

# INCUBATE, ACCELERATE, AMPLIFY 2018

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Catch22 is proud to support  
five game-changing ideas

**catch  
22**



# MEET THE INNOVATORS

Catch22 cares about reforming public services, from cradle to career, to create a strong society where everyone has a good place to live, a purpose and good people around them.

We take the knowledge and - because we are a social business - any surplus from our delivery and invest in improving what we do. One of the ways we do this is by incubating, accelerating and amplifying the work of social entrepreneurs. Catch22's national reach allows us to provide a platform for others to test and scale new ideas to change lives.

Our support is bespoke. We offer practical space and resource but also a collaborative environment, the freedom to be ambitious, and a culture to feel inspired. Through Catch22's incubation social pioneers retain their entrepreneurial autonomy but benefit from our operational depth and breadth: access, networks, expertise and experience, in a safe environment.

We are as excited about the future for each entrepreneur as they are, and have no fixed pathway or destination. It is in line with our own social mission to help anyone who is making a contribution to better public services.

On the following pages you will find more information about our class of 2018 changemakers.

## LIGHTHOUSE

### WHAT WE DO

The Lighthouse will be a not-for-profit children's residential care provider, offering a model of care based on a combination of social pedagogy, education and a family environment. The Lighthouse will improve outcomes for children in residential care by creating a family orientated environment, along with high-quality education support and outstanding staff with the necessary skills to support the development of all children living there. Staff members will take residency on site, which will enable the development of the family unit that all children need.

### WHY WE DO IT

Outcomes for children living in care homes are generally poor, with only 4% of children achieving 5 or more A\*-C grades at GCSE level, leaving them at a significant disadvantage when seeking employment and eventually providing a stable family environment themselves. Additionally, care leavers are 50 times more likely to end up in prison, 60 times more likely to end up homeless, and 66 times more likely to be the parent of another child who ends up in care. In addition to the strain this places on public resources, the often traumatic experiences of the child in care reaches beyond their adolescent years and into adulthood, impacting on their own children later in life.

### HOW WE'RE CHANGING THE STATUS QUO

At Lighthouse we have designed and developed a children's home unlike any other. Our home will be not-for-profit, and uncompromising in its aim to close the attainment gap and improve social outcomes. Our home draws on a combination of:

1. professionalism from European Social Pedagogy,
2. the academic support found in boarding schools, and
3. the family environment found in foster placements to radically improve the life chances of the children who live there.



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# LONDON VILLAGE NETWORK

## WHAT WE DO

London Village Network (LVN) creates an environment for learning outside of school. Our hyper-local community cohesion program adds value to existing community groups. We deepen engagement and learning for young people. We promote social mobility by helping boost the social capital and networks of some of London's most disadvantaged young people. We are doing this through our Volunteer Management App that makes it easy for the local community to give time to help with course work, applications, business and career planning in deprived communities.

A typical event lasts two hours. Each attendee receives a Personal Development Plan to help track interests and progression. We also conduct a work ready assessment to see what further intervention may be necessary. A typical session involves a presentation for up to 30 minutes about a volunteer's career journey, their industry and the benefits of working. The remaining time is then used for practical support for young people.

## WHY WE DO IT

London has seen a continued increase in knife crime as highlighted by recent youth stabbings in Kentish Town. LVN uses diversionary tactics to move young people away from knife crime, youth violence and other anti-social behaviour. LVN believes it is the community's responsibility to change the mind-set of these young people particularly those from BAME and / or white intergenerational unemployed families. Our theory of change outlines how young people are less likely to engage in anti-social behaviour if they have access to positive networks.

## HOW WE ARE CHANGING THE STATUS QUO

Our hyper-local approach is accessing young people that no public services are currently reaching. We are embedded in the heart of an estate which means that young people do not have to travel far to get the support needed to progress (this is important for the young people caught up in postcode wars). Our platform is entirely user led, young people select the types of adults they would like to meet which is then facilitated by LVN youth leaders, widening a young person's network. Traditional youth leaders, sometimes in poverty traps themselves, do not always have the networks to further enhance a young person's journey.



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# THE DIFFERENCE

## WHAT WE DO

The Difference is a new charity whose mission is to bring the best in education to the children who need it most. We will achieve this through our two-year programme: training the next generation of school leaders, upskilled in supporting pupil mental health and reducing exclusion from school.

## WHY WE DO IT

Every day, 35 of the country's most vulnerable children are permanently excluded from school. These children are twice as likely to be in care, four times more likely to be living in poverty, and seven times more likely to suffer a mental health problem or have another disability or special need. Only 1% of excluded children leave school with the qualifications they need to access the workplace. This minority of the school population goes on to make up the majority of the prison population. And numbers of exclusions are rising year on year.

The predictable life trajectory for these vulnerable children is not simply an injustice, it is also economically unsustainable. Every year's cohort of permanently excluded pupils will go on to cost the state £2.1 billion in education, health, benefits and criminal justice costs. Yet more pupils are being excluded, year on year.

## HOW WE ARE CHANGING THE STATUS QUO

The Difference is raising the status of teaching the most vulnerable children. Currently 1 in 8 teachers of excluded pupils is unqualified, and leadership vacancies in these schools have doubled in the past five years. Meanwhile, mainstream schools lack the specialist leadership to support mental health and reduce exclusion of vulnerable learners. The Difference charity brings much needed attention to the issue of exclusion and inspires exceptional school leaders to focus on the children who need them most.



# The Difference

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# UNLOCKED GRADUATES

## WHAT WE DO

Unlocked Graduates is a leadership development programme that aims to reduce reoffending by putting outstanding graduates on the frontline in prisons. Our pioneer officers are working in six prisons across London and the South East and are having an immediate impact of the lives of the people that they work with.

## WHY WE DO IT

Prison officers work with some of the most vulnerable people in society. Almost 1 in 4 prisoners will have been in the care system and 1 in 3 have family members in prison. Efforts to rehabilitate these prisoners are failing, with almost half of prisoners reoffending within 12 months of being released from prison, and incidents of assault and self-harm are at record levels.

Our programme emerged out of a recommendation in Dame Sally Coates' review of prison education. She realised that improving and diversifying the prison officer workforce was critical to transform prisons into places of effective rehabilitation.

## HOW WE'RE CHANGING THE STATUS QUO

We are aiming to change the way we develop society's future leaders, as well as how we think about prisons and prisoners by changing the role of a prison officer to focus on rehabilitation.

Our aspirations are bigger than the impact that our officers have directly on the wing. We want to harness their frontline experience to drive systemic reform. We are supporting our graduates to develop new ideas and conduct research and analysis designed to create a pipeline of tangible new practitioner and policy recommendations to fix some of the big challenges in the prison service at the moment.

While some of our graduates will choose to stay within the prison service at the end of the programme, others will go on to work in sectors where they can influence outcomes for prisoners in other ways, taking on positions in corporates or developing social enterprises to utilise their unique leadership experience.

# OWLS

## WHAT WE DO

Owls Vision: A world where anything is possible through collaboration and where communities are looked to and listened to for solution. Owls has been testing an idea from the street called Problem Solving Booths, innovating with partners and the community to see if its positive impacts can be replicated and scaled through an approach called Street to Scale.

## WHY WE DO IT

Street to Scale is the brainchild of Dr Charlie Howard, and explores how best to mobilise ideas that make a positive difference to our communities. Ideas that impact on the way we think, feel and act towards each other. Street to scale looks at alternative funding models which are responsive, flexible and best enable the scaling of ideas rather than organisations, wrapping a community of interest around the idea to innovate and learn through failure.

The first of these ideas are our Problem Solving Booths (PSBs) ([problemsolvingbooths.com](http://problemsolvingbooths.com)). These are impromptu booths that can be set up anywhere and invite two strangers to have a conversation - one as a 'Helper' and the other being 'Helped'. The idea came from a young person standing

in a queue at a sandwich shop in West London, when Charlie asked what would make a difference in his community. He answered "A Problem Solving Booth right here on my street".

## HOW WE'RE CHANGING THE STATUS QUO

PSBs give permission for strangers to connect and have conversations that they wouldn't usually have. Hundreds of advocates have since worked to develop PSBs, trying out all kinds of prototypes. There have now been Problem Solving Booths popping up from London to Zurich to Sydney.

We have learnt that PSBs have a positive impact on the way people think, feel and act towards each other. People enjoyed helping others, it made them feel connected and valued, and impacted on the way they thought about asking for help in the future.

Our current challenges are to find ways of replicating the impact of these conversations from 50 to 1000s of positive human connections a day and to find ways of enabling new ideas from the street to be heard.

# Unlocked

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