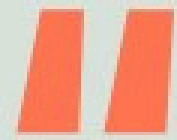


# Designing for Impact

# Social Investment & Mental Health Spaces

# What is impact investing?



“Impact investments are **intended** to generate a **positive, measurable social and/or environmental impact** alongside a **financial return.**”



GIIN (Global Impacting Investment Network)



# Social impact investing or social investing

Uses capital to address **social issues** (such as homelessness, financial inclusion, alleviation of poverty, health and wellbeing, education and skills) and generate **positive, measurable societal change** alongside **financial returns**.

# Impact Investing Spectrum

NO FINANCIAL RETURN

MARKET RATE OF RETURN

## Philanthropy

Grants or government funding

Foundations, charities, trusts, private donors and government

No expectation of financial return

## Blended Finance

Combination of grants and loans/equity e.g. repayable grants or first-loss capital. SIBs/SOCs may be structured as blended capital.

Government, trusts, foundations, charities

Partial capital return

## Impact First Investing

SOCs/SIBs, social lending, soft loans, revenue-based finance, patient capital etc.

Any impact-first investor

Prioritises impact over returns and therefore tends to accept below market rate financial returns. The focus is on capital preservation.

## 'Finance First' Impact Investing

Impact VC, private equity, debt and any hybrid instruments

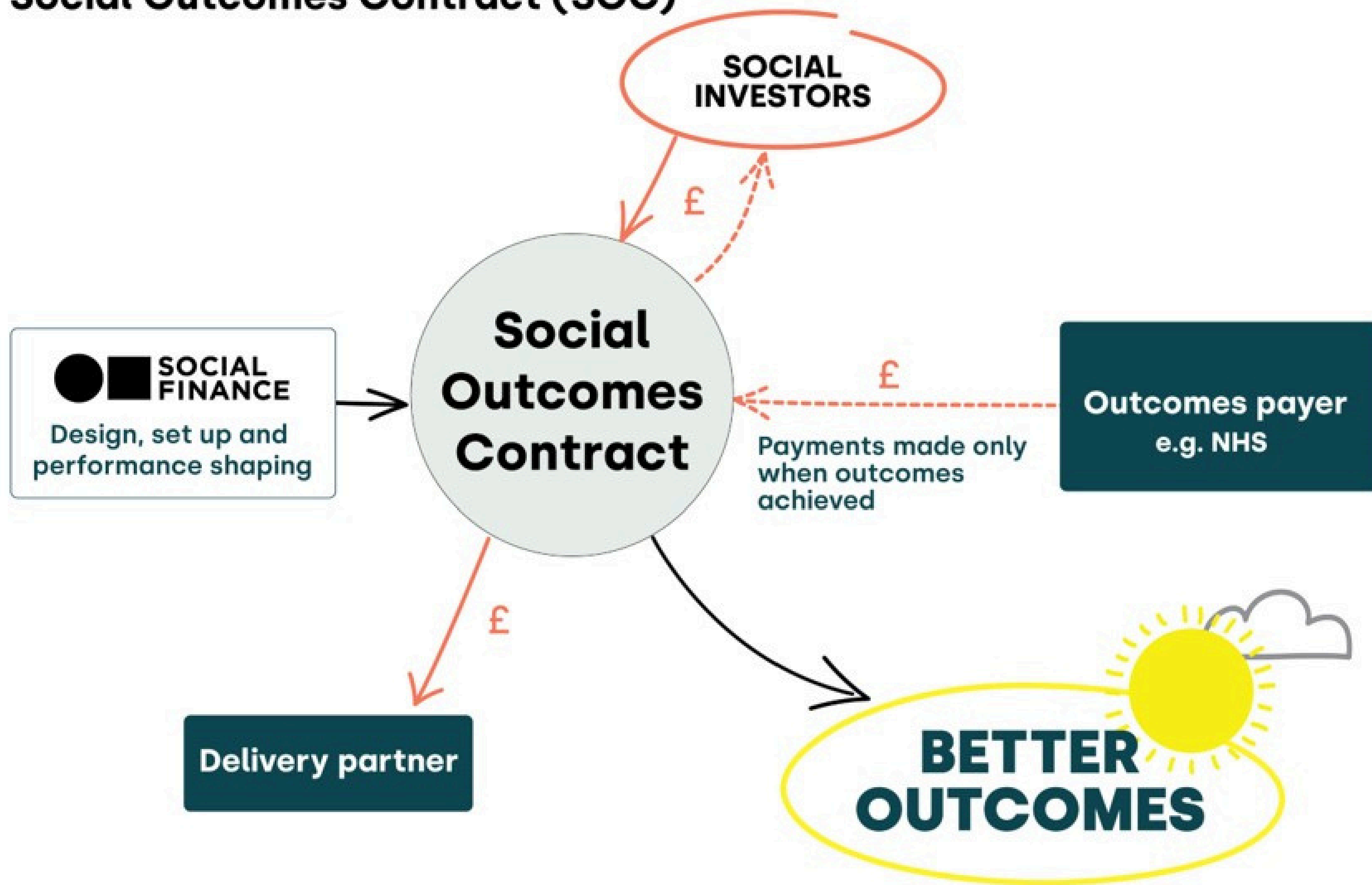
Any impact investor

No compromise between impact and financial returns objectives

# Launch of Peterborough SIB in September 2010

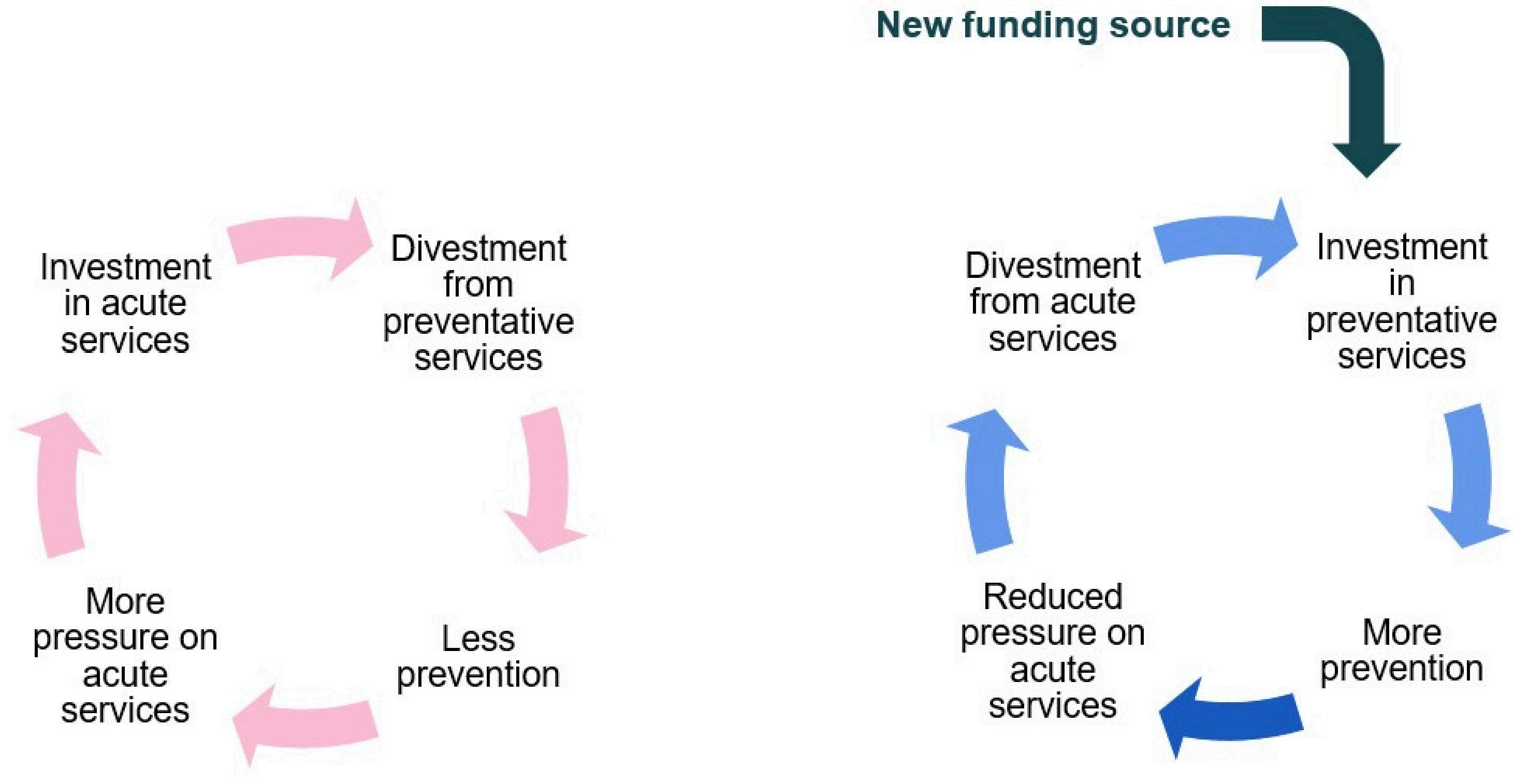


# Social Outcomes Contract (SOC)

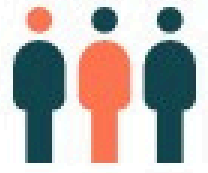


# Systemic problems in health systems

Example: The vicious circle of acute services



# This is challenging because...



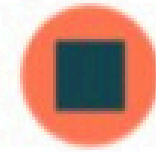
People are busy



Limited or no money to invest



Results take time

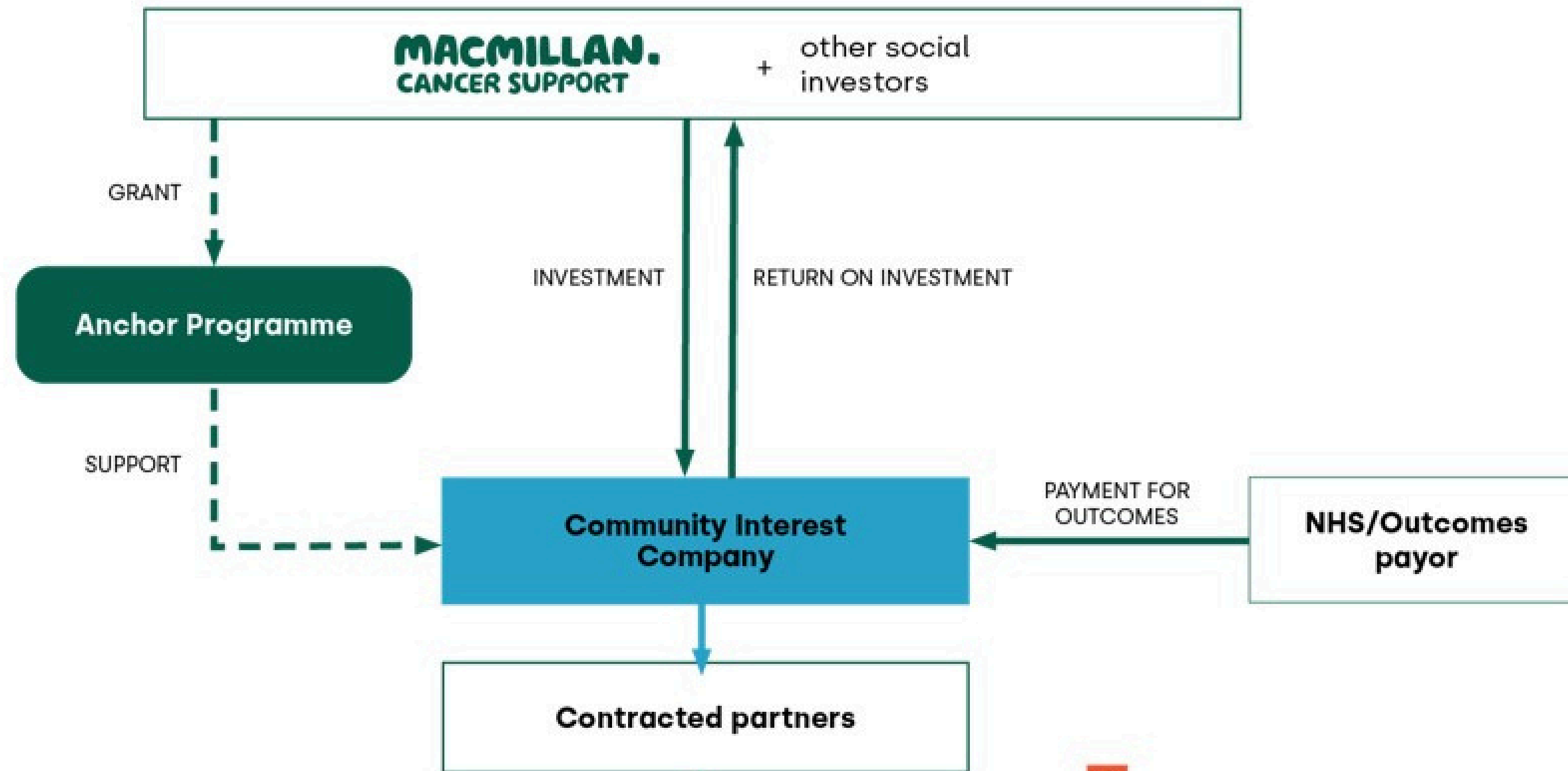


New services seen as risky



Ideas don't get past pilot stage

# Neighbourhood Transformation Fund



Better outcomes and community integration

# How this model works in West Hertfordshire

1. **Proactive Care Service** – a dedicated MDT that provides wraparound, personalised and holistic care to a caseload of up to 500 patients per neighbourhood
2. **Anchor Programme** – focused on building capacity, networking and shared infrastructure in grassroots community, voluntary sector and faith-based organisations to support our cohort of older residents.
3. **Community Interest Company** – Set up to hold and administer investments that drive neighbourhood health locally



# Why is social investment a good fit for mental health spaces?

- **Clear need for investment** in mental health spaces, but lack of readily available capital
- Can be **hard to access traditional loans** – complexities in valuation, ownership structures, etc.
- **Driver of health outcomes** and cost savings – but will take time to realise
- Need for funders who understand the **health context**, are willing to take on some **risk**, and are in it for the **long-term**



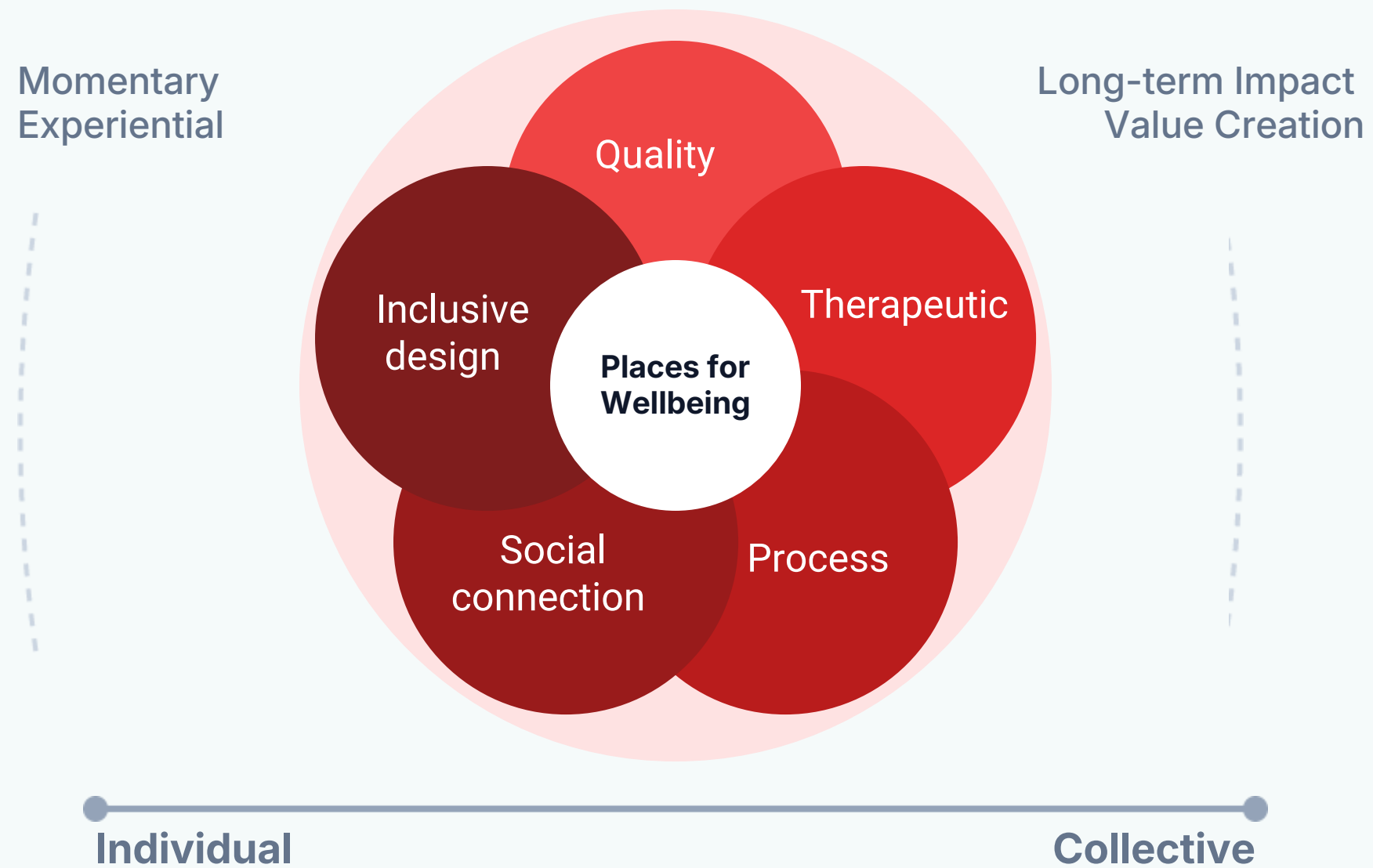
**Socially motivated investors**

# Neighbourhood Transformation Funds (NTFs)



# Designing for Community Wellbeing at Scale

## 1. Identify and Plan Health-Promoting Environments



## 2. Design, Facilitate and Maintain Restorative Community Assets



# Designing for Community Wellbeing in Place

MACRO -MICRO

*Designing Neighbourhood Health Environments for Mental Health – From Insight to Application*

## 1. Community wellbeing

How often are community members and 'service users' involved in shaping design of neighbourhood spaces to support mental health?

Always |  Often |  Sometimes |  Rarely

## 2. Utilising community assets

To what extent are existing community assets being used effectively to support mental health?

Fully utilised |  Partially utilised |  Underutilised |  Not sure

## 3. Opportunities for investment

What are overlooked assets in your community that could better support neighbourhood mental health? *(open text/word cloud)*

## 4. Value creation for neighbourhood health

What type of value do you feel is *most often overlooked* in social investment?

- Prevention / early intervention
- Community cohesion and belonging
- Lived experience and agency
- Long-term place-based change
- Economic/system savings
- Other [text]

# Neighbourhoods of prevention



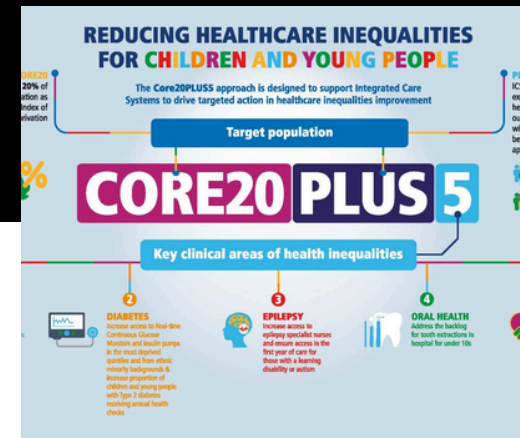
- Intergenerational living



- Walkability and cyclability



- Blue and Green Spaces



- Preventing co-morbidities

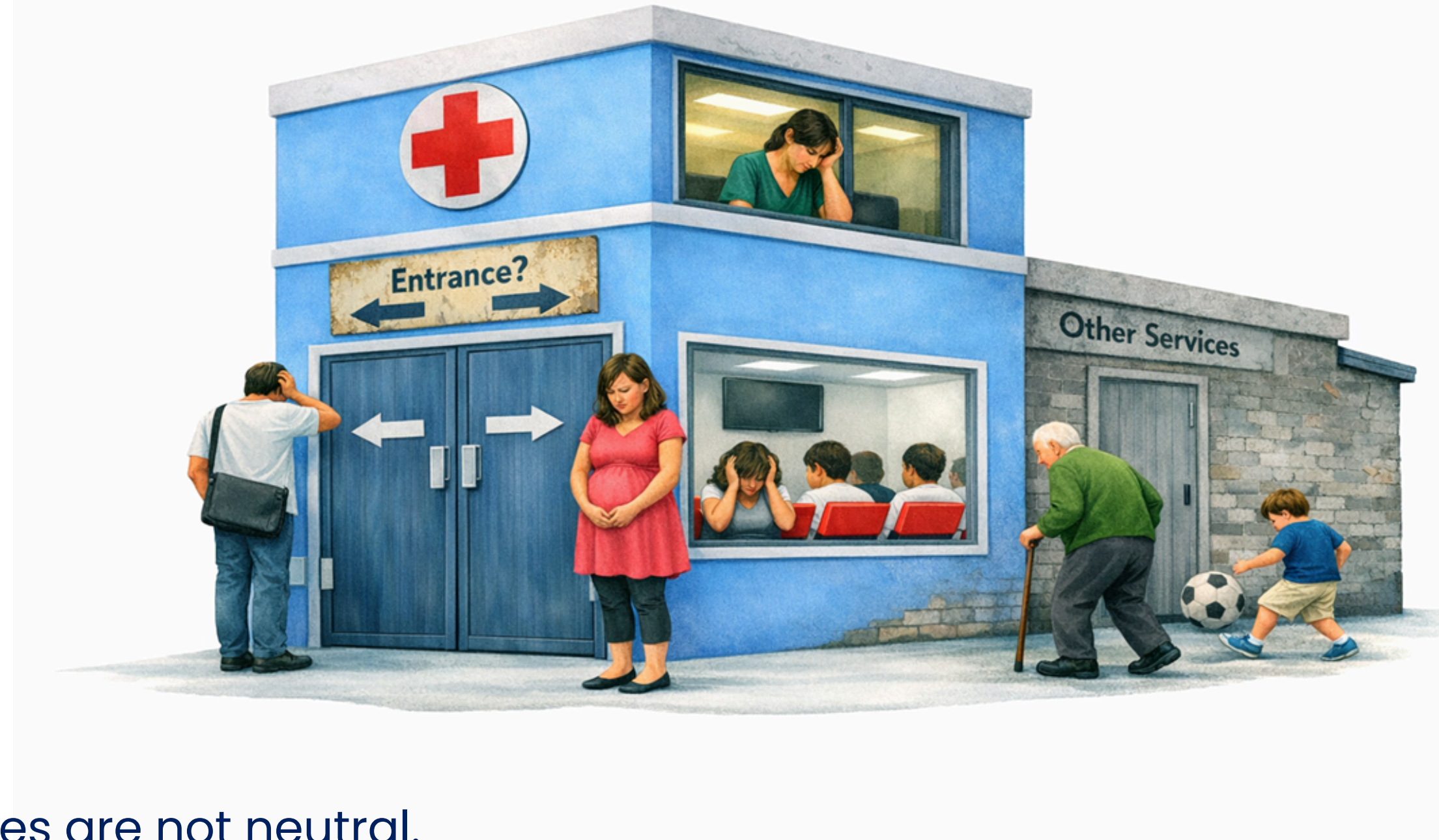


- Clean air for all



- Co-creating accessibility

# Designing Environments that enable Care?



Spaces are not neutral.

Design decisions influence access, experience and outcome.

*"We design our environments, thereafter they design us" (Churchill)*

# Interested in a further working session on this topic?



Tell us all about it, and we can shape our next session together