



## **Invitation for expressions of interest**

### **To become a partner organisation of the Campaign to End Loneliness in Northern Ireland (2018-20)**

The Campaign to End Loneliness believes that loneliness is everyone's business, and 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 and 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 between 2017-20, we have undergone a major expansion of our reach, ambition and partnerships. Having recently expanded into Wales, Scotland and Cambridgeshire we are now looking to work with a partner based in Northern Ireland.

**To achieve our goals, we're seeking a partner organisation in Northern Ireland.**

**We are seeking applicants to propose an area in which to work outlining how there are maximum opportunities and minimal chance of duplication in the proposed area.**

**The final decision on the partnership and the area(s) we will cover will be made by the Campaign following a due diligence process, liaison with partners such as the Big Lottery Fund and making reference to an asset mapping exercise commissioned by the Campaign in 2016/17.**

**Please note that the three localities across the UK in which we are currently working have populations of approximately 600,000 and our ideal would be to work in an area or areas with a similar population.**

#### Shared principles

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 when it comes to different (proven) methods of addressing loneliness
- Be apolitical and not aligned to any political party

- Have capacity to devote staff time or resources 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 – 2018 - 2020
- The Partner being recognised on relevant Campaign to End Loneliness communication collateral
- The Campaign reimbursing the Partner up to £2,500 (plus VAT if applicable) per annum for the use of office space and support (access to the internet, telephone and printing) for the Campaign Manager – Northern Ireland.
- 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

### Timetable

The Campaign to End Loneliness will be recruiting a Campaign Manager – Northern Ireland post, which will work intensively in the chosen locality in Northern Ireland and will be based with the chosen partner. This post will start in January 2018 and the chosen partner will be invited to host and participate in the interview process.

We are therefore working to the below timetable:

Task	Date	Lead
Closing date for partner EOIs	31 August	Interested organisations in Northern Ireland
Panel to shortlist and invite successful applicants to interview	1 September	CEL Director of Campaigns, Policy and Research
Interviews (intended to be in Belfast)	5 September	CEL Director of Campaigns Policy and Research
Partner appointed (after potential second interview)	By 8 September	CEL Director of Campaigns Policy and Research
Recruitment begins for Campaign Manager – NI	14 September	Independent Age HR Department
Campaign Conference (in London) – free ticket for campaign partner	20 September	
Deadline for Campaign Manager – NI applications	6 October	Independent Age HR Department
Shortlisting for Campaign Manager - NI	By 10 October	CEL Director of Campaigns, Policy and Research
Interviews for Campaign Manager - NI including CEO	18/19 October	Executive Director of CEL

of partner organisation (to be hosted by partner if possible)		
Meeting to discuss proposed partnership agreement	18/19 October	CEL Director of Campaigns Policy and Research and CEO of partner
Campaign Manager appointed (possibly following second interview)	By 31 October	CEL Director of Campaigns, Policy and Research
Partnership agreement signed	By 30 November	CEL Director of Campaigns Policy and Research and CEO/Chair of partner
Visit by IT support to set up systems	By 14 December	Independent Age IT Department
Post holder to start and be housed part time in the partner's offices	2 January 2018	CEL Director of Campaigns Policy and Research and CEO of partner.

### How to apply:

Interested organisations based in Northern Ireland should send an Expression of Interest **by the end of 31 August 2017** that covers the following, to Sam Dick, Director of Campaigns, Policy and Research, at the email address below.

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

1. Please outline your organisation's particulars (name, charity/company number etc.)
2. Please outline where you propose to work on this project, the area's demographic profile and your rationale for proposing that area to deliver this project.
3. What benefits and opportunities do you think being a partner will bring to your organisation and what benefits and opportunities will you being a partner offer the Campaign?
4. What is your current (evidence-based) understanding of loneliness in Northern Ireland and what are your organisation's existing objectives to reduce loneliness?
5. Describe the scale and make-up of your organisation's existing networks, specifically with regards to the new audiences the Campaign is seeking to reach including: the general public; businesses, both small and large; devolved institutions; policy makers; and lonely older people.
6. Please outline how the Campaign's objectives align with your own and how the current policy/political climate in Northern Ireland poses opportunities and risks for the partnership.
7. Who within the organisation has participated in developing this expression of interest, what role do they play within the organisation and what role do you foresee them playing in the delivery of this partnership?
8. Describe your view on different 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

9. Describe your approach to managing conflict in partnership working – give an example of how you've had to deal with a difficult conversation and how you turned this into a productive working partnership?
10. What capacity do you have to devote additional staff time or resources to ensuring the Partnership is successful, who do you foresee being the principle point of contact and how in practice will you approach working with the appointed Campaign Manager – Northern Ireland given their limited time in your office?
11. 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 provide:

12. The most recent copy of your published annual accounts.
13. Confirmation that your organisation is apolitical and not aligned to any political party.
14. That your board (or equivalent) has signed off your EOI application – with a stated signatory
15. The main contact for the EOI and the Director of Campaigns, Policy and Research to liaise with at the interview stage, should you be successful
16. The address of the office within which you could host the Campaigns Manager – Northern Ireland, its facilities and the availability of desk space, a telephone line, internet and printing facilities. Please provide photos.

**Send your EOI (as a word document) to [sam@campaigntoendloneliness.org.uk](mailto:sam@campaigntoendloneliness.org.uk) . Please mark your email: EOI for NI partner organisation.**

#### Unsuccessful applicants

Unsuccessful applicants will be notified as soon as possible following the relevant stage they have reached (shortlisting, interview, due diligence), however, given the short timetable, providing detailed feedback cannot be guaranteed until the end of September.

We appreciate the time and energy applications to this process involves. We are committed to work with a cross-section of the community in Northern Ireland from January 2018 and will be looking for further opportunities to deliver change. There will be many opportunities, other than a formalised partnership, for us to work together in Northern Ireland in the future.

## **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 £2.65 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 £2.65million 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**