

Stephen Lloyd Awards (SLA) Programme:

Understanding the
impact achieved with
our winning projects

September 2019



**STEPHEN
LLOYD
AWARDS**



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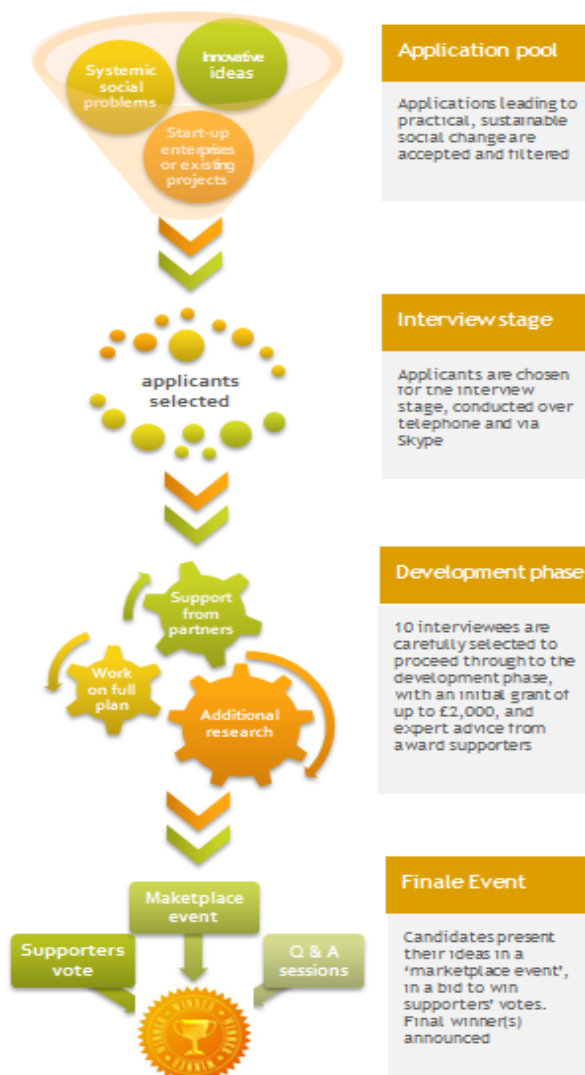
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About the SLA Programme

In memory of former Bates Wells Senior Partner, Stephen Lloyd, the Bates Wells Foundation established the Stephen Lloyd Awards (SLA) Programme in 2015.

Application process



The SLA Programme reflects Stephen's commitment to innovation in tackling social issues by encouraging and supporting the development of practical, sustainable ways of achieving social change, often at a systemic level.

Over its first four years of operation, the Awards have provided £200,000 of grant funding to seven winning organisations and almost £80,000 in further grants to 30 shortlisted organisations. Winners and many other applicants receive significant pro bono commitment, and winners receive funding of up to £20,000. Therefore, applicants receive a mixture of expert advice and support, as well as encouragement and funding.

With the involvement of over 70 individual and institutional experts across the charity and social enterprise sector who are all able to offer valuable pro bono and financial assistance, some amazing projects have been able to gain access to support (moral and technical) through the SLA programme. This has, in turn, allowed them to come several steps closer to achieving their aims.

Organisations entering the SLA programme each year vary in nature; some are still developing from early stage ideas, whilst others are more developed and are looking to grow.

One of the distinguishing features of the programme is our willingness to back an idea on one sheet of paper and not to require initial success before we provide support.

What we seek are innovative, sustainable, early stage projects that are capable of delivering effective social change.

The Trustees of the Bates Wells Foundation are Evelyn Smith, Martin Bunch, Patrick Nash, Peter Bennett, Philip Kirkpatrick, Rosamund McCarthy (Chair) and Stephanie Biden.

Current Stephen Lloyd Award Committee members are Jim Clifford OBE, Philip Kirkpatrick, Lorna Lloyd, Patrick Nash, Michael Norton and Rosamund McCarthy. The SLA Committee is assisted by Mona Rahman and Ben Metz.

We would like to thank all our funders and pro bono supporters, current and former, for their invaluable support which is vital to the Stephen Lloyd Awards.



Our partners include a myriad of organisations and individuals and we would like to thank them all immensely for their commitment and dedication. The full list of partners can be found on the Stephen Lloyd Awards website at www.stephenlloydawards.org/partners.



The projects vary widely in scope and focus:

- Enabling prisoners to receive voicemails to educating young people about legal consent;
- Braille e-readers to gadgets using pulsed light to filter fish catches;
- Interventions for care-leavers to support for Refugees getting into training and work;
- Community energy generation and sharing to using games to help Cystic Fibrosis sufferers cope with tedious therapy.

The common threads are: innovative approaches, making the 'impossible' possible and a desire to make real, permanent change for those that need it.

The Stephen Lloyd Awards enable great ideas and inspired social entrepreneurs get supported and emerge when their value might otherwise be lost or delayed. We help them on their way with a big step up. The infographic overleaf highlights some of our finalists' successes with our help.



Executive Summary



stephenlloydawards.org

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Introduction and Purpose

With ten award winners to date and two highly commended, and nearly forty who have appeared in the finals, the SLA network of support has had an effect on a wide range of budding social enterprises and entrepreneurs. However, that begs the question: what effect have they had?

We have undertaken research to understand better the impact achieved by the SLA Programme. This has considered the effectiveness of the Awards and what they have achieved in terms of practical, sustainable social and environmental change.

Outcomes are changes achieved where they are needed. Impact is the extent to which they are caused by the activity or intervention being reviewed.

“

We might have struggled to survive without the support which followed the award. It helped us to win over sceptics and extend our impact

”

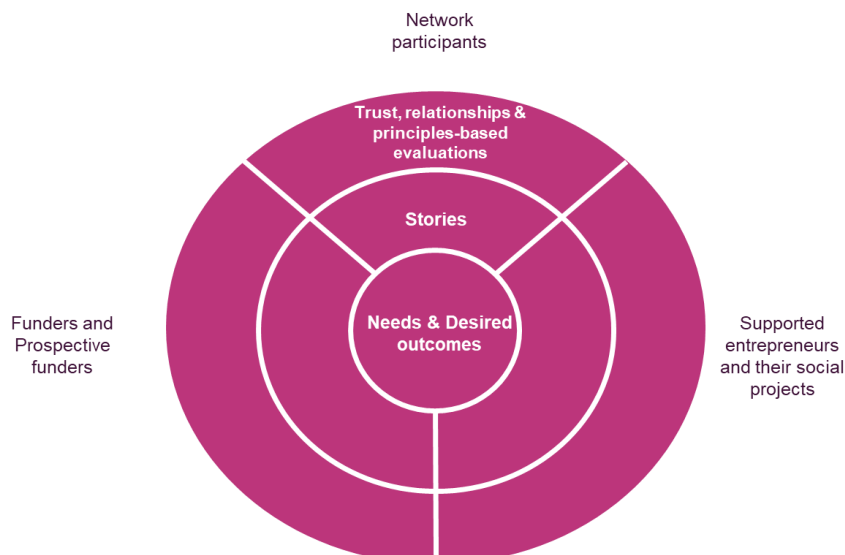
There are three main groups involved in the SLA Programme, as shown in the diagram: the entrepreneurs and their projects; the network participants; and the funders, current and prospective. Measurement is of relevance to all three, and affects their interaction. The areas of focus which are of interest to them include, shown as concentric circles, building on each other:

The needs and detailed outcomes achieved

The stories of how they were achieved, and what happens next as a result of the changes experienced

The trust, relationships, and focus on principles-based evaluation that builds up amongst and between the parties.

This impact report aims to encourage a wider involvement by network members, funders and entrepreneurs. It is about looking critically and analytically at the three elements tested, which are “Funding”, “Pro-Bono Support” and “Championing and support by a powerful friend”, which will be fed into the wider analysis to ensure that the SLA Programme can continue to be impactful.





Approach to Evaluation



The research carried out drew upon the shared understandings and trust of the organisations who reached the final stages of the SLA process. It was undertaken by the Bates Wells Impact team, the Head of which is a co-founder and Committee Member of the Awards, and mentor and Trustee of one of the former winners. He took no part in the supporting interviewees. Therefore, this was insider research, following normal research principles as to evidence gathering, research ethics and disclosure of findings.

This entailed three elements:

1. Overview of award shortlisted applicants

Based on a short questionnaire (outlined at Appendix A) we drew out key themes relating to how the award has affected participants and brought them value. We used an online questionnaire to deliver it, and wrote to award applicants asking them to respond. We targeted a 50% or more response rate because of the level of engagement of participants at the time of the awards, and the fact that many have received support through the network, even if they weren't the ultimate winners.

2. Deeper review of selected winners

This was based on Semi-Structured Focused Interviews, the thematic structure for which is shown at Appendix B. Each of the selected winners was asked to do a telephone conversation with a researcher



which lasted between 40 minutes and an hour. The findings were drawn out into stories of change, shown at Section 4.

3. *Review by organisers which drew out the lessons and considered any changes in focus, and reported on the findings.*

The analysis of the SLA Programme is intended to bring about the following benefits:

Identify and value the wider social impact and value of SLA Programme, together with the ability for participants to communicate that impact to key stakeholders such as; funders and the wider community.

Identify particular stakeholders who benefit as a result of participant organisations existing

Enabling SLA Programme to identify what is creating its impact so that it can focus upon and increase that and refine it

Enabling SLA Programme to seek feedback from organisations on how to refine the process

Focus attention and resources - Taking a social impact based view can also enable SLA Programme to make key decisions on where to focus energy and resources both strategically and operationally.

“

We got access to an amazing [advisory] team (and new friends) which gave us greater confidence when interacting with the business and investor communities

”



Summary of Results

The range of projects supported exemplifies the breadth and diversity of social entrepreneurship in the UK and beyond. The finalists from the first four years are outlined below.

Year		Project	Initiative	Website
2015	1.	3Co	Works with communities and individuals to co-design services and contracts for sustainable social returns and financial savings.	http://socialinvestment.org.uk/team-6/
	2.	Go-Forward	To create a home-away-from home centre where care-leavers can find a safe and welcoming haven.	http://www.go-forwardyouth.org/
	3.	New Foundation	To take the core principles at the heart of social justice and build a new foundation structure on them.	
	4.	Findacure	Enabling medical research and drug development through programmes for rare disease patients and advocates.	http://www.findacure.org.uk/
	5.	Brave, from Body and Soul	Works with stigmatised communities to improve experiences of patients accessing health services.	http://www.bodyandsoulcharity.org/
	6.	Energy Local	Means for a community to pool their local generation, use it directly and benefit from time of use prices.	http://www.energylocal.co.uk/
	7.	Shared Assets	To create local or regional 'land savings trusts' to own land for the public benefit.	http://www.sharedassets.org.uk/
	8.	Spark Inside	To develop and pilot a Prison Coaching Programme to address the issue of persistent youth offending.	http://www.sparkinside.org/
	9.	Rabble, New Citizenship Project	Online marketplace for individuals and institutions to list fun voluntary activities and for families to sign up.	http://www.newcitizenship.org.uk/
	10.	Value Structures	To offer an agile, flexible strategy to deliver permanent, sustainable, affordable housing.	
2016	1.	Campaign Bootcamp	Hands-on learning to teach the skills, network and confidence needed to change the world through campaigning.	https://campaignbootcamp.org/
	2.	Canute	A new digital Braille 'iPad', designed to transform the lives of blind people by helping reverse the decline in Braille literacy.	http://www.bristolbraille.co.uk/canute.htm
	3.	Feedback	Campaigns to end systemic food waste, working with grassroots, public and private organisations to change society's attitude toward wasting food.	https://feedbackglobal.org/
	4.	Findacure	Builds the rare diseases community to drive research and develop treatments.	http://www.findacure.org.uk/
	5.	How do I?	Aims to address the gap in available resources around supporting vulnerable people, through their app called How Do I?	http://wearehowdoi.com/
	6.	Nurse First/Community Health Innovation	This innovative programme was created to design and raise funding for and deliver a real-world project to improve health outcomes.	http://www.nursefirst.org.uk/
	7.	7. Prison Voicemail	Improves prisoner/family communication by enabling the exchange of voicemails through the existing prison phone system.	https://prisonvoicemail.com
	8.	Schools Consent Project	Sends qualified lawyers into schools across the UK to teach them about sexual consent.	https://www.schoolsconsentproject.com/



Year		Project	Initiative	Website
	9.	Talkosaurus	An app-based intervention that aims to improve speech acquisition in non-verbal children with autism.	https://linguisticator.com/
	10.	Zephx Ltd	Makes physio fun for children living with Cystic Fibrosis (CF), to maintain best possible respiratory health through an app called 'Zephbot'.	http://zephx.com/
2017	1.	Cornerstone	Enables people they support to enjoy a valued life in addition to their contracted work, by providing very person-centred care and support.	https://www.cornerstone.org.uk/
	2.	Hello World Lab	A solar-powered, internet-enabled, community-owned-and-maintained multi-station computer lab designed to address the connectivity and education deficits in refugee camps.	https://projecthelloworld.org/
	3.	Human Language	Aids communication within teams who support people experiencing severe and multiple disadvantage.	https://humanlanguage.co.uk/
	4.	Mindful Music	Teach children aged 3-12 to improve focus, behaviour and attainment by training educators to deliver immersive music activities to their pupils.	https://www.mindfulmusic.london/
	5.	Playphysio	Committed to harnessing the power of 'games' for the benefit of patients and families managing long term illness.	https://playphys.io/
	6.	Positive Boundaries (Bullying UK)	A unique preventative programme delivered to youth in schools and other settings.	http://www.bullying.co.uk/
	7.	SafetyNet Technologies	Builds devices that use light to help fishermen catch the right fish tackling some of the key issues facing the commercial fishing industry.	http://sntech.co.uk/
	8.	Settle	Supports vulnerable young people moving into their first home with 1:1 training.	http://wearesettle.org/
	9.	Sky School	A global high school for refugees who want to change the world.	https://www.skyschool.world/
	10.	Vocalenzo	A health tech start-up designed to increase the independence of visually impaired people.	https://vocalens.uk/
2018	1.	Age UK - Compass Project	Uses data analytics and new tech to provide co-ordinated, support from multiple partners to older people.	http://www.ageuk.org.uk/southlakeland/
	2.	Fishy Filaments	To recycle used fishing gear locally into supplies for 3D printing.	https://fishyfilaments.com/
	3.	Flexible Teacher Talent	Support schools to retain effective teachers and leaders.	www.flexibleteachertalent.org.uk
	4.	Foodinate	Scaling innovative meal-for-meal initiatives across the UK to support long-term solutions to homelessness.	http://www.foodinate.co.uk/
	5.	Garbage Medical Insurance	A micro health insurance program which uses garbage as a financial resource to aid Africa's community and enables slum dwellers to pay for health cover.	www.ecoact.co.tz
	6.	Hello Lab	A solar-powered, internet-enabled, community-owned-and-maintained multi-station computer lab.	https://projecthelloworld.org/
	7.	OCD Research Partnership	Exists to accelerate the development of new and better treatments for patients suffering from obsessive-compulsive disorder (OCD).	
	8.	Project Baala	Seeks to make menstruation a non-issue in India, with specially designed reusable sanitary	http://www.projectbaala.com/



Year		Project	Initiative	Website
			towels and menstrual awareness workshops.	
	9.	RefuAid	Aims to provide an innovative, practical, scalable and sustainable solution to requalification for refugees in the UK.	http://www.refuaid.org/
	10.	Talk for Health	Talk for Teens: taking an innovative and highly effective peer counselling programme into schools	https://www.talkforhealth.co.uk

Driving social and environmental impact: the organisation's story and their SLA journey

The diagram below represents the growth and development of an organisation once it starts its SLA journey. It demonstrates the various different facets which are required to ensure an organisation which is driving social and environmental impact can flourish.

The 'SLA cocoon'

SLA applicants are made up of innovative ideas; solutions to systemic social problems and / or start up enterprises or existing projects. The SLA works alongside each organisation, providing it with a range of support such as mentoring and consultancy services. This support 'cocoons' the organisation, it is something that can be drawn on where needed, fitting the organisation's timeline and needs rather than the other way round.

SLA applicants are able to draw on their own abilities and the skills and support of their organisation's 'SLA cocoon'. Thanks to this relationship, the organisation is able to flourish. Through this process, the organisation can: grow and develop; maximise its use of resources; access more resource such as funding; progress its strategy, in some cases by enhancing elements of its operational model and business plan. A sustainable model is created that maximises the organisation's ability to deliver social and environmental impact.





Questionnaire responses: key statistics

The data obtained from responses to the questionnaire demonstrates that:

The majority of organisations (86%) applied to the SLA because they were seeking early stage funding; interestingly no organisations were seeking early stage technical support although this is likely due to this being a lower priority for an early stage idea.

50% of organisations said that they made connections with SLA supporters on the night of the Awards, of which 21.4% had requested support since the awards evening. 14% received a direct approach from an SLA supporter during the awards evening.

The support received was wide ranging, from legal advice to commercial/business, funding and financial advice, as well as forming a network of contacts.

The majority believed that funding from SLA was crucial, and 58% were able to access additional funds following their involvement with the SLA.

92% of organisations said SLA Programme added to their organisation's profile, and opened doors to further conversations. This was seen as either very important or crucial.

62% have indicated that their organisation has expanded or experienced growth since the SLA, ideas have been developed and it's seen as a good way to incubate ideas.



“

Our credibility was improved; our CEO had more time to focus on developing the organisation and winning new business to get us to where we're at today

”

Key themes

The SLA as a gateway

From both the survey responses and interviews, it can be seen that applicants to the SLA are, for the most part, early stage ideas which are looking for “someone to take a risk on [them]”. Given its knowledge, expertise and wide network of supporters, the SLA is unique in being able to take a calculated risk to fund early stage ideas. These elements of support which are offered by the SLA come together to nurture, incubate and empower applicants; for many it is a Launchpad, “a leg up at the right time”, through which they are able to grow and develop.

1. Gateway to funding – further funding achieved as a result of SLA

All those finalists interviewed and 58% of organisations from the questionnaire referred to their ability to gain access to extra funding as a direct result of their involvement with the SLA; even more organisations from the survey considered it a tipping point to further funding.

2. Gateway to contacts – building a network of skilled friends

The wider ripple that interviewees spoke of was the access to contacts, whether that be those SLA supporters who had pledged support on the awards evening, or the opportunity to be mentored by Ben Metz as part of the application process, or even introductions (through the SLA) to contacts in the sector in which they operate. All felt that they had



been able to learn and develop as an organisation as a result of this access to contacts and that this opened doors for them. The SLA enabled them to build a network of skilled friends which they check in with from time to time – as a sounding board, to test and challenge their plans, or for a quick piece of technical advice.

3. Gateway to support – benefitting from technical advice and pro bono support

This element was considered by interviewees and organisations alike to be an empowering factor. Organisations demonstrated the wide range of support that is both offered and taken up by organisations, there is an obvious need here which is met by the SLA. Support spanned a wide range from legal to commercial and financial advice, HR and IT.



It is fair to consider that these ‘gateway elements’ come together as a whole to successfully empower and advise / support organisations, a significant, even pivotal, factor to their success.



A powerful friend to champion your idea

62% of organisations indicated that their organisation had experienced growth thanks to having someone to champion their idea. It was also noted as “fantastic” to have support that continued beyond the awards evening. Interviewees corroborated this finding, speaking of how it can be quite lonely when working on an early stage idea, and how reassuring it was to have someone to believe in you. They noted that the skills of their SLA ‘champion’ complemented their own; where they had knowledge of the sector in which they were operating, their SLA champion was able to teach them about the funding landscape and bigger picture elements of start-ups such as legal structures, business plans and operational / financial models.



The event itself – “a real celebration”

SLA finalists and SLA supporters found that having the opportunity to share in the finalists' journeys from the beginning is inspiring. Interviewees spoke about how exciting and rewarding it is to have an innovative idea and to share it with others, and exchange learning along the way. Both interviewees and survey respondents referred to how they had kept in touch with other SLA finalists. They recognised that, although operating in very different areas, their journey to develop their early stage ideas had many similarities and the SLA companionship amongst finalists was not only appreciated, but was something they would like to see encouraged more into the future.

Learning points

When looking at the survey results and the interviews, and drawing all themes arising from these together, it can be seen that the SLA is really valuable. Applicants to the SLA are diverse and the impact of the SLA is pivotal; many finalists would most likely not have succeeded in growing and developing their organisation as successfully and quickly without the SLA.

“

We have had some brilliant support from the awards community, ranging from HR advice, legal support and supervision from a psychologist

The ripple effect and intricacies of the impact and change coming from each organisation's SLA journey is bigger than would be expected. The SLA offers a unique opportunity: interviewees considered that not only the funding offered (noting particularly the importance and uniqueness of the £2,000 funding to prepare for the awards evening), but also the access to pro bono support and expertise, contacts and mentoring really set their SLA journey apart. Interviewees particularly noted that the SLA worked to their timeframes and priorities, offering a personalised approach that truly invested in the importance of each idea.

A few points learning points drawn common to both the survey responses and the interviews include:

Increase signposting about the purpose of the award

”

There was a desire to know more about the purpose of the awards and the values they reflect. This increased awareness would, in turn widen the reach of the SLA and encourage more applicants, particularly those with early stage ideas who are looking for not only funding but skills and expertise to complement their own, as well as someone to take a risk on their innovative idea.

Pre application support

A key theme was the pre application support received from the SLA. This was felt really to hone applications and provided direction and guidance at a much needed point in the organisation's development. The research showed that participants have benefited from the involvement of Ben Metz and Jim Clifford in particular, and the Committee is very grateful to them.

The first year of the awards required applicants to have a sponsor at Bates Wells as part of their application. This is beneficial as it enables signposting to relevant support and expertise and offers nurturing and encouragement where needed. This, in turn, makes the application process beneficial in and of itself, regardless of the outcome. The ripple effect of social and environmental change is widened by having an input, however small, to all applicants.

Establishing alumni group

Organisations referred to how they had remained in touch with other finalists and had been able check in with them and support them as their organisation develops, often encountering similar



issues albeit in different sectors. There was appreciation for being a part of the 'SLA family' and a desire to formalise this into an alumni network which could link different contacts from different years together, promote the awards and allow for cross fertilisation of ideas.



Funders and Supporters

Thank You

The Stephen Lloyd Awards would like to thank all their funders and pro bono supporters, current and former, for their invaluable support which is vital to the Awards.

Supporters include a myriad of charities, trusts and foundations such as the Ashden Trust, Bridges Charitable Trust, EQ Foundation, Flintish Trust, HW Fisher, NCVO, PwC, Stone King, Tudor Trust and a host of other generous individuals. The Awards thanks them all immensely for their commitment and dedication.

The full list of funders and supporting partners can be found on the Stephen Lloyd Awards website at www.stephenlloydawards.org/partners

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www.stephenlloydawards.org

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