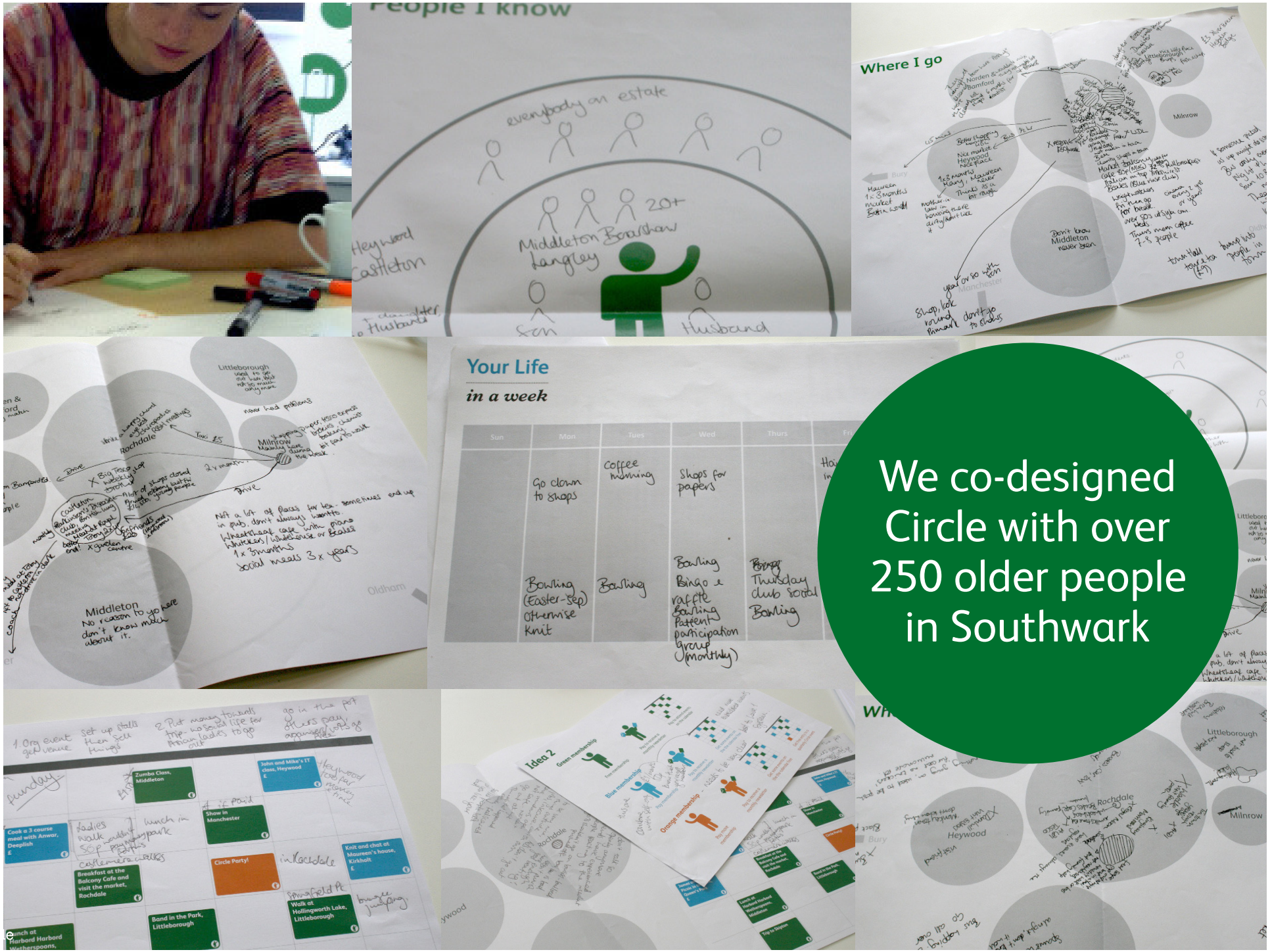
Creating future services with and for the public



We co-designed Circle with over 250 older people in Southwark

New proposition:

A membership organisation to……

Stay sorted
Practical help to stay on top of things at home

Be socially connected
Meet others with similar interests or routines locally

Live life with purpose
Put your experience to good use

A subscription model… and a local community

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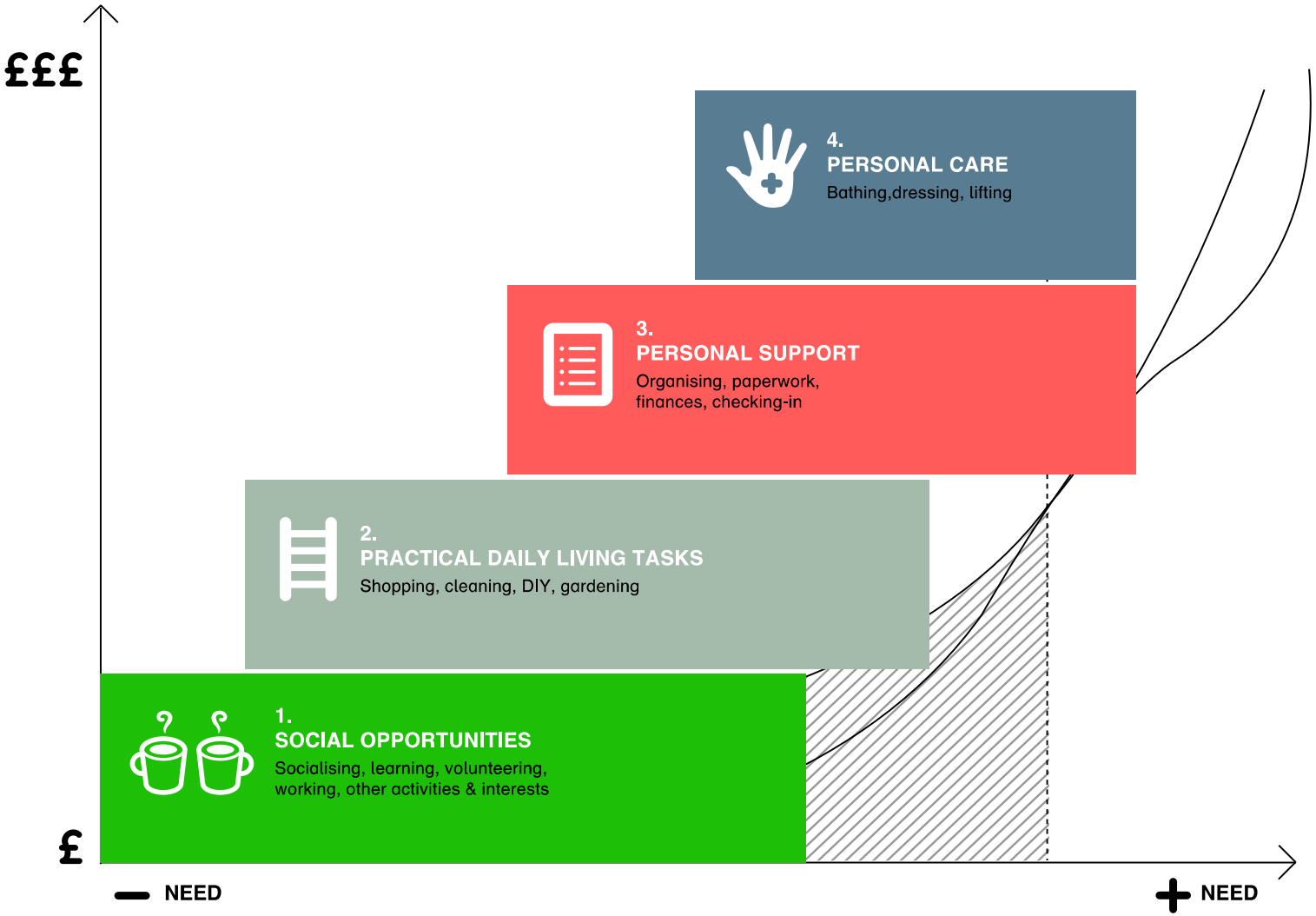
Invert Maslow's hierarchy of needs



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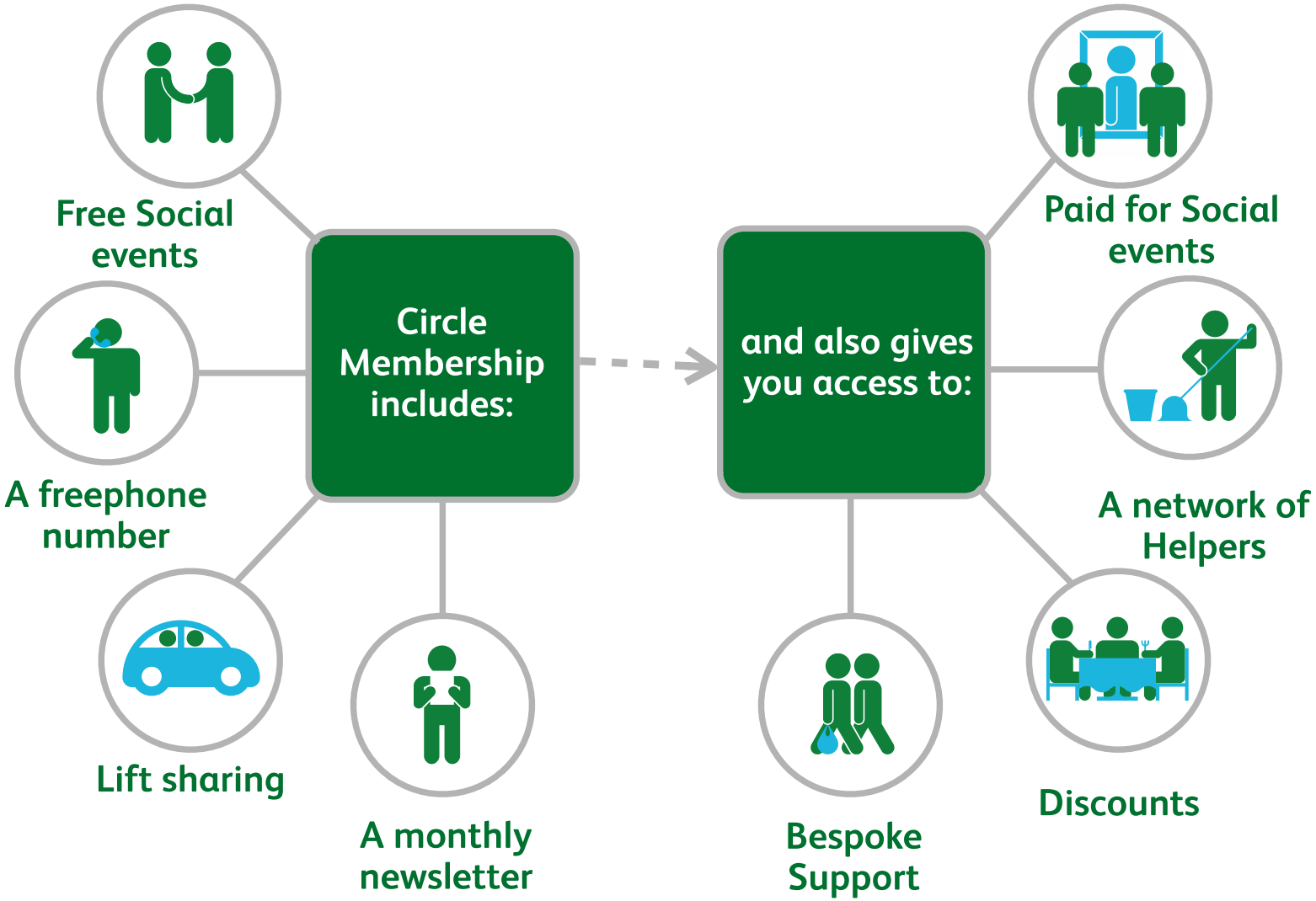
The Circle Offer



To date, we have mastered...

- The creation of local community-feel organisations supported by bespoke technology
- A mutual culture, members as owners, as leaders.
- Mixed economy of Helpers, volunteers & Members supporting each other freely
- A service that builds capabilities and meets needs
- Positive behavioural change - staying as independent as possible for as long as possible
- The right propositions for the right segmentation -based on shared interests not age
- How to create LAs as investors in innovation
- The national context of this opportunity

Circle

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A new platform for Local Authority innovation

1 Build a Platform

Practical

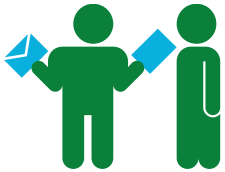
Learning

Social

Health & Care

2 Use the Platform

Personal Budgets



Luncheon Clubs to Dine Out

Home Wards

Re-ablement

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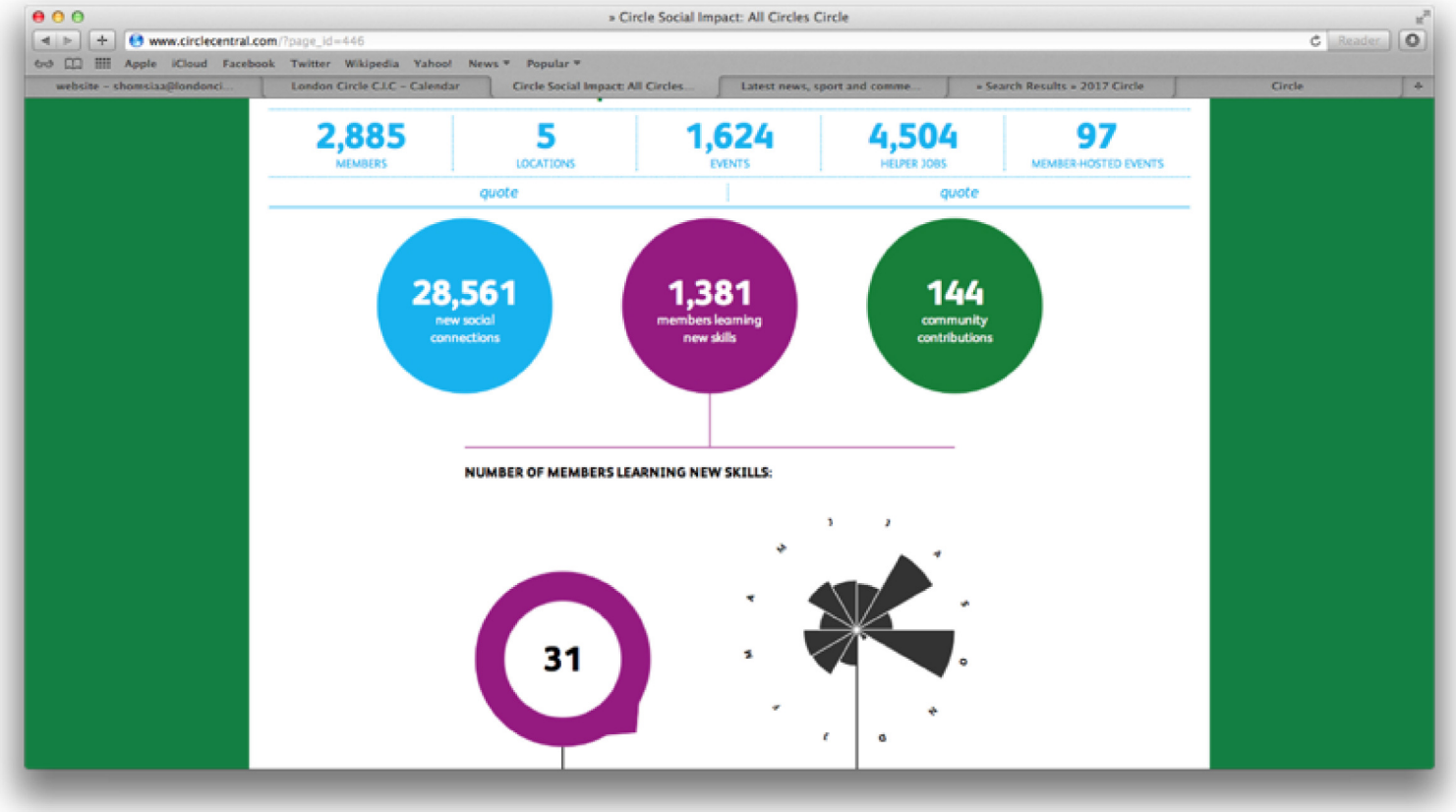
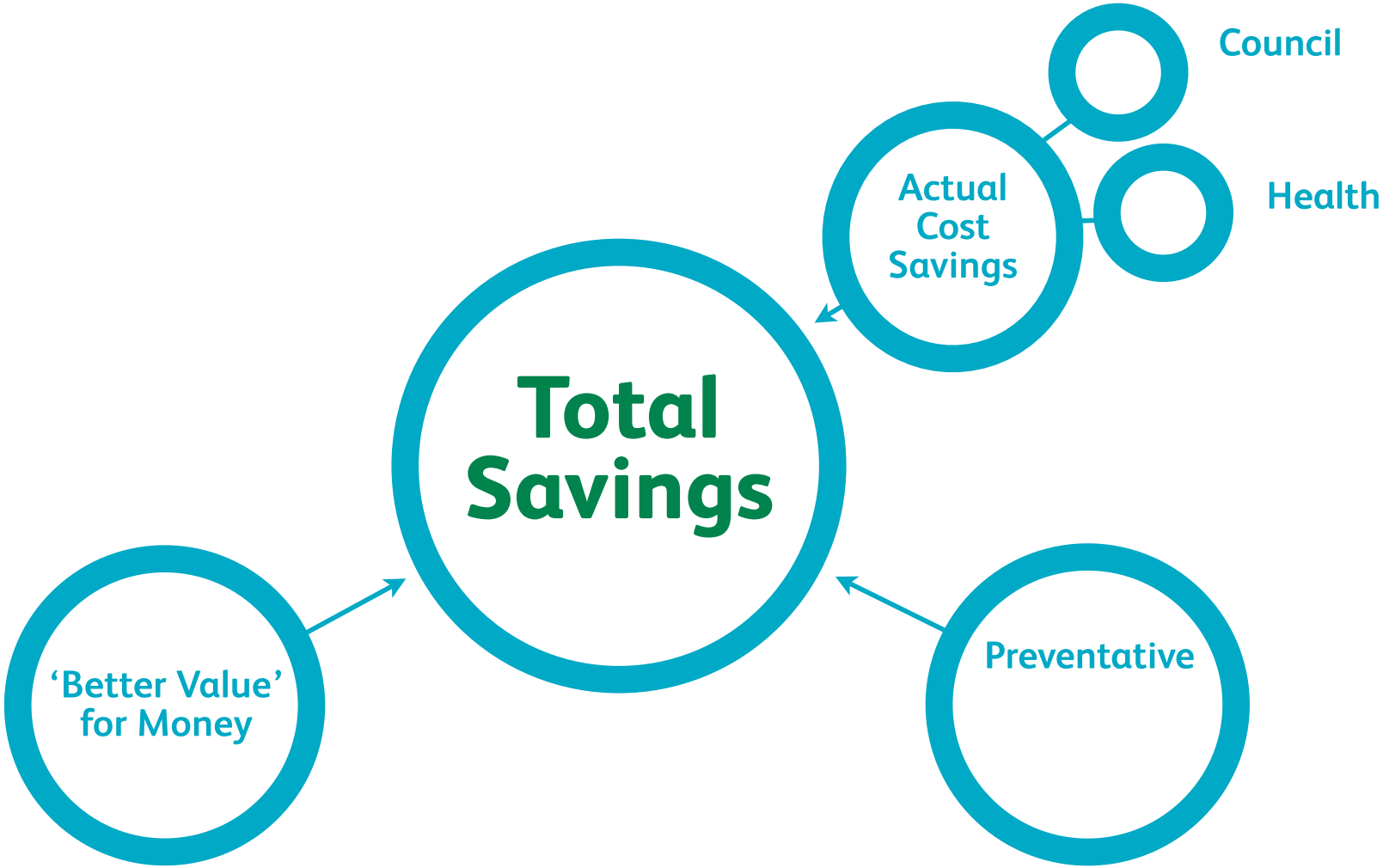
Impact: Capability Measures

Relationships
Work & learning
Community contribution



Impact:
Cost savings 1 – 5 years



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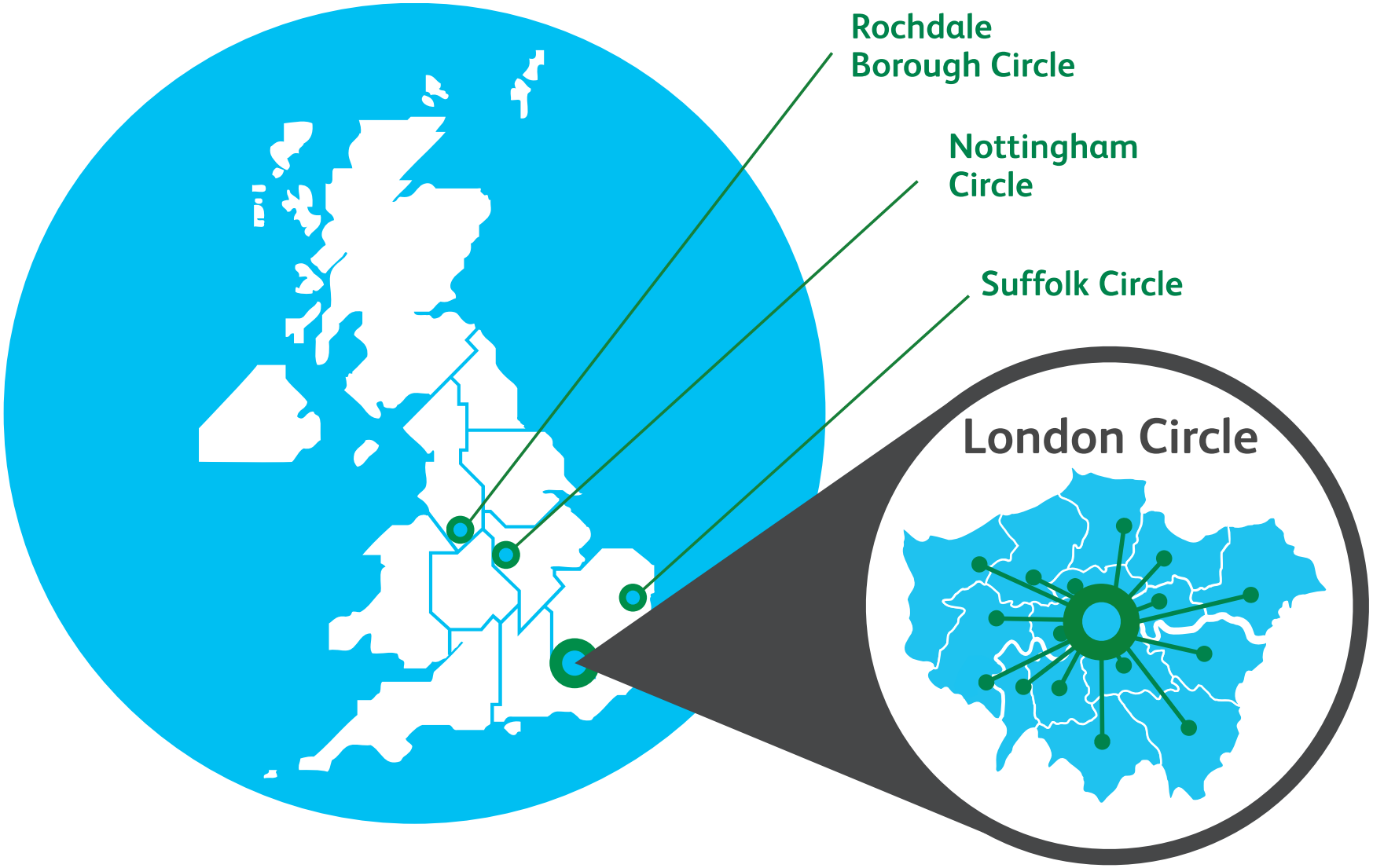
Innovation to scale...



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Scale: London Circles

Circle Central resource to support all Hubs

Circle

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Scale: London Circle

Local Circle

- 0800 Number
- Local events calendar
- Local partnerships
- Local Helpers

Hub

- London partnerships
- LA engagement
- Marketing resources
- Events planning
- Customisation
- Helper sourcing
- Platform development

Circle Central

- Membership Services
- Helper coordination
- Marketing & comms
- Safeguarding & Insurance
- IT, HR, Administration
- Procurement
- Service Development
- New Business
- National Partnerships

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Old Market: Broken

System collapse

Commissioner/Provider Relationship limited

Timebanks and LETS limited

Volunteering needs structure

Geographically fractured

No offer for comfortably retired

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New Market: Participle Fundamentals

Transaction based	→	Relationship based
Need only focus	→	Capability + needs supported
Market collapse (race to the bottom)	→	Multiple investment opportunities for innovation
National delivery model with branches	→	Local dynamics model within national framework
Managing crisis	→	Starting early
70+	→	50+

Circle

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