



THE YOUNG FOUNDATION



Thinking and doing out of the box

SOCIAL ENTREPRENEUR IN RESIDENCE



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We make things happen

The Social Entrepreneur in Residence (SEiR) programme – delivered by the Health Launchpad team – promotes innovation in health and social care. It embeds an experienced entrepreneur in a range of commissioning bodies including voluntary organisations, charities, local authorities, PCT's during the transition period and commissioning GP consortia. The SEiR acts as a talent scout, spotting potential entrepreneurs and ideas that will transform into new cost effective services – services that have social impact, are sustainable and have potential to scale. The SEiR seeks out ventures that are ground breaking. However, the selection process is rigorous: sustainability, effectiveness and efficiency matter. The SEiR is also a navigator and connector. He or she helps social enterprises, individuals or organisations currently working outside the NHS to engage with NHS commissioners, so that they can commission for better outcomes. Crucially – in these austere times – the SEiR assists in securing investment from funds such as the Regional Innovation Funds (RIF). In addition, and SEiR works to change the culture of an organisation so that innovation becomes a natural part of its ethos – not a barrier to success.



We think differently

We think differently because of who we are – the SEiR's and Health Launchpad team comprises an unusual mix of people from the diverse worlds of business start up, NHS, social entrepreneurship, consulting, investments, social research, investigative journalism and social policy. We also think differently because of where we have come from – The Young Foundation builds on the legacy of Michael Young, visionary and serial entrepreneur who tapped the richness of the community to develop truly disruptive innovations, many of which shape our lives today. Beyond all of this we think differently quite simply because we can – we are not constrained by traditional boundaries, leaving us to think about solutions *for people* rather than solutions *for sectors*.



We employ new methods

Identifying unmet needs is traditionally mapped via surveys, questionnaires and focus groups. We adopt a different approach. We immerse ourselves in communities – we watch, listen, and learn – and use a range of initiatives so residents become equal partners in finding solutions that work. We use innovative but well tested tools to model those solutions so they marry the often complex needs of communities with the priorities of commissioners and the outcomes they have set.



Homegrown solutions

Solutions that “stick” are those that emerge from the grassroots rather than as a result of a top down approach. However, finding and developing homegrown solutions is hard to do as we have found from years of trying. From trial and error and some success, we now know how to meaningfully engage with communities, to identify the right ideas that have the best chances of survival, and to identify the people with the skills and passion to make these ideas flourish. We also have access to public sector, enterprise and innovation networks and high quality support. These elements are vital to transforming homegrown solutions into professional, efficient and effective enterprises, with the ability to spread and diffuse locally, regionally and nationally.

Are you a pioneer?

The fact that you are reading this suggests that you are. The SEiR programme is for leaders like you who think out of the box and take radical but effective action as a result. You see innovation as an ally not an enemy. You seek practical solutions to seemingly intractable problems. And you are in the vanguard of trying to create a model of health and social care fit for the challenges of the 21st century.





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