



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

The Data Place

The Data Place is a group of data scientists, designers, community builders and strategists that help people and places thrive through the better use of data.

Data is transforming organisations. We drive growth in businesses, charities and institutions through better data management, analysis, and science, and helping build service capacity with a design-led approach to data. Our data, design and strategy services help individuals, organisations and communities transform the world together.



The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how the **The Data Place** is Making a Mark, striving to create a positive impact on people and planet.

Using data to facilitate creative problem solving

The Data Place was formed so that everyone would have the confidence, ability and agency to use data to thrive. We want to help create an environment for better use of data by facilitating creative problem solving, developing skills and co-creating tools to make data more useful for people and communities.

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Working with individuals, organisations and communities we bring creative problem-solving and skills development to build confidence in approaching and using data ethically. We believe that it is only by empowering people – in business as well as civic sectors – to conceive and implement their own changes that real positive transformation can be achieved.

Supporting people to make better use of data

We provide services in four main categories:

- **Data management** - giving organisations the tools to manage and use their own data for better performance, efficiency and strategy
- **Data value demonstrations** - showing organisations and communities the power of data
- **Data-led design** - helping people build better products and services with data
- **Community building** - strengthens the relationships and networks around data



Outcomes for beneficiaries

Individuals who have worked with us gain greater awareness of how data might be used to benefit them, and confidence in searching, acquiring, and using data to gain insight. They also get access to a broad design toolkit that enables them to discover or prototype new kinds of interventions in their communities.

Clients who have hired us for specific data management tasks have always been left with a greater sense of confidence and knowledge of how to handle data ethically and legally, for greater benefits.

Through our projects we also support a range of charitable and public sector organisations to develop new ways of working with data to benefit themselves and their stakeholder communities.

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