

SOLUTIONS FOR AN AGEING SOCIETY

UnLtd Partnership Prospectus

UnLtd has come together with the Esmée Fairbairn Foundation to partner with agencies across England who have a strong interest and commitment in supporting social entrepreneurs with solutions to challenges of an ageing population.

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The UK is undergoing a demographic shift with potentially far-reaching consequences for society, the economy and public service provision.

Who We Are

UnLtd

UnLtd, the Foundation for Social Entrepreneurs. We want to see a world where people act to make it better. We reach out to find and support passionate, talented, resourceful people who are determined to tackle the key issues facing society. We call these people social entrepreneurs.

Esmée Fairbairn Foundation

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. We do this by funding the charitable work of organisations with the ideas and ability to achieve positive change.

What we want to do and why

UnLtd with support from the Esmée Fairbairn Foundation, want to launch a new programme which will help deal with the challenges faced by an ageing population whilst harnessing the experience, expertise and creativity of people of all ages, including older people.

The Solutions for an Ageing Society Programme will offer strategic support and cash for awards to suitable partner organisations who wish to develop their support offer to local people interested in addressing the challenges and opportunities presented by a growing ageing population.

The increasing size of the older population requires us to think differently about ageing – the implications will affect every part of our lives, across generations. We know there are people in England who are passionate about this issue and who have the talent and determination to come up with new, sustainable ventures creating the social impact we need.



UnLtd has come together with the Esmée Fairbairn Foundation to partner with agencies across England who have a strong interest and commitment in supporting social entrepreneurs with solutions to challenges of an ageing population.

We believe radical new approaches are needed to address the challenges and opportunities associated with our ageing population, including poverty and disadvantage. The programme is looking for partner agencies who can identify and nurture great people with great ideas that will really make a difference to the lives of older people.

Can your organisation help us to find and support these people? If so, this opportunity could be what you have been waiting for.

It's predicted that in 2020

32%

of the workforce will be aged over 50

this will make up

47%

of the adult population (almost half)

this means there will be

15.5 Million

people who will be aged 65 and over

Our Offer

We want to share our skills and expertise with partner organisations who have the required capacity to find, fund, assess and support social entrepreneurs. Together the aim is to learn about the most effective ways to provide support, resources and knowledge to make it easier for social entrepreneurs to succeed.

In return, we are looking for partner organisations who will work with us to improve the eco-system of support for social entrepreneurs helping people to age better in your area.

Selected partners will receive financial and non-financial support for their organisation.

As a partner your organisation will receive:

- a unique model for improving people's lives and solving society's most pressing social problems
- £25,000 committed for making awards to social entrepreneurs
- association and recognition as one of UnLtd's partners in building an ecosystem of support for social entrepreneurs
- access to our skills, expertise, resources, networks and support model for working with social entrepreneurs
- named contact within UnLtd who will be dedicated to offer tailored support, and access to resources

Measure your success

We are seeking to create an environment and framework for shared learning, improving existing products, services and processes, and to develop new ones. As such, it is very important that we monitor and evaluate our work effectively, continually developing our knowledge.

In addition, we wish to continue to influence the ecosystem of support for social entrepreneurs beyond the lifetime of the programme.

We will also carry out a formal evaluation of this programme. In order for the evaluation to be successful, we will require partners to participate in collecting, collating and sharing basic monitoring and evaluation data and sharing learning, ideas and experiences. We will make every attempt to minimise the burden that this represents. We are also committed to making the process as useful to our partners as possible and will share our findings with them.



How we will work with you

We recognise that you may already be working with and supporting entrepreneurs through providing cash, support, networks or other forms of support. You may also be delivering community support services whose expertise and programmes reach out to fund and support social entrepreneurs. We will therefore work with partners to put in place a flexible arrangement that complements the wider range of support provided.

Our model enables partners to directly deliver a complete package of funding and support to social entrepreneurs. UnLtd will work with partners to talent scout and manage the funding of Award applicants. We will also work with you to develop the range of skills and infrastructure needed to independently deliver social entrepreneur support.

Who should apply

We're looking for a range of not-for-profit organisations who have a genuine commitment and interest in addressing challenges arising from an ageing society. We are seeking organisations whose primary focus may not necessarily be around ageing, but who can reach out to and support social entrepreneurs with solutions for an ageing society.

The selected partners will be committed to:

- build upon the support from UnLtd leveraging a combination of both financial and non financial resources
- find and assess potential social entrepreneurs by carrying out outreach and marketing activities
- provide pre-application support to potential social entrepreneurs to ensure they are ready and their ideas meet the UnLtd criteria
- administer an application process for social entrepreneurs, including eligibility assessment, and allocation of cash Awards
- make minimum 10 Awards to social entrepreneurs working on solutions for ageing better through the life of the programme (24 months)
- provide on-going support to successful social entrepreneurs to develop their social venture
- work and collaborate with other partners and networks to find, fund and support social entrepreneurs; this may include other organisations or bodies that complement the services that you provide; to develop effective support for social entrepreneurs
- nominate a lead person to drive forward the initiative within your organisation
- be able to commit staff time, resources and infrastructure for internal delivery of the programme
- have or develop skills and ways of working to fund and support social venture creation effectively
- participate in peer learning networks to identify opportunities for scaling up, service improvement and new ideas
- work with UnLtd to develop an understanding of what an effective ecosystem for the development and growth of social entrepreneurship looks like within communities
- provide monitoring and evaluation data to UnLtd and contribute case studies and learning that can help demonstrate the impact of the programme

- have a willingness to develop an understanding of what success looks like and to maintain any systems to capture that success
- actively participate in a series of evaluation and learning events and sessions

UnLtd will develop and support quality assurance and sustainability strategies with each partner separately and with all partners together as a consortium to help generate resource self-sufficiency. This could include leveraging of local assets, investment and resources from local organisations (private, public and third sector), and individuals to add value to the support service through pro bono and mentoring support.

Match funding requirements

Partners will receive £25,000 to make cash awards to social entrepreneurs with entrepreneurial solutions to help people age better. In return, partners will be required to commit £25,000 match funding themselves over two years, to increase the award pot available to £50,000.

In addition to the cash we will expect partners to contribute:

- staff time for the delivery of the programme
- support infrastructure and resources including marketing and events
- participation in a network for learning and peer-to-peer support
- participation in programme evaluation
- 1-2-1 support and guidance to the social entrepreneurs you are supporting

THERE ARE A VAST RANGE OF SOCIAL VENTURES HELPING ENGLAND AGE BETTER THAT COULD BENEFIT FROM YOUR SUPPORT

GROWING HEALTHY RELATIONSHIPS ACROSS ALL AGES IN THE COMMUNITY

CASE STUDY: HARRY HUGHES FROM CABBAGE PATCHERS

Harry is a joiner by trade and lives in Warrenpoint, Northern Ireland. Following unemployment and to keep busy, Harry started to grow vegetables in his garden, getting advice from neighbours as he went. This was the beginning of his idea to run a social venture around community gardening. With the encouragement of a local community leader, Harry drew together the plan for 'Cabbage Patchers', an intergenerational venture which brings together

Older people and young people to grow vegetables and share the harvest. As well as enabling people to grow good food, the venture aims to increase community friendships and address a very real fear amongst the old of criminal victimisation from the young.



“The growing of vegetables seems to be the ideal vehicle to bring people from all age groups and social circles together to share a common, healthy and rewarding interest... sure isn't that what community is all about?”

RETIRED MEN UNITE TO USE THEIR SKILLS TO INSPIRE A COMMUNITY THROUGH MEANINGFUL PROJECTS

CASE STUDY: MIKE JENN, TERRY LION, ROB MACGIBBON FROM THE CAMDEN TOWN SHED

The Camden Town Shed is a free workshop place for retired men to work together on meaningful projects. It was set up and built by Mike, Rob and Terry, all retired men in Camden, inspired by the Shed movement in Australia and Ireland.

The Camden Town Shed opened in 2011 with public donations of material and tools. The team target hard-to-reach isolated men in the community and take referrals from GPs and the local psychiatric service. 26 men, known as Shedders, take part every week in men-only and mixed workshops.

Shedders work on whatever projects they wish, but also take commissions from the local community. As membership grows, they are looking to make the project financially sustainable by making things to sell and linking with the local carpentry course.



“When we started up, we thought we were the providers (of a service), it was only later that we realised we were the men in the shed.”

BRINGING TOGETHER A COMMUNITY OF ENTREPRENEURS (YOUNG AND OLD) TO A SHARED MARKET PLACE

CASE STUDY: LUCY EVANS FROM FERRYSIDE REGENERATION

Lucy Evans was inspired by bustling villages in Italy to help create an outdoor market in Ferryside and sweet-talked a neighbour into hosting a weekly community market on his land. She brought together local food producers and resources and puts the profits in the village fund. The market also facilitates the sale of surplus food at affordable prices.

It now runs from Spring to Christmas and is becoming a focal point for the local community with entrepreneurs, (both young and old), selling their goods. It has helped to develop a sense of community in the village and encouraged people who may have been more socially isolated to get to know each other.



The market is growing organically and Lucy has learnt a lot about being a market trader. It has helped her to get over her shyness in selling crafts she had made herself.

“It’s quite jolly being able to talk to people you didn’t know, whilst weighing up potatoes.”

SCHOOL CHILDREN LEARN FROM THEIR OLDER NEIGHBOURS AND FORM FRIENDSHIPS THAT DIMINISH FEAR AND ISOLATION THAT EXISTS IN DIFFERENT GROUPS

CASE STUDY: JAN JOHNSTON FROM THE LOWTON BRIDGES PROJECT

Jan decided to set up a community-led intergenerational project, Lowton Bridges, a few years ago and it has now developed into a large community group which runs over seven events a year. All events involve bringing older residents together with school children and other community groups, to help facilitate intergenerational learning. Jan has tied these events into the school curriculum which means pupils undertake active learning from their older neighbours, many of whom can share first hand stories of local historic events.



Jan has seen a real boost to the sense of community in Lowton since she started the project. The opportunity to share skills and knowledge between the generations has allowed barriers to break down, helped cement friendships and removed the fear and isolation that exist in different groups. In the future, Jan would like to see the project expand to include sharing gardening and life skills.

APPLICATION PROCESS

Application guidance

This section outlines the information that UnLtd will use to assess applications from organisations wishing to join the programme. In addition to the eligibility and assessment criteria we also will be selecting partners based on a shared vision and values ensuring compatibility and relevance as partners.



Eligibility

- Partners must be set up for charitable or social benefit purposes/ aims.
- Partners must have the required capacity and reach within communities to identify people with innovative ideas tackling issues such as loneliness/ isolation, wellbeing, community/social responses NOT medical or clinical responses.
- Partners must demonstrate how they will provide the cash investment
- Partners are based and will deliver their programme in England only

Assessment criteria

To become a partner your application must demonstrate how your organisation meets the following criteria:

- have a genuine commitment and interest in addressing issues arising from an Ageing Society
- match UnLtd's values as an organisation
- can evidence strong working relationships within the communities they serve
- demonstrate a track record of achievement in engaging and inspiring local communities
- have strong internal processes, systems and governance structures in place demonstrating transparency and accountability that can be used or adapted to meet the needs of this programme
- be financially capable
- have demonstrable leadership and organisational support for the initiative, including support from front-line staff and leadership
- previous experience of supporting individuals to grow and develop is desirable
- possess the skills and resources necessary to meet the needs of individuals committed to making a change
- be entrepreneurial – able to identify support within and outside the local area to enhance support for individual initiatives

SELECTION PROCESS

The selection process for the programme is outlined below. For further details and to complete an Expression of Interest form please visit our website.

[Click here to apply](#)

Stage 1	Programme launched - July 2016 Expression of Interest form will be available on our website here.
Stage 2	Deadline for applications 16th September 2016
Stage 3	Shortlisted organisations will be interviewed during the first week of October 6th October - Birmingham 7th October - London (Unsuccessful organisations will be notified by email, unfortunately we may not have the capacity to provide feedback at this stage of the application process)
Stage 4	Selected partners will be announced 7th November 2016
Stage 5	Agreement in place and implementation of your own Social Entrepreneurs Programme starts with the support of UnLtd

CONTACT DETAILS

If you have any further questions you can contact us using the following methods:

By email: ageingsolutions@unltd.org.uk

By telephone: Call 0845 850 1122

Website: www.unltd.org.uk

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. We do this by funding the charitable work of organisations with the ideas and ability to achieve positive change.

The Foundation is one of the largest independent grant-makers in the UK. We make grants of £30 - £35 million annually towards a wide range of work within the arts, education and learning, the environment and social change. We also operate a £26 million Finance Fund which invests in organisations that aim to deliver both a financial return and a social benefit.

www.esmeefairbairn.org.uk

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