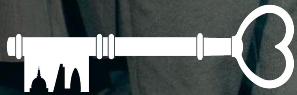


# Open City Social Impact Report 2022

Making architecture and cities  
more open, accessible and  
equitable for 30 years





Open House London Festival 2022  
Photo: Sonny Malhotra  
Cover photo: Jazz Noble

## Executive Summary

Open City is a charity dedicated to making London more open, accessible and equitable. From staging the Open House Festival, to running year-round educational outreach initiatives, we deliver strong social impact across our programmes.

Thanks to Open City, this year tens of thousands of people of all backgrounds gained opportunities to learn about city-making, explore neighbourhoods they had never previously visited and take part in big conversations about the future of London. We have also supported thousands of children and young people from under-represented communities to pursue creative careers.

This report summarises the social impact of Open City in 2022 with key metrics and findings from across all our charitable work.

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# 405k

Estimated audience engaged across Open City's UK educational programmes including the Open House London Festival. This does not include our international audience or social media engagement.

# £255k

The equivalent value of time Open City volunteers have contributed to London's communities and young people this year including £104,560 supporting young people from under-represented communities



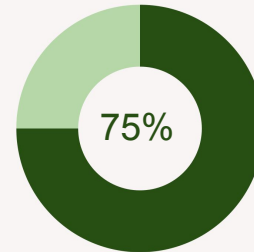
Open House London Festival 2022  
Photo: Sonny Malhotra

## Open House London Festival

Our largest event of the year, the Open House Festival is a city-wide celebration of buildings and neighbourhoods across all 33 London boroughs opening up access to special places that are normally closed to the public from iconic skyscrapers to Modernist council estates.

# 823

Places signed up to take part in the Open House Festival across all 33 boroughs



75% of visitors say they learn something new that positively changed their perceptions through Open House Festival

## 2022 Social Impact

Open House Festival generates huge social value for London. The festival was good for inward tourism and for community connectivity with 73,700 visitors visiting a new neighbourhood and 75% learning something new about London from someone else. More than 580 volunteers got involved, building their civic pride, with the vast majority doing it 'to help make London and its architecture more open, accessible and equitable'. The average estimated direct visitor spend in each borough is £88,000 which represents a return on investment of around 20 times the cost to boroughs that take part in the festival.

# £2.9m

Estimated direct spend in local shops and businesses from Open House visitors during the festival



Architecture in Schools graduation 2022  
Photo: Jazz Noble

## Architecture in Schools

Open City delivers hundreds of workshops for school children across London. In primary schools we help children to explore the city and respond creatively and collaboratively in 3D. In special educational needs schools we run unique creative projects tailored to meet the needs of the students, introducing them to parts of the city they may not know and to support their confidence in navigating public spaces.

**‘More than half  
stated architecture  
as their favourite  
thing of the whole  
term. I think that  
says it all’**

Year 5 class teacher

## 2022 Social Impact

We have expanded the Open City Architecture in Schools programme this year to meet rising need across the city. In collaboration with design professionals we have delivered almost 250 workshops for over 1,300 children aged 8-10 exploring London and learning about design. Plans are underway to launch new branches of Architecture in Schools in the West Midlands and West London.

# 1,300

More than 1,300 children took part in Open City's Architecture in Schools programme

# 250

The Open City team delivered nearly 250 workshops for children ages eight to ten

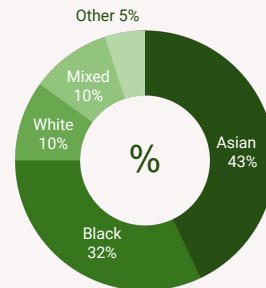


Accelerate 2022 students visit Kew Gardens

## Accelerate

Our sixth form programme, Accelerate, brings 16-18 year olds from across London together to develop their skills, knowledge and understanding of design and the built environment sector. A year-round programme of design workshops and mentoring supports participants, who are all from backgrounds under-represented in the sector, to make effective applications for university and apprenticeship qualifications.

100% of Open City's Accelerate students are from under-represented communities. 90% are from Black or Ethnic Minority backgrounds: 43% Asian, 32% Black, Caribbean, African, 10% White, 10% Mixed, multiple, 5% Other



## 2022 Social Impact

Accelerate expanded to meet the rising need for more creative support in accessing life-changing opportunities in the built environment sector. We have increased the size of our Accelerate programme to treble its 2020 level and have launched an alumni network to support our graduates through to qualification and the early years of their careers.

# 42%

Of Accelerate participants were eligible for free school meals

# 3%

Of Accelerate participants are currently living in care

## Walking and Cycling Tours

Open City runs regular walking and cycling tours providing opportunities to explore London and discover new places in the company of like minded people. Our tours promote active travel, facilitate access to hard to reach buildings and places and are key to Open City's social mission facilitated by our network of expert guides. We provide walking, cycling, boat, audio and printed tour options and run a popular training programme for aspiring tour guides too.

**'I definitely feel like I can now deliver and develop my own tours with confidence - it's been inspiring and enriching.'**

Graduate of Open City's tour guide training

# 38

New tour guides trained through Open City's urban tour guide training programme

## 2022 Social Impact

The past year saw Open City's regular tour programme double in size in a rapid recovery from the pandemic. We ran more walking tours and boat tours and we also increased the size of our urban tour guide training course. Working with the Mayor of London's Royal Docks Team we created a special training programme supporting local residents in the Royal Docks to develop the skills and confidence to create their own tours of the area.

# 175

Total number of walking, cycling and boat tours during 2022

# 7,881

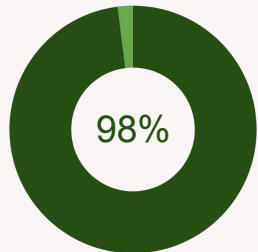
Printed tours distributed to Londoners so they can better explore the city



Open City tour 2022  
Photo: Hark1karan

## Volunteering programmes

Volunteers are at the heart of our charity. The Open House Festival is the point in the year when we engage the largest number of volunteers, with nearly 600 taking part in this year's festival. But we also have a committed team of volunteers who contribute across the rest of the year, bringing their skills, knowledge and experience to the organisation. This year Open City appointed a new Community Support Manager with a remit to focus on volunteer recruitment, training, experience and retention.



98% of our volunteers would recommend volunteering with Open City to a friend

## 2022 Social Impact

This year we recruited 30 new core volunteers who will support our work year round. Across the UK voluntary sector, there is a downward trend in the number of retirees who volunteer regularly, with rising retirement age, increased precarity and the pandemic cited as contributing factors. However, 79% of Open City's volunteer intake are currently in full-time or part-time work or study.

# £255k

The equivalent value of time Open City volunteers have contributed to London's communities and young people this year including £104,560 supporting young people from under-represented communities

**'Always the nicest time of year for me, enjoying London and helping others appreciate the huge range of buildings.'**

Geraldine Farrell, Volunteer



Open City volunteers 2022  
Photo: Timi Timi Akindede-Ajani



## Public advocacy

Open City leads adventurous public advocacy across a range of channels to creatively engage audiences with big topics in architecture, heritage and city-making. Our advocacy programmes include podcasts, social media, educational products, live events and publications. Together these important programmes help to communicate and promote the work of the charity instigating essential debate about ethical urbanism, and environmental and social governance.

**‘Open City’s debates are wildly important and importantly wild. They are a shot in the arm for architectural discourse. Get yourself to one of the echo chamber-busting events and support their commitment to broadening and deepening cultural connections.’**

Tommy Jay, architect

## 2022 Social Impact

This year Open City relaunched live in-person events including critical talks and a sensational 750 person lecture by the architect Kate Macintosh on how to improve housing for everyone. Our new book *London Feeds Itself* exploring stories of migration, food and urbanism across the city was a big hit, selling out all 5,000 copies. Open City’s new programme of micro documentaries are also engaging and educating huge audiences on social media.

# 18m

We are now engaging 18 million people a year on our award-winning TikTok channel

# 100k

Our award-winning weekly podcast, *The Londoner* gets around 100,000 downloads a year, the largest audience in the sector



Kate Macintosh gives an Open City lecture  
Photo: Sián Milliner, 2022





## Open House Worldwide

Open House Worldwide is Open City's global network of nearly 60 nonprofit organisations dedicated to making cities more open, accessible, and equitable. Open City is responsible for leading, supporting, and growing the network, which creatively engages almost one million people a year in conversations about architecture, urban design and local communities.

# 18,000

Volunteers contribute time to civic activities in the community through Open House festivals around the world

## Social Impact in 2022

Open House Worldwide hosted *Housing and the People* on 6 April. A day of live online tours from Lagos to Taipei, the festival visited 26 homes in 18 cities and gathered 46 inspirational architects, civic leaders, curators, educators, artists and residents for conversations about the future of housing. Open House Worldwide also continued to expand. In the past year, Open House festivals launched in four new cities including Colombo in Sri Lanka and Maputo in Mozambique.

Open House Worldwide now spans:

# 52 Festivals 29 Countries 6 Continents



Open House Melbourne 2022, Australia  
Left: Open House Maputo 2022, Mozambique

# Partners and Donors

A huge thank you to the many organisations and individuals who have supported Open City's work in 2022.

## Open House Festival Headline Partners

Rightmove

## Partners

AHMM  
Almacantar  
Bureau at Design District  
Rocket Properties  
Baylight Properties  
Canary Wharf Group  
Derwent  
Lendlease  
Foster + Partners  
Peabody  
Howard de Walden Estate  
Landscape Institute  
Eric Parry Architects  
Shangri-la The Shard  
Trowers and Hamlins  
The London Property Alliance  
Margaret Howell  
Be First London  
Knight Dragon  
British Land  
Multiplex Global

## Public Sector Partners

The Mayor of London  
Royal Docks Team  
Barking and Dagenham  
Bexley  
Brent  
Bromley  
Camden  
City of London  
Croydon with LSBU  
Ealing  
Enfield  
Greenwich  
Hackney  
Hammersmith and Fulham  
Haringey  
Harrow  
Hillingdon  
Hounslow  
Islington  
Kensington and Chelsea  
Kingston  
Lambeth  
Lewisham  
Newham  
Redbridge  
Southwark  
Sutton  
Tower Hamlets  
Waltham Forest  
Wandsworth  
Westminster

## Charity Partners

The London Society  
The Architecture Foundation  
Museum of Architecture  
20th Century Society  
Museum of London

## Accelerate and Architecture in Schools Partners

Morris + Company  
Sheppard Robson  
Stanton Williams  
NBBJ  
Weston Williamson + Partners  
Cullinan Studio  
LOM Architecture and Design  
Atkins Global  
Make Architects  
Studio ONB  
Heatherwick Studio  
Frame Projects  
Maccreeor Lavington  
BDP  
Periscope  
Feilden Clegg Bradley Studios  
Carmody Groarke  
Jestico + Whiles  
Grimshaw Architects  
Jamie Fobert  
Gort Scott  
IQL  
National Education Union,  
Chapman Taylor  
Jestico + Whiles  
ARUP  
Elliott Wood  
ORNS  
Allies and Morrison  
Adamson Associated  
Ritchie Studio  
Civic Engineers  
Jas Bhalla Architects  
Michael Barclay Partnership  
Alison Brooks Architects  
Leighann Heron  
Sarah Wigglesworth Architects,

Stride Treglown  
VHH Architects  
LOM  
Haptic  
ASSAEL  
BDP  
Fielden Fowles  
Newground  
Meridian Water  
David Chipperfield Architects

## Open House Worldwide Partners

AIA International  
Karakusevic Carson Architects

## Media Partners

The Architects' Journal  
The Architectural Review  
Dezeen  
BBC London Radio  
Vittles

## Communications Partners

LCA  
Zetteler

## University Partners

Architectural Association  
Kingston University  
University College London  
Central Saint Martins

## Trusts and Foundations

Aga Khan Foundation  
John Lyon's Charity  
The Geoff Harrington Foundation  
The Marchus Trust  
Thames Water Charities

## Keystone Friends

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Simon Isaac-Bore  
Susanne Rauprich



Some of the Open City team at 2022 Accelerate Exhibition  
Photo: Luke O'Donnovan

## Contact us

Thank you for reading Open City's 2022 Social Impact Report. You can find our more about Open City and our charitable work at our website. [www.open-city.org.uk/about](http://www.open-city.org.uk/about).

Support our work and gain access to an exclusive programme of events and benefits by signing up as an Open City Friend online at [www.open-city.org.uk/friend](http://www.open-city.org.uk/friend).

We offer unique partnerships across all our programmes including the Open House Festivals and our educational projects. Write to us on [partnerships@open-city.org.uk](mailto:partnerships@open-city.org.uk) to find out more about partnership opportunities.

Open City  
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