



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly.  
In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning [www.isis-innovation.com/](http://www.isis-innovation.com/)... are automatically redirected to our new domain, [www.innovation.ox.ac.uk/](http://www.innovation.ox.ac.uk/)...

Phone numbers and email addresses for individual members of staff are unchanged

Email : [enquiries@innovation.ox.ac.uk](mailto:enquiries@innovation.ox.ac.uk)



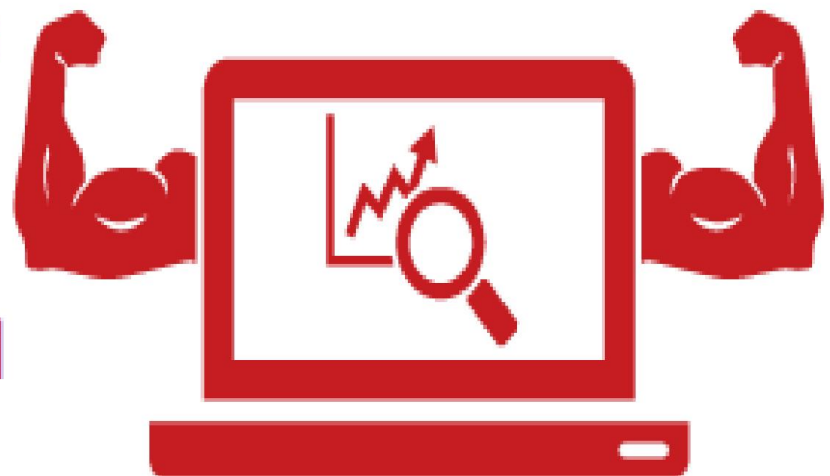
# Drivers



European households could

100% cut their energy bills

Managing accelerating change across multiple sectors requires data + analytical insight + powerful ICT & comms. So far the technology exists, but is yet to be assembled so as to fully exploit the data collection and analysis potential needed to effect change.



1



an estimated 4:1 return.

# Opportunities

**£250,000,000,000**

UK Government values Smart City services at around £250bn a year by 2020.

# Opportunities for a City

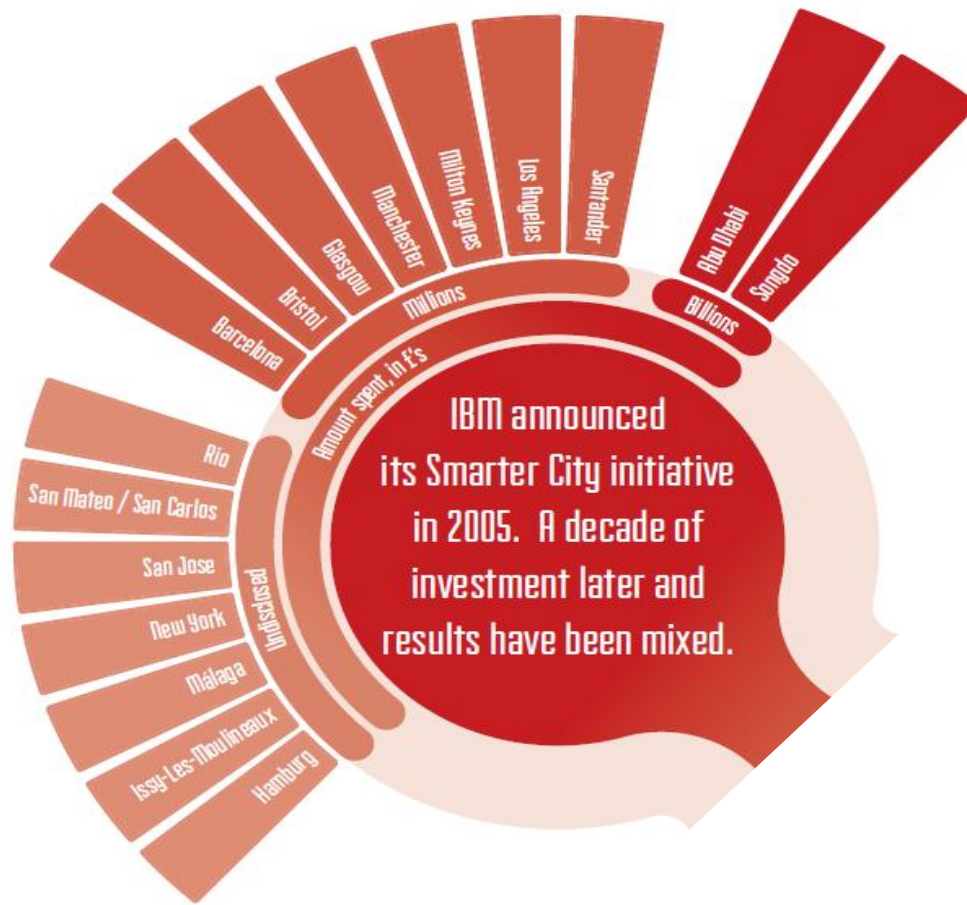


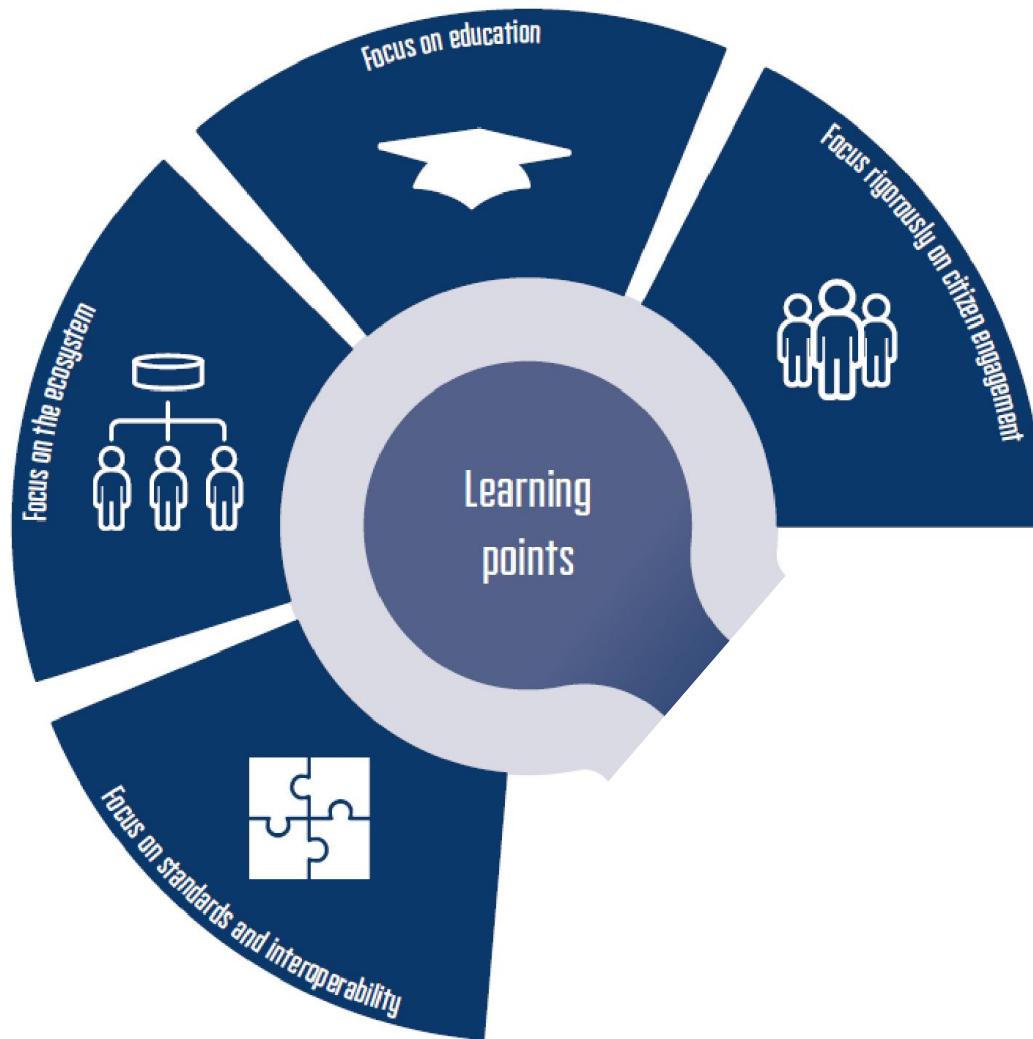
Smart City approaches will facilitate the use of predictive analytics to optimise the delivery of civic infrastructure and services.



# Smart Cities

## Where are we?





Smart Cities

What have we  
Learnt?

# Why Oxford?

1. Growth

2. Compact City

3. Diverse

4. Intellectual Leader

5. Population Turnover

6. Housing pressure

7. Inequality

8. Congestion

9. State Education

10. Env. Issues



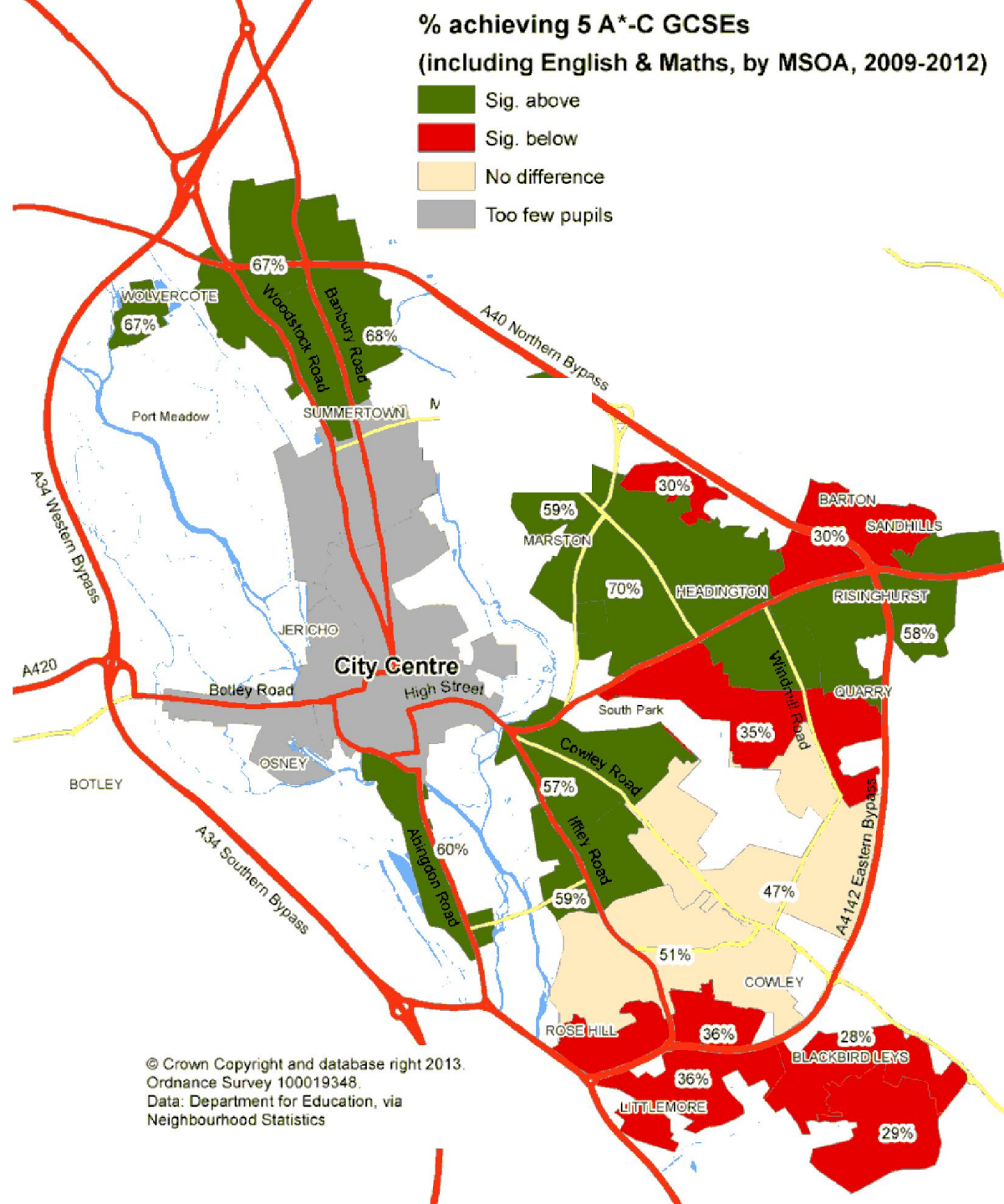




# % achieving 5 A\*-C GCSEs

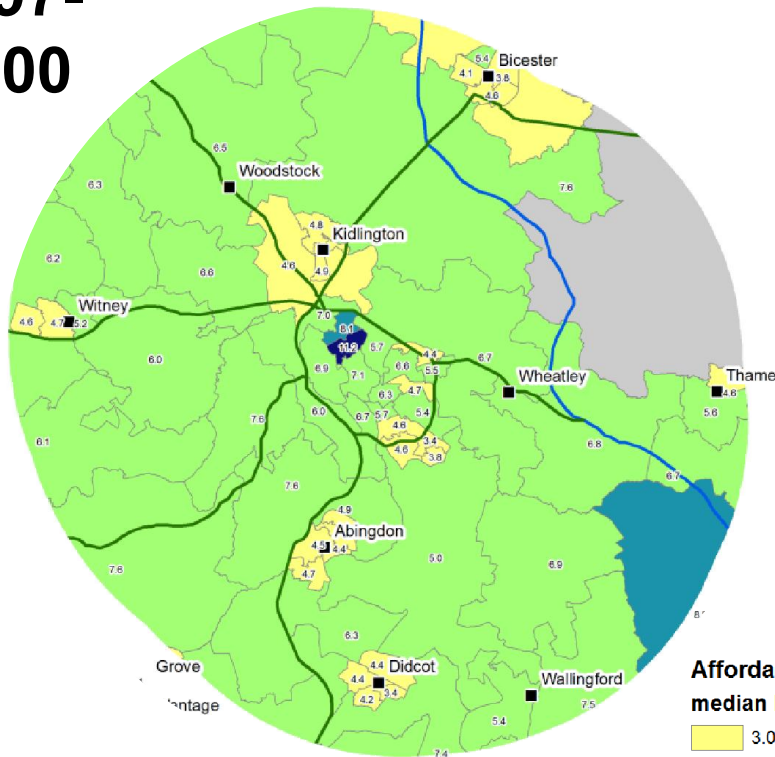
(including English & Maths, by MSOA, 2009-2012)

- Sig. above
- Sig. below
- No difference
- Too few pupils



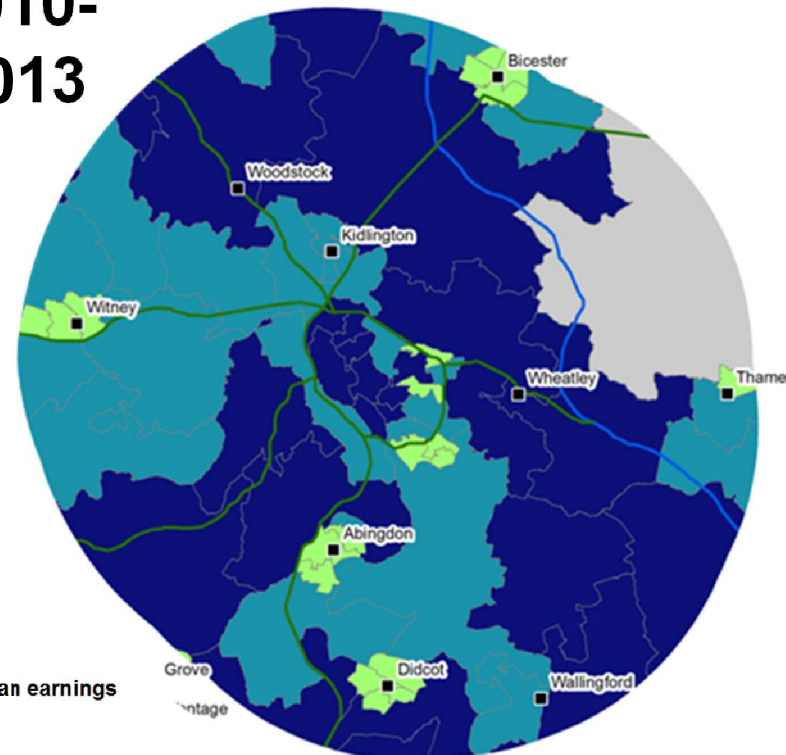
# Affordability ratios in central Oxon

4 yr period  
**1997-  
2000**



Source: Land  
Registry / Office for  
National Statistics

4 yr period  
**2010-  
2013**



**Affordability ratio**  
median house price / median earnings

3.0 - 4.9
5.0 - 7.9
8.0 - 9.9
10.0 - 20.0





5



End

100

Caremark

RF

NSN

MONDEO

GMR





EMERGENCY EXIT

TO OPEN

Your Motor  
INSURANCE  
SPECIALISTS  
SERVICES  
INSURANCE  
25 HIGH  
ALDERLEY  
Phone 2224

OT

'S  
P  
T.  
IDING  
CAMERAS  
EQUIPMENT  
STILLS  
MOVIES

12

WESTMINSTER

SUD 760G

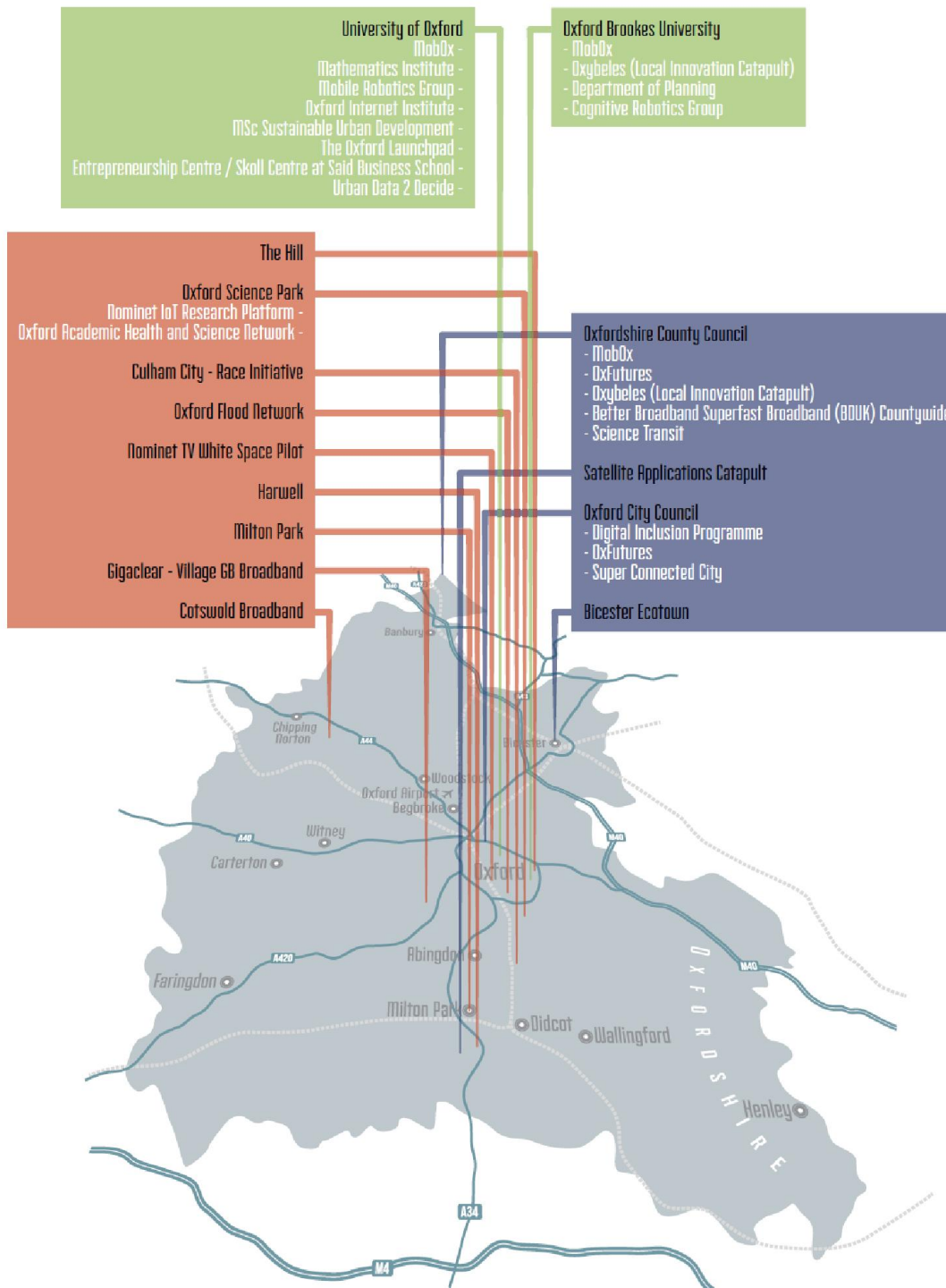
Weetabix  
WHOLE WHEAT CEREAL

BEDFORD

354 CNG

# Why Oxford?

## We are already "Smart"



# A search for the "Unknowns"



*"There are known  
knowns. These are  
things we know that we  
know. There are known  
unknowns. That is to  
say, there are things  
that we know we don't  
know. But there are also  
unknown unknowns.  
There are things we don't  
know we don't know."*

*Donald Rumsfeld*





## Get Involved

<http://oxfordsmartcity.uk>

### Enter Smart Oxford Challenge

Entries 7<sup>th</sup> August

All Dayer Event 18<sup>th</sup> September

<http://smartoxfordchallenge.uk/>



Get in touch via @oxfordsmartcity or  
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@llewelynmorgan