

## Families Included Prize: FAQs

This document contains a collection of the answers to the most common questions about the Families Included Prize. For further details please refer to the [Terms & Conditions](#), [eligibility criteria](#) and [judging criteria](#).

### 1. Why is Essex County Council, and partners, running the Families Included Prize?

Essex County Council is working towards a vision of Essex as a county where 'innovation brings prosperity'. Achieving this vision will mean trying new ways of doing things, including challenge prizes. Essex County Council's aim is to use challenge prizes as a way to engage with a wider range of people and organisations to identify and support innovative ideas and solutions to the problems faced by its residents. The Families Included Prize will be the first challenge prize ever run by a council in the UK.

Essex County Council has been speaking to Essex families as part of a review of its Early Years services. Many of the families have reported that social isolation and/or loneliness is an issue for them and that current services don't help meet this need. The Families Included Prize is looking to help meet this need by supporting ideas, projects and solutions that can reduce social isolation and/or loneliness of Essex-based families with young children (aged 0-5).

### 2. What kind of ideas are you looking for?

We're looking for ideas, projects and solutions that will reduce the social isolation of families with children aged 0-5 years in Essex. The Prize is looking for great ideas, projects and solutions from Essex that involve local families with young children in opportunities that enrich their lives. Ideas can relate to any aspect of life including personal, professional and social experiences.

We want new, innovative or creative approaches to involving Essex-based families with young children in opportunities that enrich their lives. We know that there are lots of reasons that a family might feel socially isolated and/or lonely and we expect to receive entries that tackle this issue in many different ways by focusing on any area of life from personal, to social or professional.

Entries submitted to the Prize should focus on working with, helping or engaging the adults who are responsible, within a family, for the care of young children. We use the term 'families' instead of 'parents' as we know that there are lots of different types of families in Essex who are responsible for the care and well-being of young children. To be eligible, entries must focus on and primarily benefit families in Essex and be co-created with Essex-based families of children aged 0-5. Entries can be 'pan-Essex' (solutions that could be applied widely across Essex) or focused on a

particular type of family or community. The important thing is that your entry reflects the Prize's aims and has the potential to enrich the lives of families in Essex

**3. What do you mean by innovative?**

An innovative entry could involve coming up with a brand new idea, combining things in a new way, or finding new ways of making existing solutions work better. For example, the best innovations often involve re-organising processes or the way people interact.

**4. How does the Prize define ‘families’ and ‘young children’?**

The Prize defines families as one or more adult responsible for the well-being and (unpaid) care of one or more children.

The Prize defines young children as a child or children aged 0-5 years.

**5. How do you define ‘social isolation’ and ‘loneliness’ and why is it important to this Prize?**

Social isolation refers to separation from social or familial contact, community involvement, or access to services. Loneliness can be understood as a person’s personal, subjective sense of lacking the level of social, familial or community contact and involvement that they want or need.

Families in Essex experience stresses and challenges associated with raising a young family. Isolation, for example, can negatively impact people’s lives in a number of ways. It is known to lead to feelings of loneliness and can stop people from accessing the support that they need be that statutory services or from their family and peers. It has also been linked to health issues, including poor mental health, depression and heart disease. Isolation not only affects the individual, but also the wellbeing and development of families and children. It makes it particularly difficult for families to manage life's challenges. There are a number of contributors to isolation. The most relevant to families include having a baby or young children, having a child with special or education needs or a disability, being a lone carer, a changed relationship with a partner, new priorities, and financial issues. Environmental factors can also contribute to a family's' isolation through either poor quality housing or rural locations where they are more geographically isolated.

**6. What does the Prize mean by ‘co-created’ or ‘co-creation’?**

In simple terms, co-creating an idea means developing and testing it out with the people it's meant to benefit. For the Families Included Prize it means that your entry either has or will be developed using the experiences and views of Essex families who have young children. We have made co-creation part of the Prize's eligibility criteria to ensure that ideas reflect and meet the needs of Essex families.

**7. How important is it for entrants to demonstrate an understanding of the issue of social isolation?**

It is extremely important, that is why co-creation is a key entry criterion. Your entry needs to meet a need and demonstrate a genuine understanding the issues it's trying to solve.

**8. Who can enter the challenge?**

The challenge is open to individuals, groups and organisations based or/and operating in Essex (the area served by Essex County Council). We encourage ideas from local people, including individual parents or carers of young children aged 0-5 years, informal groups and networks, community groups, businesses and existing service providers. You can find out more by reading the [eligibility criteria](#).

**9. Can I apply if I'm based outside of Essex?**

You must be based in Essex to be eligible to enter the Prize, or, if you are entering as a network or organisation, the main applicant and majority of your group must be based in Essex ( the area served by Essex County Council). All money received through the Prize must be spent in accordance with the terms of grant agreements on activities in Essex to the benefit of Essex residents and communities.

**10. What can I do if I'm not based in Essex?**

You might team or partner up with an organisation or individual based in Essex. Note, that they will be the main applicant and point of contact. It's up to you how you manage the cooperation, including share of responsibilities and funds. It is crucial, however, that your idea will help people in Essex and this should be clear in your application form.

**11. Why is the Families Included Prize restricted to Essex?**

This Prize is funded by Essex County Council and these funds must be used in Essex to benefit Essex residents and communities. The restriction also reflects the Prize's focus on finding and supporting small scale, grassroots ideas.

**12. Can I submit more than one idea?**

Yes, you can submit more than one idea and be named as a partner on more than one entry. Each idea must be submitted separately and need to be innovative and different to the other ideas you have submitted.

**13. I have entered my idea into another competition; can I submit the same idea to this competition?**

Yes you can enter your idea even if you have submitted it to another competition. Please make sure you provide relevant and specific answers to the entry questions for this competition.

The other competition may have rules about you entering your idea in more than one competition. It is your responsibility to check this before you enter this competition.

**14. I have already developed my idea, can I use that as an entry for this Prize?**

As we are looking for innovations you will need to explain how your idea differs or builds on what is already out there. It's important for us to understand that it is a new idea or a new way of doing things.

**15. Will Essex County Council pay for me to enter this Challenge Prize?**

No. You'll bear the cost of entering this challenge prize. If you become a finalist, your team will receive a £1,500 grant to help develop your idea during the prize. See questions 25 and 26 for more information on the support the finalists will receive and what will be expected of them.

**16. Who owns the intellectual property of the submitted ideas?**

The entrant will retain intellectual property of the idea, in accordance with the [Prize Terms and Conditions](#) (8.3).

**17. Can I remove my entry once I have submitted it?**

Yes, you can send an e-mail to [essex.challengeprize@essex.gov.uk](mailto:essex.challengeprize@essex.gov.uk) and request for your entry to be removed.

**18. Can I get some advice on how to best enter the competition?**

If you have enquiries about how to enter the competition please e-mail [essex.challengeprize@essex.gov.uk](mailto:essex.challengeprize@essex.gov.uk) and somebody from the Essex Challenge Prize Team will contact you within three working days.

**19. What do I do after I've submitted an idea?**

You do not need to do anything after you submit your idea. The Challenge Prize Team will be in touch and if you're selected as one of up to 10 finalists, we will provide you with further information.

**20. What happens to the ideas that don't make it to the finalist stage of the Prize?**

All entries will be listed at [www.challenge-prizes.essex.gov.uk](http://www.challenge-prizes.essex.gov.uk). This information will be drawn from sections of the entry form, these sections will be clearly marked on the form. We will be looking at ways of signposting entrants to more funding opportunities and other types of support.

**21. What if my idea doesn't qualify?**

If your idea doesn't qualify for this Prize, don't worry. There will be a series of other Essex Challenge Prizes in future to which you can apply. In the meantime you can sign up to receive emails from us about this and future challenge prizes.

The following organisations may also be of interest to you:

- [Nesta](#)
- [Challenge Prize Centre](#)
- [Innovate UK](#)
- [Power to Change](#)
- [Big Potential](#)
- [Crowdfunder](#)
- [Seedrs](#)
- [Spacehive](#)
- [Big Lottery](#)
- [Essex Community Foundation](#)

**22. Who will decide the finalists & the prize winner?**

The Prize's finalists and winner will be decided by the judging panel. The panel will be made up of individuals with the personal and professional knowledge and experience necessary to select the strongest ideas that will make a difference in the lives of Essex families. The judges decision will be guided by the Prize's judging criteria and supported by reports from assessors.

You can find out more about the judges [here](#).

**23. Is there a guaranteed winner?**

No, the distribution of the prize fund will depend on performance against our judging criteria. We will only award the prize money if the judges consider an entry or entries to have met or exceeded the challenge.

Please also read the Terms and Conditions.

**24. What can the £10,000 winner's prize be used for?**

The prize will be awarded in the form of a grant contract with agreed deliverables.

Read our Terms and Conditions for more information (5.1).

**25. What support will finalists receive?**

Up to 10 finalists will receive a combination of financial and non-financial support during the Prize. Grants of £1,500 will be awarded to each finalist to support development of their ideas. Non-financial support will be tailored to help develop their ideas and plans.

**26. What will be expected of Prize finalists?**

With support from the Prize, finalists will be expected to develop their idea from August 2016 to January 2017. This will involve developing and testing their idea with the families it is meant to help. A business case will be due in January 2017 and will give finalists with an opportunity to tell us about the progress they have made and how they plan to develop their idea in the future. Business cases will be assessed against the criteria and will be used by the judges to choose the winner.

During the finalist stage, the participants will be required to attend event(s) that will help them to develop their business case and will provide details about next steps and how to obtain non-financial support such as business or legal support.

**27. When will finalists and winner be announced?**

Up to 10 finalists will be announced in August 2016. We expect that the winner will be announced at an event in February 2017.