

The Substance Conference
Friday 4th March 2011
10am – 4pm
The Barbican, London

A New Ball Game: Learning the Rules of Engagement for Public Services



Overview

It's a new ball game for those commissioning, delivering and evaluating a whole range of public services, including those for young people. Substance's third national conference confronts the impact of the spending review and public sector cuts head on. What are the new rules of engagement? How can you respond?

A New Ball Game will bring together policy makers, commissioners, practitioners and researchers to start to provide some answers:

- What do commissioners need to be looking for?
- How can programmes and projects on the ground respond and demonstrate their value?
- How do you stand out from the crowd?
- What will the changes mean for commissioning, grants, delivery and evaluation?

Tied in with the concept of Big Society, with an emphasis on localism and personalisation, these changes offer opportunities as well as threats. Come and learn about yours.

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Key Note Speaker
Charlie Leadbeater



Key Note speaker Charlie Leadbeater is a leading authority on innovation and strategy, and is one of the most influential creative people in the world. He is author of several acclaimed books; *Living on Thin Air*, a guide to living and working in the new economy; *Up the Down Escalator*, an attack on the culture of public pessimism accompanying globalisation and *In Search of Work* which was one of the first books to predict the rise of more flexible and networked forms of employment. He has also written extensively and influentially on the case for more personalised, participative approaches to education, most recently a report entitled *What's Next? 21 Ideas for 21st Century Education*. He has advised a long list of organisations on innovation strategy, including the BBC, Vodafone, Microsoft, Cisco and Accenture.

In 2002 he was listed by GQ magazine as one of the Most Powerful Men in the UK. The New York Times anointed Charlie's idea, *The Pro-Am Revolution*, as one of the biggest global ideas of 2004.

Running Order

9:00 – 9:45	Registration
9:45 – 10:00	Welcome
10:00 – 10:30	Keynote Address – Charlie Leadbeater
10:30 – 11:00	Question and Answer Session
11:00 – 11:30	Refreshments
11:30 – 12:30	Policy Workshops
12:30 – 1:30	Lunch
1:30 – 2:30	Practice Workshops
2:30 – 3:00	Refreshments
3:00 – 4:15	Panel Discussion – Challenges, Opportunities and New Ideas Chair – Lucy Parker Stella Creasy MP John Tizard Joyce Moseley Prof Tim Crabbe
4:30 – 5:30	Reception and Launch of Views



Morning Sessions

Policy Workshops

11:30 – 12:30

Dr. Simon Duffy & Matthew Pike

Getting up close and personal: What personalisation means for young people

Personalisation offers a radical new paradigm for the organisation of the welfare state and the citizen's place within it. In this workshop Simon and Matthew will explore how personalisation is already bringing about radical change in education, health, social care and community development. They will set out the future direction for changes in policy, practice and, most importantly, how citizens themselves can lead change in their own communities.

Speaker Biographies

Dr. Simon Duffy leads the independent research and development network, the Centre for Welfare Reform. The Centre works to radically redesign the current welfare system in order to promote citizenship, family and community. Simon is best known for his defining work on personalisation. In 1996 he created the first individual budgets in Glasgow, and in 2003 he tested this model when leading In Control. In 1999 he developed the model of Self-Directed Support which has now become central to adult social care policy in England. In 2007 Simon was awarded the RSA's Prince Albert Medal for his work in defining and developing the primary technologies of personalisation.

Simon has a doctorate in moral philosophy and is an Honorary Senior Research Fellow at the University of Birmingham's Health Service Management Centre.

Matthew Pike is one of the country's leading social entrepreneurs and has established more than 40 new programmes and organisations, including a range of social investment funds. He has also advised government at a senior level on a range of policy issues.

Matthew is currently Chair of the ACEVO Commission on Personalisation and a Senior Adviser to the Social Investment Business.

Richard Wall & Miia Chambers

How to encourage innovation in young people's services

This workshop will focus on how young people are being tasked to take a more prominent role in the planning and commissioning of youth services. It will also focus on the Catch22 NCS Partnership which is currently supporting local projects across the country for the pilot year of the National Citizens Service. Young Advisors are leading the way in youth consultation through the NCS and other programmes and have specially selected and trained eight young people across a network of local youth organisations, in order to advise and lead on the content, promotion, recruitment, and legacy of the NCS programme. Their learning will be shared during this session.

Speaker Biographies

Miia Chambers is Director of Development at P3, a social inclusion charity and social enterprise - a provider of homeless, offender and mental health services. She is also seconded part-time to NESTA working on public service innovation. Previously Miia worked for Camden Council's Communities and Third Sector team on policy development, outcomes based commissioning and supporting social innovation, co-production and timebanking. Before Camden Miia worked as a Policy Advisor on social inclusion, and as a lecturer and a consultant. Miia is a member of NCVO's Public Service Delivery Network Advisory Group.

Rich Wall is the Young Advisors charity's Development Officer for the Midlands and East of England. Young Advisors is a charity that gives training and opportunities for young people to use their skills, and their knowledge of local communities in order to influence decisions made on their behalf. Rich also works with the Catch22 NCS Partnership as Participation Champion, putting young people's ideas and decisions at the heart of National Citizen Service pilots. Prior to this his background is working in children's services, teaching, and working in further education with the Prince's Trust.



Jonathan Senker Making changes

With a particular focus on young disabled people moving from children's services and education to adulthood, this workshop will enable participants to explore opportunities and barriers to young people having greater choice and control in the new policy environment. It will consider the contribution of independent advocacy and how this can be developed to ensure that more young people are able to live a life of their choice.

Speaker Biography

Jonathan Senker is the Chief Executive of VoiceAbility which provides advocacy, support brokerage and a range of innovative projects to enable people to take control of life's direction and to contribute to and influence communities and decision-making. Jonathan is a Trustee of Action for Advocacy, the leading quality, policy and support organisation for the advocacy sector in England and Wales and also chairs one of London's major providers of support and housing services for people who are homeless or at risk of homelessness.

Dr. Adam Brown, Dr. Paul Stolk & Dr. Natalie Djohari Angling for Answers: New models of research.

Using research on the benefits of angling to young people and communities as a focus, this workshop will consider new ways of measuring and reporting the impact of positive activities. It will explore how you can combine both 'traditional' and 'new' approaches to action research as well as showcasing the development of research tools that both gather evidence and provide live, interactive and useful information for stakeholders.

This session will draw on Substance's ongoing research for the Big Lottery Fund into the Social and Community Benefits of Angling as well as the social value of organisations such as football clubs, drawing on research commissioned by Supporters Direct on the Social and Community Value of Football.

Speaker Biographies

Adam is the company secretary at Substance and a Director with responsibility for communications. He has extensive research and policy experience in the areas of sport and popular culture and was Deputy Director and Senior Research Fellow at the Manchester Institute for Popular Culture, Manchester Metropolitan University from 1996-2006.

Paul joined the Substance team in April 2009 to lead the participation element of the Big Lottery Angling research programme. Through his PhD study and his involvement in other research projects, Paul has developed extensive expertise and interest in the fields of outdoor recreation, ecotourism and sustainable tourism.

Natalie's principal research interests are in young people and marginalization, with specific expertise in social development, human rights, citizenship, trauma and social suffering. She received her doctorate in Social Anthropology from the University of Sussex. Natalie also holds a Masters of Science in Social Research Methods.



Prof Tim Crabbe & Neil Taylor Sustaining personalised services: A ten year case study of Positive Futures.

This workshop will explore in greater detail the ethos, depth and impact of Positive Futures on the lives of young people. It will consider how the approach adopted in 2000 has stood the test of time and now forms a core part of our understanding of meaningful youth engagement and development.

The workshop will be led by Tim Crabbe from Substance and Neil Taylor from Leyton Orient Community Sports Programme alongside participants from Wolverhampton Positive Futures.

Speaker Biographies

Tim is Chair of Substance and Professor of the Sociology of Sport and Popular Culture at Sheffield Hallam University.

He has a specialist interest in young people, sport and popular culture and a long track record of conducting both 'pure' academic and applied research around these issues as well as tailored monitoring and evaluation exercises for specific policy initiatives. His research and writing has focused particularly around young people's personal development, 'race' and community cohesion, crime, 'deviance' and substance misuse and he currently leads the national evaluation of the Home Office funded Positive Futures programme and Chair's the DfE Information and Signposting Project Board. With a succession of publications to his name, Tim is widely regarded as one of the leading authorities in relation to the research, development and analysis of sport and positive activity based social policy initiatives.

Neil Taylor has vast experience of developing communities through sports engagement and making the most of regeneration projects. Neil has been with Leyton Orient Community Sports Programme since 1998 and in 2007 was appointed Chief Executive. Over that time he has supported and developed a number of high impact projects which through direct delivery, capacity building and construction of facilities has helped improve the lives of young people in East London. Positive Futures has underpinned all of this development with LOCSP currently delivering five projects. The first started in Barking and Dagenham in 2000 and is still going strong.

Neil also served on the London Sports Board from 2003 to 2006 and is currently a Commissioner on the Commission for a Sustainable London 2012.

Afternoon Sessions

Practice Workshops

1:30 — 2:30

James Hunter & Tim Riches Creating online communities for young people, teachers & parents.

This workshop, delivered by two award winning organisations, will focus on the best ways to use social media to engage young people, teachers and parents. Both have successfully created real time conversations with and between young people which have helped shape service delivery in youth activities. The workshop will focus on the journeys that both organisations have made in rolling out their services, the issues that they have needed to consider and overcome and the positive impact that they continue to make.

Speaker Biographies

James Hunter is the Web Development Youth Worker for Leicestershire County Council's Youth Service, and manages their award winning youth portal, The Jitty (www.thejitty.com). James graduated from the University of Leicester with a BSc Computer Science Degree, is a Microsoft Certified Professional, and has managed the youth group behind the site since its launch in 2005.

Tim Riches is a director at Radiowaves, a free social media learning platform used by over a thousand schools across the UK. Organisations build social media websites and applications on the Radiowaves platform to connect directly to young people, teachers and parents. Tim works with organisations to create social marketing campaigns and research projects which provide new ways of evidencing education and engagement with young people, parents and the wider community. He has worked with a number of high profile clients including Substance (Plings), The Paul Hamlyn Foundation, Sony BMG, Apple, Oxfam and the Imperial War Museum.

Mike Evans & Dr. Gavin Mellor Nurturing and Supporting the Deliverers of Services: The Football League Trust and its football club community programmes.

This workshop reflects on how the Football League Trust approaches its role as a commissioner/funder of delivery. The Trust was established in 2007 to oversee community delivery by the 72 clubs which make up the Football League. Rather than imposing uniform programmes upon its member clubs, the Trust has encouraged innovation under 'themed' priority areas of delivery and has invested heavily in building the capacity of clubs' community trusts. The workshop will draw on this experience and debate how commissioners/funders can provide delivery partners with supportive contexts to enable them to deliver the best possible outcomes.

Speaker Biographies

Mike Evans, MBA began working for the Football League Trust as a Regional Community Manager in February 2008. This involved working with 15 Community Trusts linked to Football League clubs in the Midlands, exploring new opportunities, sharing best practice, and monitoring and evaluating projects. In November 2009 Mike was successful in an application to the DWP for £1.3 million to create 200 new jobs as part of the Future Jobs Fund, which led to his new role as National Project Manager. Previous to working for the FLT Mike was Commercial Manager with Cloverbrook Ltd, a textile manufacturing company, and spent time working in The USA, Egypt and Sri Lanka.

Gavin is a founder member of Substance and the company's Director of Operations. He previously worked as a lecturer and researcher at a number of UK universities. He leads various projects for Substance as well as heading up the development of the Substance Project Reporting System (SPRS) and its successor Views.



Dr. Muki Haklay **Using Geographical Information to improve service delivery and analyse impact.**

This workshop will cover the basic principles of geographical and spatial analysis of data. It will show how the availability of Ordnance Survey data and low cost Geographical Information System (GIS) software allow the analysis of information that is already available to improve the service delivery or impact of different activities. It will cover a variety of mapping techniques used by Mapping for Change and UCL in a range of projects, including participatory mapping used to develop a communal action plan.

Speaker Biography

Dr. Muki Haklay is a senior lecturer in GIS Science at the department of Civil, Environmental and Geomatic Engineering at UCL.

Muki is a director and founder of Mapping for Change, a social enterprise dedicated to community mapping and GIS services to the Third Sector that is mutually owned by UCL and the charity London 21 Sustainability Network.

He has published widely on participatory GIS, collaborative crowdsourced mapping, citizen science, public access to environmental information and the usability and accessibility of geographical information systems.

Sarah Mintey & Steven Flower **Personalising information and opportunities for young people: Plings and Open.**

This workshop will focus on the development and implementation of the Plings project which seeks to make information about positive activities accurate, comprehensive and accessible and Norwich Open, the first MyPlace Project in the country. It will focus on how both projects are engaging with young people, on and off line, to make sure they have the best possible opportunities to fulfil their own personal aspirations.

Speaker Biographies

Sarah is now Principal of the OPEN Youth Trust and was also a founding Trustee and part of the board who created the concept and vision for the OPEN Youth Trust. At the opening ceremony for the Open Youth Venue, Mr Sanjay Dighe, Chair of the England Big Lottery said 'When the Government asked us to establish world class facilities we didn't know what they were. Today we send everyone to Norwich!' The OPEN Youth venue is a state of the art youth facility designed to be a one-stop-youth shop housing a: dance studio, night club, live venue (largest in the East of England), media lab, recording studios, gaming area, conferencing, climbing wall and restaurant. The facility has received countless best community building awards. The Trust is proud to have been honoured on 2 separate occasions in the past 5 years with the Queens Award for volunteering.

Steven has a background in the third sector, working in various organisations and contexts over the past 10 years to enable better use of information technology tools. This has ranged from youth film making projects in Eastern Germany to IT recycling to founding a social enterprise to provide web services to the sector.

At Substance Steven helps projects driving social change to get the best out of new technology, including the Plings initiative which is helping deliver the Department for Education's national Information and Signposting Project.



Alex Welsh, Dr. Oliver Mason and Joy MacKeith Delivering and measuring outcomes in the mental health sector.

Alex Welsh and Dr. Oliver Mason will talk about the ground breaking Coping Through Football project which has demonstrated how sports charities can work with the statutory health service to create a sustainable recovery model for one of society's most marginalised groups, the long term mentally ill.

They will describe how it takes the end user on a journey from secondary care to the relative normality of primary care and how the activity sessions are used as part of their recovery programme.

Joy MacKeith of Triangle will present the Outcomes Star tools and discuss the benefits to key-work and service delivery and how to use the outcomes data for learning and service improvement. She will give examples of how the tool is used in a number of sectors, including mental health.

Speaker Biographies

Alex is currently Chief Executive of The London Playing Fields Foundation with whom he has been an employee since 1989. In his time with the Foundation he has designed and delivered a number of innovative projects that use sport to reduce isolation and improve the quality of life. He has direct experience of managing multi-sport sites and acquiring large capital grants to modernise them. As Chair of the Association for Sports Development in London and a member of the London Sports Board and Pro-Active East London, Alex has played a strategic role in widening, increasing, sustaining and extending participation in sport and physical activity in the capital. A former FA County Coaching Representative, he is a Lead Tutor for the Football Association, Chairman of the London Football Coaches Association and a part-time coach at Arsenal Academy.

Alex has also written several courses for The Football Association on the subjects of coaching, administration and sports development. His published works include two books and a series of DVDs on coaching.

Oliver Mason has conducted research into severe mental health problems for over 15 years both in the laboratory and the clinic.

Originally a student of those with chronic mental health problems in the former asylum system, he gained his doctorate from Oxford in 1996. He is currently a senior lecturer in the Research Department for Clinical Health and Educational Psychology at University College London, and conducts clinical and research work as a Consultant Clinical Psychologist in the North East London Foundation NHS Trust (formerly a mental health trust).

He became involved in the LPFF Coping Through Football project shortly after its inception in an evaluation capacity.

Joy MacKeith taught at the Centre for Civil Society at the London School of Economics and has published widely on voluntary sector issues. Later she was a Director of Compass Partnership where she worked for seven years with a wide range of leading national voluntary organisations at Chief Executive and Board level. In 2003 she joined forces with Sara Burns to form Triangle Consulting, specialising in helping voluntary organisations to be more effective by measuring and learning from their achievements. She is joint author of the Outcomes Star family of tools for supporting and measuring change.

Concluding Panel

Challenges, Opportunities and New Ideas

3:00 – 4:15

Our panellists will each present their key insight for public service delivery in the coming decade and then let you pose the questions to take the debate further.

Stella Creasy **MP and Co Chair of the All Party** **Parliamentary Group on Youth Affairs**

Stella Creasy is the Labour and Co-Operative MP for Walthamstow. She has been an active member of her local community for many years, having served as the Mayor of Waltham Forest as well as a local councillor for a number of years. She has a background in the voluntary sector, helping to set up many youth and community projects in Walthamstow as well as being the Head of Campaigns at the Scout Association before her election in May 2010. Stella has also been involved in the Labour movement for over twenty years and has held many roles including being a local party activist, Young Fabian Society executive, Co-operative Party and Unite member. She undertook her academic research at the London School of Economics and won the Titmuss Prize for her Phd in the psychology of neighbourhood participation.



John Tizard **Director of The Centre for Public** **Service Partnerships**

John Tizard is the Director of The Centre for Public Service Partnerships which is an independent research and policy and practice centre. It focuses on public service strategic commissioning, productivity, performance and governance with a specific interest in partnerships between public agencies and between them and the business and third sectors including Total Place. John regularly writes, speaks and comments on these issues.

John established the Centre at The University of Birmingham and then set up CPSP in January 2010. He has since been appointed as an Honorary Senior Fellow at the University of Birmingham. He is a member of the advisory boards for Centre for Public Scrutiny, the Social Market Foundation and Advisory Panel on the CLG/ LGA sponsored Local Government Innovations Award Scheme.

John was a senior executive at the Capita Group plc from May 1997 to December 2007 and previously a senior director at Scope. John has had 18 years experience as a county councillor (1981 – 1999) and is a former council leader. He is a non-executive director of the Social Investment Business, a non-executive director of Entrepreneurs in Action (EiA) and a member of the Strategic Advisory Board of BiP Solutions Ltd. He is a Fellow of the RSA.





Joyce Moseley Chief Executive of Catch 22

Joyce Moseley is the Chief Executive of Catch22, a major national charity working with young people who find themselves in difficult situations. It offers them opportunities to learn, earn a living, live somewhere safe, steer clear of crime and give something back to their communities. The charity was created by a merger between Rainer and Crime Concern in 2008. She joined Rainer in 1999 as their Chief Executive.

Joyce was formerly the Director of Social Services for the London Borough of Hackney and was a member of the Youth Justice Board from its inception for six years. She is a trustee of The Who Cares? Trust a charity that promotes the needs of children in public care and is on the Editorial Board of the Journal of Children's Services. She is a non executive director of the Tavistock and Portman NHS Foundation Trust which has a worldwide reputation for therapeutic approaches in mental health and offers both training and direct clinical work. Joyce received an OBE in 2007 for services to youth justice



Prof. Tim Crabbe Chair of Substance

Tim is a founder member, Director and Chair of Substance and Professor of the Sociology of Sport and Popular Culture at Sheffield Hallam University. He has a specialist interest in young people, sport and popular culture and a long track record of conducting both 'pure' academic and applied research around these issues as well as tailored monitoring and evaluation exercises for specific policy initiatives. His research and writing has focused particularly around young people's personal development, 'race' and community cohesion, crime, 'deviance' and substance misuse and he currently leads the national evaluation of the Home Office funded Positive Futures programme and Chairs the Department for Education's Information and Signposting Project Board. With a succession of publications to his name, Tim is widely regarded as one of the leading authorities in relation to the research, development and analysis of sport and positive activity based social policy initiatives.

Born and bred in south London he fondly remembers his days as a binman with the London Borough of Bromley!



Chaired by **Lucy Parker, former Chair of the Government's Talent and Enterprise Taskforce**

Lucy was until recently the Chair of the Government's Talent and Enterprise Taskforce. Prior to this she was Chief Executive of Cantos Communications, a pioneer in video online communications for major corporates, with over a third of the FTSE100 amongst its clients. In the early 1990s, she founded Trinity Management Communications, specialising in executive coaching and leadership communications for business. She was a General Trainee with the BBC and spent fifteen years as a documentary producer and director, including with the Community Programme Unit and Continuing Education department.

Lucy began her career as a teacher and performer in theatre-in-education. She founded Shiftwork, a documentary-theatre company, which devised shows with young people telling their own stories on stage at the Old Vic, Lyric Theatre Hammersmith and the Deptford Albany.

She did an MA at New York University on an IIT Fellowship and was a Churchill Fellow, with theatre study programmes in the US and Japan.

She is a Trustee of the Eden Project

Reception and Launch of Views

4:30 — 5:30



Come and join us for a drink at the end of the conference and witness the first public launch of Views.

Views is a new online platform designed to make it easier for public service providers to demonstrate the impact of their work. It will provide public service commissioners with high quality evidence of delivery outcomes and value. It will identify both where efficiency savings can be achieved as well as those projects likely to deliver the greatest impact. In short, where tough funding decisions need to be taken, Views will enable them to be made with confidence.

Developed and piloted with support from the National Endowment for Science, Technology and the Arts (NESTA) and the Cabinet Office, Views builds on the existing Substance Project Reporting System (SPRS) which has helped hundreds of individual projects and national programmes to capture and evaluate their work over the past four years.

Views will deliver greater:

Usability

Through its elegant and intuitive interface

Flexibility

In terms of configuration, reporting and integration with third party tools such as The Pool, a new e-social market place, and Triangle Consulting's online Outcomes Star

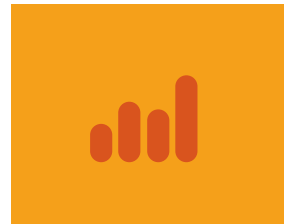
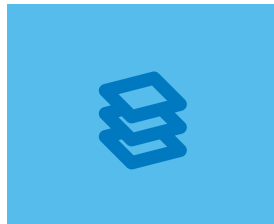
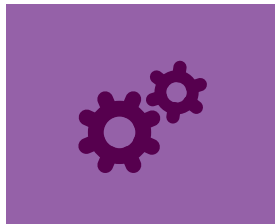
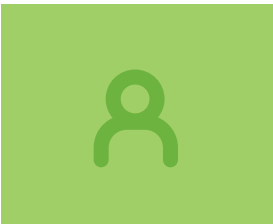
Validity

In terms of data processing, benchmarking, outcome and value mapping

Accessibility

Through open data protocols to enable bespoke real time views of data and multi format presentations

The new Views platform is currently being piloted with a range of public service delivery organisations and commissioners across the UK who will be on hand to share their experiences.



Substance
Third Floor
Fourways House
57 Hilton St
Manchester
M1 2EJ

T: 0161 244 5418
E: info@substance.coop
W: www.substance.coop

Substance is an experienced social research company working in the youth, sport and personal development sectors. We help projects and organisations delivering personal, community and social benefit to improve and demonstrate impact and value.

substance.