

Cre8 are a global tech company who have had office space on the park for 3 years

Cre8, a global technology firm have office space on the White Rose Park. They have 50 employees here, but globally have a head count of 80,000 people. The central team have recently rolled out a global R&D programme to stimulate innovation, tied to their commitments to sustainability and social value.

A team based on the WRP have been looking at the local challenges on the MyWRIH app crowdsourcing page and are thinking about how they could integrate this into their R&D funding – they want to work with the community as their office staff is 80% from the local area.

After the hack event, the team at Cre8 are confident they have found a challenge area, 'Community Data Trust' – the concern among school, community, businesses was that their data is extracted and then not attributed to them in terms of return of value, control of use. This aligns with Cre8's governance strategy and new 'Excellence with Data' ambition and the team feel this could have global impact as well as local.

Cre8 decide to hold a Hackathon day to sweat out data challenges and uses in the community. In addition, they are looking for community partners to support their skill transfer requirement from WRIH.

They host this day at the WRIH.

The team use the public dashboards on the park, in addition to their sharepoint site, to share the news that they have received R&D funding to explore the 'Community Data Trust'. An academic at the local University sees this on the dashboard and connects to the team as she has a new PhD student exploring something similar and there are possible overlaps where collaboration could be mutually beneficial.

Through the new university connection, the team work together gather evidence and undertake user testing with local schools, the University, Morley Community groups and the businesses / start ups at the Hub and on the Park.

The team use the 'forum' space to also gather input and communicate progress following on from the hackathon a few months prior. This brought clarity to the product to be tested with the community.

Regular updates and opportunities to get involved in the Cre8 'Community Data Trust' are posted on the WRIH Digital Platform and totems on the site.

The 'Community Data Trust' moves into demonstrators with Leeds City Council, in addition to Morley.

Cre8 roll out to their other locations and work with communities to share learning and grow adoption of this data trust.

The community began using the 'Community Data Trust' both through the Hub and through connections into Leeds and Morley.

