



RSPH launches the Catalyst Programme in partnership with Key Fund Developing a new social investment offer for West Midlands

We're incredibly excited to announce that our first Catalyst Programme Marketplace event is now open for registrations - and we'd love for you to join us.

The Royal Society for Public Health (RSPH) has been awarded funding from the Esmée Fairbairn Foundation and the Connect Fund (managed by Barrow Cadbury Trust) to work in collaboration with partners across the West Midlands towards the development of a new social finance programme

Throughout 2020, RSPH will be working with the Key Fund, on a social investment portfolio, supporting 6 voluntary, community and social enterprises (VCSEs) in health and wellbeing, that provide meaningful social impact in their local communities, to scale and extend their reach.

RSPH shall be exploring new ways to support voluntary, community and social enterprises (VCSEs) in health to scale and extend their reach within their localities, tackling health and social inequalities. This project is an exploratory initiative testing the idea of a new focussed support programme that will be delivered alongside investment from the Key Fund.

VCSEs have started gaining recognition for the services they offer in early intervention, well being and in addressing social inequalities. Research undertaken by RSPH found that VCSEs and social enterprises have a constant on-the-ground presence as well as strong integration of care approaches which provide for holistic solutions and the ability to reach marginalised and excluded groups. Now is the time to help VCSEs in West Midlands shine.

In order to test this new model, this new programme, will first be launched at a limited scale.

To celebrate the launch of the programme and promote its achievements to date, RSPH is holding a workshop in central Birmingham on **6th February 2020 9.45 – 1pm Cadbury Room, Aston University, Birmingham, B4 7ET**

The event will bring together a range of investors, commissioners and the VCSE sector across the region to mark this key milestone for social investment in the West Midlands.

Agenda

| Time | | |
|------------------------|--|---|
| 9.45 – 10.00 | Registration and refreshments | |
| 10.00 – 10.10 | Welcome and opening | Vij Randeniya Chair of the Social Investment Advisory Board |
| 10.10 – 10.20 | Background to creating the project – presenting findings from feasibility study | Kiran Kenth Director of National and Regional Programmes, RSPH |
| 10.20 – 10.50 | Trading with social investment – What you could do with the funding | Matt Smith, CEO Key Fund |
| 10.50 – 11.20 | How to measure Impact | Jonathan Tritter, Professor Aston University |
| 11.20 – 11.50 | Sales and Marketing for Social Investment | Citizens coaching CIC |
| 11.50 – 12.00pm | Close | Shirley Cramer, CEO RSPH |
| 12.00pm – 1pm | Networking lunch | All |

To register for this event, please use Event Brite link

<https://www.eventbrite.com/e/the-catalyst-programme-social-investment-launch-rsph-and-the-key-fund-tickets-89574047387>