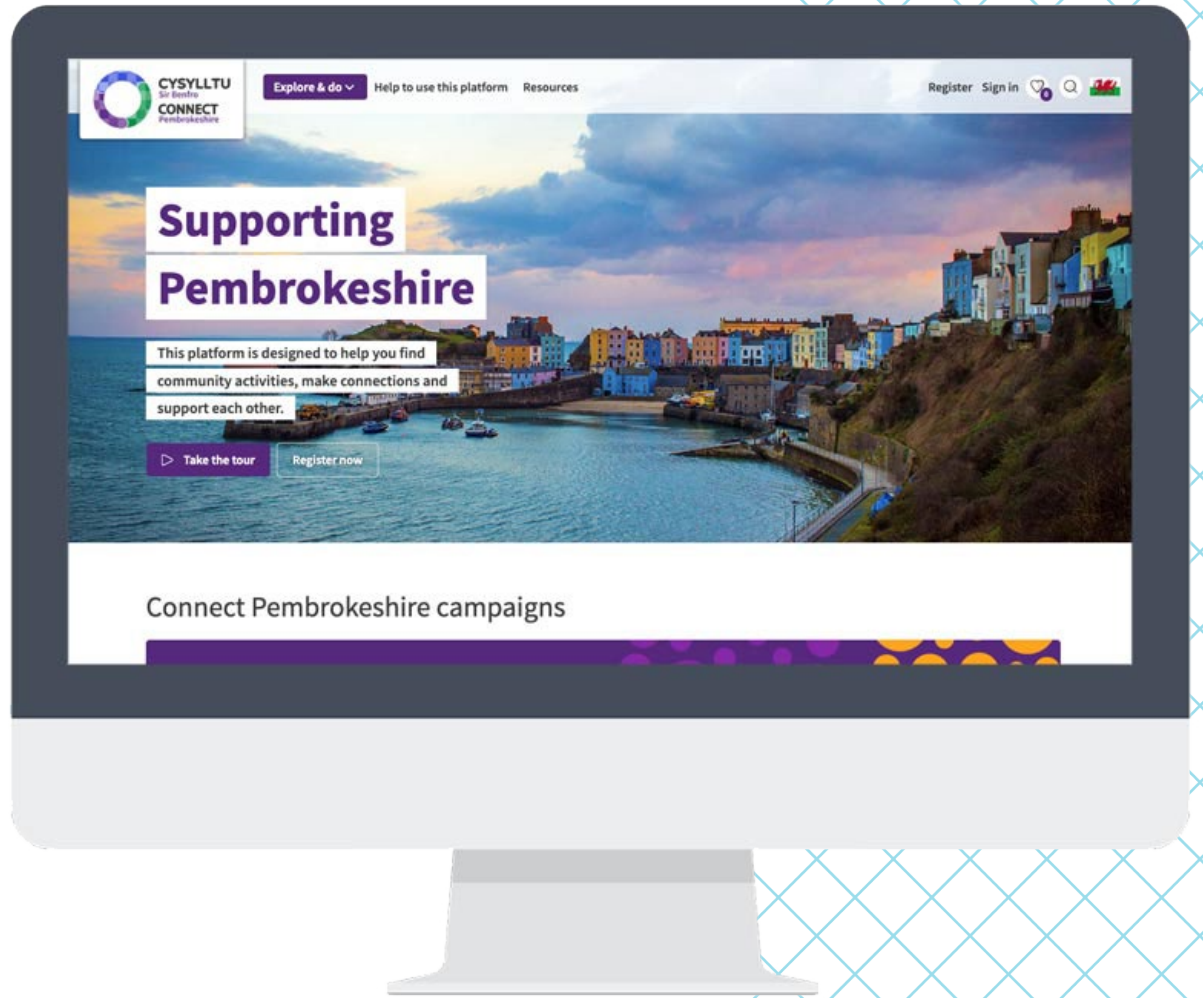
active in their community



less excluded from their local community



more connected



connectpembrokehire.org.uk



Wiltshire Together had nearly 6,000 visits to their homepage in 2021 and launched ‘Acts of Appreciation’, a local initiative to get people to share good news stories.

They created a highly popular ‘Vacancies’ page for people working within VSCE: this had 694 views.

453 members

1,633 searches for volunteering opportunities



“Everyone’s morale has been so low lately. Those little things mean quite a lot.”

Laura Morrow, student nurse

Acts of Appreciation



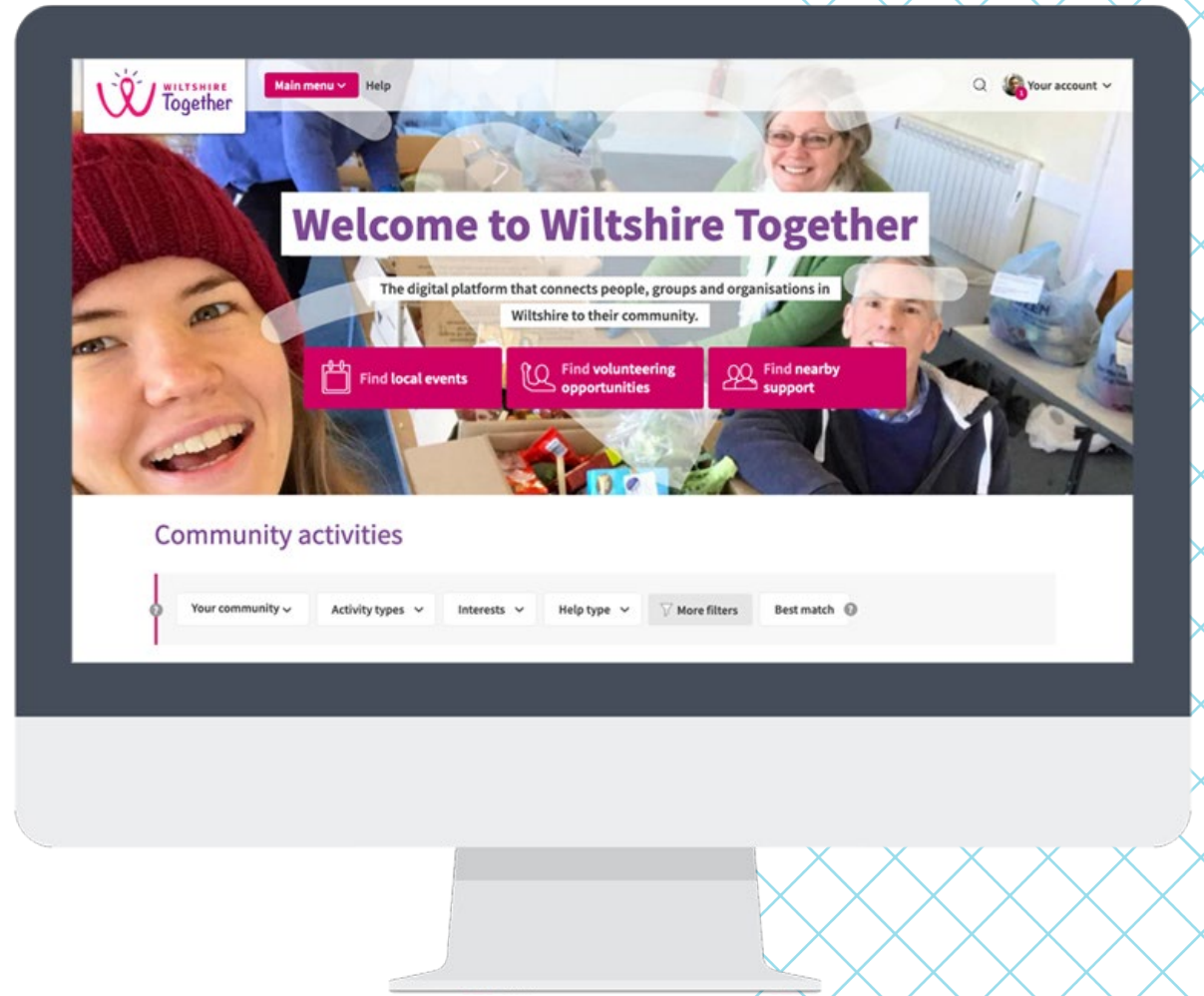
helping out in their community



less excluded from their local community



active in their community



wiltshiretogether.org.uk



2021 was a year of awards for Hexitime, from Heropreneurs, to HSJ Value Awards, to Royal Greenwich Business Awards. The Shuri Network Digital Shadowing Programme asked healthcare professionals to offer shadowing opportunities to BAME women through a campaign.

4,175 views across 14 campaigns

520 people joined the timebank



“I joined Hexitime to offer my time as part of the Shuri Shadowing programme, which has been great - in fact, we hired one of the people who shadowed me and she started just this month!”

Alex Blakoe, Chief Operating Officer at Cievert



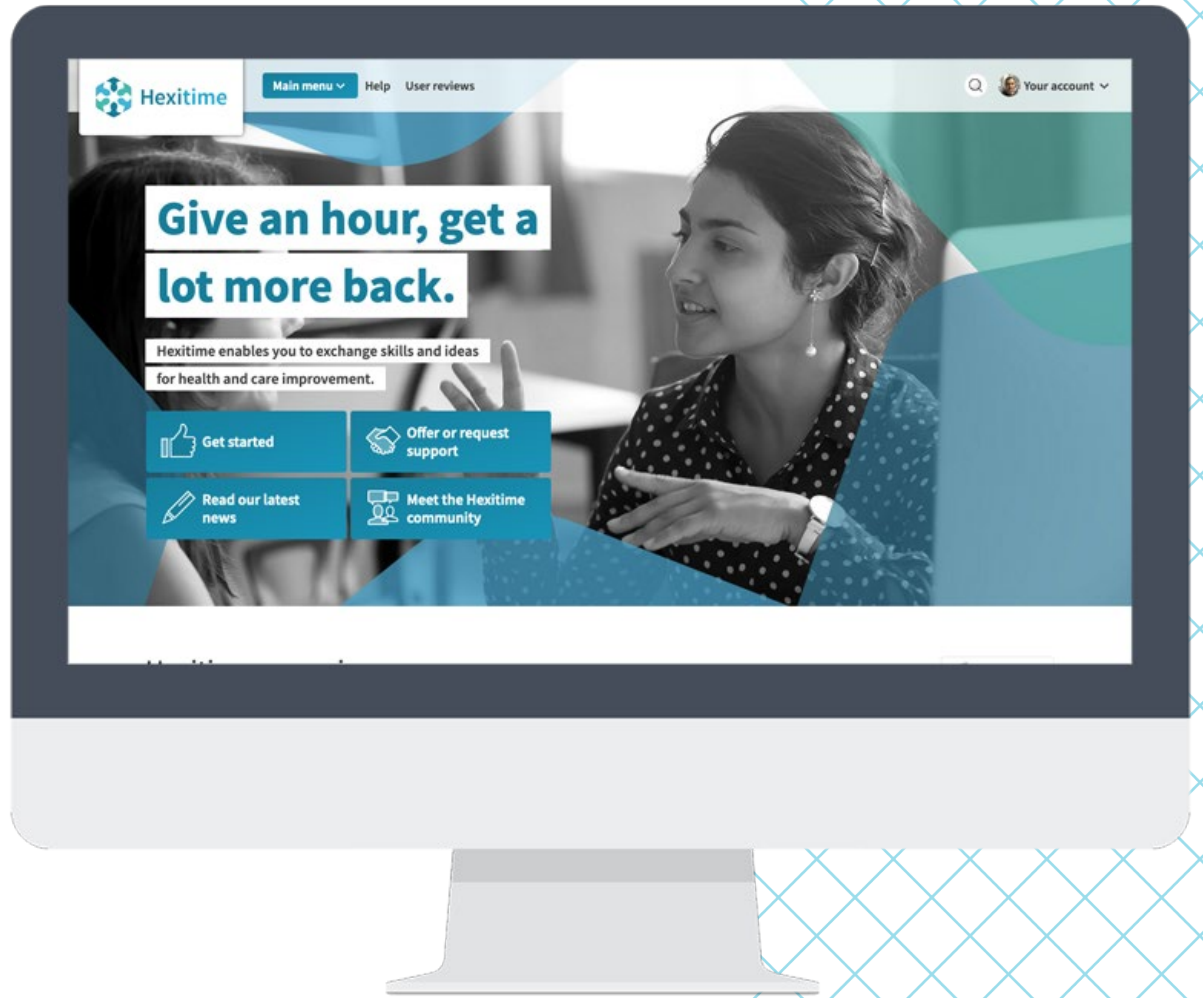
helping out in their community



less excluded from their local community



active in their community



hexitime.com



Connect Pembrokeshire released a guide on timebanking alongside 3 other 'Connect' platforms. They used teams to create a Food Network discussion in Carmarthenshire. Their Above & Beyond awards got the public voting to award money to a community group via a poll on the platform.

400 visits to Tyisha Food Bank's profile

2,000 sign-ins in 2021



"It was wonderful to have our volunteer led project celebrated through winning the Above & Beyond Awards, it was rewarding for the team to be recognised and thanked by the community on this platform."

Community member



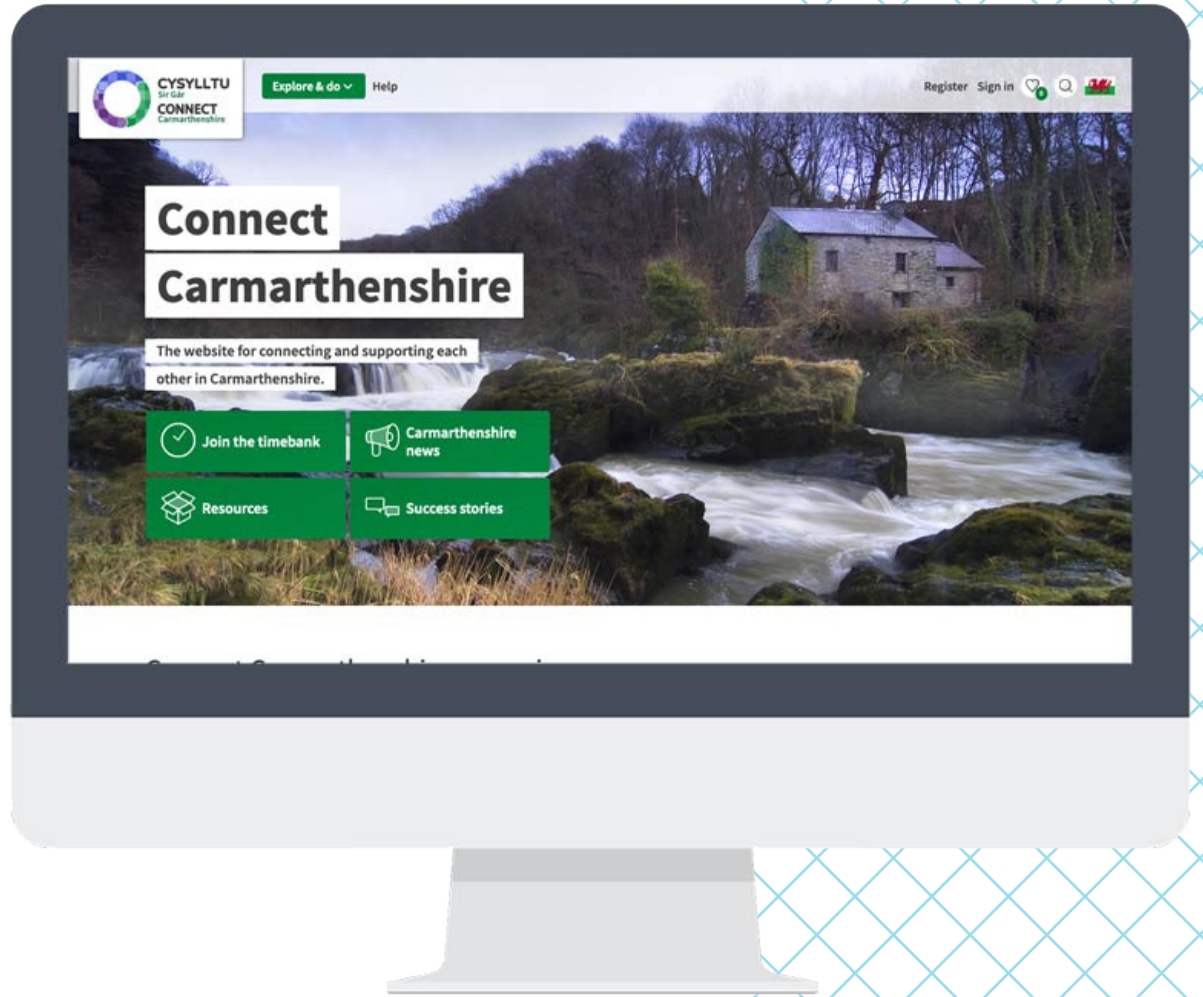
active in their community



taking the lead in fixing their own problems



supporting those below the poverty line



connectcarmarthenshire.org.uk



The Social Innovation Partnership (TSIP) launched their platform for participatory budgeting in May 2021. They created 3 guides and a new process for Walworth residents to have a say in local grantmaking.

3,000 sign-ins from 62 members

600 visits to the 'Giving Lab Presents' chatroom



“We’ve hosted local ‘labs’ in the community and used Instagram to engage people to join in the discussion on The Giving Lab.”

Daniel Morris, TSIP Community Engagement Manager



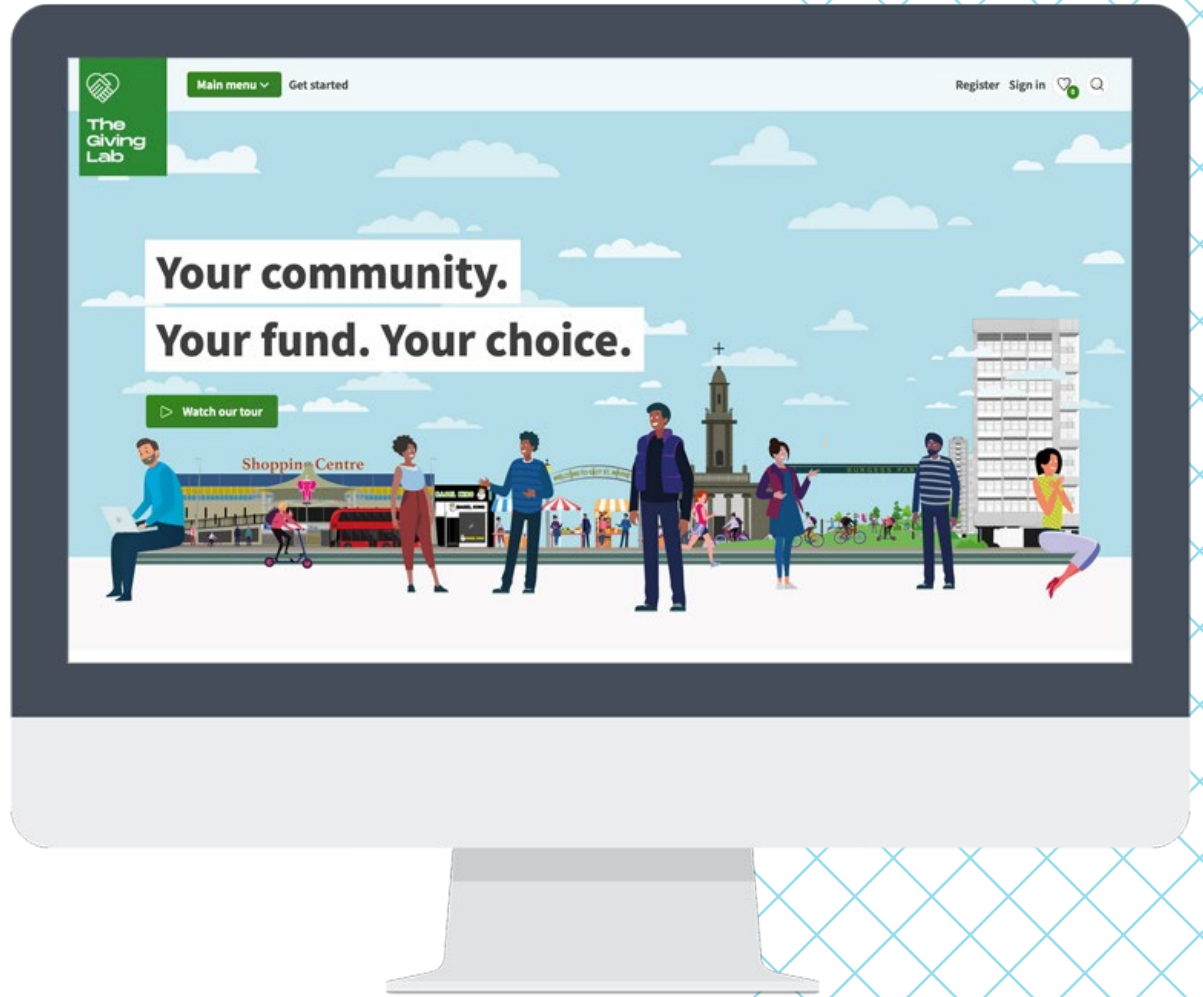
helping out in their community



taking the lead in fixing their own problems



active in their community



thegivinglab.co.uk



Connect Torfaen launched to community groups and individuals in May 2021.

They use project teams to build a community of volunteering and have recruited 40 members to their teams.

248 registered users

1,886 visits to homepage



“I’m the Environmental Volunteer Co-ordinator and I’ve got the ‘Volunteer Champion’ badge on the platform. I support volunteers who want to make a difference to the community they live in.”

Rosie Seabourne

Torfaen County Borough Council



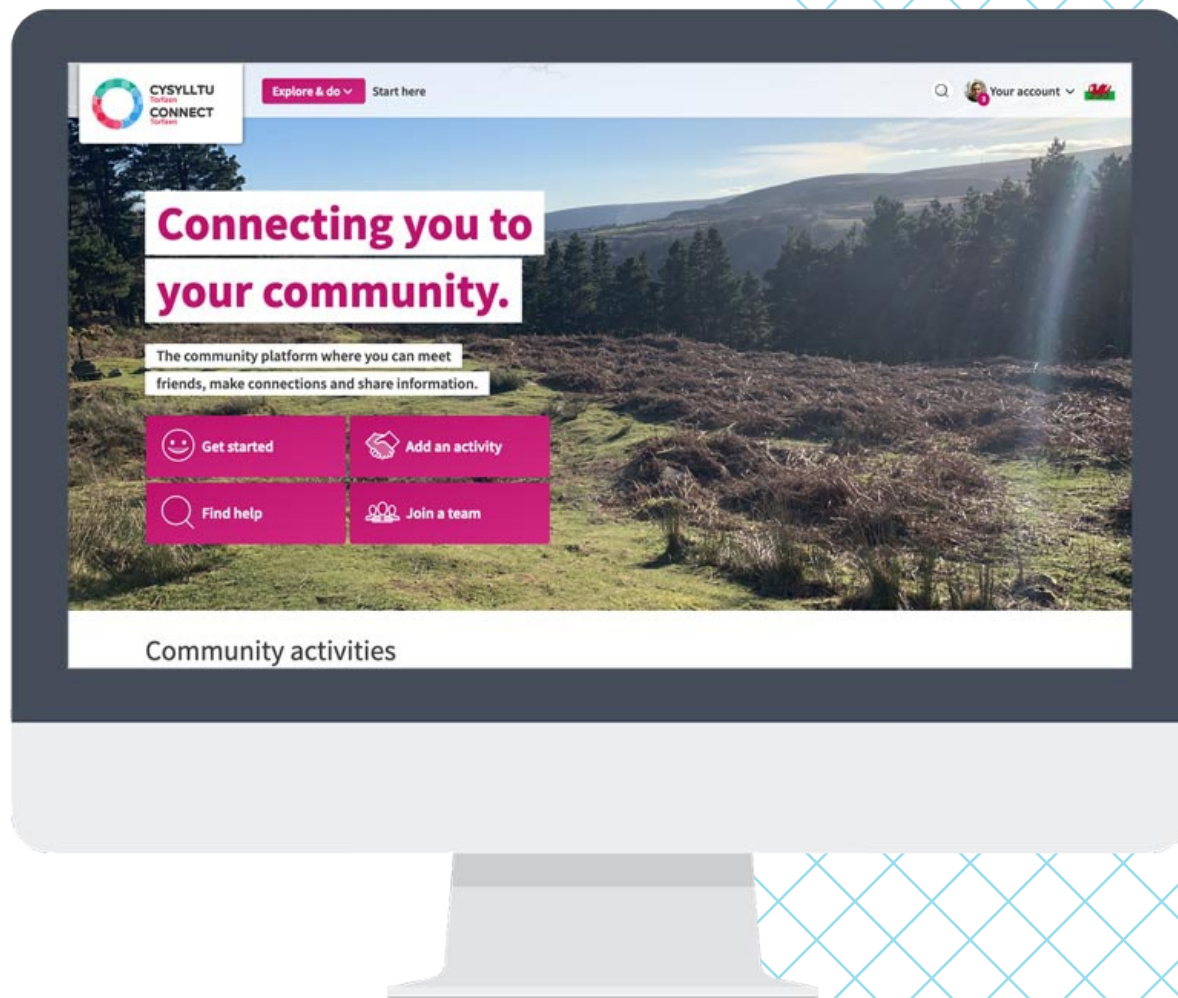
active in their community



less isolated



helping out in their community



connecttorfaen.org.uk



Torbay Together collected stories from the community about how timebankers came together to face (and continue to face) the COVID-19 pandemic. They used campaigns to promote vaccination programmes.

362 views for 'Benefits of timebanking' page

1,027 users search for activities



“I’ve been a Torbay Together timebanker for over 2 years; I called my neighbours everyday through lockdown and went shopping for the elderly.”

Teresa Panizzi, community member

- active in their community
- less isolated
- helping out in their community



[Torbaytogether.org.uk](https://torbaytogether.org.uk)



Connect Ceredigion released a guide on timebanking alongside 3 others within the 'Connect' brand.

They promoted the 5 ways to wellbeing and set up two sub-homepages with Aberystwyth and New Quay.

856 people voted for the 'Above & Beyond' awards

100 members visited the community growing project



"I have enjoyed using Connect Ceredigion for sharing events and information. It feels like a welcoming space for the community to find out what is going on, and to connect with people and groups they didn't know about."

Aber food surplus



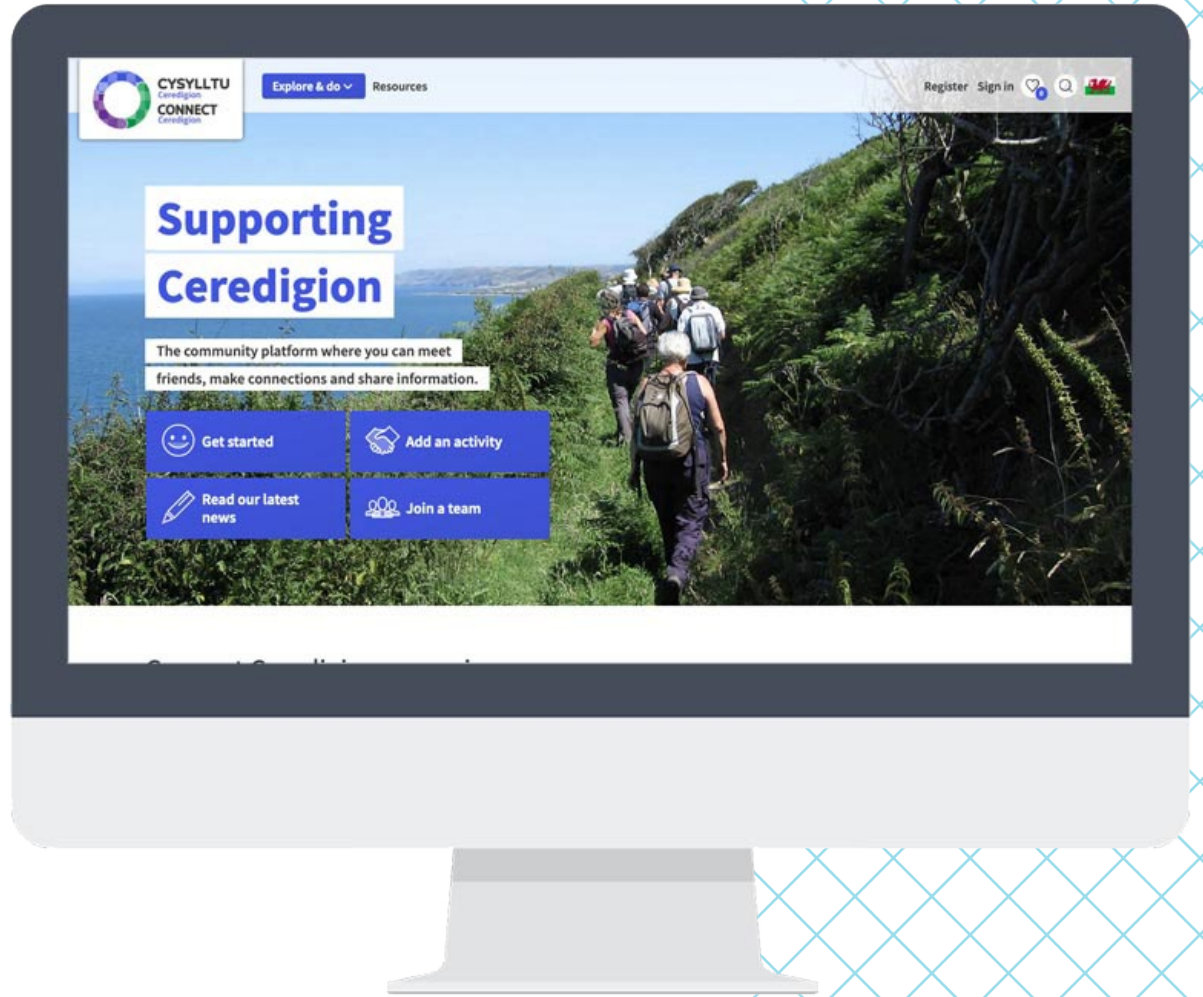
active in their community



less isolated



helping out in their community



connectceredigion.org.uk



Connect RCT launched in April 2021. The most popular activity was 'Helping those in poverty', with 250 views. They use teams to talk volunteering, with 741 visits to their chatroom.

8,000 sign-ins from 480 members

2,000+ connections made

250+ searches for volunteering opportunities



"I found signing up to the platform easy. The platform is bridging a gap and allowing organisations to connect and collaborate."

Community member, Trivallis



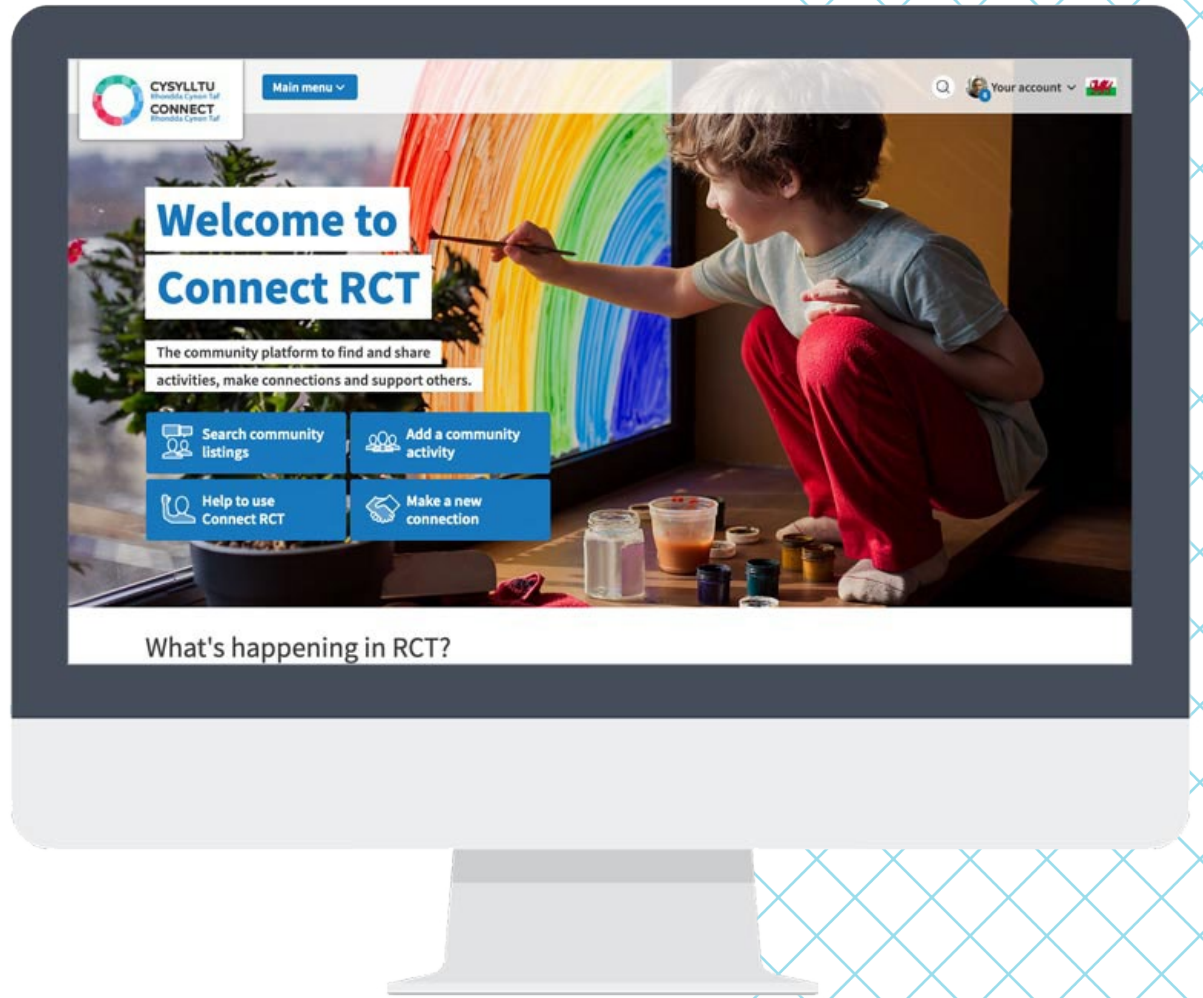
helping out in their community



taking the lead in fixing their own problems



active in their community



connectrct.org.uk



The Cornwall Link focused on supporting people during and post pandemic. Many people have experienced isolation, anxiety, and loss of mobility or confidence. The information and activities available via the platform have promoted ways to improve wellbeing.

2,710 searches for activities

1274 members

900+ searches for local groups and people



“I love the community stories. An excellent way to engage with the wider community in Cornwall. It’s about our local area.”

Cornwall Link member



less isolated



more connected



less excluded from their local community



cornwall-link.co.uk



Can Do Bristol focussed their platform around volunteering. With over 11,000 members, they have the highest membership across all our community platforms. 24,293 users visited their homepage in 2021.

2,375 searches for activities

22,529 member sign-ins

402 volunteers support Covid-19 winter response campaign



“Bringing people together, hearing personal histories, building understanding of what we can do together and for each other...the beating heart of Friendly Neighbours.”

Sophie, Can Do user



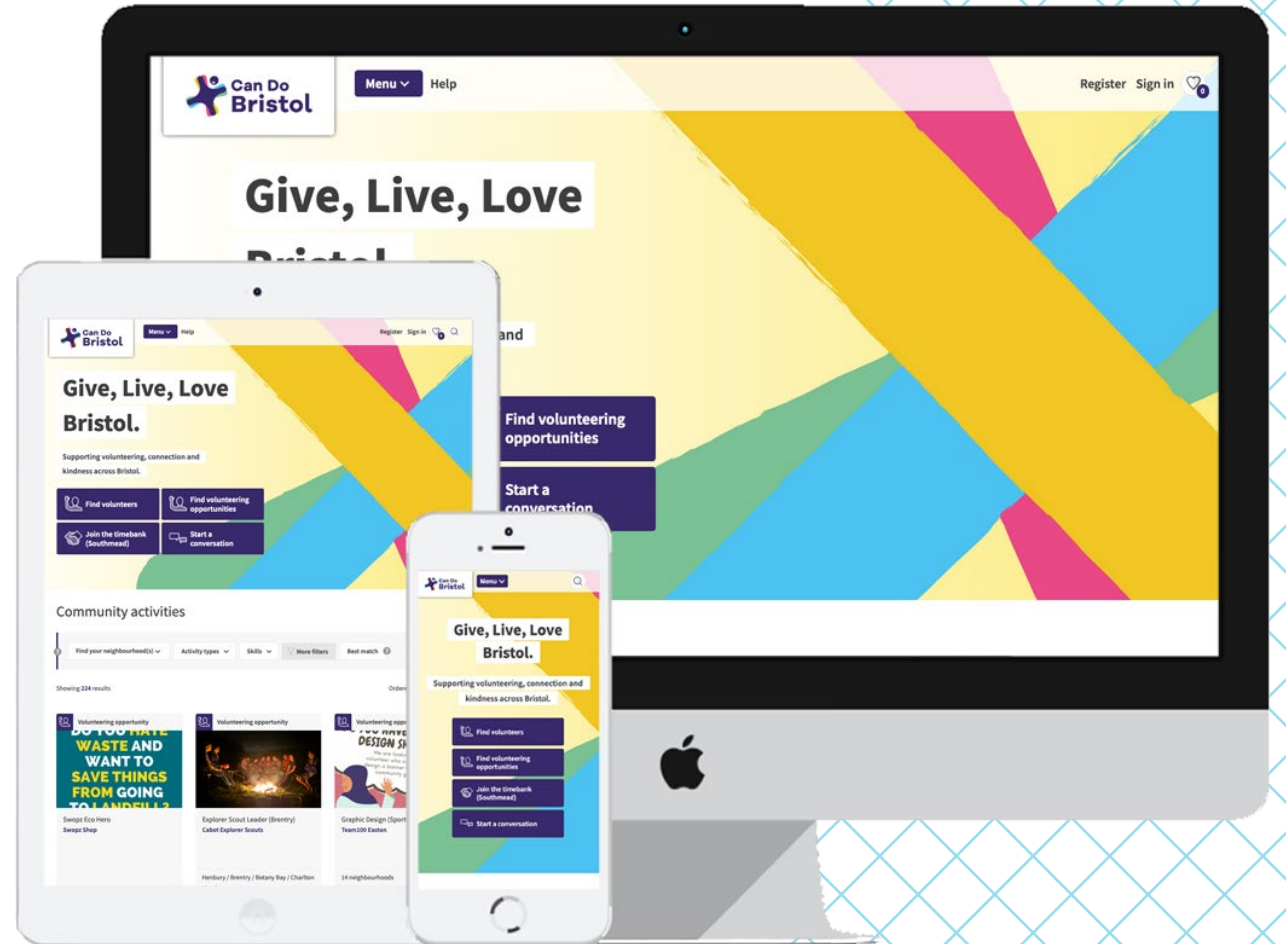
active in their community



taking the lead in fixing their own problems



helping out in their community



candobristol.co.uk



Our Monmouthshire re-branded to Connect Monmouthshire in 2021 and focussed on person to person timebanking. They launched a wellbeing campaign, recruited new members saw 31 completed timebank exchanges within the community.

3,695 sign-ins from **619** members

100 new activities added by members

3125 unique average visits per month



“My self-esteem is getting better. The timebank is exciting to me because each hour feels like a smaller project, which is more manageable for me. Sometimes volunteer work is quite complicated to get into.”

Mike, Connect Monmouthshire user



active in their community



taking the lead in fixing their own problems



helping out in their community



connectmonmouthshire.org



Parents 1st believe every parent deserves support and every baby deserves the best possible start in life.

Their guides take users through steps to creating a new peer support initiative.

In 2021 they formed a partnership One Plus One who offer courses to help pregnant mums stop drinking alcohol.

8,290 views for peer support

20 mums recruited to the One Plus One course



“The sub-homepages have been a great addition to the platform this year. There is so much potential to create these for different sections of our networking community.”

Mandy Evans, Parents 1st UK



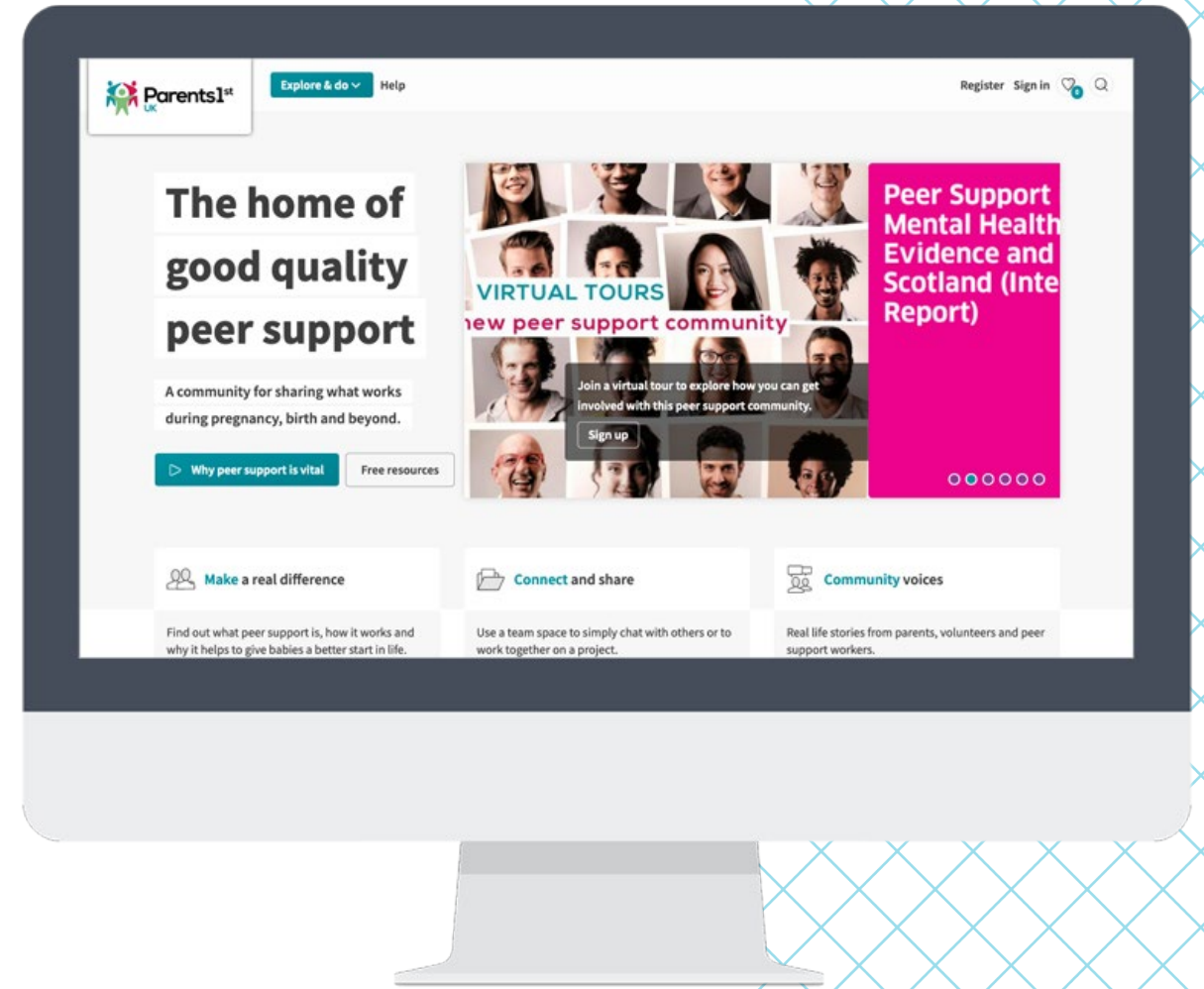
less isolated



more connected



less excluded from online connections



parents1st.org.uk



Partners from the Devon Voluntary Alliance are working together to support Devon Connect – a platform to support communities and promote social action. Each area has its own dedicated online Community Hub space to help people connect with local events and volunteering opportunities.



“Since the pandemic began, we have seen a huge groundswell of interest in volunteering and in community groups coming together to effect positive change. This platform builds on this resurgence, giving people the ability to reach out instantly, make connections, get support and, most importantly, get noticed.”

Daren Hill, Torridge CVS



active in their community



taking the lead in fixing their own problems



helping out in their community



devonconnect.org



BUD leaders online community (BLOC) launched in July 2021. They aim to connect business leaders and members of the community with the skills and resources they need to realise big ideas. Each hour spent helping BLOC members equals one ‘time credit’.



“BUD Leaders is creating a culture of reciprocity, authenticity and creativity. We want leaders to sow seeds for change – be empowered and empower others to be empowered too.”

Georgina Wilson, CEO & Founder, BUD Leaders



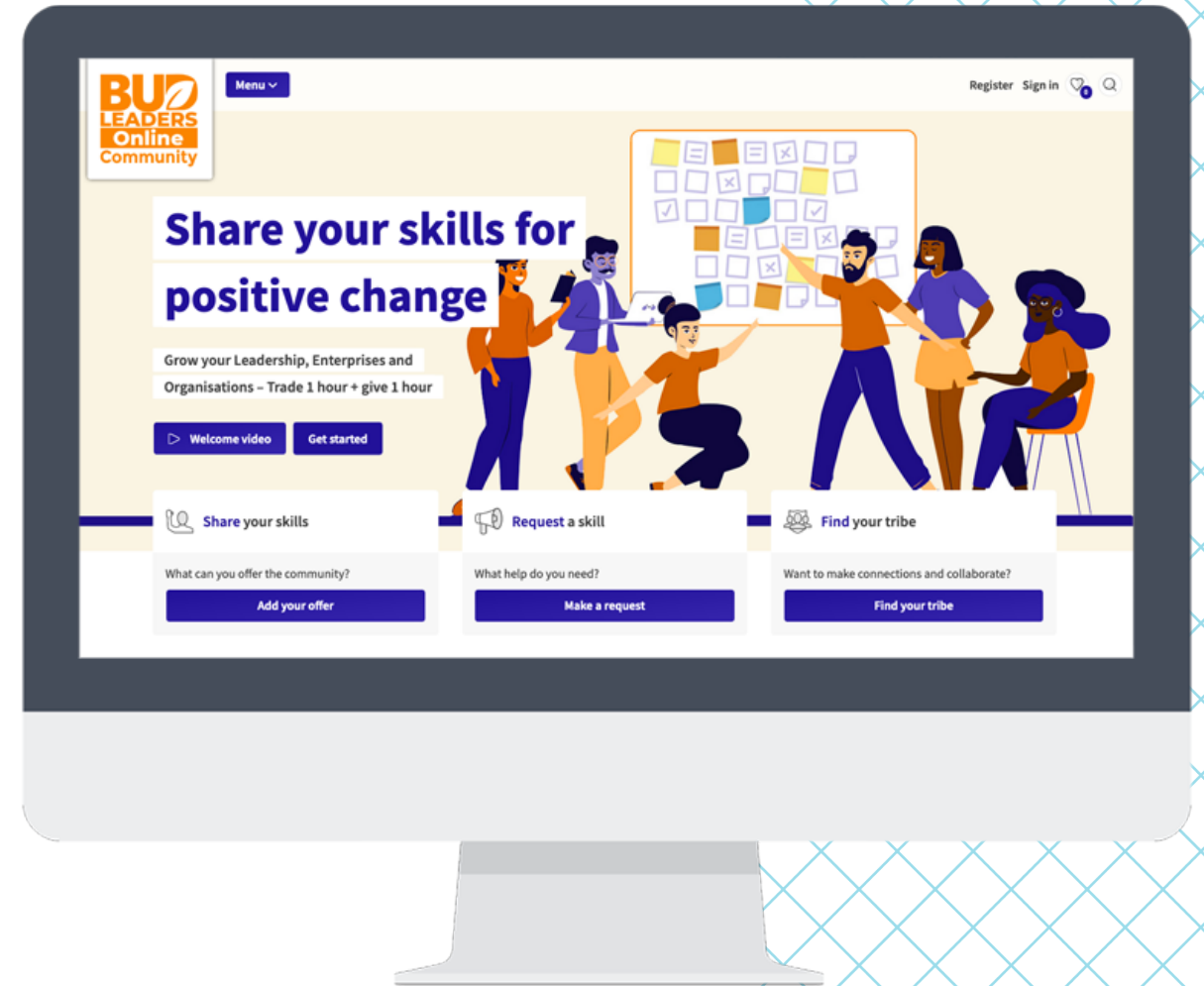
active in their community



more connected



helping out in their community



community.budleaders.org



Kāinga Ora creates social housing with a purpose in New Zealand.

They worked with us to set up a pilot for a community timebank for their social housing community in Lower Greys Avenue.

The pilot connects a community around the 5 ways to wellbeing and enables members to track their wellbeing via goals.

Lockdowns in New Zealand delayed the launch plans - watch this space in 2022!



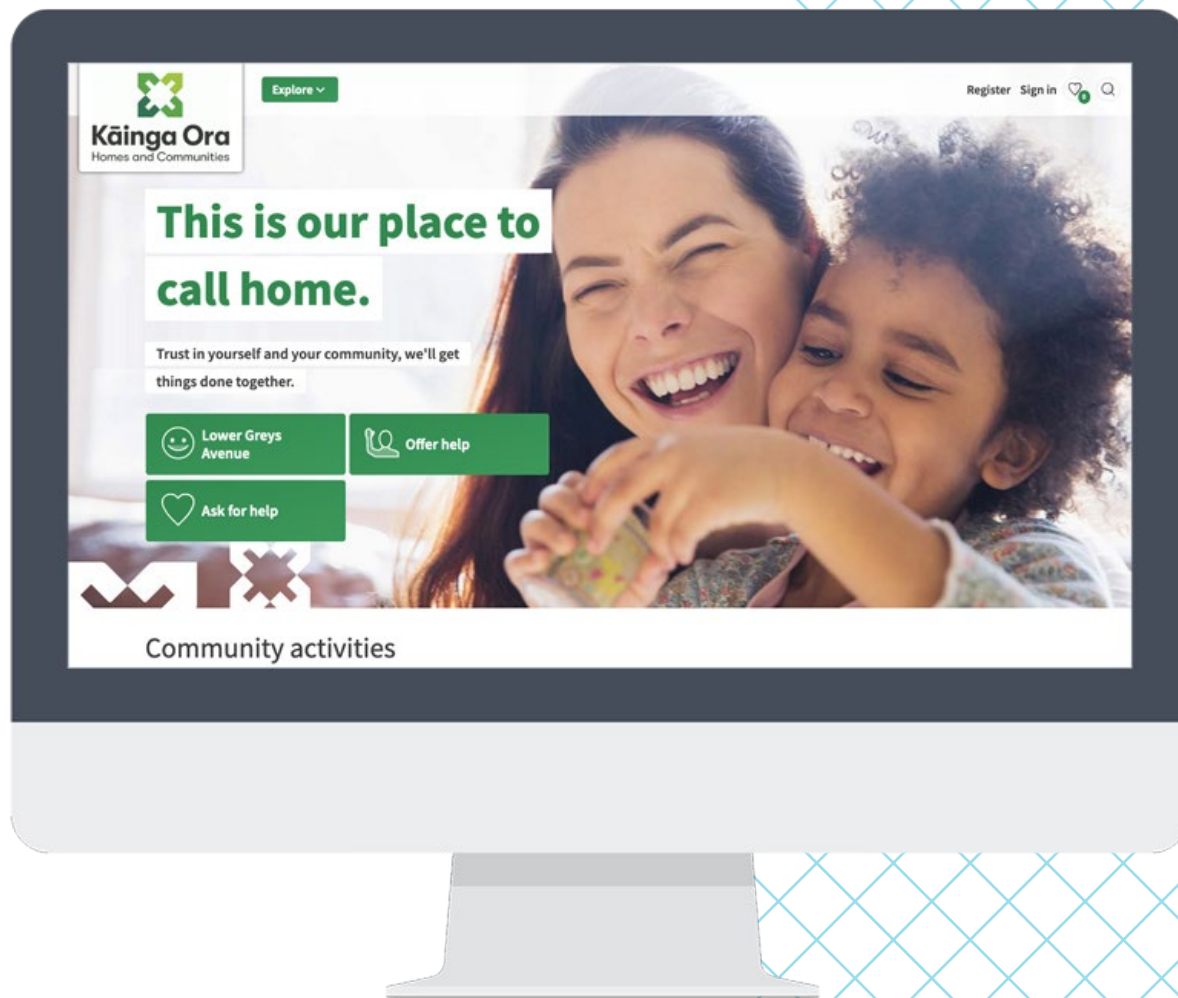
less isolated



more connected



less excluded from their local community





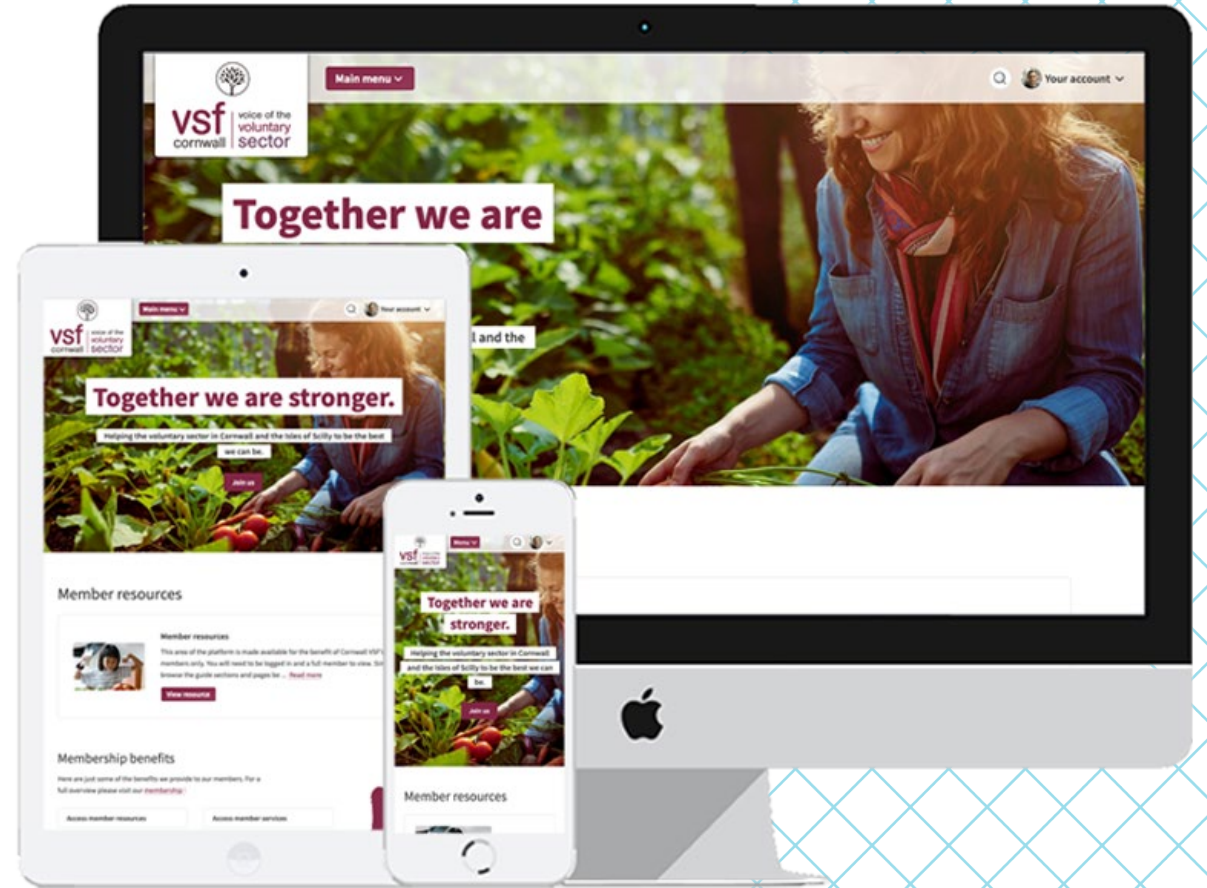
Cornwall VSF launched their platform in November 2021, replacing their website with all-in-one place for their members to connect, form partnerships and find resources.

5,000+ views of their homepage



“We know that crises happen at any time of day or night, and we are right at the heart of an army of helpers and support. And never has it been more necessary to respond to this call to arms and enable a rapid response. Charity leaders can join our platform and fulfil our common purpose of getting timely support to those who need it the most.”

Helen Boardman, CEO, Cornwall VSF



cornwallvsf.org



more connected

Social impact highlights

7 community platforms launched this year

15x more offers than requests from timebankers

939 more members joined project teams

38% increase in activities added

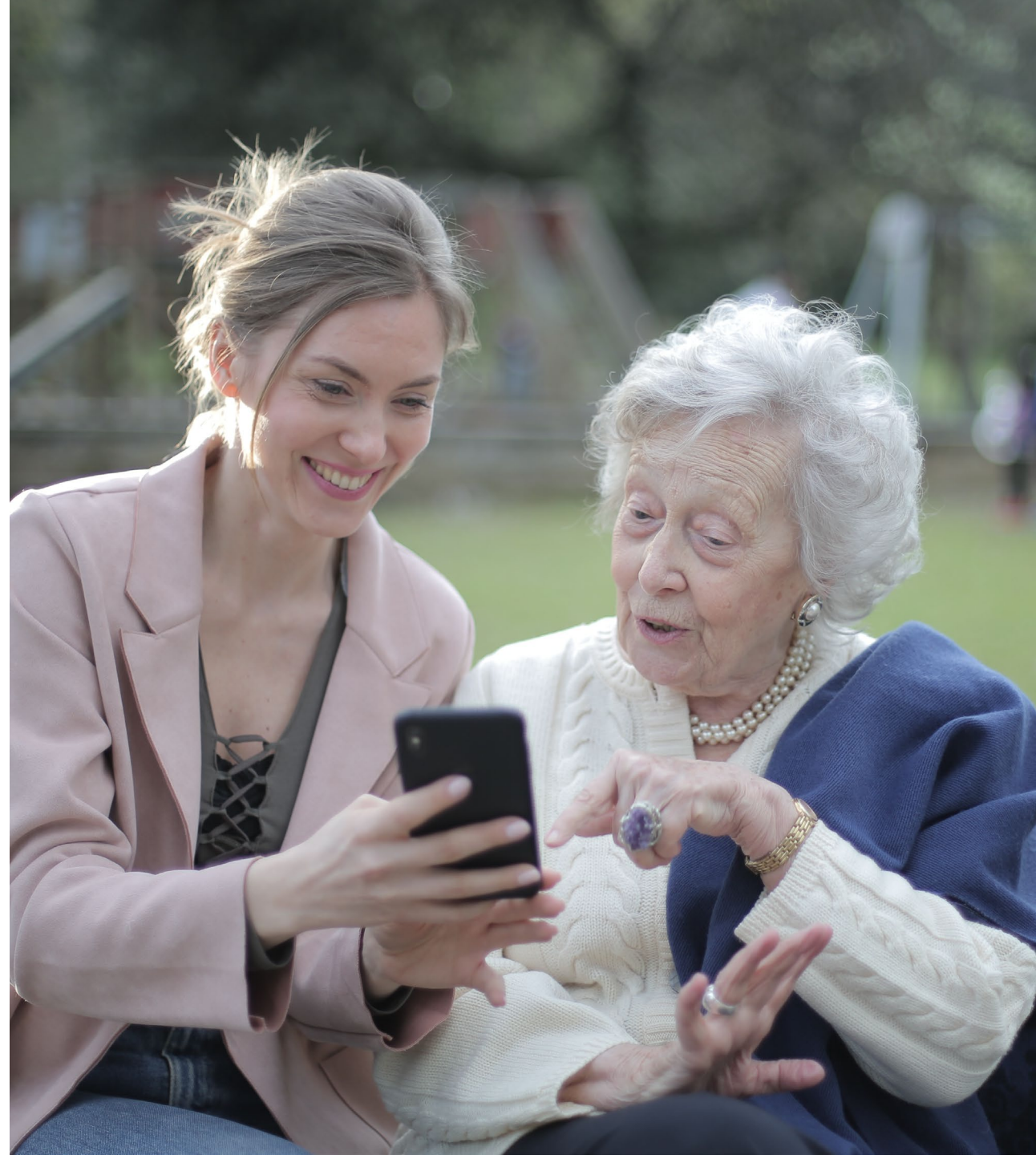
3,920 members have received community badges

33 campaigns promoted community issues

130 project teams have been set up

683 timebank hours have been completed

1,283 members have pledged to volunteer



We're especially proud of...



Enabling communities to impact change on **their own communities**.



Reducing loneliness by **linking up people** with shared needs and interests.



Empowering people to be **resilient** in the way they tackle their problems.



Creating **low-cost** solutions for many people who struggle to access services.

What our customers say

Client satisfaction

Made Open is rated Great



[Read all our reviews](#)

Made Open have been nothing less than amazing.

Over the last year we've been building a new model for funding and Made Open's platform has been perfect for bringing different communities together in an online space. The functionality of the platform is exactly what we need and it's great to know that there's so much... [read full review](#)



Keisha Simms



Our business footprint

Business operations

55% of our purchasing is south west based

54% is spent with SMEs / sole traders

51% is spent with female owned businesses

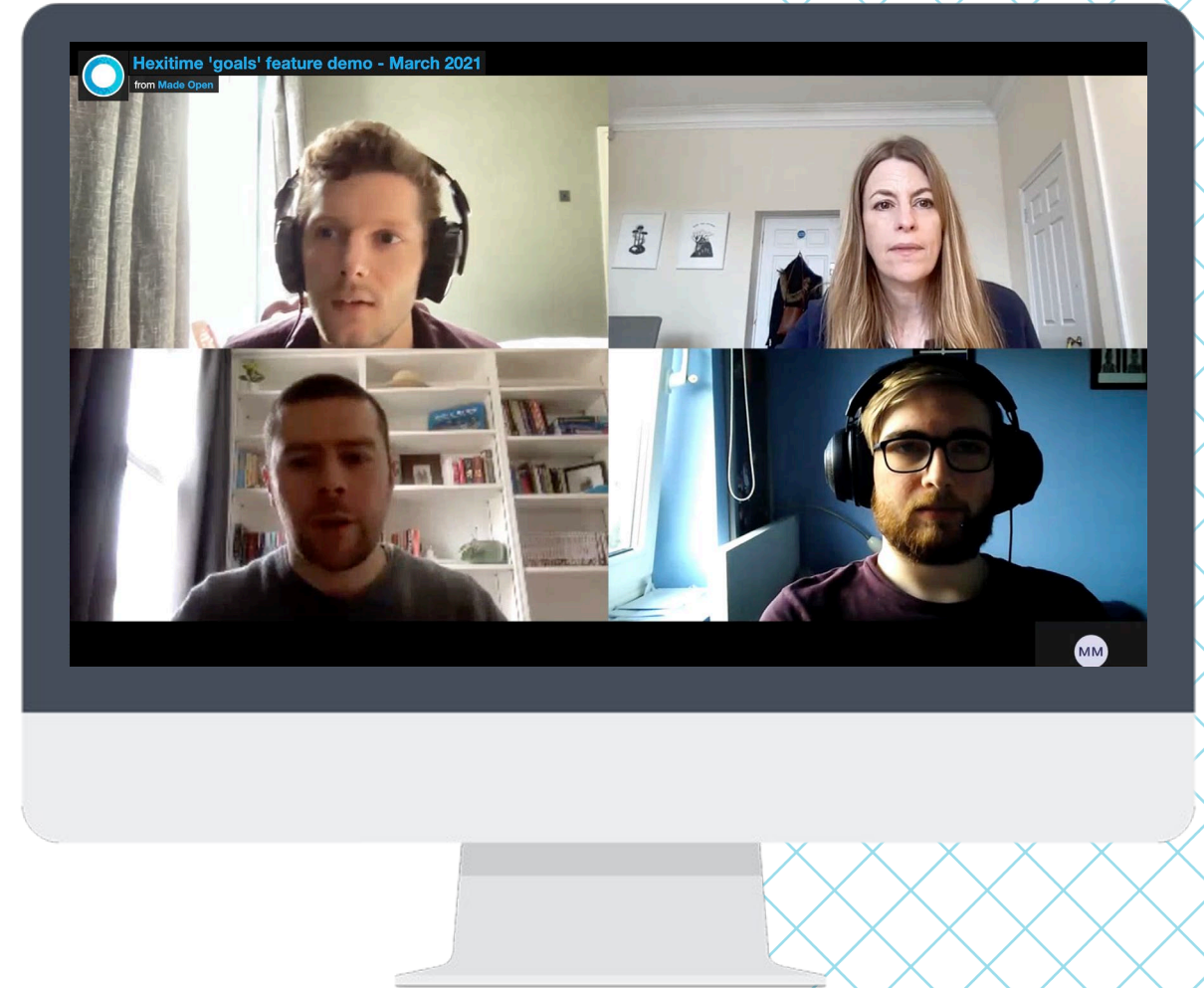
80% of sub-contractors are south west SMEs / sole traders

5% of our profit was shared with full time employees

98% of our business meetings were conducted online

Employed 3 new members of staff across the south west.

Supported a local landlord during Covid-19.



Staff satisfaction

- I feel I am a valued member of the team. **85%**
- I am recognised fairly for the behaviours and results that I perform to help the company succeed. **100%**
- I feel encouraged to come up with new and better ways of doing things. **100%**
- I am set realistic goals. **85%**
- My job allows me flexibility I need to achieve a satisfactory work life balance. **85%**
- I value on-going professional development opportunities. **100%**
- People at Made Open are treated with dignity and respect. **85%**

Strongly agree

85%

100%

100%

85%

85%

100%

85%



Our pledges

In 2020 we said...

We would bind our purpose into our business.

We would attend events, share ideas, support projects and share information. We would research the beneficiaries of our platform and understand our communities in more detail.

We wanted to support a charity as a business.

In 2021 we...

Worked with more organisations to help them create social impact through design and technology – using our platform as a force for good.

Pledged to support the B Local Cornwall group and co-wrote the group's Terms of Reference.

Collaborated with Exeter University to evaluate how we record our platforms' impact and measure social value. We are refining our Quarterly Reports for clients and pledge to develop our impact measurement in 2022.

Bought a corporate membership with Surfers Against Sewage and donated to several individuals fundraising for charity.

What do we want to do next?

- Address mental health in the workplace and create a policy to support our team members.
- Work with our landlords to improve the efficiency of where we work.
- Plant trees in our local communities.
- Support our staff's goals to make a difference each year.
- Select a cause together annually to donate to.
- Actively support campaigns locally and online.
- Develop our platform to support corporate volunteering.
- Share information with our communities relating to building stronger, more resilient communities.

13 CLIMATE ACTION

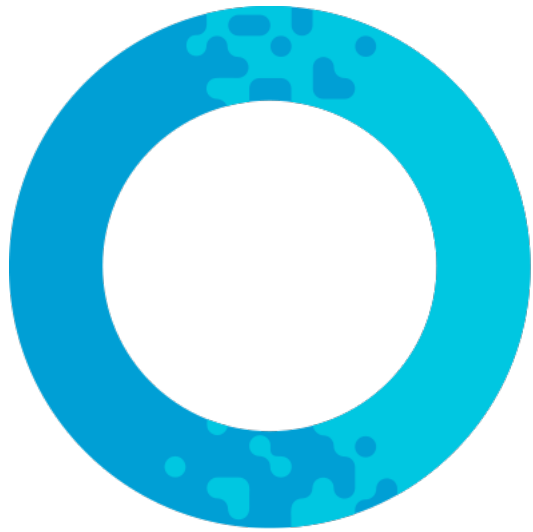


10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION





Made Open

Building better
communities.