

STORIES OF INEQUALITY AND ACTION



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INTRODUCTION

Inequality in the UK and globally is very much alive and kicking. Its impact corrodes millions of lives, but it doesn't have to be like this. Bound by our shared humanity, we have the power to shape the societies we want to live in. We confront inequality by working alongside people to create the changes that will lead to more equal and resilient communities.

We do this by finding new ways of tackling social problems by working with communities in the UK and beyond, using the tools of research and social innovation. We also work in partnership with a range of organisations, leading thinkers and policymakers who share our values, to tackle society's biggest challenges.

This report covers some highlights of our work from 2014–2017 when we made a strategic decision to focus on inequalities and direct all our work to challenging it. Inside you will find 10 stories of inequality and the programmes we have put in place to tackle these issues. They provide a snapshot of some of the highlights of the extensive work we have done and are currently working on to understand and find solutions to seemingly intractable problems. We have worked ceaselessly and tirelessly on this quest for the last 60 years, and will continue to do so going forward with ever-renewed vigour.

We were founded by Michael Young, the great social scientist and innovator. With our roots in the Institute of Community Studies, together we have created over 80 social innovations including: Which? The Open University, Language Line, Social Innovation Exchange, School for Social Entrepreneurs, Uprising and Action for Happiness.

UK INEQUALITY IN NUMBERS



7 YEARS

The average life expectancy in the poorest communities is seven years lower than in the wealthiest (The Kings Fund, 2015).



5.6M

5.6 million Britons (22% of all employees) earn below the Living Wage (KPMG, 2016).



53%

The 2017 Edelman Trust Barometer reveals 53% of respondents believe the current overall system has failed them – it is unfair and offers little hope for the future (Edelman Trust Barometer, 2017).



x160

Chief executives in the FTSE 100 earn 160 times more than the average UK employee (CIPD, 2017).



67%

67% of all people in poverty live in rented properties (JRF, 2016).



120 YEARS

At the current level of progress, it will take 120 years before disadvantaged teenagers are as likely as their better-off counterparts to get equivalent qualifications (Social Mobility Commission, 2017).



GLOBAL REACH



*We have worked
in 26 towns and
cities.*

LEEDS
GLASGOW
TORBAY
ABERDEEN
BLACKPOOL
STIRLING
PORT TALBOT
ESSEX

DERRY/
LONDONDERRY
ENNISKILLEN
BELFAST

SHEFFIELD
PLYMOUTH
SUNDERLAND

WREXHAM
MANCHESTER

LONDON

CARDIFF

NOTTINGHAM

ABERYSTWYTH

CONNAH'S QUAY

WEST SUSSEX

PETERBOROUGH

HULL

**ACROSS
THE
UK**

OUR IMPACT 2014–17

5900 people

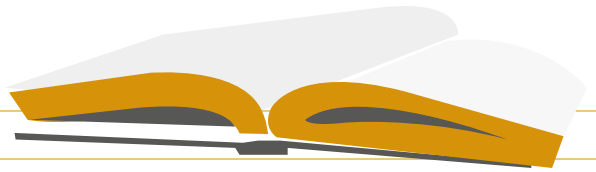
We conducted in depth research with 5900 people to produce 8 flagship studies on lived experiences of inequality and people's solutions.

- 1 On the ground: community mapping in Barnet
- 2 BAME Needs Assessment
- 3 Benches for everyone
- 4 A Story of Leeds
- 5 Credit where credit's due?
- 6 Amplify Sheffield
- 7 Valuing Place
- 8 Humanity at Work



27 reports

We produced 27 reports, including guides to social innovation, project evaluations and impact reports.



52 ventures

Our Young Academy programme helped grow 52 ventures reducing the impact of educational inequality on 153,313 young people.



355 small community groups

Our Communities Can capacity building programme strengthening small community groups worked with 355 organisations to provide a range of development support packages.

150 social innovations

We studied 150 social innovations globally to continue to grow our sector expertise and amplify the impact of social innovation.

LEVELLING THE PLAYING FIELD IN EDUCATION

The life chances of young people in England continue to be determined by their backgrounds. Although education should be one of our greatest tools for delivering equality of opportunity, for many it does not change their course. Inequalities in the education system are widespread and shaped by factors such as socioeconomic background, postcode, gender, ethnicity, special educational needs and access to networks. These factors, among others, contribute to stark disparities in outcomes such as academic attainment and acquisition of essential skills and qualities, which in turn determine young people's opportunities to progress throughout their education and into employment.

For instance, in 2014/15, only **37% of pupils who qualify for free school meals (FSM) pupils achieved five A*-C GCSE grades or equivalent including English and maths.** This compares with 65% of all other pupils.¹ But academic attainment is only one of four key

attributes that have been identified as key to children becoming active, engaged and flourishing citizens. Social and emotional skills, social networks and the ability to navigate them, and work experience are all recognised as critical foundations. Children and young people from disadvantaged backgrounds are often disproportionately less likely to develop these skills during their school career.

The Young Foundation report *Social Investment in Education* highlighted the **significant opportunities for social ventures to improve education outcomes** and recent research shows that education is the third-biggest social enterprise sector and that 25% of social enterprises are under three years old.² Our *Young Academy* programme harnesses the potential of innovative, early-stage education ventures by providing specialist business incubation support and investment capital to help them tackle education inequalities at scale.

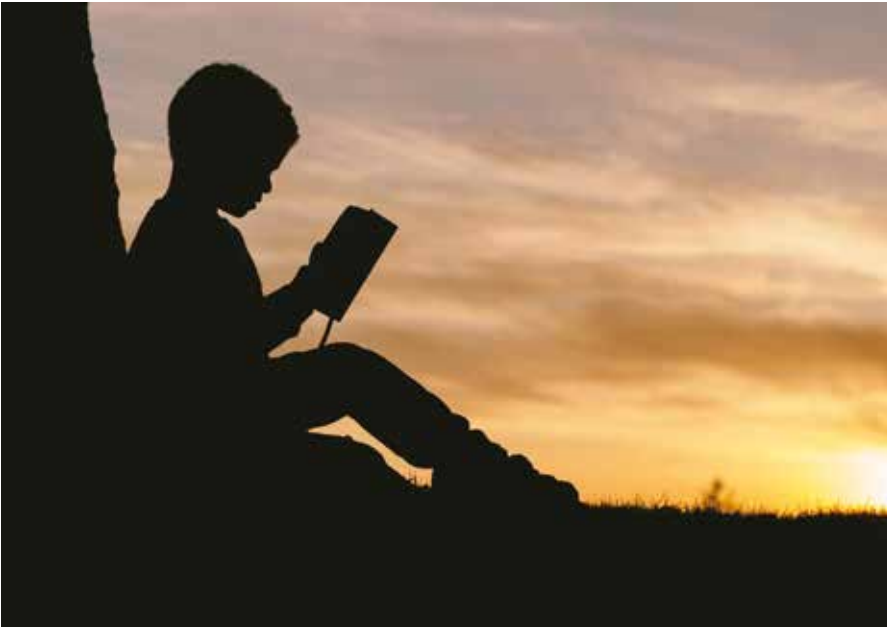
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This investment will enable us to improve our offer to schools and allow the organisation to scale rapidly, through which we will be able to have a greater impact on a larger number of young people... the process of obtaining this investment has also been incredibly useful for us. Going through The Young Foundation's due diligence process has helped us to create better plans and to be more confident of them.

Greg Sanderson, Co-founder of Smart School Councils Community, which democratises the acquisition of essential skills and increases civic participation among young people.

1 JRF (2016) *Monitoring poverty and social exclusion 2016*. Available at: <<https://www.jrf.org.uk/report/monitoring-poverty-and-social-exclusion-2016>>

2 Social Enterprise UK (2017). *The Future of Business: State of Social Enterprise Survey 2017*. Available at: <<https://www.socialenterprise.org.uk/Handlers/Download.ashx?IDMF=a1051b2c-21a4-461a-896c-aca6701cc441>>



We select early-stage, high-potential ventures and help them to strengthen their business models, develop a robust approach to measuring social impact and prepare to access growth finance. Ventures participate in a group incubator programme over several months that includes:

- Activities focused on analysing and strengthening business models and impact on children and young people
- Feedback and piloting opportunities with schools and other customers
- Pro bono mentoring and coaching from external experts
- 1:1 support on impact measurement
- Networking opportunities with funders and sector stakeholders

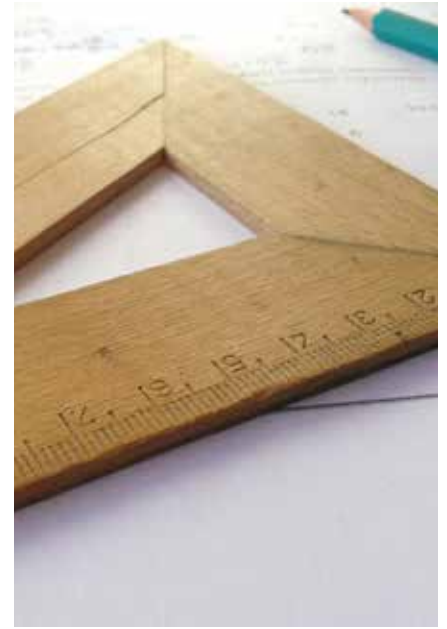
When they complete the incubator, ventures can apply for up to £150,000 from the £1.5m *Young Academy* investment fund. The fund is unique for investing in ventures that tackle educational disadvantage and supporting all commercial, social enterprise and charitable structures with a flexible investment package.

As a result of the success of the *Young Academy* we are now focusing on further growing its ambition and impact in partnership with a range of partners.

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As a result of the incubator I turned from an individual into an organisation – an architect of something sustainable that's bigger than myself. The subsequent investment from the fund was a game-changer. It allowed me to create the products and materials at a critical point in my venture's development.

Paul Main, Founder of Structural Learning, which transforms pupils' critical and creative thinking processes.



OUR IMPACT

To date the *Young Academy* has:

- Incubated **52 innovative ventures** from across England, operating primarily in the South East, the East Midlands and Yorkshire.
- Supported approaches to reducing education inequality focused on key areas such as supporting teaching and learning, developing essential skills, and improving access to ongoing education and employment.
- Helped ventures to **increase their aggregate turnover by 240%**, secure over £4.5m in growth finance and reach over 153,000 young people and 9,000 educators.
- **Invested over £500,000** of capital from our own fund.
- Leveraged over **2,000 hours of highly skilled pro bono expertise** from programme partners.

ECONOMIC INEQUALITY



A TRAILBLAZING MODEL OF ECONOMIC AND SOCIAL EQUALITY

In-work poverty as a result of low wages, insecure working conditions and zero hour contracts. Being a cog in an organisation with no rights or voice. These conditions are experienced by many throughout their working lives. So how can we guarantee better employment practices that create positive social outcomes for all? And how can we do this collectively, enabling people in places to work together to create shared wealth with broader benefits to the local community and economy?

To explore this further, during 2015/16 The Young Foundation carried out ethnographic research with MONDRAGON, a multinational complex of worker-owned co-operative enterprises based in the Basque Country. MONDRAGON has annual revenues of over €12 billion (equivalent to FTSE 100 companies such as those of Kellogg's and Visa), and represents a highly successful alternative system of wealth distribution. MONDRAGON describes itself as 'humanity at work',

a humanistic business made up of a network of co-operatives. Equality is embedded in its core. This is epitomised by salary ratios between the lowest and highest paid workers of 1:9 (compared to 1:160 for a FTSE 100 company), equal votes, with surpluses used to develop supportive institutions including schools, banks and welfare support for members. MONDRAGON has grown from a technical college set up by a parish priest in 1956 committed to solving issues of intense poverty and need in a region of the Basque Country to a network of 260 vibrant businesses co-operating with each other today.

MONDRAGON has annual revenues of over €12 billion (equivalent to FTSE 100 companies such as those of Kellogg's and Visa).

So how has MONDRAGON managed to sustain itself in a commercial marketplace alongside delivering its original, radical aim?

We looked at the link between its values and practices and the interplay of different elements within its ecosystem. We found that its working practices are driven by values such as solidarity and the belief that workers are responsible for sustaining and creating each other's employment and broader shared prosperity which benefits the region.

This has been the driving force for how it has scaled its work and met its aims, making it a community-driven social innovation ecosystem with huge potential for us to learn from.

IN OUR RESEARCH WE FOUND:

- Equality is embedded in working practices. Equity in the organisation is owned by workers, salary ratios are fair and democratic practices are entrenched in a "one person, one vote" system.
- Co-operatives work together to achieve their aims. For example, just recently 2,000 workers were relocated to other co-operatives after the collapse of one of their oldest ventures, showing how the relationships between different elements of the ecosystem facilitates the resilience of the overall co-operative group.
- Co-operatives provide supporting infrastructure and a network of sustainable institutions including schools and a university, banks and welfare support.
- A commitment to, and redistribution of investment in research, development and innovation. This has enabled MONDRAGON to grow and adapt in a changing market place to fulfil its core mission.
- Redistribution of wealth by re-investing it in employment creation, funds for education and healthcare, and local and regional socioeconomic development.

This research has powerful implications for social change at scale:

- **Social enterprise and Co-operative networks can be scaled across specific geographical places to create change rather than just focusing on individual enterprises.**
- Rather than just relying on the 'solo entrepreneur', people can be brought together to create sustainable positive change if learning, participation and redistribution are embedded values in socioeconomic and investment practice.
- Co-operative worker-led enterprises can be as successful in the marketplace as other businesses, and in addition deliver far better social outcomes.
- Ownership by workers acts as a strong motivator for them to drive a successful business. Thus, worker ownership is a very powerful driver of social innovation.
- Smaller pay ratios between the highest and lowest paid in a business can directly tackle inequality.

Moving forward, we will use this research to further **pursue the concept of supporting and growing ecosystems of social innovations and enterprises** in communities across the UK.

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Worker ownership is a very powerful driver of social innovation.

COMMUNITIES IN CONTROL

We know that communities everywhere are full of motivated, aspirational and creative people. But we also know that they can be sidelined from becoming active partners in change by external attitudes which stress only their problems, deficits and challenges. Factors such as gentrification, isolation, inadequate transport, fear of crime, feeling judged by others, feelings of insignificance and having no voice in big decisions can perpetuate negative narratives about places, constraining people's potential and undermining their capacity. Policy makers and practitioners in communities with the best of intentions tend to act 'on behalf of' local people, failing to recognise in them the capacity to shape, lead and implement change. We believe a new approach is needed in which decision-making, funding and solution-design is done collaboratively, with authorities, institutions, businesses and communities coming together as equal partners in improving community and civic life. This process can be messy and complex but its rewards are many.



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We collaborate with partners and work hand in hand with community members to enable them to create meaningful change.



In the last year alone the *Amplify* programme has gathered over **1000 individual stories** of inequality and action from UK communities. We have engaged with over **1500 organisations and stakeholders**, and helped grow more than **70 community-led innovations** and collaborations. These include:

Madlug in Northern Ireland was founded as a solution to the indignity of children leaving care with all their possessions in binbags. This social enterprise sells bags to the public, and for every one sold a child in care gets a free bag.

Gortilea Social Farm, a working family farm which houses Northern Ireland's first hippotherapy clinic. This technique uses the movement of horses to create neurological changes that can improve a person's postural control, strength, and coordination. This programme is being used for children with autism with remarkable results.

Angel of Youth based in Leeds challenges inequality by empowering young people from marginalized and disadvantaged communities to have a voice and influence in their areas they live. They also offer entrepreneurial opportunities through helping them to identify, explore and realise their aspirations and goals.

Libby's Community Cafe in Connah's Quay, Wales offers a programme of fun and engaging activities, as well as providing a communal space for people with dementia, and their carers to get information/advice and connect with others with similar issues.

During the past four years we have been building and running our *Amplify* programme across the UK, bringing together our expertise in research and social innovation and applying it in targeted place-based initiatives.

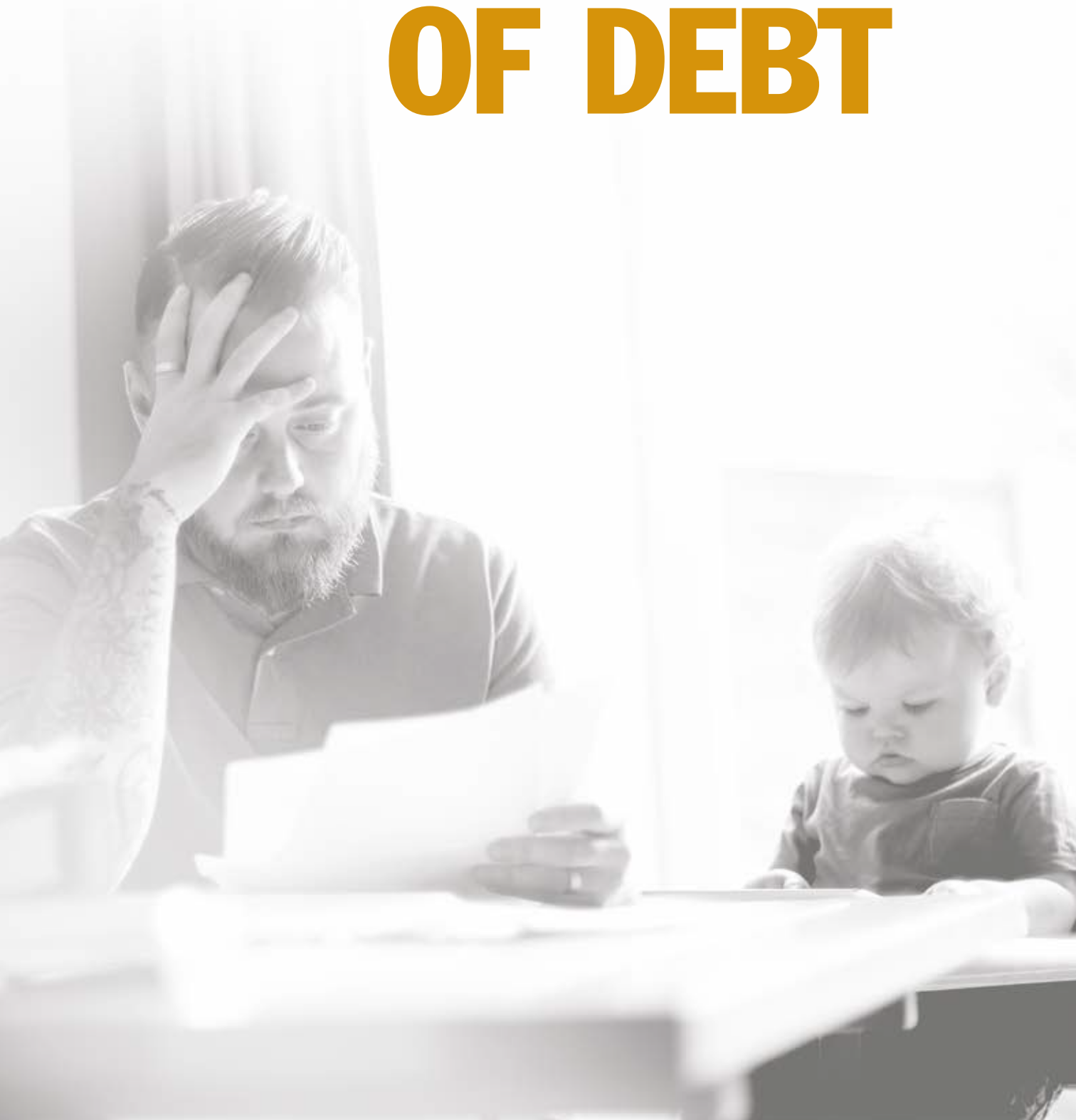
We work in partnership with national and local government, local authorities, health commissioners, funders and charities to enable people to make the places they live fairer and more sustainable.

Every community is different so our work is tailored to meet the unique needs of the places we work. We do this by conducting ethnographic research with people to find out what life is like for them and how it could be better. We've been doing this on buses, in community halls and in people's homes. We've been finding out who is working on the ground to make things better in neighbourhoods and have supported them to strengthen their projects using our social innovation methodology.

We have completed *Amplify* programmes in **Wales, Leeds and Sheffield**, and are currently in the second year of our flagship four-year Big Lottery Funded *Amplify* programme in **Northern Ireland**, based in **Belfast, Derry/Londonderry and Enniskillen**. *Amplify Northern Ireland* is working alongside people in these communities to find common ground and repair divisions.

Amplify has helped to harness the potential of people in places by working alongside them to create meaningful change. Future work includes taking the model to new places, adapting it for more beneficiaries including a new *Amplify Youth* programme and building new partnerships including with Participatory City.

UNRAVELLING THE SPIRAL OF DEBT



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Access to credit can be a major challenge for many households and lead them to turn to unaffordable alternatives that trap them in a spiral of deepening debt.

Most of us take access to affordable credit for granted. But for many, this isn't straightforward. At least 4.5 million UK adults say they have been declined a financial product in the last two years. An estimated 15% of UK adults are over-indebted.¹

Access to credit can be a major challenge for many households and lead them to turn to unaffordable alternatives that trap them in a spiral of deepening debt. Whilst 'pay day loans' have received a great deal of publicity and scrutiny, other forms of credit like home credit, doorstep loans and rent-to-own (hire purchase), as well as credit cards and unauthorised overdrafts exist more under the radar and are a familiar sight on our high streets.

Our year-long mixed-methods study carried out in Wales on 'high cost credit' found that **almost two thirds of people (65%) turned straight to such forms of credit.**²

1 Financial Conduct Authority (2017). Understanding the financial lives of UK adults: Findings from the FCA's Financial Lives Survey 2017. Available at: <<https://www.fca.org.uk/publication/research/financial-lives-survey-2017.pdf>>

2 The Young Foundation (2016). Credit Where Credit's Due? Available at: <<https://youngfoundation.org/wp-content/uploads/2016/05/Summary-Report-V-Final3.pdf>>

Characterised by high-pressure sales tactics, poor affordability checks, and aggressive repayment collections, these practices lead to borrowers becoming stuck with unmanageable debts. **More than 70% of these customers reported that this type of borrowing was normal because they had no other choice.**³

Other factors such as brand familiarity and loyalty, perceptions that certain lenders are not for 'people like me' and low financial capability impede the propensity for customers to shop around for the best deal. Buying a microwave in a rent-to-own store will mean paying 52% more than at a high street retailer.⁴ This is a gross example of the poverty premium.

The impact is pernicious. Half of those taking out the loans we explored in our study in Wales reported experiencing anxiety and stress as a result of this debt. Many people told us about times when their repayments had to take precedence over activities like holidays and trips out with their children, adversely affecting their wellbeing.

Whilst there is no silver bullet which can transform the poverty premium, we are calling for appropriate steps towards expanding the affordable finance market, with new consumer credit and savings products.

There are encouraging signs of this happening across the sector. For example the Financial Conduct Authority's (FCA) Project Innovate

3 Ibid.

4 Based on repayment at 69.9% annual fixed/representative APR for 156 weeks at £4.00 per week for a Samsung combination microwave costing £299.99 from a high-street store purchased outright.

and regulatory sandbox is helping to lower the barriers to entry and innovation, particularly for smaller charitable or social enterprise operations. Our 'Credit Where Credit's Due?' research influenced The Finance Innovation Lab's recent Fellowship programme, which supports innovations working to improve financial health.

After launching this research in parliament, we brought together a range of stakeholders including financial innovators, such as Fair for You, Pariti, Leeds Money Buddies and Uberima, investors, regulators and government representatives, to explore what the opportunities and barriers to innovation are in this sector.

One of these barriers is that they have to compete with the big marketing budgets of the larger, more established for-profit lenders. Therefore these **innovations will need greater support from the wider social investment community to be able to operate at scale.** We also very much welcome the work of the Inclusive Economy Partnership addressing access to affordable credit as one of their first areas of focus. But **to create a more sustainable and inclusive economy, we must not underestimate the power of people;** the importance of local networks and peer influence in people's financial decision-making. Our research in Wales showed that family and friends' recommendations is the top cited reason for choice of credit. We must therefore also engage more deeply with how people make decisions about where and when they seek credit, and trial interventions which can most effectively enable them to choose the solutions that are likely to serve them best.

DISRUPTING POVERTY

Experiences of poverty can be all encompassing and multi-dimensional. Poverty influences people's physical health and blights their mental health and wellbeing. It places great strain on family relationships and it is a key determinant of children's life chances. It can be a stigma. Popular narratives of blame around the causes of poverty often compound its effects and worsen its impacts. But poverty is worsening. **In Spain, among other European countries, poverty and inequality has risen particularly sharply following the global financial crisis.** In Barcelona between 2008 and 2015 unemployment rose from 40,000 to 100,000, the income of the poorest 10% fell by 27% while the income of the richest 10% rose by 11%, and there are now around 75,000 food bank users each week.¹ These changes have taken place against a backdrop of increasing political tensions and uncertainties.

It is therefore both timely and important to be partnering with Barcelona City Council, on a **radical**

and socially innovative initiative, to tackle inequality and poverty in 10 of the poorest neighbourhoods in the east of the city. The initiative, known as B-MINCOME, named after an experiment of minimum income in Canada in the 1970s, will test and analyse the extent to which different forms of minimum income, some of which will be delivered in the form of a social currency, can reduce poverty and improve people's wellbeing. As well as being given a minimum income, participating families will gain access to a range of support related to housing, education, social enterprise and community engagement.

To develop this project, Barcelona City Council has established an alliance of four specialist organisations,



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It is both timely and important to be partnering with Barcelona City Council, on a radical and socially innovative initiative, to tackle inequality and poverty.

made up of The Young Foundation, IGOP (Institute of Government and Public Policy at the Autonomous University of Barcelona), UPC (Polytechnic University of Catalonia), the Catalan Institution for Evaluation of Public Policies (IVALUA), and the International Institute for Non-Violent Action (NOVACT).

As a key part of this initiative The Young Foundation are leading ethnographic research to gain a deep understanding of citizen viewpoints on poverty in the city, both from those who experience it, and from the point of view of others. **This will provide a vital platform for participants to tell their own stories about poverty and why it exists as well as challenge it.** We will also be exploring people's experiences of B-MINCOME, the narratives that develop around it, and its effects on people's everyday lives.

This project will make a significant contribution to understanding the impact of poverty in contemporary urban settings as well as advancing insights into one of the most radical and promising solutions to address it.

¹ Information provided by Barcelona City Council



REIMAGINING RENT

INNOVATING FOR NEW SOLUTIONS

Having a home that is safe and secure is a fundamental human need. A place to go home to after a long day, a sanctuary from the world's pressures, a place to share with family and friends, a place to be yourself. The current housing crisis is therefore a major threat to the life experiences of millions of people. **37% of families with children now rent privately.**¹ The lack of affordable decent homes affects many parts of the country.

¹ Department for Communities and Local Government (2016). *English Housing Survey 2014–15*.

Home ownership is slipping out of reach, social housing is under threat, and as we witnessed in the Grenfell tragedy, can also be highly unsafe. **Around 5 million households rent privately and 40% of these spend more than 50% of their income on rent.**² Evictions are on the rise, leading to increased levels of homelessness. Housing is undoubtedly one of the key drivers of inequality in the UK.

² The Guardian (2015). *UK tenants pay more rent than any country in Europe*. 24th June. Available at: www.theguardian.com/money/2015/jun/24/uk-tenants-pay-more-rent-than-europe

For the vulnerable and those on low incomes, the failure of the housing system is pernicious, with the social and economic inequalities perpetuated by the private rented sector being particularly acute. **Poverty among renters has doubled in the last decade**, leaving millions trapped in insecure, expensive housing. In addition to a shortage of supply, issues with regulation, affordability, access, quality and security pervade this dysfunctional market. As rents continue to rise, the need for change – especially in high-cost areas – is urgent.



Image from Dot Dot Dot, social enterprise, showing property guardians helping in their community

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We are particularly concerned about the groups that this market badly fails: people on low income and in insecure work, people with mental or other health problems, asylum seekers and other newcomers who are compelled to rent from private landlords. Through insecure, inadequate and unaffordable housing, many of these people are at further risk of poverty and homelessness, impacting both their mental and physical health.

Meeting the enormous challenges in the private rented sector requires multiple approaches. We have been

heartened to find a number of exciting initiatives working to address some of the inequalities renters face. These include social lettings agencies, homeshare schemes and ventures working to improve specific barriers like credit histories or large deposits.

In response, in September this year, we launched *Reimagining Rent*, a programme to support new solutions for the private rented sector funded by the Nationwide Foundation.

This housing solutions accelerator will be drawing on The Young Foundation's long track record in incubating and accelerating social ventures.

Through this programme, we will support around 30 existing housing innovations. We will provide a six-month programme of in-depth innovation support to these ventures through workshops and bespoke guidance. We will also provide each innovation with an experienced

REIMAGINING RENT WILL:

- Support 30 existing housing innovations.
- Provide a six months of in-depth social innovation support.
- Match each innovation an experienced mentor and financial coach.

mentor for strategic guidance, and a financial coach to strengthen their financial model.

The *Reimagining Rent* programme will result in a network of housing innovations with stronger business models, effective demonstration of social impact and clear plans to scale. They will forge connections with other initiatives in the sector and across the innovation and funding community, leading to increased capacity and the potential for transformational partnerships.

Through demonstrating the role of innovation in addressing housing challenges to policy-makers, social investors and the housing sector at large, *Reimagining Rent* is the first step – of many – that will take us toward achieving a significant increase of the availability of affordable housing in the UK.

By the end of the programme, our aim is that *Reimagining Rent* will turn into *Rent Reimagined*.



FINDING OUT WHAT MATTERS TO COMMUNITIES

In order to develop comprehensive strategies to **enable wellbeing to flourish**, we need to understand the factors that influence it.

There is a recognition that higher levels of affluence are not associated with greater happiness in Western countries. A single-minded focus on economic growth measured by GDP has neglected many important things that people care about, such as work/life balance, mental wellbeing and the natural environment. Many initiatives have thus set out to **understand and measure the constituent parts of wellbeing**, including the United Nations World Happiness report.¹

¹ World Happiness Report 2017. Available at: <http://worldhappiness.report/>

However, the vast majority of studies focus on measures of individual wellbeing which are then added together to provide an overall level of wellbeing in a particular country. Fewer studies have set out to understand if there is such a thing as **'community wellbeing'** and, if so, what determines it?

We are building on our rich expertise in understanding and promoting the importance of wellbeing by working with the Co-operative Group to conduct research on community wellbeing.

Our work is focusing on: **does community wellbeing exist and what are its component parts?** The Co-op are doing this work because they are developing a 'Community Wellbeing Framework' in order to strengthen

their support to the communities they serve through their businesses. The framework aims to inform the actions and decisions of local, organisational and national stakeholders and ultimately drive real improvements in the wellbeing of local communities.

The Co-op's vision is for a practical and evolving tool which can become a vital window into the wellbeing of local communities as these prepare for, undergo, and adapt to local and national initiatives, policy changes, and significant local and national events.

In developing this work we are placing communities' own views and experiences of wellbeing centre stage. We have therefore **conducted 15 community co-production**



workshops in various locations across the UK including Belfast, Nottingham, Milton Keynes Aberystwyth, York, Hull and London to ensure that the design of the ‘Community Wellbeing Framework’ will come from, and be determined by communities across the whole of the UK.

In the workshops we have been investigating what wellbeing means to people and their communities – finding out the things in communities that help people feel good or well, and what matters most to people in different parts of the country, and across different contexts. Our approach is based on the idea that if ‘community wellbeing’ is something which is collectively experienced and generated, it should be defined through a collective process.

We have also been talking to a range of stakeholders from academia, think tanks, local government and the third sector who are experts in conceptualizing wellbeing, and we have completed a literature review on the subject.

Our completed co-created framework will become an **essential tool for The Co-op** as it seeks to support **thriving communities** around its

local stores and services, and to shape its future campaigns designed to strengthen community life, resilience and wellbeing. It will also be available for others to use, acting as a resource for many organisations who are working to improve the quality of life in local communities.

Our insights from this research will build our understanding on **what are the ingredients of flourishing communities**, and we will use this knowledge to further the impact of our research and social innovation work.

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A single-minded focus on economic growth measured by GDP has neglected many important things that people care about, such as work/ life balance, mental wellbeing and the natural environment.



PREVENTING YOUTH CRIME

Nearly $\frac{3}{4}$ of young people released from custody re-offend within 12 months.¹ This alarming figure has stayed the same for many years. The cycle of crime, entering the criminal justice system and then prison is a revolving door that irrevocably damages many young lives.

Inequality plays a major role in this revolving door. The Prison Reform Trust highlights that fewer than 1% of all children in England are in care, but looked after children make up 33% of boys and 61% of girls in custody.²

These young people live highly complicated and chaotic lives. Many have experienced trauma, abuse, bereavement, have mental health problems, learning difficulties and have experienced drug or alcohol related dependencies. BAME groups are also significantly over-represented in the prison system,

with approximately 25% of the overall prison population from a BAME community.³

Good quality youth services help prevent young people from falling into crime, yet the youth sector has faced unprecedented change. Large-scale cuts have forced commissioners and providers to make very difficult decisions, with a much sharper focus on impact and value.

The *Realising Ambition* programme was a £25 million Big Lottery Fund-supported programme which ran from 2012 to 2017. It worked with organisations supporting young people at risk of entering the criminal justice system to deliver their services more efficiently and effectively, as well as building better ways of understanding and demonstrating what works. The programme **replicated 25 existing, evidence-based services in 108 areas across the UK, reaching over 160,000 young people.** As part of a delivery consortium led by Catch 22 and including Substance and Dartington Service Design Lab, The Young Foundation's role was to support

1 BBC Newsbeat (2014) *Why are young people re-offending in England and Wales?* 30th June. Available at: <<http://www.bbc.co.uk/newsbeat/article/28038448/why-are-young-people-re-offending-in-england-and-wales>>

2 Prison Reform Trust (2015) *Bromley Briefing Prison Factfile*. Available at: <<http://www.thebromleytrust.org.uk/files/bromleybriefingsautumn2015.pdf>>

3 Institute of Race Relations (2015) *Criminal Justice System Statistics*. Available at: <<http://www.irr.org.uk/research/statistics/criminal-justice/>>



the *Realising Ambition* projects with the organisational elements of replicating their services in new geographic areas or with new target groups, and to spread the use of effective practice.

We did this by utilizing our expertise in supporting the scaling and replication of social ventures using our **Organisational Health Scorecard (OHS)**,⁴ a tool we have tested and refined with a range of voluntary organisations and social businesses over several years. We used the OHS to assess the strengths and improvement areas of organisations participating in Realising Ambition, and worked with them to

Action for Children replicated two services developed by others: Family Functional Therapy and Roots of Empathy. Roots of Empathy places a volunteer mother and baby with a class of primary school children. Through observing the baby's development, the children learn to understand the baby's needs and emotions. As part of the programme they reflect on their own feelings and those of others. The programme is proven to significantly decrease children's aggressive behaviour and increase their pro-social behaviour.

Realising Ambition helped to extend the project to 5,208 young people aged 10 to 12 in England and Wales, 2,341 young people across Cardiff, Neath, Port Talbot, Vale of Glamorgan, Caerphilly, and Denbighshire, and to 2,867 young people across Newcastle, Northumberland and Durham, over a period of four years.

increase their capacity to replicate their services and anticipate what support they would need in the future.

The OHS informed the design and development of **The Confidence Framework**, a key tool that helps service delivery organisations identify areas of strength and improvement in their organisation and the services they provide. The Confidence Framework forms an important part of the *Realising Ambition* legacy.

Two organisations *Realising Ambition* supported were Action for Children and the Anne Frank Trust:

The Anne Frank Trust is an education charity that uses Anne Frank's life and diary to empower young people with knowledge, skills and confidence to challenge all forms of discrimination. Their Schools and Ambassadors Programme, which trains school students as guides to an exhibition that recounts Anne Frank's life, started out delivering in London boroughs with high levels of community tension. *Realising Ambition* supported them in implementing the necessary organisational structure and staff support systems to enable their expansion across the UK.

Our role in helping organisations such as these to develop their capacity and impact was an important component of *Realising Ambition*. We are proud to have supported these projects and thus played a role in changing the life trajectories of so many young people.

⁴ The Young Foundation. *Organisational Health Scorecard*. Available at: < <https://ohs.youngfoundation.org/> >

RETHINKING INDUSTRIAL TOWNS



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1 in 5 people in Europe lives in a small or medium industrial town and many of them have retained their productive economy base or have bucked the apparent decline trend.



What is the future for industrial towns? The story told by policy-makers and the media about industrial towns in the UK (and elsewhere in Europe) is often one of post-industrial decline. This narrative translates into policies and redevelopment plans which push these towns into particular types of futures, related to the creative sector or service industry solutions.

But 1 in 5 people in Europe lives in a small or medium industrial town¹ and many of them have retained their productive economy base or have bucked the apparent decline trend.

¹ Eurostat (2016). *Urban Europe – statistics on cities, towns and suburbs – patterns of urban and city developments*. Available at: http://ec.europa.eu/eurostat/statistics-explained/index.php/Urban_Europe_%E2%80%94_statistics_on_cities_towns_and_suburbs_%E2%80%94_patterns_of_urban_and_city_developments

Why this, and what is the reality of life for people in them? With our partners across Europe, the Bright Futures project will carry out research aiming to better understand the hidden characteristics, dynamics and experiences of industrial and post-industrial towns in Europe. The towns in the study are:

- Kajaani (Finland)
- Heerlen (Netherlands)
- Fieni (Romania)
- Velenje (Slovenia)
- Corby (UK).

In the UK the project is being funded by the ESRC and is in partnership with Social Life (a Young Foundation spin out).

We will go beyond the typical narrative about these towns and explore how their social and cultural assets might help a small town survive and thrive.

By exploring labour relationships, semiotics and ways of talking about the town, we aim to develop and influence sustainable policy and development initiatives which align with the lived reality of people living in post-industrial towns.

We will also be establishing social innovation support, based on our research findings, for new and positive practices and alternative development strategies that are sustainable and locally rooted.

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We will go beyond the typical narrative about these towns.

TRANSFORMING SOCIAL INNOVATIONS ACROSS THE GLOBE

A HEALTH AND SOCIAL CARE PERSPECTIVE

Rising health inequalities are a major challenge facing health and social care systems around the world. Other key challenges, which differ across context, include rising life expectancy, increasing costs of care, the growing burden of chronic diseases, and a global drive to ensure access for all. In the UK, the NHS has recognised the importance of innovation in addressing these issues, and has highlighted its commitment to engaging communities in the NHS through social movements and the acceleration of useful health innovation.¹

We have been leading the health and social care policy area as part of *Social Innovation Drive* (SID). SID is an EU Horizon 2020 funded project which aims to extend knowledge about social innovation by integrating theories and research methodologies, mapping European and global social

innovations and creating evidence for policy makers and practitioners through in-depth analyses and case studies across seven different policy fields. These cover Education, Employment, Environment, Energy, Mobility/Transport, Poverty Sustainable Development and Health and Social Care.

In our work, we mapped 154 health and social care innovations, analysed how they work and explored their impact, including innovations from the UK. We also **examined in detail 15 case studies across three practice fields in health and social care**, including integrated care, new models of care and digital/mobile health. Across the innovations we analysed, we identified the importance of collaboration and networking in facilitating disruption in what is often a highly institutionalised and knowledge-based sector.

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We mapped 154 health and social care innovations, analysed how they work and explored their impact.



¹ NHS England (2017) *Empowering people and communities*. Available at: <<https://www.england.nhs.uk/ourwork/new-care-models/vanguards/empowering/>>

SOME INNOVATIONS MAPPED

Doc Ready

Doc Ready was born out of an Innovation Lab that was run with young people in the UK to explore their mental health needs. One of the key issues highlighted was the difficulties they faced in talking to GPs about their mental health. As a result a digital tool was co-created with young people to help them prepare and make the most of mental health related GP visits. Doc Ready enables young people to create a checklist of factors that they want to raise with their GP, thus empowering them with more confidence in this process. The innovation locates its action in the service user rather than the GP, disrupting the traditional roles and power dynamics of patient-doctor interaction.

MomConnect

The Praekelt Foundation, in South Africa, designed a free mobile service for pregnant women and new mothers to raise awareness, and enable access, to the services available to them wherever they are. The innovation was developed to specifically access women who are in the early stages of their pregnancies and those who may not report their pregnancy to local healthcare centres. MomConnect now connects more than one million women to vital services and stage appropriate information. Since launching in 2014, it has sent out more than 58 million messages to expectant and new mums and 95% of health clinics across the country are using the service.

Physical Activity on Prescription

Physical Activity on Prescription is a holistic social innovation based in Sweden which views physical activity as an integral part of health care and a form of preventative medicine. Physical activity is prescribed by health care personnel, but each prescription is discussed with the patient and their medical diagnosis, personal interests and life situations are all considered. Physical activities on prescription are now available in every region in Sweden, with a range of resources and personnel supporting the medical doctors' prescriptions.

AS A RESULT OF OUR ANALYSIS WE FOUND THAT:

- Social innovation in health and social care is heavily dependent on the context in which it finds itself. Issues include barriers and challenges which are embedded in the beliefs of society/communities and the paradigms in which they operate in.
- That successful innovations work in partnership and adapt to fit society and/or change society to fit them.
- It is important that policy formation guides and supports social innovation.

The findings and recommendations of this work, co-designed with key stakeholders and policymakers were published in Brussels late in 2017.

Alongside our work for SID we are playing a lead role in further building and developing 'Social Innovation Communities' to promote collaboration.

We will also be using our insights to develop further innovation in health and social care in our programmes.



WORK WITH US

Our work encompasses research, work with communities and social innovation and investment. We welcome collaborations, partnerships and commissions in these areas.

RESEARCH

We're a unique, independently accredited research institute who put our insights into action.

We do ethnographic and deep qualitative work rather than just number crunching. We're also unusually practical; we get out and about and really listen and interact with people rather than hiding behind our desks. This gives us a richer sense of what people value in their lives and what their viewpoints are. This means we often see things that nobody else is looking for, which helps us bring a unique lens to seemingly entrenched issues.

WORK WITH COMMUNITIES

We work with national governments, local authorities, health commissioners, service providers, funding bodies and charities, supporting them to enable local people to participate in collaborative change processes to make the places they live fairer and more sustainable.

Our methodology supports locally driven processes of community transformation, and is tailored to meet the unique needs and opportunities of the places in which we work.

We support local movements for change through the use of ethnographic and participatory research storytelling, co-creation processes and social innovation and investment support.

SOCIAL INNOVATION AND INVESTMENT

We provide hands-on concept development and co-design with groups and organisations to develop innovative interventions in a variety of fields; such as health, education and community development. We conduct research on both the theory and practice of social innovation. We also pioneer innovative financing models and manage funds to incubate, sustain and scale up social ventures, working toward system-level innovation and change.

Find out more:
www.youngfoundation.org

Follow us on Twitter:
[@the_young_fdn](https://twitter.com/the_young_fdn)

OUR FUNDERS

In the last three years we have been funded by over 300 organisations, a selection of which is below:

- Big Lottery Fund
- European Commission
- Big Lottery Fund
- UBS AG
- Barrow Cadbury Trust
- Welsh Government
- Cardiff and Vale University Health Board
- Leeds City Council
- Joseph Rowntree Foundation
- AEIDL
- Bank of America Merrill Lynch
- Building Change Trust
- London Borough of Newham
- NHS Arden & GEM CSU
- Department for Communities and Local Government
- Enabling Enterprise
- British Council
- Esmée Fairbairn Foundation
- Catch22
- Cabinet Office
- Power to Change
- Royal Borough of Kingston
- Technical University of Dortmund
- Nike UK Ltd
- LKS, S.Coop
- Hermes Investment Management
- Belfast City Council
- Economic & Social Research Council
- London School of Economics and Political Science
- Microsoft UK
- NHS Islington CCG
- Buckinghamshire Community Foundation
- Macmillan Cancer Support
- The Private Equity Foundation
- West Sussex County Council
- Sussex Police
- University of Sheffield
- Agirre Lehendakaria Center
- BT plc
- The J.W. McConnell Family Foundation
- London Borough of Barnet
- The Nationwide Foundation
- The Scottish Government
- Lankelly Chase Foundation
- Groundswell Network Support UK
- University of Zurich
- Tower Hamlets Community Transport
- Cardiff City FC Community and Education
- SHINE: Support and Help IN Education
- Metropolitan
- Old Mutual Wealth Business Services Limited
- Hyperion Adjusters Ltd
- Tutu Foundation (UK)
- Department for Education
- City of York Council
- AoL UK
- HEFCE
- Co-operatives UK Limited
- Lloyds TSB Foundation for Scotland

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