



THE SECOND CURVE NETWORK

BACKGROUND

The COVID-19 pandemic and the realisation that much of UK society will emerge from it with very changed values has run head on into the gradual erosion of trust in business after the financial and political crisis of 2008.

This in turn meets the growing realisation that successful business is the absolute cornerstone of a peaceful and fair society and that business itself has a central responsibility to ensure that the prosperity it brings is used to build social cohesion and to address the failure of fifty years of public investment to alleviate the misery and waste associated with so many of our depressed local communities and their inhabitants.

VISION

To mobilise business leaders to improve the lives, and life chances, of those in the UK's most stressed communities.

OBJECTIVE

Foster collaborative action by business and other employers to build positive societal change in clearly agreed and defined areas of need.

ROLE OF THE NETWORK

- The Second Curve is a Network, not an organisation, of like-minded individuals who are willing to connect their leadership and resources to projects that make a difference.
 - The role of The Second Curve Network is collaborative and it works with employers and third sector partners. It never operates solely on its own.
 - The Network will use their expertise and experience to connect best practice and also recommend new members.
 - The Network and its projects are drawn together by a Steering Group chaired by The Second Curve Network's Vice-Chair, Jeff Hayes, and a small core team of experienced practitioners, who will develop the direction of The Second Curve Network and provide scrutiny where needed.
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THE NETWORK LEAD ROLE

- Developing The Second Curve Network as an effective group of leaders, mainly from the business sector, to deliver programmes that will promote social cohesion throughout the UK and to build trust in business.
 - Identifying key issues for approval by The Second Curve Network's Steering Group and their subsequent transformation into programmes which will generate lasting change.
 - Co-ordinating and managing links between The Second Curve Network Members, Steering Group and wider Subgroups as well as between wider stakeholders, relevant public and third sector organisations.
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THE MECHANICS

- **The Second Curve Network** – driven by Chair Chris Reeve and Vice-Chairs Barry Murphy, Jeff Hayes and Sir Stephen O’Brien
 - **Network Lead** – Joseph Lyons, seconded part-time from his current CEO role at West Ham United Foundation
 - **Network Members** – providing strategic orientation and supporting the recruitment of new members
 - **Partners** – contributing to the definition of network activities and priorities, as well as outputs
 - **Steering Group** – made up of network members, helping to direct and scrutinise The Second Curve Network
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PARTNERS

- BITC
 - Big Creative Education
 - BluePrint for Business
 - Catch 22
 - ELBA
 - Employers Initiative on Domestic Abuse
 - Employers Social Mobility Alliance
 - Generation
 - Heart of the City
 - Home for Good
 - London Fire Brigade
 - London Village Network
 - London Youth
 - London Youth Rowing
 - Lord Lieutenant of London
 - OnSide Youth Zones
 - Poplar Harca
 - Positive Transformation Initiative
 - Springboard
 - Volunteering Matters
 - West Ham United Foundation
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SUBGROUPS

Unpicking this complex web, we've identified four key areas which require specific focus to drive our ambitions.

We believe that with these pillars supporting the various developments we will be well advised and in-tune with the current trends and mood.

CONNECTORS

COMMUNICATIONS

FUNDRAISING

INSIGHT/DATA

PROJECTS

We've identified four major projects for vulnerable groups which are replicable, benefitting from a collaborative approach and addressing long-standing social issues.

The Steering Group will establish four Project Teams that will drive forward and crystalise the project models over the next three to six months.

BREAKING BARRIERS

EAST LONDON

**LOOKED AFTER
CHILDREN**

MIDDLESBROUGH



THE SECOND CURVE NETWORK

MARCH 2021

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