

The William Sutton Prize for Social Innovation

Application Guidance

August 2021

Applications Open	Applications Close	Shortlist Announced	Shortlist Meet the Judges	Winners Announced
09:30 Wednesday 04 August 2021	12:00 (noon) Wednesday 06 October 2021	Early December 2021	Late January 2022	Feb/March 2022

About the Prize

The Social Innovation category is seeking applications that present an **innovative** concept, product or service to meet this year's theme of '**A Home for All**'.

We are seeking new and creative ideas to tackle three key issues:

- ✓ Innovation in tackling **homelessness** and addressing **temporary accommodation** needs
- ✓ Solutions for **housing an ageing population**
- ✓ Using tech and new ideas to support **successful and sustainable tenancies**

Further detail on the types of projects and ideas we are seeking can be found in the section below "what ideas will be considered" on page 3.

The prize is to enable the winning entrant to take their idea to the next stage in its development. If the idea is an existing concept, we want to see how the prize can help maximise its impact for addressing the listed issues.

The winning entry will receive £20,000 to support idea development and growth.

Who can apply?

- ✓ The William Sutton Prize for Social Innovation is open to **individuals aged over 18** who are resident in the UK and **organisations registered to work in England**.
- ✓ Prize funds cannot be issued to a personal bank account, individual applicants will be required to nominate a partner organisation to host the Prize payment or register as a constituted organisation and set-up a business account.
- ✓ Applicants may only submit one application per prize round/year.
- ✓ Applicants may only submit a single application under one of the prize categories. We cannot accept applications under both categories from the same entrant.
- ✓ Clarion Housing Group employees are not eligible to apply.

Please ensure you read the full eligibility criteria before starting your application.

Please email any questions regarding eligibility to williamsuttonprize@clarionhg.com

What ideas will be considered?

We are looking for **ground breaking** new ideas that make a **positive social impact** and meet this year's theme of '**A Home for All**'. No idea is too big, or too small.

Innovation in tackling homelessness and addressing temporary accommodation needs

Areas of focus include, but are not restricted to: innovation in next step accommodation models, solutions to address rough sleeping, scalable solutions to support individuals or groups dealing with homelessness back into independent living, preventative solutions for those at risk of experiencing homelessness.

Solutions for housing an ageing population

Areas of focus include, but are not restricted to: innovation in housing with care models, multigenerational living ideas, initiatives to address under-occupied homes in ageing populations, aspirational retirement living ideas, innovation in home adaptations and lifetime home design, integration of multiple housing tenures in developments, services or technologies to support healthy ageing in the home.

Using tech and new ideas to support successful and sustainable tenancies

Areas of focus include, but are not restricted to: smart tech to empower social housing residents in the management of their homes and engagement with their housing provider, digital innovations to improve the operational efficiency of social housing models, services or technologies to support sustainable tenancies.

Applicants will need to show how their idea has the potential to **deliver positive change** for individuals, disadvantaged groups or communities, under one of our three key focus areas.

We are seeking new and creative ideas to solve social problems and **transform the wellbeing and quality of life of others**.

Top Tips...

- ✓ Make sure you demonstrate a clear and considered plan for how you will engage service users and local communities in the design and implementation of your idea
- ✓ Think about how your idea could be scaled-up or replicated
- ✓ Make sure you present a clear overview of how the £20,000 prize money will support taking your idea to the next stage in its development

What costs can the prize cover?

- ✓ Support for project management costs
- ✓ Engagement of third party services for design, delivery, and development
- ✓ Costs associated with piloting a concept, product or service
- ✓ Costs for further beneficiary consultation or engagement
- ✓ Costs associated with evaluating or measuring the social impact of your idea
- ✓ Costs associated with replicating or scaling-up a new, or emerging, concept, product or service
- ✓ Any other associated costs considered reasonable or essential by the Panel

What costs can't the prize cover?

- ✗ Costs for activities that have already taken place
- ✗ Costs for activities that stand to only benefit an individual
- ✗ Costs that support activities based outside of England
- ✗ Fees for academic or vocational courses/tuition fees/examinations
- ✗ Personal expenses incurred during activity delivery
- ✗ Any party political activity
- ✗ Any activities where individuals are excluded on religious grounds, ethnicity, gender, sexuality
- ✗ Any other costs considered unreasonable or non-essential by the Panel

How to apply

All applications must be submitted via our **online application system Flexi-Grant**. You will be required to register on Flexi-Grant and activate your account in order to access the online application form. <https://clarionfutures.flexigrant.com>

Before completing the form all entrants are encouraged to read the Guidance notes and FAQs available on our website.

Online applications must be submitted by **12 noon Wednesday 06 October 2021** in order to be considered. Late entries will not be accepted.

Assessment Criteria

All applications will be reviewed using the following assessment framework. It is important to keep this in mind when completing your application.

Innovation & Idea

To what extent has the applicant presented a **new and innovative** product, concept or service?

To what extent does the idea meet this year's theme of 'A Home for All' – has one of the three key issues been sufficiently addressed?

Does the application clearly outline each of the **relevant elements** of the idea?

Impact

Has the **scope and nature** of the proposed impact been clearly demonstrated?

Are the **outcomes** of the idea clearly presented?

Has the **level of need** for the proposed idea been clearly demonstrated?

Is there a clear **plan for engaging communities** in the design and implementation of the idea?

Has the applicant demonstrated how the idea could be **scaled up or replicated** to achieve **on-going impact**?

Has the applicant presented a clear plan for **measuring the success** of the idea?

Practicality & Presentation

Does the application present a **viable and considered plan** for the delivery of next steps?

Has the **long-term management** of the idea been considered?

Has the applicant clearly **demonstrated how the prize money would be used**?

Are there any known or **potential risks** to progressing the idea and has the applicant planned how they will manage this?

Application support

For support completing your online application form, queries regarding the deadline, eligibility criteria or submitting your proposal can be emailed to our Prize Team at williamsuttonprize@clarionhg.com

Further information can be found in our FAQs that can be downloaded from our website.