



Invitation for expressions of interest

To become a partner organisation of the Campaign to End Loneliness in Cambridgeshire

The Campaign to End Loneliness believes that we must make loneliness everyone's business so that no one in later life who wants meaningful connections should be without them. We are a powerful catalyst for inspiring this change. We use research, education, powerful communications to ensure there are effective ways for older people to stay connected; all of which will lead to a reduction in the damaging effects of loneliness in older age.

Following a recent £2.65m award from the Big Lottery Fund to part fund our work over the next four years will be undergoing a major expansion of our reach, ambition and partnerships.

To achieve our goals, we're seeking a partner organisation in Cambridgeshire. The Campaign and the chosen partner would share similar principles in working together:

- Share compatible objectives to reduce loneliness
- In doing so share and utilise each other's wide networks to help achieve our joint objectives
- Share values of being evidence based and impartial in terms of not favouring or promoting one particular preventive approach or service to the detriment of others
- Be apolitical and not aligned to any political party
- Have capacity to devote staff time or resources etc. to ensuring the Partnership is successful

A partnership agreement will be drawn up with the successful organisation and will include:

- The Partner agreeing to work alongside the Campaign for the period covered by the Lottery funding agreement – 2017 - 2020
- The Partner being recognised on relevant Campaign to End Loneliness communication collateral
- The Partner accommodating (at an agreed cost between the two organisations) staff within the Partner's offices in Cambridgeshire and providing office support to the staff member (desk, telephone etc.)
- The Partner working with the Campaign's staff member to support the Campaign's activity on the ground (e.g. making its networks available to the Campaign)
- The Partner working with the Campaign to enable it to make joint representations on loneliness policy issues within the policy framework covered by the Partner

Time frames

The Campaign to End Loneliness is recruiting a Campaign Manager – England post, which will work intensively in Cambridgeshire and will be based with the chosen partner. This post will start in June 2017.

We are therefore seeking a Cambridgeshire partner in the following time frame:

Task	Date	Lead
Closing date for EOIs	28 April	Interested organisations based in Cambridgeshire
Panel to shortlist	2 May	Director
Interviews (may be by phone)	15 or 17 May	Director
Meeting to agree partnership	25 May	Director, partner CEO or equivalent
Legal agreement to be signed	Thursday 25 May	Director, partner CEO or equivalent
Post holder to start and be housed part time in the partner's offices	Thursday 1 June start date in London, Tuesday 6 June in partner offices	Director, partner CEO or equivalent

How to apply:

Interested organisations should send an Expression of Interest that covers the following, to Laura Alcock-Ferguson at the email address below. Please mark your email: EOI for Cambridgeshire partner organisation.

In a word attachment, please set out your views on the following, in no more than 300 words per question:

1. What are your organisation's objectives to reduce loneliness?
2. Describe your organisation's networks and how they could help the Campaign to achieve our objectives (see description in background to the Campaign below)
3. How has your organisation used an evidence base in addressing loneliness?
4. Describe your view on effective interventions and services that prevent and reduce loneliness and how your organisation manages to offer an impartial view of all activities that could reduce loneliness
5. Do you have capacity to devote staff time or resources to ensuring the Partnership is successful, including having space for a hot desk arrangement for the Campaign Manager for up to 3-4 days a week?
6. Are you a supporter of the Campaign to End Loneliness and if so, for how long? Which piece of Campaign to End Loneliness work has been most useful for you? What do you think the Campaign should be doing more of?

Please also confirm:

7. Your organisation is apolitical and not aligned to any political party.

8. That your board (or equivalent) has signed off your EOI application – with a stated signatory
9. The main contact for the EOI and the Executive Director at the Campaign to End Loneliness to liaise with at the interview stage, should you be successful
10. The address of the office within which you could host the Campaigns Manager - England

Send your EOI to laura@campaigntoendloneliness.org.uk

Background to the Campaign

Why making loneliness everyone's business is the key to ending loneliness.

The Campaign to End Loneliness believes that no one in later life who wants meaningful connections should be without them. Between 2017 and 2020 we will make loneliness everyone's business.

We inspire people, businesses, community groups and government organisations to act on loneliness in older age by creating action-oriented campaigns, influencing better practice in front-line organisations, getting businesses to offer products and services to customers that help them connect, or support their employees to overcome and prevent loneliness and ensuring that government organisations make loneliness a priority as a public health issue. With thousands in our campaign network, we catalyse more effective ways for older people to be and stay connected; leading to a reduction in the damaging effects of loneliness in older age.

Our success

Since our launch in 2011, we have created the right conditions for policy makers and practitioners in the voluntary and statutory sectors to help even more of the 10% of older people who feel lonely all or most of the time. In the last five years, we have raised awareness of the health problems caused by loneliness, shifting the interest and action on the issue by local authorities at a time of budget restraints significantly through our media and campaigning work. We have provided evidence-based advice and consultancy to some of the major new initiatives on loneliness, e.g. The Silver Line, The Co-Operative's initiative with the British Red Cross and the Jo Cox Commission on Loneliness. We have created an international network of researchers to inform charities about the latest research, a UK-wide network of ambassadors to champion change in their communities and built the beginnings of a movement across the UK to reduce loneliness in older age with over 3000 people and organisations joining our cause and doing more to tackle loneliness.

For the last five years, the Campaign to End Loneliness has been working with organisations across the UK, and sometimes internationally, sharing evidence and encouraging best practice. We're extremely proud of what we've achieved:

- Through building a new research network of 119 leading academics we have been instrumental in making loneliness a major public health issue
- Our Learning Network has shared best practice with over 900 organisations across all UK nations, transforming service delivery. 95% say they have improved existing services or activities to tackle loneliness in older people as a result of the Campaign
- We have been an influential development partner in Scotland's new National Strategy on Loneliness
- 83% of English local authorities have commissioned new services to tackle loneliness; the majority say they used our resources, information and materials to do so
- 80% of English Health & Wellbeing Boards have made a commitment to tackle loneliness; 73% say this is as a direct result of our influence

At long last, almost everywhere in the UK, loneliness is recognised as a major public health issue. The Charities Evaluation Service's 2016 evaluation of our work described us as "the national champion of the issue... a catalyst for change".

"Across local authorities, the Campaign has been instrumental in just reassuring local authorities that they should be focused on this issue, that there is good evidence and that there is an organisation that will be advocating for it"

Kevin Fenton, Director of Health & Wellbeing, Public Health England

2017 – 2020: making loneliness everyone's business

The Campaign has been awarded £2.7 million from the Big Lottery Fund to part-fund our work to 2020. During this time our vision is that no one who wants meaningful connections in older age is without them. Our mission is to make loneliness everyone's business.

We will deliver this nationwide across the UK through public and targeted communications campaigns, growing our campaign network to over 3000 organisations from all four sectors (business, charity, statutory and social enterprise) as well as working intensively in four areas in England, Scotland, Wales and Northern Ireland to create the perfect storm against loneliness in older age.

How we work:

Our work: The Campaign to End Loneliness can only deliver its impact by working with thousands of organisations and hundreds of thousands of people – at the heart of our ways of working is partnerships. Our core work is delivered by a small staff team in England,

Scotland, Wales (from June 2017) and (from 2018), Northern Ireland. We are run by a management group which provides our governance and strategic direction. The management group is made up of individuals with strong experience of the issues addressed by the Campaign and the skills the Campaign needs for to succeed. We will work with partner organisations in four local areas in England, Wales, Scotland and from 2018, Northern Ireland.

Our funding: The work of the Campaign from 2017 - 2020 has recently been part-funded by an award of £2.7million from the Big Lottery Fund and is also funded by organisations including Independent Age, the Calouste Gulbenkian Foundation, the Tudor Trust and the John Ellerman Foundation.

We are seeking innovative, proactive and positive funding partners to enhance our work and meet our ambition – there are over a million older people in the UK who face chronic loneliness every day – to make sure they and those at risk of loneliness are helped and able to help themselves, contact us - details are below.

Our governance: Financial administration and legal accountability for the Campaign is provided by Independent Age (reg. charity number 210729), the ‘host organisation’. Independent Age is the employer of the Campaign’s staff, and its Trustees have ultimate responsibility for its use of funds, its charitable and legal responsibilities.



LOTTERY FUNDED