# Smart Oxford Competition
# Proposal for a Smart Fun Interactive and Accessible Project

**Summary**
The Smart Oxford Board is raising £50k to launch a Smart Oxford Competition – for a project that catches the imagination by being fun; interactive; informative; accessible to all; creative; sustainable; relevant and impactful; smart and innovative.  The project will help people understand the opportunities and benefits that can be achieved through Smart Oxford, Internet of Things (IoT) and the use of technology, data and communities.

The competition and resulting project provides a unique sponsorship opportunity for organisations and businesses that showcases commitment to innovation and technology in Oxford's world class city centre and brings together all elements of the city's diverse communities to experience the potential benefits of Oxford as a Smart City

## Introduction

The Smart Oxford Project Board wants to deliver a flagship project that raises Smart Oxford's profile and helps people understand the opportunities and benefits that can be achieved through the Internet of Things (IoT) and the use of technology, data and communities - a project that may not solve any particular city issue but catches the imagination of all who live, visit and work in and around the city.

The "Hello Lamp Post" project in Bristol, developed through their Playable City Awards, is a good example of such a project where thousands of residents and visitors shared their thoughts and stories with streetlights, parking meters, bridges and boats in the city, with over 25,000 text messages sent by players in just 8 weeks. The project has since been commissioned in Austin, Texas and Tokyo.

## Overarching framework

The general consensus from ideas and discussion within the Smart Oxford Board and wider partnership is that the Playable City kind of project, identified and delivered via an open competition, should be our short term focus as there is potential for a lot of impact with a relatively small investment that can be shared among existing and wider partners and potential sponsors.

We want the winning project to be fun; interactive; informative; accessible to all; creative; sustainable; relevant and impactful; smart and innovative.

## What do we want to achieve and what are the benefits?

We want to capture people's imaginations and get people talking through a fun and learning experience that helps people understand the opportunities and benefits that can be achieved through Smart Oxford, IoT and the use of technology, data and communities.  We

want there to be a legacy through either the project itself or through the principles of the competition and winning project.

Through the project there will be better understanding of how smart technology and IoT can benefit our communities (residents, businesses, visitors) and influence decision makers. We will secure internal and external recognition that Oxford and Oxfordshire is a leader and a place open to innovation and technology. This will help drive potential inward investment and help to secure government and European funding opportunities.

## The competition and prize fund

Keep it as **open as possible** and framed around the key words - fun; interactive; informative; accessible to all; creative; sustainable; relevant and impactful; smart and innovative. The winning project should be scalable in a way that can impact on the challenges of the city.

Prize fund to the winning entry should be up to £40k with £5-10k for marketing and project management costs.

A panel of judges made up of prominent policy makers / decision makers from Oxford and national figure(s) in the Smart City field will judge the entries on strict criteria to be agreed.

## Funding

Funding for the competition will be secured from Smart Oxford partners, wider partners and stakeholders including the public sector, academic and research sectors and businesses. Both City and County Councils have indicated they will commit up to £10k each. Both universities are also being approached for contributions.

## Proposed timeline

| Phase one – to end of August 2016 | - Agree outline terms and conditions<br>- identify and secure funding and potential sponsorship |
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| Phase two – launch competition - September 2016 | - At least three months open – to mid-December 2016 |
| Phase three – shortlisting and interviews | - Shortlist in Dec 2016 / early Jan 2017<br>- Interviews / presentations in February / March 2017<br>- Announce winner end of March 2017 |
| Phase four – delivery – late Spring / Summer 2017 | - Project goes live late spring / early summer and runs through the summer 2017 |
| Phase five – evaluation – late 2017 | - Evaluation of success and impact |

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May 2016