



We Believe
in People.

Perhaps some are **lost**.

Looking for something.

Someone.

A purpose.

What if **we** could give them that **purpose**?

What if it was in our **power** to give others the opportunity to **help themselves**?

To **help others**?

We have stopped believing.

In people.

We have become **cynical**.

There are **barriers** too.

I'm writing this because we have a way to **remove** those **barriers**.

Sometimes **change** can be a **struggle**.

Change takes **courage**.

And that is enough.

More than **enough**.

Richard Howells, Founder

The Tribe Project



The mission of **The Tribe Project** is to increase social action, **improving the quality of life for millions of vulnerable people**. The technology reduces pressure on public services to address the challenges of an ageing population, loneliness and inequality across the UK.

Our strategy will continue the approach of geo-spatially orientating community need, employing a **Machine Learning**(ML) approach to predict areas of high need, resource demand and **Artificial Intelligence**(AI) augmented resource allocation to predict and action areas of high need through organised hyper local citizen engagement.

The Tribe Project provides a revolutionary, viable and **economically sustainable** route through which Councils can maintain a high standard of service against growing demand.



Introduction

The Tribe Project is a social action initiative to facilitate and build community resilience through better equipping people partnerships and places to leverage an innovative mix of digital technology and people power.

The ultimate aim of the project is to support the most vulnerable people within society through social action. Tribe focuses on three elements to deliver the highest impact to areas of high inequality.



Tribe is uniquely able to tangibly gather data and quantify these impacts creating an end to end system from the need for support being identified, through to understanding the social and financial value of that support.

There is an urgent need for a radical new approach to supporting social action that complements changes to both society and the delivery of public sector services. Communities know they need to do more to support themselves but are challenged by traditional approaches to volunteering and community care provision that don't align with modern lifestyles or thinking.

Demand on health services is at an unsustainable level and the impact of funding adult social care is hugely challenging to local government. The need for increased community capacity and resilience has never been greater.


Tribe is a place based, powerful, digital facilitator of social action and active citizenship; creating a technological framework to strategically mobilise members of the public to aid, action and support the most vulnerable, socially isolated and hardest hit members of our society.

To ensure the provision of comprehensive and high quality care, NHS England and independent analysts have calculated that a combination of growing demand if met by no further annual efficiencies and flat real terms funding would produce a mismatch between resources and patient needs of nearly

£30bn
a year by **2020/21**

 **23 Million**
Visits to A&E in England

 Risen by **1/3**
in **12** years

 **30%**
of older people have little or no help
21%
get help with council social care



10% Drop
in patients being dealt with
at A&E within 4 hours over
the past 3 years

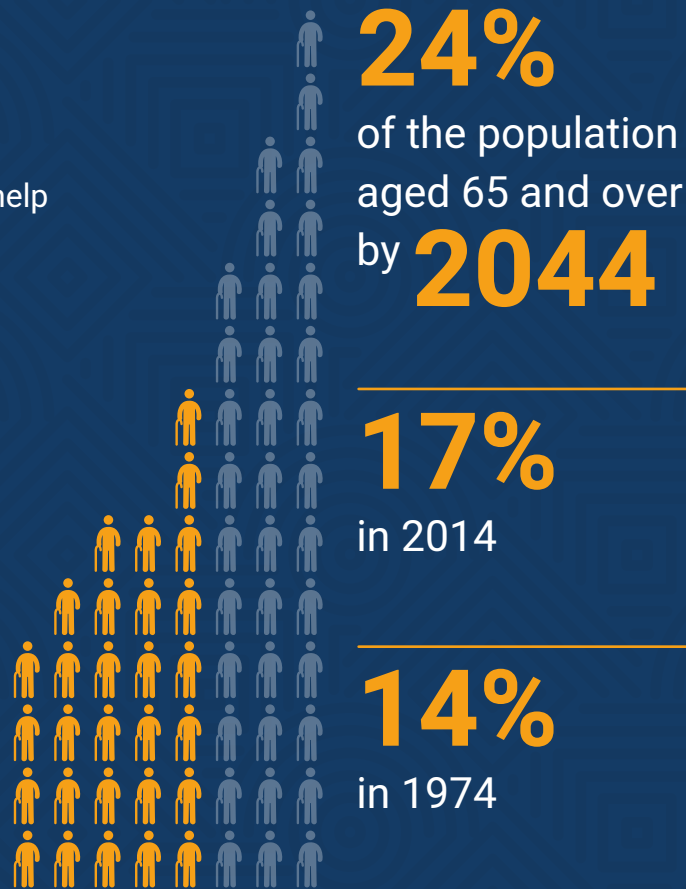
 **1/5**
GP appointments are non-clinical in nature

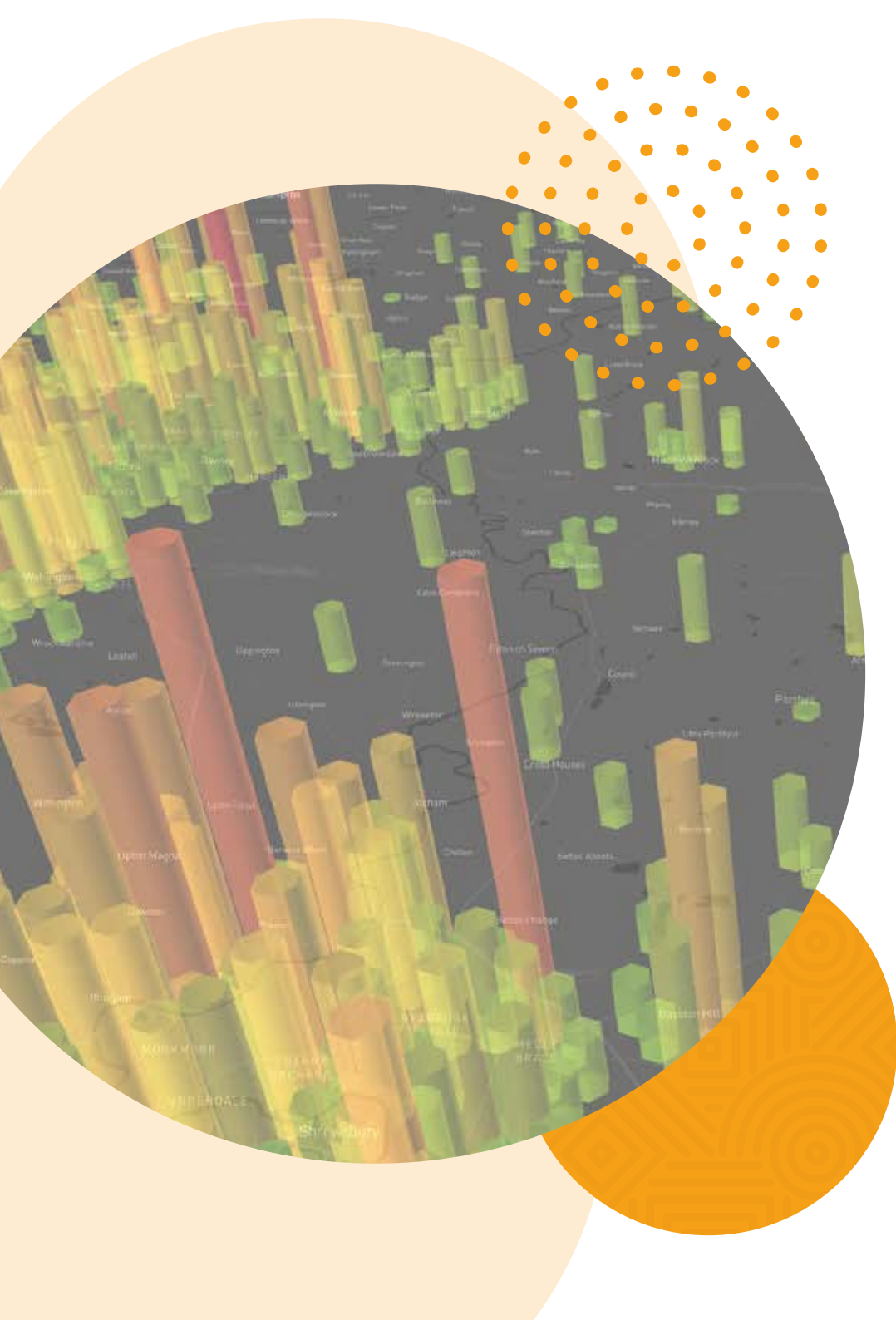


6x More
money spent on
patients as they
get older



5 Years
before care needs
outgrow council
predicted budgets





The Tribe Project is built upon a next-generation Innovate UK funded Smart City data framework, designed from the ground up to make the power of data available to communities. Through better use of local authority, NHS and third sector datasets we are able to map 'need' within communities.

The project's initial pilot was established in rural Shropshire, England.

Regions with disparate communities are heavily susceptible to changes in funding. Day-to-day travel distances, poor public transport infrastructure, a disproportionately ageing population, along with connectivity challenges, all contribute to the high costs of delivering health and social care services.



What Tribe Can Do

Introducing Tribe into communities will mean that many more people, across all ages and lifestyles are able to deliver, or benefit from, individual or collective activity, in ways that suit them.

People will increasingly feel part of their community and confident to take actions that will help others to remain independent in their homes, reduce social isolation, and encourage the use of community assets for the wider benefit and to love and protect their local environment.

Tribe brings people together locally to show where there is a need for some help, allows people to offer their support, records when the job has been completed and measures the 'social value' of the volunteering action.

Reduce
loneliness

Through social interaction and befriending – chatting and connecting

Support
independence
at home

Through practical support – transport, prescriptions, gardening, small tasks in the home, shopping, sharing food and produce

Build
community
capacity through
social action

People taking responsibility for sorting things out in the communities, starting new groups, role for elected members

Make
communities
safe, attractive
and accessible

Litter picking, reporting fly tips, path clearing, organised improvements

Enable
people to
easily give
their time

Share their skills and connect with their neighbours. It's volunteering for 21st century lifestyles

How

Tribe can be downloaded as a mobile application to personal or work phones and tablets. It can also be accessed through a web portal. It takes just a minute for someone to create a Tribe account and its powerful geo-spatial design means that people are instantly able to make and see requests for support within the community they live or work in.

Tribe is for everyone – individuals, carers, voluntary and community groups, public services and private enterprise – to use to find and offer the time, energy, skills and knowledge that will make a difference to people and to communities.

People can raise a job for themselves, on behalf of someone else, or raise a job for their community.

A voluntary or community group can raise a job on behalf of someone that one of their own volunteers or a volunteer linked to their network can complete.

People can offer to complete a job for one of their neighbours and community, or they can offer to complete a job through an organisation they are already volunteering for.

Tribe has the capability to up-skill anyone in society who has registered to become a volunteer and provide DBS checks to become a certified community tribe member. If checks are successful, they can then begin a new care qualification to address low level care provision for vulnerable people in communities through adaptive training.

Qualifications are delivered through micro-certified care training sessions using a variety of forms, including virtual reality, directly to their mobile devices. They require minimal reading, writing and native language skills due to the immersive training nature of technology.



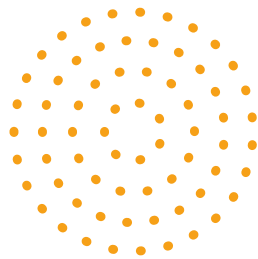
Voluntary and community groups can tell everyone about what they're doing, and when and where they're doing it.

Social prescribing advisers, care navigators, signposters, community connectors can all use the information about what is available within the community they are working or living in to get the knowledge they need to have good conversations with the people they are supporting.

Public services can find new volunteers to support their work in communities, they can micro-commission services and they can use Tribe as part of larger projects.

Tribe can provide companies with a simple and provable solution to recording and measuring their corporate social value. The list of jobs can be shaped by the business to align with the priorities and values and can favour team projects or particular calendar/time patterns.

Metrics include economic and social impact values, generated through the jobs completed. These can be shown per individual, per team and by locality. There are also opportunities for employee feedback and ratings and the creation of corporate CSR performance leagues.



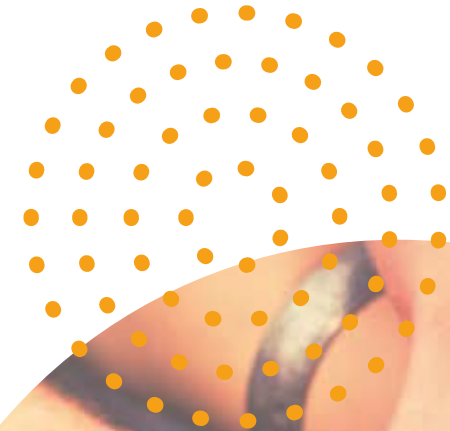
Tribe Platform.

Local authorities, CCGs, health trusts, and other public services are able to build the capacity and resilience of communities to reduce demand on services, deliver social prescribing programmes, adaptive training and create sophisticated and interactive networks of local intelligence -

- Adult social care and housing support services
- Social prescribing programmes
- Navigation, coordinating, signposting and connecting

There is potential for added value for organisations -

- Management of council volunteer schemes
- Management of emergency planning volunteers
- Tools for elected members to build and understand social action in communities



Adult Social Care and Housing Support Services

Aim

The demand on public services is managed as more people feel able to support themselves and others with the appropriate support from within their own community.

Information about community assets and resources is readily accessible and easily turned into useful knowledge that can be shared.

Deliverables

Tribe enables people to look for support within their community and to offer help. This can be done citizen to citizen or by someone else on their behalf.

Tribe provides real time, quality information about activities and services within communities – supporting existing directories.

Outcome

Social action has increased. Communities have more capacity, resilience and potentially vulnerable people achieve better outcomes than if they were wholly reliant on services.

People are able to access information needed to support themselves or others easily; they become socially connected, learn new skills, find peer support groups for a long term condition, find support as a carer or become physically active using the assets within their communities.



Adult Social Care and Housing Support Services

Aim

ASC practitioners feel part of the communities they are working in and able to draw on all the resources within it to support the people they are working with.

Volunteers from within the community can be coordinated to support the work of care teams, e.g. providing low level additional support for someone returning home from hospital.

Training for practitioners is more accessible and delivered more efficiently.

Deliverables

Tribe provides a local communication network that can be used by place based multi-sector teams to look for and offer support from within the community for the people they are working with.

The Tribe platform can be used to create, hold and remotely deliver adaptive training packages to upskill members of the public to provide the necessary support.

Outcome

Practitioners have created stronger connections with local voluntary, community groups and with residents.

The impact of community care teams is greater as it is sustainable; additional low-level support from community volunteers has made the difference to the confidence and independence of vulnerable citizens.

Practitioners have accessed training to build their knowledge, skills and confidence.



Social Prescribing Programme

Aim

Social prescribing advisers are able to make quality and appropriate referrals into non-clinical community based interventions.

There is the capacity within communities to offer the social action required to deliver the social prescribing programme.

Social prescribers have good quality, place based information about interventions and other community activities.

Deliverables

Tribe enables the local voluntary and community organisations to look for the volunteers they need, and for local people to find volunteering opportunities.

Tribe provides a real time communication network for local voluntary, community groups and Community Connectors.

Tribe provides real time, quality information about activities and services within communities – supporting existing directories.

Outcome

People referred get the help they need at the right place, at the right time and without running the risk of being referred to another referrer.

Effective social prescribing results in reduced demand on health and social care services, budgets and greater health benefits for the individuals accessing the programme.

Volunteering levels increase and diversify resulting in the local voluntary and community sector having more capacity, sustainability, is more resilient and able to engage with residents and social care services resulting in better outcomes for social prescribing.



Cross Sector Care Navigation, Coordinating and Signposting

Aim

Organisations work together to create a network of local people connecting to others with the information and advice they get through the network.

Quality, up to date information is available to enable effective care navigation.

There is the capacity within communities to offer the social action needed for effective signposting into communities. Individuals can ask for/source information that will help to meet their needs.

Deliverables

Tribe uses geospatial mapping to show where community assets, services and activities are and provide information about them.

Tribe provides real time, quality information about activities and services within communities – supporting existing directories.

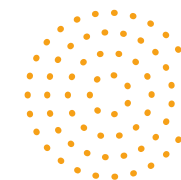
Tribe enables the local voluntary and community organisations to look for the volunteers they need, and for local people to find volunteering opportunities.

Outcome

More people are better informed about local services and activities and how to access them to support their health, well-being and independence.

More people are aware of what they can do themselves to maintain their health and well-being.

Multi-sector/organisational teams of place based care navigators have a shared and common knowledge to work with improving their referrals and signposting.



Management of Council Volunteer Schemes for Residents

Aim

The council provides a range of quality volunteering opportunities for residents.

Council services are designed, where possible, to include volunteers in their delivery.

Deliverables

The Tribe platform can be used to communicate with and manage the volunteer, base where and when needed.

The Tribe platform can be used to create and deliver adaptive training packages to volunteers to build their knowledge, skills and confidence.

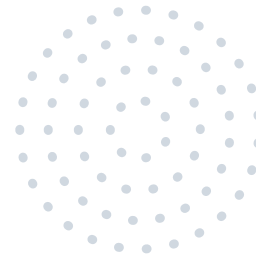
Outcome

Council services become more sustainable as a result of greater volunteer activity.

There are better outcomes as a result of the volunteering activity.

Residents receive the recognised benefits of volunteering.

There is increased social action and social value.



Emergency Planning Volunteers

Aim

The council has a pool of volunteers and qualified carers across the county to respond to emergencies.

Deliverables

Tribe can be used to communicate with and manage the volunteers and carers when needed.

The Tribe platform can be used to create and deliver adaptive training packages to volunteers to build their knowledge, skills and confidence.

Outcome

There is increased social action and community resilience.

In the case of a significant emergency, the impact is mitigated by volunteer activity.



Elected Member Tools to Build and Understand Social Action

Aim

Presence of community groups, activities, volunteers and a sense of neighbourliness.

Individuals can find out how to help and to volunteer in their communities.

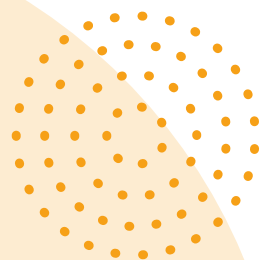
Deliverables

Delivery of community development work with communities of interest and place to create the resources and assets that will meet local need, e.g. advice re governance arrangements, support with funding, encouraging groups to work together, helping to find solutions to local challenges.

Outcome

There are fewer barriers to local people coming together to get things done and they can focus on enjoying the core activity and achieving a sense of satisfaction and purpose.

This contributes to individual well-being and wider community resilience, as well as creating a place that is active and full of opportunities.

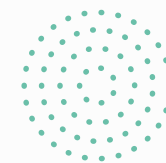


Corporate Social Responsibility.

Delivery of Corporate Social Responsibility (CSR) includes the delivery of social value in the council's contracts with external providers.



Corporate Social Responsibility



Companies that are committed to creating social value through the activity of their staff need to know that by doing this they are making a difference. They want their people to feel good about what they've been able to achieve and want the activity to be meaningful and beneficial. Companies want to feel part of their local community, particularly when they are employing local people, and to create the connections and partnerships that will enable this.

Companies also want to be able to quantify the social value they have generated, to understand it and to be able to report on this with confidence.



Corporate Social Responsibility

The Tribe Project is a 21st century, hyper-local and person-centred tech solution that magnifies the Corporate Social Responsibility (CSR) impact of businesses and provides an end-to-end and tangible way to measure and quantify expenditure versus impact.

Tribe works by using a digital social action platform to link businesses with their local community to enable their workforce to be able to respond to requests for support in an achievable and measurable way. Tribe connects data generated by the NHS, local government and the voluntary and community sector and links this with businesses to create the opportunities within communities that businesses can support.

Being able to map need and turn this into identifiable activity makes Tribe unique in its approach. We're able to identify areas of inequality across communities, create the opportunities that will address this and make a difference within a given locality.

Tribe is an end-to-end system for identifying, delivering and measuring the opportunities for businesses to corporately deliver social value. It is a social action network for staff and local community groups and organisations to use to offer and ask for support that makes a difference to the lives of local people.

Working with communities in this way can improve neighbourhoods and the quality of life for employees and their families who often live in the local community. Happier employees are more productive and having a tangible programme of CSR managed by Tribe enables them to see the business they work in is an active part of the community. The business 'giving' in this way inspires employees to individually give back and contributes to company loyalty.

Good practice like this leads to a strong culture.

Delivery of Corporate Social Responsibility

Aim

Businesses are able to deliver activity that makes a difference to local Communities.

Increased social action and social value.

Deliverables

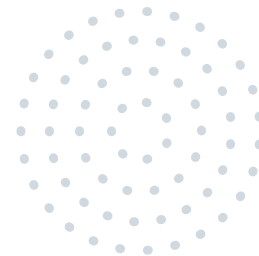
The Tribe platform can create an end to end system for identifying, delivering and measuring the opportunities for organisations to facilitate their employees to volunteer at a time and in a way that suits everyone.

Outcome

There are better outcomes as a result of the volunteering activity.

Employees have a greater understanding of their local communities and a greater level of engagement with their organisation.

Employees have opportunities to enhance their team working skills and get a sense of achievement both at a personal and a team level.



Public Sector Employee Volunteering.

Public sector employee volunteering to support local communities.



Public Sector Employee Volunteering

Aim

The council supports, recognises and rewards its employees' volunteering activity.

Council employees are able to make a difference to communities by volunteering their time and energy.

Deliverables

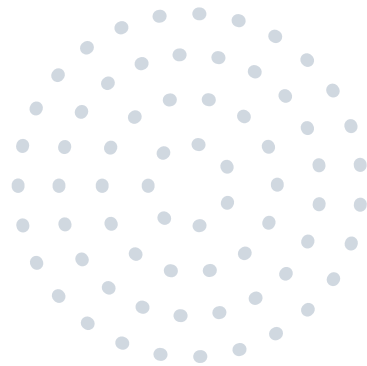
The Tribe platform can create an end to end system for identifying, delivering and measuring the opportunities for the council to facilitate its employees to volunteer at a time and in a way that suits everyone.

Outcome

There is increased social action and social value.

There are better outcomes as a result of the volunteering activity.

Employees receive the recognised benefits of volunteering.



Micro-Commissioning of Care Services.

Increasing the service provider market with micro-enterprises – strengthening the local economy.

Actively supporting areas of community inequality through upskilling citizens into highly skilled micro-commissionable community carers.



Micro-Commissioning of Care Services

Aim

Affordable and quality care services can be provided in the areas where care agencies are unable to deliver services – either due to a lack of carers or because it is economically unviable.

Grow out the number of 'start-up' in communities

Deliverables

Tribe can provide the tech solution to manage the micro-commissioning process.

Carers are able to manage their business from their care provision business directly from their Tribe mobile application.

The Tribe platform can hold and deliver mobile virtual training packages and certified e-Qualifications for carers to build knowledge, skills and confidence.

Tribe can be used by carers in their community to seek low levels of support for the people they are working with.

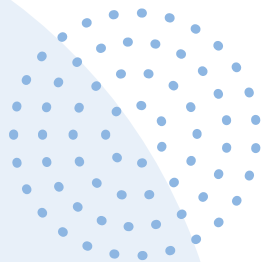
Outcome

Social care services can be provided when and where they are needed across the county.

Better health and social care outcomes for vulnerable people

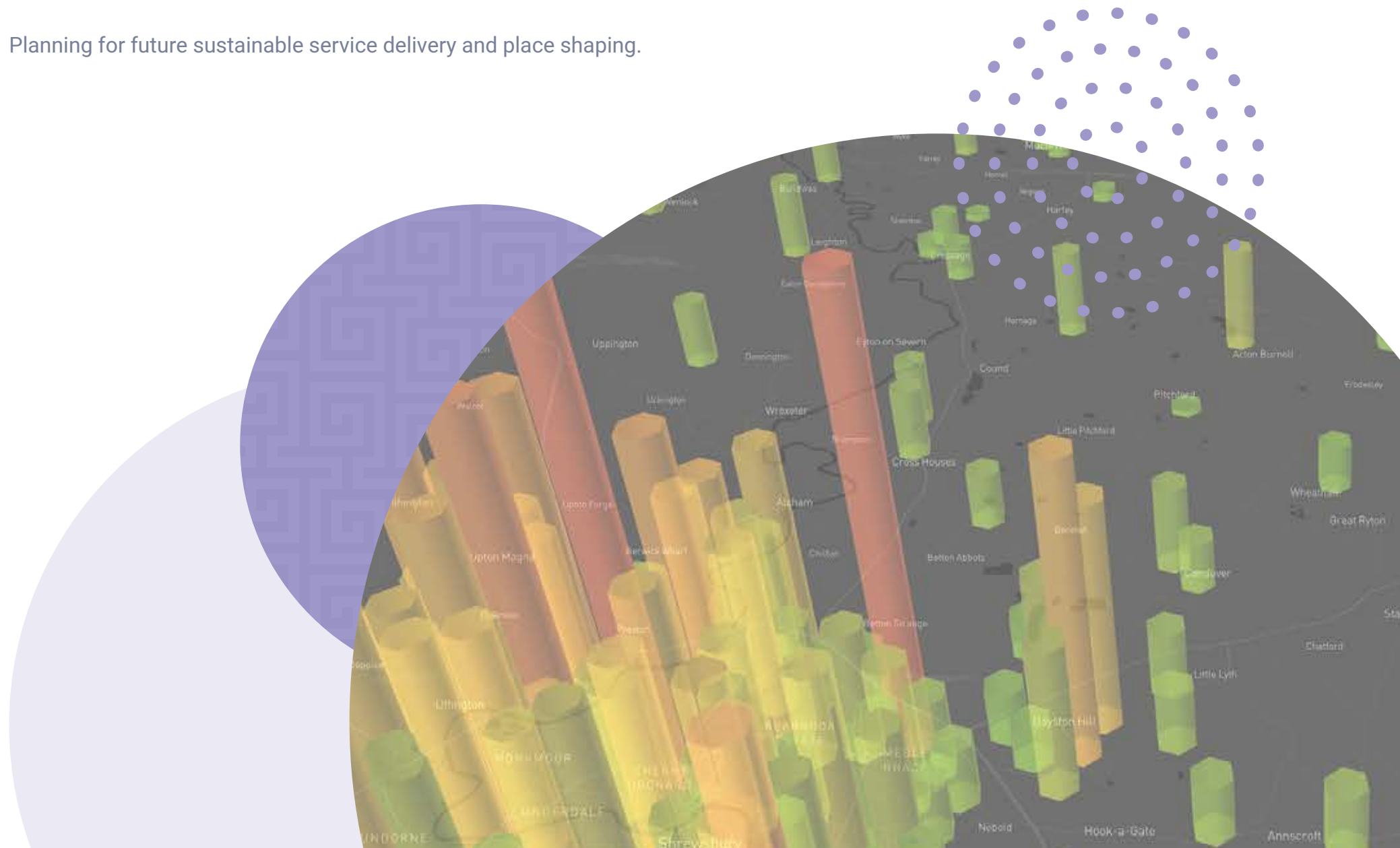
Development of micro-enterprises results in employment for local people with the money staying within the local economy.

Sustainably affordable cost of care services for the council.



Big Data Science.

Planning for future sustainable service delivery and place shaping.



Planning for a Future Sustainable Service and Place Shaping

Aim

Community needs intelligence and data is mapped, analysed and understood to inform how infrastructure and services are created and delivered.

People have access to a community hub with a range of services and activities that meets their needs.

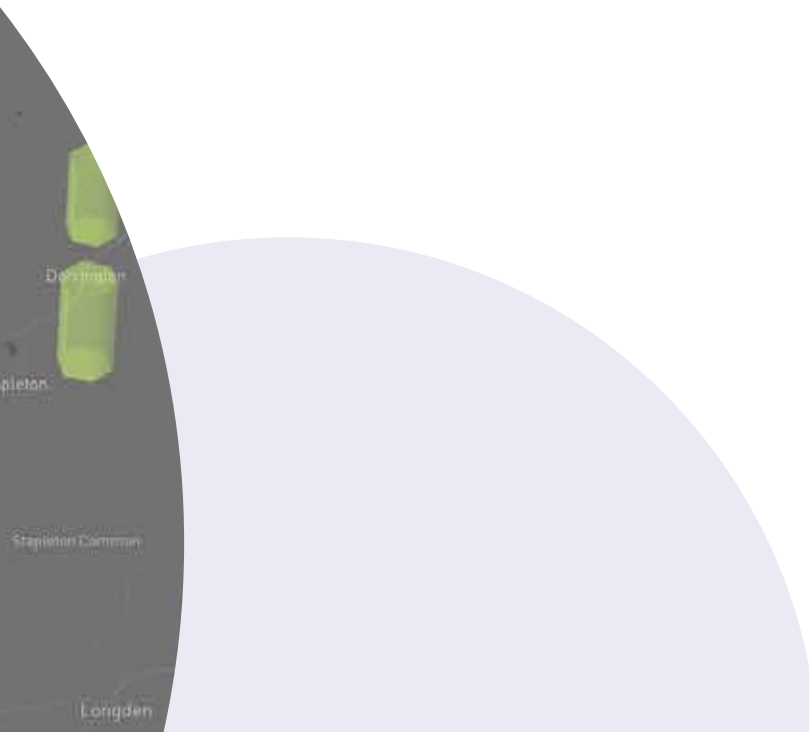
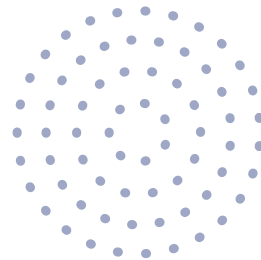
Deliverables

Tribe technologies can map and analyse current health, social care and other activity datasets.

Outcome

Local people are able to get all the benefits of a community hub and feel a sense of ownership over what goes on there, including taking part in activities and volunteering

The usefulness and positive impact of hubs (libraries, centres, GPs) on people's lives is at the forefront of their design and delivery.



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