

Spring 2009

YOUNGFOUNDATION.ORG



CHANGING LIVES, CREATIVE IDEAS, PRACTICAL SOLUTIONS

INTRODUCTION

This update provides a quick overview of the many projects underway at the Young Foundation, including nearly 40 new ventures happening both in the UK and



internationally. The Young Foundation has a 50-year history of successfully meeting social needs, mainly through creating new enterprises and promoting new ideas. We start from the big questions of our times – how to cope with ageing; how to engage teenagers bored by school; how to reduce conflict within communities; how to meet the needs of people living with chronic diseases? And we then work with others to design practical solutions which we can then implement, often starting on a small scale. Some of these turn into new organisations; some feed into public policy; and some get taken up by existing organisations.

Past examples range from the Open University and Which? to the School for Social Entrepreneurs and Asylum Justice. Current projects range from a network of new schools (**Studio Schools**), to online learning platforms (**the School of Everything**), new ways of promoting healthy living (**Healthy Incentives Company in Birmingham**) and developing the next generation of public leaders (**UpRising**) to trialling apprenticeship entitlements, and teaching several thousand children how to be more optimistic and resilient. We also host a global network of organisations involved in the field of social innovation, and are building up the field with more systematic research, methods and tools to help societies address challenges from poverty and loneliness to ageing.

With our team of over 60 staff, we aim to be one of the world's leading centres for social innovation – working on many different levels to achieve positive social change including research, policy, creating and nurturing new organisations, running 'on the ground' projects, and acting as a hub and network to support others.

Highlights over the last few months include:

- Getting the go-ahead for the first wave of **Studio Schools**
- Dozens of community campaigns being launched by the first cohort of **UpRising** participants, and getting the backing of all three main party leaders
- A successful first year evaluation report, launched on 23 April of the emotional resilience work in 11-13 year olds
- The launch of Steps to Health in Birmingham, a radical new approach to improving public health
- The social innovation field coming of age internationally with the announcement of an Office of Social Innovation in the White House, a joint event with President Barroso in Brussels on putting social innovation at the forefront of Europe's recovery, and the launch by Gordon Brown of NESTA's new Public Services Innovation Laboratory which draws directly on our work
- Successful work with councils and young people in four areas – Essex, Knowsley, Sheffield and Westminster – developing creative ways of cutting youth crime
- Publication by Oxford University Press of Geoff Mulgan's new book on 'The Art of Public Strategy'
- The 2009 Michael Young Prize winners – Carol Grayson for work on the global blood trade and Mark Reed for work on ecology and community planning
- International work ranging from a study and conference on the green economy in China to the launch of a new sister organisation, the Centre for Social Innovation, in New Zealand.

As you will see from the rest of this update we now have nearly 40 active ventures underway – ranging from new charities and public organisations and businesses to trailblazing projects in research and public policy.

FOCUS: ON RECESSION

Like many others we have been focusing over the last few months on the recession – asking what can be done to mitigate it, to help people cope, and to prepare for a recovery. In February we published ‘Fixing the Future’ which argues that governments need a much greater emphasis on innovation and entrepreneurship and supporting the likely areas of future jobs growth (health, care, education, environmental services) rather than bailing out the failing industries (banks, cars); investing in knowledge and services rather than concrete; and mobilising the capacities of local government and voluntary organisations rather than relying solely on national institutions.

We’ve been involved in many events – from a conference in London bringing together public, to private and voluntary sectors to work in China and Australia with national governments, and with the European Commission on how to use social innovation as a tool for recovery.

Our research on changing needs has been focused on looking at how different communities are coping with the downturn, from working class communities in Teesside and south Wales, to teenagers in Bedford and refugees and teenage mothers in London. And we’ve been piloting practical projects: **Fastlaners** with unemployed graduates; **Faking It** with unemployed young people; work with local authorities on retrofitting social housing and dealing with pockets of entrenched worklessness; and work on new ideas such as Spice’s ‘embedded timebanks’ and fast colleges using empty high street properties for training.

During the next few months we’ll be working with many organisations to sharpen up responses to the recession – developing creative and practical new ideas, and reducing the risks of implementing ill-conceived ideas. **SIX** – the international Social Innovation eXchange – will be pooling ideas and experiences from around the world, from countries as diverse as Korea, Finland and Brazil. Watch this space – and please let us know about anything you see happening that you believe points to a better way out of the crisis.

PROJECT UPDATES

Launchpad

Develops and supports new ideas from small beginnings to developed organisations. There are four main funds:

Health, Learning, Youth Leadership and

Social Investment. Each fund has a number of projects at various stages of development, a number of which are outlined below.



Healthy Incentives/Steps to Health

A new way of encouraging people to change their lifestyles, to take more exercise, eat more healthily this new service this new service has been developed with Birmingham East and North Primary Care Trust and uses features similar to cards like Nectar or Tesco club-cards with rewards.



www.youngfoundation.org/healthyincentives

Active Community Living

Many older people are facing a squeeze – while their needs are growing they're getting by with less support from family, friends and local councils. Active Community Living looks at how to help people stay longer in their own home with a range of supports; from help with shopping and cleaning to fixing things around the home. A first pilot is being run in Brent.

www.youngfoundation.org/activecommunityliving

Supportmyparent.com

Millions of people are facing the trauma of their parents becoming more infirm and often suddenly having to navigate how to change their housing, their care, and their finances with very little help. Supportmyparent brings people together to share experiences, advice, practice and guidance on what to do and where to go. Supportmyparent is being launched in the US and UK in 2009.



www.youngfoundation.org/supportmyparent

Neuroresponse

This is a new service for people with multiple sclerosis, using nurses and doctors on the phone to provide more



support in the home, reducing the need to make so many visits to hospitals, and providing a faster response, and offering more convenient advice and support – and should save money for the health service. The service will be piloted in London.

www.youngfoundation.org/neuroresponse

Full of Life

More older people are living isolated lives without much support. Full of Life is mobilising volunteer counsellors using proven methods to help older people cope better with shocks like bereavement – with the aim of making them happier. The service is being piloted in Tyneside and Manchester.

www.youngfoundation.org/fulloflife

Studio Schools

An answer to the question of what kind of school would encourage teenagers to fight to get in rather than trying to keep out, Studio Schools are a new kind of school based on a radically different curriculum focused on practical projects and the real experience of work. The government is backing a first wave of seven schools across England, the first of which will open in 2010.



www.youngfoundation.org/studioschools

Faking It

This project started by asking what short, intensive activities could



transform confidence and opportunities for young people out of work. Drawing on some of features of the hit TV series Faking It, we've developed a two-week programme that unlocks young people's talents and ambitions. The programme

is being piloted in Newham in April 2009.

www.youngfoundation.org/fakingit

Fastlaners

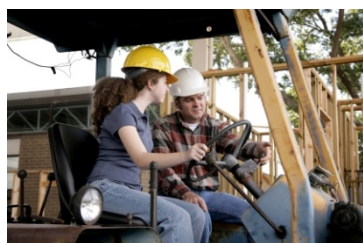
Thousands of graduates with good degrees found it hard to get a job even before the recession. Many fail to get through interviews because of a lack of social and cultural skills. Fastlaners is a 21st Century 'finishing school' that helps graduates help each other in navigating the labour market, developing their confidence, skills in everything from voice training to team work, and its first pilot has already



achieved remarkable results. It's been piloted in 2008 and aims to grow in 2009, ahead of a likely surge in the numbers of unemployed graduates.

www.youngfoundation.org/fastlaners

Teach Too



Many subjects in schools are best taught with the insights of practitioners – for example in business, or engineering or healthcare. Teach Too aims to develop a simple route for people in mid-career to commit a few hours each week or month to teaching in schools.

www.youngfoundation.org/teachtoo

Arrival

Is about mobilising the passions of the most enterprising and dynamic teenagers, bringing together the ones doing well academically and the ones whose energies are not being captured. Set up by Daniel Snell and aiming to “stop young people killing each other”, 2009 sees the organisation working with 300 people, with the ambition of working with 2000 by 2013.



www.youngfoundation.org/arrival

Enternships

An online project which helps young people gain experience within entrepreneurial organisations. These Enternships are based in smaller dynamic companies rather than traditional big corporations, and current plans include expansion in many areas, including universities nationally.

www.youngfoundation.org/enternships

Mydex

How can citizens take control of their own personal data, and help big organisations cope with issues like changes of address? Mydex seeks to help individuals choose what information to share and which organisations to share it with.

www.mydex.org

School of Everything

Starting from the idea that everyone has something to teach and to learn, the School of Everything is an online platform which puts people in touch with others in their area who can teach anything from Yoga to



Mandarin. It's quickly taking off across the world with thousands of teachers and learners signing up.

www.schoolofeverything.com

Social Innovation Camp

SI Camp is a regular two-day event that's designed to speed up the development of socially useful websites and web technologies, by bringing together web designers, social entrepreneurs and volunteers to respond to challenges, with prizes for the best ones.



For example, the first winner Enabled by Design is an online platform for disabled people to design better products.

www.sicamp.org/

SPICE

This is a service running 'timebanks' in schools and communities, enabling people to exchange their time for such things as plumbing and gardening. Spice is based in South Wales but is now spreading across the UK.

www.youngfoundation.org/spice

Asylum Justice

Looking at ways of filling the gap left when even Legal Aid is not available to asylum seekers, this project was set up five years ago to link volunteer lawyers to asylum seekers; its main base is in SouthWales.

www.youngfoundation.org/asylumjustice

Local Innovation

Our Local Innovation team works on practical projects to improve public wellbeing, empower neighbourhoods to improve their quality of life, and help local agencies to innovate. Listed below are the key areas that we are working on, both established programmes and burgeoning ideas.



Local Wellbeing Project



Set up to discover the practical steps that could be taken in localities to help people live happier lives. Drawing on research, it is putting into practice a wide range of methods, from positive psychology sessions in 22 schools for 2000 11 year olds, to new supports for older people, apprenticeships for teenagers and practical methods for getting neighbours to talk to each other. The programme brings together a group of

national government departments, three local authorities, academics and others. Our three local authority partners – Manchester, Hertfordshire and South Tyneside – are now embedding wellbeing in their mainstream work. New strands are emerging on how to support local agencies to measure wellbeing and resilience, and to take forward our work on wellbeing and parenting.

www.youngfoundation.org/localwellbeingproject

London Collaborative

Designed to show how a city could better think and act collaboratively. In most big cities public agencies and others often work at cross purposes. The London Collaborative has helped London's public organisations think together about the big future challenges facing the city, organised working groups to design practical answers to issues such as climate change, worklessness or population flows, and is now orchestrating a network to bring together hundreds of decision makers and thinkers to better mobilise London's collective intelligence.



www.youngfoundation.org/londoncollaborative

Future Communities



This new programme is looking at how the many new communities being built across the UK can become good places to live. Architects, planners and developers know a great deal about physical development, and increasingly about how to make new buildings sustainable. But much less is known about how to make

them work socially. This programme combines research, collaboration and practical initiatives to reduce the risk that new developments will repeat the mistakes of the past.

www.youngfoundation.org/futurecommunities

Solutions for deprived estates

Looking to find better ways to turn around the prospects of small pockets of deprivation in some of the most deprived social housing estates, by intensive community participation and action planning, working in East Malling in Kent, Prior Derham in Coventry and Leygate in South Shields.



www.youngfoundation.org/estates

Neighbourhood Futures



A new seminar series, building on our two completed neighbourhoods consortiums, bringing together local authority partners to look at the impact of the economic downturn at the very local level, and what can be done to build recovery from the neighbourhood up.

www.youngfoundation.org/futures

Neighbourhoods media

Exploring the potential of web 2.0 to create local social networks, building community ties and increase belonging.

Local Government Innovation

Building on our work of the Innovation Catalyst, which was designed to incubate, generate and spread innovation in local government, now embedded within NESTA's Public Services Innovation Lab, we are starting to work with different local authorities, individually and regionally, to support innovation. Recession and forecast cuts in public spending mean that in the next few years local government will need to do more for less, and will urgently need to find new ways of working



and developing creative processes. This will draw on the range of methods that the Young Foundation has used to support new thinking in local government - from partnership to piloting new initiatives, to running consortiums and collaborations. An early piece of work has fed into Lewisham's service design of their teenage pregnancy services, using ethnographic research to find fresh perspectives to inspire and structure new thinking.

www.youngfoundation.org/localgovinnovation

Research and International

The Research and International work covers a wide range of issues. Our research covers changing needs, crime, social innovation, civility and belonging. We also support the development of new organisations working closely with Launchpad, and are responsible for the Young Foundation's international projects which include the Social Innovation eXchange (SIX). Recently we have been working on many projects focusing on a number of pressing questions – how can under-represented young people become leaders? What are the needs that are going unmet in Britain today? Are we becoming a more uncivil society?

Current Research Projects include:

Mapping emerging and unmet needs in the UK



What are the most pressing needs today? How should we think about the balance between material needs – for money, housing or food – and our needs

for friendship or mental health? This major project brings together a consortium of 13 philanthropic organisations and involves a mix of theory, statistical analysis, local case studies in Teesside, Wales, London and Bedford, to provide a map of needs today and how they may change in the future.

Many staff have been out and about doing in-depth interviews with isolated older people, teenagers with mental health problems, refugees and families in working class communities. We are also looking at the over one million people in the UK who regularly work at night, keeping our cities, infrastructure and services running while most of us are

asleep, spending nights in the life of different nightworkers, learning at first hand what it is like.

www.youngfoundation.org/mappingneeds

Civility

Very few discussions take place amongst the public about what's wrong with society without at some point turning to the question of civility: whether standards of behaviour have fallen; whether people treat each other with enough respect, kindness or decency. We are seeking to understand what's known about civility, how it can be cultivated and promoted and what activities can best encourage it. Following a recent roundtable with senior politicians from the main political parties and academics, we will publish a report aimed at providing a more rigorous frame for thinking about civility, with thoughts on how to best support civility and frame a forward-looking discourse on civility.



www.youngfoundation.org/civility

Advancing Innovation strands include:

Methods and tools for social innovation



There is growing interest in the field of social and public innovation in the UK, Europe and globally. Networks are forming, research is being carried out, and new innovation intermediaries are being set up. But there remains real uncertainty about *how* to innovate to address social challenges. How do we create the conditions which will help innovation

flourish? How can we turn new ideas into practical solutions? How do we then take these solutions to scale? Despite the many methods currently in use it remains a matter of chance which methods are used and no one so far has taken any serious overview of methods. The Young Foundation's 'Methods for Social Innovation' project seeks to fill this gap, drawing on the experiences of practitioners and researchers in the UK and internationally. It will produce a printed guide and a website providing access to hundreds of different methods and showing which methods to use for different purposes.

www.youngfoundation.org/methods

Innovation, Justice and Youth

This project is examining the problems facing Britain's already overstretched criminal justice system. With a specific focus on young people, the main activities include: bringing together background data and knowledge of current practice in the field; identifying examples of good practice and innovations that provide an alternative to prison for young and juvenile offenders; making decisive interventions into the policy debate in this field and outlining what policies and practical innovations would make a significant improvement; identifying and developing more effective methods to influence public opinion; and piloting interventions in local areas.

www.youngfoundation.org/ijy

Urban Ideas Bakery – Creativity and social innovation in cities

What would it take to make cities more creative? And what role could innovators have in solving some of the cities' more pressing social problems – particularly as the recession deepens? The Young Foundation is carrying out a study looking at creativity and social innovation in cities across Europe, designing a process for working with social innovators, stimulating creative and innovative responses to pressing social problems and creating networking opportunities. In partnership with Charlie Leadbeater and the British Council, we will publish a report on innovation and creativity in cities in May. The new process for bringing and generating innovation in cities in September 2009 will be initially piloted in Oslo.

www.youngfoundation.org/urbanideas

Belonging and Cohesion

How can local government and the voluntary and community sector collaborate to encourage community cohesion? We're working with the LGA and IDeA to understand how this can be achieved, looking at experiences of barriers and successes and doing detailed case studies in areas which include Haringey and Sheffield.

Civic and Political Engagement strands:

UpRising

This is a new leadership programme developed by the Young Foundation to support and train a new generation of public leaders. UpRising identifies, recruits, develops and supports 19 to 25 year olds to



enable them to play a greater role in politics and public decision making. The aim is to create a pool of talented young leaders from a range of backgrounds who can transform their communities for the better and take up positions of power in public institutions. Applications are now open for the second year of the programme, to take part in 2009-2010.

www.youngfoundation.org/uprising

Maslaha



Faith plays an invaluable role in the lives of many Muslim communities, shaping not only moral decisions but also the everyday, practical decisions as well.

Maslaha, a web-based project, works with Muslim communities, doctors, teachers, youth workers, academics, and theologians, providing practical advice and information that complements both Islam and life in Britain today.

www.youngfoundation.org/maslaha

Our International work

SIX (Social Innovation Exchange)

If you want to set up a new social finance system in the rural villages of Bangladesh, or include patients in designing their own care in the UK, or set up a hub in your city where different enterprises could meet work and learn from each other, how would you do it?



People, global companies, governments, foundations and NGOs around the world are increasingly recognizing the need for projects like this, and for social innovation. SIX is a global community that connects these people – enabling them to learn and collaborate and replicate innovative projects in different countries, whilst simultaneously developing the field of social innovation across the world. SIX runs a website; events; an international summer school (in Lisbon this year); and links the rapidly growing field of social innovation, from individual social entrepreneurs to big governments. Check out www.socialinnovationexchange.org

Events & Communications

The Young Foundation's work, ideas and staff continue to make headlines. For the latest Young Foundation news, more information about our work and supporters, visit www.youngfoundation.org/news.

Events

We continue to hold many events, including major lectures over the last few months by Martin Seligman on positive psychology, Rosabeth Moss Kanter on leadership and Lord Heseltine on the development of Canary Wharf. Young Foundation staff have presented our work in many countries including the US, Canada, Brazil, Finland, Denmark, Sweden, the Netherlands, Germany, Italy, Singapore, Australia, China, South Korea, New Zealand and France. Our media profile has grown significantly this year through profiling our projects, publications, conferences and events (with leading thinkers from around the world in government, academia, social entrepreneurship and business).

Publications

The Young Foundation produces a wide range of publications drawing on our work and research. These include books on social innovation (*Ready or Not?; In and out of Sync; Transformers*); a series on London including *The New East End* and *London Voices London Lives*, and many books on civil society, family life, social mobility and urban dynamics.

Recent reports and books include the first output of the methods project (**How to Innovate: The Tools for Social Innovation** by Robin Murray, Geoff Mulgan and Julie Caulier-Grice (November 2008). Geoff Mulgan's new book on strategy (**The Art of Public Strategy: Mobilizing Power and Knowledge for the Common Good** by Geoff Mulgan, Oxford University Press, 2009). The interim report of the needs project (The **Receding Tide – Understanding unmet needs in a harsher economic climate** by Dan Vale, Beth Watts and Jane Franklin, January 2009).

Upcoming reports include a report on civility in partnership with the Arts and Humanities Research Council (AHRC), a youth leadership report coming out of our work as part of the National Body for Youth Leadership, and a book entitled GRIT, looking at emotional resilience in children.