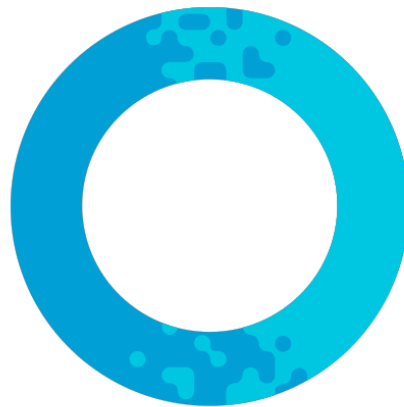




Made Open

Building better
communities

Service definition

For the provision of software as a service

Framework: Gcloud 15

Version: 6 – January 26

Contents

1.	Executive summary & service overview	3
2.	Service delivery & methodology	6
3.	Technical assurance & security overview	7
4.	Operational standards & support overview	8
5.	Case studies	9
6.	Our values, accreditations and recognition	12
7.	Appendix A: Full feature breakdown.....	13
8.	Appendix B: Support & service level details	16
9.	Appendix C: Platform features & benefits.....	18
10.	Appendix D: Professional services features & benefits.....	19
11.	Additional information	20

1. Executive summary & service overview

At Made Open, we believe that when people are better connected, everyone benefits. Our vision is to connect and strengthen communities by helping leaders build platforms where whole communities support each other and grow together.

What we do

We help leaders build stronger, healthier and more resilient communities by connecting people, services and ideas. Our award-winning community software and community design services can help in the following ways:

- **Place platforms**

Many people struggle to access the services and support they need in their community. A place-based platform bridges that gap, connecting people to their community and local services in one central place. By bringing together what everyone has to offer, we can help you connect people to the right support, relieve pressure on statutory services and strengthen community health.

- **Peer networks**

Many valuable skills and knowledge exist in networks but often remain hidden or siloed. Our software solves this by breaking down real or perceived barriers to collaboration, making the collective wisdom of your network visible and accessible to others. A peer network makes it easy for people and teams to connect, share knowledge and achieve more, together.

- **Community (service) design**

We believe that real change happens when communities are part of the design process. Community design is about bringing people together to explore challenges, share ideas and co-create solutions. Whether through our immersive Design Thinking workshops, our Community-Led Innovation Programmes or the 5Ps model, we help communities design their own future.

Who we work with

We work with local government, the voluntary sector, healthcare, businesses and universities that are all committed to building stronger, fairer and more connected communities. Like us, our clients see technology not as an end in itself, but as a means for inclusion, belonging and positive change.

Our customers use our software to tackle critical challenges such as reducing frontline service demand, supporting community cohesion and increasing staff retention in the NHS.

In 2025, our partners generated an estimated £1.58m in Social Value and received national recognition for their innovation, including being shortlisted for the HSJ Awards (highly commended), HSJ Digital Awards, HPM Awards and Social Care Wales Accolades.



Living Well Warrington

An NHS, Council and VCSE collaboration.

Living Well Warrington promotes health and wellbeing across the town by encouraging people to build connections and practice self-care in ways that matter most to them.



Can Do Bristol

A Bristol City Council initiative.

Can Do Bristol is the city's digital home for volunteering, social action and neighbour-to-neighbour kindness - helping to build a more resilient, collaborative and compassionate city.



Devon Connect

A county-wide CVS partnership.

Devon Connect is an extremely popular platform that connects people to local support and services, reducing loneliness and isolation in rural communities and urban towns.



Future Towns Innovation Hub

A University of Southampton initiative.

The Future Towns Innovation Hub is a shared digital and in-person space where people come together to create happier, healthier and more prosperous places.



Talent Timebanking

An NHS England initiative.

Talent Timebanking is an NHS England platform that helps health and social care professionals across the country to exchange their skills and knowledge.



Parents 1st UK

An open-access platform.

Parents 1st is an open-access platform empowering perinatal peer support, sharing what works across the UK during pregnancy, birth and beyond.

Features & benefits summary

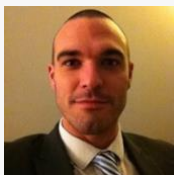
See full features and benefits in appendices

Key features:

- **Integrated Community Platform**
Combines directories, events, volunteering, peer support networks and resource libraries in a single, scalable digital hub.
- **Co-Designed, Human-Centred Experience**
Platforms are built collaboratively with communities and partners to ensure usability, accessibility and alignment with local needs.
- **Customisable Tools for Connection & Engagement**
Includes searchable directories, tailored content, filters, AI-powered search and networking features for residents, organisations and professionals.
- **Impact Measurement & Reporting**
Built-in analytics to track engagement, outcomes, social value and platform performance (e.g. Devon Connect reporting £1 → £29.85 Social Value).
- **Flexible, Purpose-Driven Ecosystem**
Supports multiple sectors and use cases, including health & wellbeing, volunteering, innovation, talent development and peer support, while maintaining a consistent ethical framework.

Key benefits:

- **Strengthens Community Resilience**
Connects people to local services, support networks and volunteer opportunities, reducing isolation and supporting preventative interventions.
- **Unlocks Local Capacity & Collaboration**
Enables organisations and residents to share knowledge, skills and resources effectively across neighbourhoods (e.g., Can Do Bristol, Devon Connect).
- **Scalable & Sustainable Social Impact**
Supports replication of successful community models nationally, amplifying reach and long-term outcomes (e.g., Parents 1st UK).
- **Data-Driven Insight & Evidence**
Provides measurable insights into community engagement, impact and Social Value to inform decision-making and funding.
- **Empowers People & Organisations**
Human-centred design, equity by design and personalised tools empower residents, volunteers and professionals to take action and collaborate effectively.



Made Open's software gives us pretty much everything we are looking for but, more importantly, the Made Open team are a perfect fit in terms of sharing our local vision and values. Their open and honest approach, and their willingness to listen, learn and adapt, means that our platform will be highly valuable to our local communities.

Stephen Bennett, Head of Strategy & Partnerships, NHS Warrington and Halton Teaching Hospitals

2. Service delivery & methodology

As experienced service designers, we understand that every community is unique and will act as your expert partner to customise your platform so that it aligns with your goals and challenges.

Discovery	Understanding your challenges through workshops, surveys, and meetings. Higher-tier plans include in-depth discovery workshops for deeper insight into local needs.
Goal setting	Defining clear objectives and success measures, creating a "Source of Truth" to guide decisions and growth over the first 12 months.
Configuration	Tailored branding, activating relevant modules and planning phased roll-outs for a smooth, effective launch.
Onboarding	Training your core team and partners via live video sessions, with full access to support channels, peer networks and resource libraries.
Partner mobilisation	Engaging and aligning local partners with your service plans to build a sustainable community ecosystem.
Community engagement	Launching with impact using expert marketing advice, proven templates and engagement plans to drive adoption from day one.
Ongoing support	Benefitting from dedicated account management, monthly check-ins, annual strategic reviews and 24/7 technical support.

3. Technical assurance & security overview

Infrastructure & hosting	• Location: 100% UK-based infrastructure hosted on dedicated, high-security hardware. • Certifications: Tier 3 data centers with ISO 27001 (Security), ISO 9001 (Quality), and ISO 50001 (Energy) accreditations. • Physical Security: 24/7 manned security, facial recognition, and volumetric mantrap portals. The facility is PCI-DSS compliant with laser perimeter protection and comprehensive CCTV to secure data at rest.
Security & compliance	• Standards: Cyber Essentials certified with annual CREST-approved penetration testing. • Traffic: Protected by a Web Application Firewall (WAF) to mitigate SQLi, XSS, and DDoS threats. • Encryption: All data in transit is encrypted via TLS 1.2/1.3. • Data Access Control: Production access is limited to authorized senior technical staff. Systems utilize enforced MFA and strict RBAC models to ensure least privilege. • Updates: Security patches are applied within 14 days
Availability & performance	• Target uptime: 99.9% service availability outside of scheduled maintenance windows. • Monitoring: 24/7 proactive server-level monitoring with automated alerts for anomalies. • Audit trails: Logging of authentication events and administrative actions available via request.
Backup & disaster recovery	• Frequency: Daily automated off-site backups with a 30-day retention period as standard. • Integrity: Regular restore testing to ensure data validity and system consistency. • Recovery: Defined disaster recovery plan with a target Recovery Time Objective (RTO) of 4 hours.

4. Operational standards & support overview

Offboarding & contract exit

- **Data export:** Full export of community data provided in structured CSV formats at no additional cost.
 - **Secure deletion:** Systematic decommissioning of platform instances followed by secure data purging from the hosted tenancy after a 30-day grace period.
 - **Transition support:** Structured exit planning and a final wrap-up meeting included as standard, with bespoke migration support available.
-

Service levels & support

- **Dedicated support:** Assigned UK based account manager (2 – 4 hrs. allocated support a month based on plan).
 - **Support channels:** Online service portal for real-time ticket tracking, email and phone support (Mon – Fri, 9am – 5pm).
 - **Response SLAs:** Tiered response targets: Critical < 4 hours; High < 1 day; Medium < 3 days; and Low < 7 days.
See Appendix B for full service level details.
-

APIs, Integrations & bespoke developments

- **APIs:** No self-serve open API's available but we have built several APIs for bespoke client needs and projects using Open Referral standards.
 - **Integrations:** Dropbox, Mailchimp, Trello and Google Drive available.
 - **Developments:** Custom bespoke developments, APIs and integrations are chargeable based on our standard rates (see pricing document).
-

Design & inclusion standards

- **WCAG 2.2 AA Standards:** Built to the latest accessibility requirements, ensuring an inclusive experience for all users.
 - **Responsive design:** Works seamlessly across desktop, laptop, tablet and mobile devices.
 - **User-centered design principles:** Developed working alongside clients, partners and users using agile development flows.
-

Service access

- No installation required accessed via standard internet browser (Firefox, Edge, Chrome, Safari).
 - Realtime analytics available via CMS and Google analytics.
-

5. Case studies

Living Well Warrington

NHS Warrington & Halton Teaching Hospitals

The challenge

Warrington faces significant health inequalities. Residents in the most deprived neighbourhoods can live more than 10 years less than those in wealthier areas. Many of these communities sit side by side, exposing contrasts in opportunity and wellbeing. Healthy life expectancy is around 65 years, compared with an overall life expectancy of 80.

Our solution

Our platform supports an integrated, multi-channel approach. Alongside the Living Well Hub, Living Well Warrington is a digital platform that makes it easier for residents, community builders and healthcare professionals to find local services, support and information. The platform features an integrated directory, tailored resources for those at higher risk, community-based content and self-service tools that help people take control of their wellbeing. Behind the scenes, it includes reporting tools that allow partners to track the platform's impact on the community.



Impact

Living Well Warrington promotes health and wellbeing across Warrington by encouraging people to make connections and self-care, based on what's important to them.

Further information

- Full case study: <https://madeopen.co.uk/living-well-warrington>
- Visit platform: <https://livingwellwarrington.org>
- Highly commended Integrated Care Initiative Award (HSJ Awards 2025). Shortlisted for two HSJ Digital Awards.

Talent Timebanking

NHS England

The challenge

Health and social care is undergoing continual transformation, and so too must its leadership. The traditional approaches to talent development often fail to address the systemic barriers faced by under-represented groups.

Our solution

The Made Open platform offered the ideal infrastructure for this national initiative. Built with collaboration and equity in mind, our technology supports the entire talent ecosystem; from discovery and connection to participation and recognition.

Impact

- Successful pilot in the London region.
- Expansion underway in six other regions.
- Strong user feedback highlighting accessibility and relevance.
- A growing, diverse talent pool for health and social care.



Further information

- Full case study: <https://madeopen.co.uk/nhs-talent>
- Visit platform: <https://talenttimebanking.co.uk>
- Highly commended Capsticks Award for Innovation (HPMA Awards 2025)

Can Do Bristol
Bristol City Council

The challenge

Bristol is a city rich in community spirit. But, like many urban places, it faces deep inequalities within and between neighbourhoods. Some residents experience barriers to getting involved, while community groups often struggle to reach the people who could benefit most from their support.

Our solution

A platform that unlocks the power of community. Can Do Bristol gives individuals, groups and organisations the tools they need to create positive change.

Impact

The platform supports over 12,000 members, attracts around 20,000 visits per month and has connected thousands of people with ways to get involved.



Further information:

- Full case study: <https://madeopen.co.uk/can-do-bristol>
- Visit platform: <https://candobristol.co.uk>

6. Our values, accreditations and recognition

Our values

- **Collaborative:** We value partnership, co-creation and knowledge sharing.
 - **Community-centered:** We put communities at the heart of everything we do.
 - **Creative:** We solve real problems with creativity and forward-thinking.
 - **Empowering:** We give leaders the tools to take action and create change.
 - **Ethical:** As a Certified B-Corp, we consider people and planet.
-

Sustainability & social value

- **B Corp Certified:** Proudly part of the global movement of businesses meeting high standards of verified social & environmental performance.
 - **Eco-Hosting:** Infrastructure utilizes 100% renewable energy sources, aligned with ISO 50001 standards.
 - **Carbon Footprint:** Remote-first operations significantly reduce commuting-related emissions.
 - **Social value:** In 2025, we generated £1.58 million in social value
 - **Charitable donations:** Yearly charitable donations to [Surfers Against Sewage](#)
 - **Placemakers Podcast:** Place Makers is a free newsletter and podcast for leaders in neighborhood health and care.
-

Accreditations & Certifications

- **B Corp** certified
 - **Cyber Essentials** certified
-

Awards

- **Highly commended:** Integrated Care Initiative Award (HSJ Awards 2025) – Living Well Warrington
 - **Highly commended:** Capsticks Award for Innovation (HPMA Awards 2025) – NHS Talent Timebanking
 - **Winner:** Working in partnership (Social Care Wales Accolades 2025) – Connect Carmarthenshire
 - **Shortlisted:** Tech South West 2025 ‘tech for good’ category
 - **Shortlisted:** HSJ digital awards 2026 – Living Well Warrington
-

7. Appendix A: Full feature breakdown

Platform sustainability options	
Partner access	Sub-licensing partners (with CMS access). Enabling partners to manage their own spaces and content.
Revenue sharing (Payment integration)	Generating shared income through member subscriptions (e.g. business subscriptions)
Community building features	
Directory	Promote community listings, activities and services with map and list view
Events calendar	Promote community events with calendar and booking functions
Volunteering	Promote opportunities, manage volunteers, track and record hours
Timebanking	Skill sharing offers and requests with time credits. 1hr = 1 credit.
Guides	Curate resources, e-learning guides, educational content.
Challenges	Crowdsourcing ideas in response to community challenges.
Polls	Canvassing community opinions.
Asks & offers	Exchanging goods and services in response to community needs.
Job vacancies	Sharing job vacancies, apprenticeships or work experience ops.
Goals	Supporting members with goal pairing and targeted resources.
Collaboration features	
Team / Networking spaces	Private collaboration spaces for teams, groups and networks with chatrooms.
Activities within teams	Enabling teams to run activities directly inside their group spaces.
Circles	Alternative to teams, community spaces for people to connect and share time.
Member connectivity	
Directory of members	A searchable members stream with public or private profiles
Member profiles & dashboard	Helping members connect, collaborate and manage their profile and activities.
Member instant messaging	Ability for members to connect and message each other through the platform.

Member verifications	Building trust by verifying member identities and credentials.
Member associations	Linking members with groups or organisations to show real-world affiliations.
Management & administration	
Member content management	Controls for approving member submitted activities as well as reported activities, comments and messages.
Member account management	• Member approval processes • Custom data capture • Sub-accounts (supporting people who need access via linked sub-accounts).
Customisable notification templates	In platform and email notifications for member interactions, with customisable content via the CMS.
Member broadcast messaging	Ability to send out mass messages all members or segments (based on account type).
Admin role management	Ability to control and manage admin access and roles.
Advanced custom admin restrictions	Bespoke set up to apply additional access rules based on role and content type (e.g. restricting access to regional specific content).
Page creation	• Standard pages: Core information pages for your platform. • Landing pages: Promoting campaigns, services or initiatives with focused landing pages. • Sub-homepages: Creating dedicated spaces for partners, themes or local areas.
Member feedback surveys	Collecting member feedback to improve engagement and platform experience.
Platform management	Advanced controls for brand, content, navigation, data, search filters and tags.
Measurement & reporting	
Real time platform stats	Understanding engagement and activity across the platform via platform CMS.
Visitor stats (Google analytics)	Tracking visitor behavior and reach using Google Analytics.
Monthly reports	Regular insights into platform usage and performance.
Quarterly reports	Reviewing trends and progress over time.
Annual review	Reflecting on impact, outcomes and future priorities.

Custom reporting dashboards	Bespoke reporting dashboards combining custom data sources with interactive charts and filters.
Community engagement	
Keyword activity & member search	Keyword search - Finds matches by exact words, phrases, tags, hidden words.
AI powered hybrid search	AI powered semantic search paired with keyword matches: Interprets user intent and shows relevant results, even if search terms are spelt or phrased differently.
Customisable combined search	Search activities, members and page content in a combined stream with options to customise what results get included.
Campaigns	Promote campaigns and tagging activities and members around a campaign theme or topic
Favourite lists (printable)	Ability for members to save activities to a favourites list.
Member notifications	In platform and email notifications for member interactions with full control for members.
Automated digest emails	Sharing a regular summary of new and relevant activity across the platform. Can be figured to be either the latest new activities or personalised based on member tags (interests).
Member and activity badges	Reward members or roles with custom badges to show skills, trust or contributions. Highlight activities associated with programmes, themes or accreditations.
Integration & bespoke development	
Mailchimp newsletter	Integrate a mailchimp newsletter with your member onboarding flow to handle data sharing and newsletter management.
Dropbox (for teams & guides)	Allow members to contribute to guide resources or share files with fellow team members via Dropbox.
Google drive (for teams)	Allow teams members to share google files within private team spaces.
Open Referral API (Joy App)	API sending activity data (e.g. about community listings and events) using UK Open Referral standards to social prescribing software Joy App.
Bespoke developments (referred to as 'enhancements')	Chargeable

8. Appendix B: Support & service level details

This Appendix outlines the commitments provided by Made Open to ensure the stability and strategic success of the Whitelabel Platform. Support is categorized into Maintenance Services (uncapped bug fixing and uptime management) and Account Support (capped monthly guidance and administration). Requests are prioritized according to their operational impact, with response times managed via the tiered targets detailed below.

Table 1: Account support per plan

Innovator	2 hours per month
Enterprise	4 hours per month
Enterprise +	4 hours per month + senior reviews

Table 2: Maintenance Services include:

Bug fixing	Installing third-party APIs updates
Software updates	Security upgrades
Code updates	Hosting support
Server upgrades	Priority support during down time

Table 3: Service updates and security patches:

Release cycle

Security Patches:

To maintain Cyber Essentials compliance, all high-risk security patches are applied to the production environment within 14 days of release.

Within 14 days

Feature Updates:

Major functional updates and platform enhancements are released as part of a regular 6-week development cycle.

Every 6 weeks

Table 4: Response targets

Target response time

1 – Critical: business critical problem (e.g. platform is non-operational).	4 hours maximum
2 – High priority: severe functional problem (e.g. users cannot register).	1 day maximum
3 – Medium priority: moderate functional problem (e.g. platform loads slowly).	3 days maximum
4 – Low priority: Less severe functional priority (e.g. formatting issues).	7 days maximum

Table 5: End users' allowance per plan

Innovator	3,000
Enterprise	12,000
Enterprise +	18,000

9. Appendix C: Platform features & benefits

Area	Key capability	Organisational benefits	User benefit
Community Building	Services directory, volunteering management, events calendar, skills exchange, timebanking, job listings and more.	Supports prevention, early intervention and demand reduction by improving access to support and opportunities.	Makes it easy to find help, contribute skills and participate in community activities.
Connectivity	Member directory, secure messaging, groups, notifications.	Improves communication, coordination and service navigation.	Reduces isolation and strengthens peer connections and support networks.
Collaboration	Private team spaces, chat rooms, document sharing, polls, conversations, idea sharing.	Enables cross-organisational collaboration, co-production, and joined-up working.	Empowers users to co-create solutions and take part in decision-making.
Engagement	AI-powered search, map view, resource guides, badges, campaigns, notifications.	Increases service uptake, participation and inclusion.	Improves access to information and encourages ongoing engagement.
Management & Administration	Content management, workflows, tagging, custom filters, data capture, member management.	Reduces administrative burden, improves governance and supports compliance.	Ensures a well-managed, relevant and high-quality user experience.
Measurement & Reporting	Real-time analytics, dashboards, impact reporting, social value tracking.	Enables evidence-based decision-making, performance monitoring and funder reporting.	Demonstrates real-world impact and continuous improvement.
Integration & Interoperability	Open referral APIs, payments (Stripe), social media, data exports.	Supports system integration, automation and digital transformation strategies.	Enables seamless access across systems and services.

10. Appendix D: Professional services features & benefits

Area	We provide	Client benefits
Strategic Design	Community strategy, service design, placemaking expertise, stakeholder engagement.	Ensures platforms are aligned with organisational objectives, population needs, and policy priorities.
Platform implementation & Configuration	Bespoke setup, branding, workflows, feature configuration	Rapid deployment, high adoption and reduced internal delivery burden.
Training & capacity building	Role-based training, user onboarding, admin support	Improves confidence, capability and long-term sustainability
Community growth & engagement	Campaign design, engagement planning, content creation	Campaign design, engagement planning, content creation
Platform management & support	Moderation, reporting, technical support, continuous optimisation	Reduces operational overhead and ensures long-term platform success.
Impact measurement & reporting	KPI development, dashboards, social value measurement, storytelling	Enables performance reporting, funding justification, and outcome evaluation

11. Additional information

Terms & conditions	See Gcloud 15 terms document
Pricing	See Gcloud 15 pricing document
Contact	Any questions please contact Robert@madeopen.co.uk
Website	Madeopen.co.uk