



# Shared Future Community Interest Company

Annual Report 2017



## Acknowledgements

Thank you to all of the people involved in the many inspiring projects and service providers that we have come across in the last year.

Shared Future exists to help others develop their ideas and to give a voice to those who would not otherwise be heard. It is the people involved in and behind these projects and their hard work that make it all possible.

## About the authors

Report prepared 2017 by Jez Hall and Laurie Smith of Shared Future CIC. All information is accurate at the time of writing.

## About Shared Future

We are a community interest company primarily serving the North West of England, and with associates based across the UK.

Our aim is to provide an excellent service that makes a difference to communities and individuals and works towards a fairer, more equal society.

Through our commitment to creating a fairer and more sustainable world, we decided to set up Shared Future in 2009. We've built a team of experienced consultants and practitioners with a diverse range of skills. We work together on worthwhile and stimulating projects that reflect our personal values.

[www.sharedfuturecic.org.uk](http://www.sharedfuturecic.org.uk)

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# Message from the SFCIC Directors

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Jez Hall

After a few years of substantial growth both in size and reach, late 2016 and early 2017 saw Shared Future CIC attain a level that we believe is both sustainable and manageable.

We are continuing to work with our Participatory Budgeting Partners and that area of our work is proving especially rewarding. Our Citizens Inquiry and other similar community-engagement work has also expanded, and continues to do so, with several programmes either recently concluded or ongoing.



Peter Bryant

Sadly after a number of years in operation our largest social enterprise development programme has come to an end and with social enterprise support being one of our three core areas, it is something we are looking to 'reboot' in the coming months.



Laurie Smith

We recently welcomed on board 3 new associates who all add to the potential of Shared Future and we are looking forward to exploring the new opportunities that different expertise and experience bring.



Sue Smith

Following our rapid growth Shared Future has settled down somewhat. Our administrator Jayne has proved essential to the smooth running of the company and the new systems, policies and processes we have adopted has eased the management load on our directors, and we hope, our associates.



Matt MacDonald

Solid finances are, of course, fundamental to any enterprise and we are currently looking to recruit a new director who is also a financial specialist to help us maintain our equilibrium and plan for a sustainable future.

Having achieved a good level of stability we are excited about the future; building on our current portfolio and seeing what as yet unexplored opportunities are open to us. As ever the coming year promises more interesting and exciting work and we look forward to continuing our engagement with stakeholders, associates and clients, old and new.

**On behalf of the Shared Future CIC  
board of directors,  
October 2017.**

[www.sharedfuturecic.org.uk](http://www.sharedfuturecic.org.uk)

# 1. Current Projects Update

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We are at this moment engaged in a number of exciting ongoing projects.

## Participatory Budgeting In Scotland

The focus of this work has been to support the Scottish government Community Choices programme. This is aiming to make PB occur across all public spending with an aspiration of up to 1% of local authority budgets to be directed by citizens through PB within five years.

Shared Future, through PB Partners began working to advocate for PB in Scotland in 2013 which led to increasing engagement of PB Partners to around 26 out of 32 local authorities.

We've been providing consultancy support across Scotland and this has seen many millions of pounds spent through processes that are citizen-led, on as diverse topics as mental health, food poverty, rural transport and Islamophobia.

Many local authorities have made a commitment to the 1% concept which in even one small council equates to over £5 million in the coming year.

The programme is supported by the Scottish community empowerment act and seen as central to the process of Scottish public service reform and to open government processes.

The Scottish government has committed in its open government partnership proposal to the 1% concept as its commitment to being open and transparent about public budgets.

In the last year PB partners ran a whole range of different capacity-building activities and this is set to be repeated this year including the new 'PB Champions' programme working with over 20 committed Scottish based champions to deepen the practise of PB. For more on how PB is developing in Scotland see [www.pbscotland.scot](http://www.pbscotland.scot)



*PB in Scotland grant award winners*

## Other PB work

Outside of Scotland we've been in Northern Ireland and continuing to advocate for PB to happen there too. At least one small programme has begun this year. We hopeful that a number of new PB programmes will start in the coming year. The Building Change Trust has also recently announced £50,000 of funding to develop PB in Northern Ireland in the coming year.

We've also been engaging through the Public Policy Institute for Wales, who are advising the Welsh government so hopefully the learning from Scotland will transfer across the UK. And of course, PB is still active in England with projects across the country though these have less of a high profile – something we hope to change in the coming years.

Our work is gaining even more international recognition via our support to the UK PB network with Jez Hall now working with the World Bank in Kenya and attended an international conference in Taiwan in October of this year.

We also continue to support the development of the UK PB network ([www.pbnetwork.org.uk](http://www.pbnetwork.org.uk)), which is currently going through the process of registering as a Charitable Incorporated association, and held a successful event at Manchester Metropolitan University Business School in September 2017.

## Testimonial: Citizens Inquiry

Being a member of the Central Blackpool Health and Wellbeing Inquiry has been nothing short of inspirational. Working together with the residents has broken down so many personal and system-driven barriers that have stifled change in the past.

Now we see residents filled with confidence and recognising the power they have to influence change and how I as a commissioner can and have contributed to these positive changes.

It has been an absolutely fantastic experience for me personally and professionally. I can't wait to move forward with this asset based community development in our other neighbourhood in Blackpool and also continue to support the residents in central west to positively change their community.

*Kate Jackson,  
Commissioning Manager, NHS Blackpool CCG.*

## Scottish Health Council: Citizens jury Scoping Work

In early 2017 Shared Future was commissioned by the Scottish Health Council's Our Voice team to complete some scoping work in preparation for a proposed citizens jury on realistic medicine.

The concept of realistic medicine aims to put the person receiving health and care at the centre of decision-making and is an attempt to challenge the 'medical paternalism' that so often dominates.

Our work consists of a literature review, a number of workshops to try and raise awareness and understanding of the process and develop an appropriate question, and finally an options appraisal which was delivered in September 2017.

We expect that over the coming months the work will lead to a new citizen jury process, with which we hope to be involved.



*Voting on ideas at a Citizens Inquiry*

## Central Blackpool Health and Wellbeing Inquiry

Blackpool Council's public health team and local agencies have for many years grappled with the following question, **'For people living in Central Blackpool, what are the main things that affect people's health and wellbeing and what can be done about them?'**

The Central Blackpool health and well-being inquiry is an attempt to answer this question, whilst at the same time encouraging local stakeholders to consider the wider determinants of health and well-being, and their role in addressing these.

The Public Health team recognised that it is essential for the voices of those who live in Central Blackpool to be heard in order to fully address some stark local health inequalities.

Central to the concept of deliberation is the need for a diverse group of citizens to gather, share opinions, and reach a set of recommendations. After an extensive recruitment drive, (with the assistance of various council departments and local agencies) Shared Future succeeded in bringing together a group of 22 local residents.

The group heard from six commentators, who they questioned carefully, before setting about writing their own recommendations, which were launched at an event on May 4<sup>th</sup>.

In an attempt to make sure that local stakeholders are ready and prepared to make the most of the opportunity that the inquiry presents we ran two co-production workshops for local agencies alongside the process.



Shared Future was commissioned to support the group for a further four sessions after the launch event. These have been used to enable the group to reflect upon the launch event and to plan what action they would like to take to ensure that some of their recommendations are implemented.

Close work with the clinical commissioning group and others has already resulted in some significant impacts, and has led to us being commissioned to run up to 4 more inquiries in Blackpool in the coming year.

## Greater Manchester Talent Match research project

Greater Manchester Talent Match has commissioned Shared Future CIC and Reason Digital to research their online employment support tool and review the current Opportunities Hub. The GM Talent Match programme will draw to a close at the end of 2018 and our stakeholder research will help to ensure that the programme has a longer-term legacy and hopefully improve the support it gives young people towards employment.

The consultation will collect views about the needs and wants of an online employment support tool and will review the Opportunities Hub to determine whether it is fit for purpose.

Amanda Preece is a new Associate at Shared Future CIC and will lead the project. Reason Digital is an award winning digital company with a team of 40 people who have been tackling big social issues since 2008, and so its a great opportunity for us to partner with them on this exciting and worthwhile project.

## Our pro-bono or unfunded work

### Social Enterprise

Since the completion of the Lead the Change programme and with the sad departure from Shared Future of Mandy Naylor (see 'Associates' below for more on Mandy) we have been less active in the social enterprise world however we still receive regular requests for support which we are dealing with on a pro bono basis. And through our PB work we are building networks with, for example, the Scottish Social Enterprise Network.

We have also been active in the development of a new SE network for Greater Manchester – the GMSEN - and this has borne fruit this year with the new GMSEN website (see [www.gmsen.net](http://www.gmsen.net)) going live hosted by the GM Centre for Voluntary Organisations.

At a Social Enterprise event on 11<sup>th</sup> July Jez presented a workshop with new Shared Future associate Amanda Preece on measuring social value. So although SFCIC doesn't have a funded SE offer at the moment it is still core to what SFCIC does and in the coming year we will devote more energy to this service area.

### Jam and Justice

Though not strictly SE or PB this project contains a strong element of both. It is a three year research programme to look at participatory urban governance.

Jez Hall is one of the co-investigators recruited to the programme which is looking at developing innovative projects linked to devo-manc and the new mayor's projects such as community energy programmes, alternative media, mapping social innovation.

As this is not a funded programme for us there is little reimbursement for time spent, but it is another way in which SFCIC is engaging with a wide range of stakeholders. In this case primarily academics and local community activists.

## 2. Recently Completed Projects

### UnLtd Lead the Change programme

As of September 2016 the funded support we provided for new start up social enterprises in the North West via the UnLtd Lead The Change programme came to an end. We supported more than 60 projects with a social mission as part of this process and continue to seek other partners to fund the delivery of our tried and tested 'Lattice Works' programme.

A number of those enterprises have been back in touch since seeking new support, and we have been signposting them on, or responding to questions on a regular basis

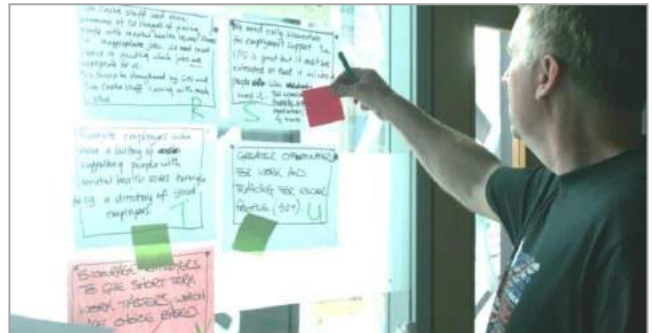
### West Midlands Mental Health Commission

Thrive West Midlands is the West Midlands Combined Authority's (WMCA) Mental Health Commission action plan. On the 31st January 2017 the West Midlands Mental Health Commission Action Plan was finally launched by Norman Lamb MP.

Central to the production of the action plan was the Citizen Inquiry, organised and facilitated by Shared Future CIC during late 2016. Thrive West Midlands sets out a series of ambitious actions and pledges the commission has produced with the aim of changing lives in the region. The plan is a priority project for the combined authority and is the result of months of work by the WMCA Mental Health Commission, together with a Citizens Jury of people with personal experience of mental ill health. The report highlights several priority actions, including:

- Early intervention
- Decent housing
- Helping people into work and off benefits
- Keeping people out of the criminal justice system

For the full report please visit: <http://bit.ly/2t80s2x>



### Hastings Alcohol Inquiry

In September 2016 a group of 20 Hastings residents met for 10 sessions of deliberations to attempt to answer the question: 'What can we all do to make it easier for people to have a healthier relationship with alcohol?' Members of the diverse Citizens Inquiry shared their experiences and opinions in a highly participatory process.

Participants questioned representatives from the police, Sainsbury's, the local licensing manager, a local teacher and others before producing a set of prioritised recommendations. Running parallel to the Citizens Inquiry, Shared Future facilitators worked with local stakeholders to explore the role of co-production in addressing the problems of alcohol harm in the area.

After the Inquiry process had run its course participants and professionals worked together to design a series of action steps on agreed priority areas. Shared Future supported the local group around five main themes which had emerged during the process, namely Licensing, Education, Dual Diagnosis, the Community Alcohol Partnership and Community organisation.

These themes were the foundation for the sessions, looking at how residents and agencies could plan and act together ('co-produce'). The group continues its work as a newly formed and constituted community organisation.

# 3. News of our Associates

In the last year Shared Future welcomed on board **Jayne McFadyen** in the role of administration manager. Jayne has immediately become an indispensable and much-valued member of the team, not only managing the day-to-day admin but also assisting with the organisation, management and facilitation of event. Thank you, Jayne, and we look forward to continuing the good work together.



We would like to take this opportunity to thank long-standing Shared Future associate and former director **Mandy Naylor** for her invaluable contributions, deep insight, hard work and dedication to the organisation.

After six fruitful years Mandy has stepped away from Shared Future for pastures new. She will be missed by all at Shared Future as well as by the many social enterprises she has worked diligently with during that time. **We wish Mandy all the best in her new role.**

## New faces at SFCIC

As Mandy leaves we are delighted to welcome three new additions to our pool of talented, experienced and diverse associates.

**Martin Wells, Amanda Preece and Phil Murphy** all bring different skills and experience.



We look forward to working with them on lots of projects over the coming months and years.

See our website for profiles of all our associates.

<https://sharedfuturecic.org.uk/associates/>

## Give It Away Days

Give It Away Days (GIAD) are held around three times a year by SFCIC as part of our social benefit.



These events represent an opportunity for our associates and friends of SFCIC to come together on a regular basis to share learning, new ideas and improve their practise.

A Give It Away Day is about learning from and with interesting people with specific expert knowledge, to ultimately develop ideas for new ways of working together.

We see the GIADs as being a kind of CPD for independent professionals, to expand horizons, make connections and build relationships.

Shared Future welcomed our three new associates to its ranks after they attended a recent GIAD. Proof the concept works.

**OUR GIAD programme is led by Laurie Smith.**

## SFCIC is seeking a new finance director to strengthen our board

Building on recent successes and rapid growth, we are looking for a committed person with a steady hand who will share their skills and expertise to help us deliver our vision.

We are particularly interested in applications from people with expertise in strategic financial management or experience as a charity trustee or senior executive within the not for profit sector.

If you know someone who may be interested



## 4. From our Wider Networks

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### Jez Hall in Hungary, Summer 2017



One of the privileges of being in Shared Future is the wonderful people, and wonderful places it gives you access to. Like

the recent Citizen Participation University in Hungary. Now in its 9<sup>th</sup> year, the [Citizen Participation University \(CPU\)](#) is an annual gathering of community activists, organisers and developers, from across Europe, but also reaching out to the USA and into Turkey.

Over 50 people came together, for 4 days, to talk, act out and share their best practice. A real powerhouse of community inspiration, and a rare opportunity to think outside of our boxes. (Please follow this link for the rest of Jez's blog

<https://sharedfuturecic.org.uk/solid-rock-brittle-broken-glass/> )

### Pete's Blog from Campaign Bootcamp



At the moment I'm doing a day a week for the wonderful Campaign Bootcamp, which gives marginalised groups the

chance to learn the skills and gain the confidence to take action on the issues that matter to them.

Set up in 2013 by one of the founder members of 38 Degrees it was set up because there are so few training programmes designed to give people who are directly experiencing injustice and inequality the skills and confidence to try and change things for the better through campaigning.

Building on the success of the six day residential that they've run over the last four years, they've taken me on to design and pilot a shorter more accessible programme (6 x 2 hour modules) called Everyday Activism. At the moment we're piloting it in Blackpool and S. Yorkshire.

<https://www.campaignbootcamp.org>

### Amanda – Our new kid on the block

During a period of time when I was sourcing new contacts, I came across Shared Future CIC. Their ethos and areas of work intrigued me and seemed to match nicely



with my skills, experience and interests. As part of a mini marketing drive, not the most exciting element of my work, I emailed people of interest whom I thought might be potential partners or clients in the future. As many of you will know who have done cold emailing, it doesn't always result in a response and can be quite disheartening. They were kind enough to reply and not only that seemed to agree that we had work interests in common. Winner!

Following a few email exchanges, Jez was kind enough to invite me to their next 'give it away' day. Although I could only stay for half the day, missing a lovely lunch, it gave me chance to meet some of the amazing team of Directors and Associates. During the session I realised how inspiring and encouraging the team are, I decided there and then that I wanted to learn as much from them as possible and work with them on projects if at all possible.

Being virtual neighbours, Jez and I managed to meet locally for a coffee and discuss our mutual interests further and the possibility of me becoming an associate. During the conversation, we talked about a social value review I undertook for Turning Point, a former employer. We are now in the process of submitting a partnership bid to consult and review an on-line employment support programme for young people. Watch this space!

As a new kid (in the loosest terms) on the block at Shared Future, I am keen to learn much more about the organisation and its associates, and would love to get involved in some of the interesting projects taking place. If you want to find out more about me, you might like to read my profile or get in touch via [amandap@millresearch.co.uk](mailto:amandap@millresearch.co.uk)



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