

**REGISTERED NUMBER: 10536202 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021**

**FOR**

**NOISY CRICKET C.I.C.**



Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

**NOISY CRICKET C.I.C.**

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FOR THE YEAR ENDED 31 MARCH 2021**

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**NOISY CRICKET C.I.C.**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 MARCH 2021**

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**DIRECTORS:**

L Coulman  
H J Bailey

**REGISTERED OFFICE:**

153 Hughes Street  
Bolton  
Greater Manchester  
BL1 3EZ

**REGISTERED NUMBER:**

10536202 (England and Wales)

**ACCOUNTANTS:**

Sedulo Accountants Limited  
Chartered Certified Accountants  
62-66 Deansgate  
Manchester  
M3 2EN

**BALANCE SHEET**  
**31 MARCH 2021**

	Notes	31.3.21 £	£	31.3.20 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		-		-
Tangible assets	5		243		485
			<u>243</u>		<u>485</u>
<b>CURRENT ASSETS</b>					
Debtors	6	6,130		8,347	
Cash at bank		28,664		11,963	
		<u>34,794</u>		<u>20,310</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	7	3,899		10,189	
		<u>3,899</u>		<u>10,189</u>	
<b>NET CURRENT ASSETS</b>			30,895		10,121
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			31,138		10,606
<b>PROVISIONS FOR LIABILITIES</b>			38		92
<b>NET ASSETS</b>			<u>31,100</u>		<u>10,514</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			100		100
Retained earnings			31,000		10,414
<b>SHAREHOLDERS' FUNDS</b>			<u>31,100</u>		<u>10,514</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these financial statements

**BALANCE SHEET - continued**  
**31 MARCH 2021**

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The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 3 September 2021 and were signed on its behalf by:



L Coulman - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

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**1. STATUTORY INFORMATION**

Noisy Cricket c.i.c. is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2017, is being amortised evenly over its estimated useful life of three years.

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.  
Computer equipment - 25% on reducing balance

**Grants**

Grants are classified as either as a grant relating to revenue or a grant relating to assets.

Grants relating to revenue are recognised in income on a systematic basis over the periods in which the entity recognises the related costs for which the grant is intended to compensate.

Grants relating to assets are recognised in income on a systematic basis over the expected useful life of the asset.

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**2. ACCOUNTING POLICIES - continued**

**Financial instruments**

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS102 to all of its financial statements.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**Basic financial assets**

Basic financial assets, which includes debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

**Classification of financial liabilities**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

**Basic financial liabilities**

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less, if not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest rate method.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**2. ACCOUNTING POLICIES - continued**

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**Going concern**

In common with virtually every other business in the country, the Company has been experiencing the effects of the Coronavirus pandemic. Whilst the full impact of this exceptional situation on the Company cannot be assessed with complete certainty at the current time, the Directors believe they have taken all possible steps to protect the Company including accessing relevant Government assistance.

At the time of signing these accounts the Directors are of the opinion that the Company will remain viable for the foreseeable future and therefore these Financial Statements have been prepared on the Going Concern basis.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 (2020 - 1).

**4. INTANGIBLE FIXED ASSETS**

	Goodwill £
<b>COST</b>	
At 1 April 2020	
and 31 March 2021	10,000
<b>AMORTISATION</b>	
At 1 April 2020	
and 31 March 2021	10,000
<b>NET BOOK VALUE</b>	
At 31 March 2021	-
At 31 March 2020	-



NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021

5. TANGIBLE FIXED ASSETS

	Computer equipment £
<b>COST</b>	
At 1 April 2020 and 31 March 2021	969
<b>DEPRECIATION</b>	
At 1 April 2020	484
Charge for year	242
At 31 March 2021	726
<b>NET BOOK VALUE</b>	
At 31 March 2021	243
At 31 March 2020	485

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.21 £	31.3.20 £
Trade debtors	3,900	-
Other debtors	2,230	8,347
	<u>6,130</u>	<u>8,347</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.21 £	31.3.20 £
Hire purchase contracts	-	309
Taxation and social security	1,532	1,863
Other creditors	2,367	8,017
	<u>3,899</u>	<u>10,189</u>

8. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

Included in other creditors is an amount due to the director from the company of £4,324 (2020: £5,187).

These loans are interest free repayable on demand.

000003/15

**CIC 34**

# Community Interest Company Report

For official use  
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Please  
complete in  
typescript, or  
in bold black  
capitals.

Company Name in  
full

Noisy Cricket C.I.C

Company Number

10536202

Year Ending

31/03/21

(The date format is required in full)

Please ensure the company name is consistent with the company name entered on the accounts.

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

**(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)**

## **PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT**

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.

As systems change agency and social innovation hub, Noisy Cricket has driven impact across both internal venture-focused research-and-development activity and external client-focused opportunities.

Noisy Cricket's first venture, **HI Future**, has been on pause since March 2020, with funding applications and social investment being sought to launch the pilot. Having researched, co-created and tested a homeless employment solution with 15 people impacted by homelessness, businesses, local and national government plus charities, we now have an MVP ready to launch. The full evaluation of the work to enable secure and stable futures for those impacted is attached. In early 2021, we worked with communities and business to create a strengths mapping tool, which will help impacted better identify their strengths, and businesses think more holistically about candidate potential. In 2021 to 2023, our intention is to launch a Greater Manchester pilot and place 250 people into work.

Having originated the **Responsible Tech Collective** through client work with Co-op Foundation and Luminate, the work has now transitioned into a Noisy Cricket venture. With a mission to bring home the humanity to tech, and a vision of enabling an equitable, inclusive and sustainable tech industry in Greater Manchester, a full evaluation of the work from 2019 to 2021 can be found attached. In 2021 to 2023, the focus will be on raising awareness of responsible tech practice across the public and private sector, co-creating solutions that establish data and design ethics standards to be embedded in policy and processes with the social sector, and improving diversity and inclusion and digital exclusion through working with (and not for) communities.

With regards to client work, Noisy Cricket has scoped out digital skills related challenges and opportunities for the education collective, shaped a top-line digital skills strategy and digital learning standards project plus built a partnership including the Department for Education, GMCA, Manchester City Council and Co-op Academies with The Federation's education-aligned ethical enterprises, with further funding and financing needed to establish a digital skills framework, build learning pathways for the education system and embed the necessary learning programmes within the curriculum.

Our client work with MACS has seen the charity undertake user research with ethnically diverse communities, build partnerships with aligned genetics disability charities and shape a strategy that will involve community outreach through the healthcare system, education system and community hubs to engage and support people of colour, with two new BAME trustees recruited in the past year as a direct result of the work.

Ongoing work with digital marketing agency Regital, which through the Be Sound project has shown how digital skills in education can help address youth poverty through improved employment opportunities. The strategy shaped with members of staff from all levels of the business has resulted in engagement in local mentoring schemes, the design of a work placement programme and the business trialling apprenticeship opportunities.

Through our final client, UnLtd, Noisy cricket has worked with their resilient community in North Staffordshire to explore how a community of social enterprises might level power between local government and communities and ensure decision made about citizen's futures were made with them. Our user research across local councils and community groups and scoping sessions with the resilient community have led to the creation of a local investment strategy, with key projects to be invested in over the coming years include a shared value metric to be used across sector, and a data trust where community insights are leveraged to generate income that allows social enterprises to better influence decision making on community's behalf. Funding is still being sought for this work.

*(If applicable, please just state "A social audit report covering these points is attached").*

***(Please continue on separate continuation sheet if necessary.)***

**PART 2 – CONSULTATION WITH STAKEHOLDERS** – Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

With a vision of creating people-powered movement through bringing diverse people together to co-create solutions to social issues, all of our client and venture work includes representatives from within communities and organisations across sector.

In HI Future, we have engaged holistic perspectives and needs in co-creating the HI Future solution, including:

- The Strengths Mapping Tool – through which people impacted by homelessness will be able to identify their strengths and businesses think more holistically about employee potential – required user research on core strengths with businesses, and user testing the tool with those impacted

Through the Responsible Tech Collective, wider stakeholder engagement of responsible tech projects has included:

- The Ethnic Equality in Tech project – on which we built a cross-sector partnership with Barclays and InnovateHer - required directly surveying ethnically diverse groups, undertaking user research with people of colour working in tech and co-designing our solution with tech organisations including Thoughtworks and CodeComputerlove.
- The People-Powered Smart City project – on which we built a cross-sector partnership with MCC, Sigma and Open Data Manchester - required engaging VSCE sector organisations to understand place-based issues and co-designing our solution with local government including Salford, Leeds and Newcastle City Council.
- The Citizen-Led Security Standards project – on which we built a cross-sector partnership with GMCA, University of Manchester and People's Powerhouse - required survey Greater Manchester citizens on their data sharing with local government and co-designing our solution with vulnerable families through local housing associations.
- The Responsible Tech Diagnostic Tool – on which we built a cross-sector partnership with Co-op Group and Ethics Kit - required undertaking user research with organisations including the BBC, Kainos and TfGM, and user testing within the Co-op Data team through their ethics advisory board.

*(If applicable, please just state "A social audit report covering these points is attached").*

**PART 3 – DIRECTORS' REMUNERATION** – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

The aggregate amount of emoluments paid to or receivable by directors in respect of qualifying services was £40,605.

There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed

**PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION** – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below.

No transfer of assets other than for full consideration has been made

*(Please continue on separate continuation sheet if necessary.)*

**PART 5 – SIGNATORY (Please note this must be a live signature)**

(DD/MM/YY)

The original report must be signed by a director or secretary of the company

Signed

L. Coulman

Date

18.12.21

Please note that it is a legal requirement for the date format to be provided in full throughout the CIC34 report.

Applications will be rejected if this information is incorrect.

*Office held (delete as appropriate) Director/Secretary*

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Lauren Coulman	
hello@noisycricket.org.uk	
Tel: 07729553393	
DX Number	DX Exchange

**When you have completed and signed the form, please attach it to the accounts and send both forms by post to the Registrar of Companies at:**

*For companies registered in England and Wales:* Companies House, Crown Way, Cardiff, CF14 3UZ  
DX 33050 Cardiff

*For companies registered in Scotland:* Companies House, 4<sup>th</sup> Floor, Edinburgh Quay 2, 139  
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

*For companies registered in Northern Ireland:* Companies House, 2nd Floor, The Linenhall, 32-38  
Linenhall Street, Belfast, BT2 8BG

**(N.B. Please enclose a cheque for £15 payable to Companies House)**

# Noisy Cricket

## HI Future Review (2019-2021)

### Our Story So Far

Throughout 2019 and into 2020, Noisy Cricket C.I.C received sponsorship from Balfour Beatty, Manchester Airport Group and the Co-op Group. This was in addition to a development grant from The National Lottery Community Fund, and a further donation from the Cadent Foundation, totalling £125,000 over 18 months.

The funding allowed us to co-create HI Future - our innovative and disruptive homeless employment solution - to help us on our journey towards achieving our cross-sector community's vision of **enabling secure and stable futures for homeless people**.

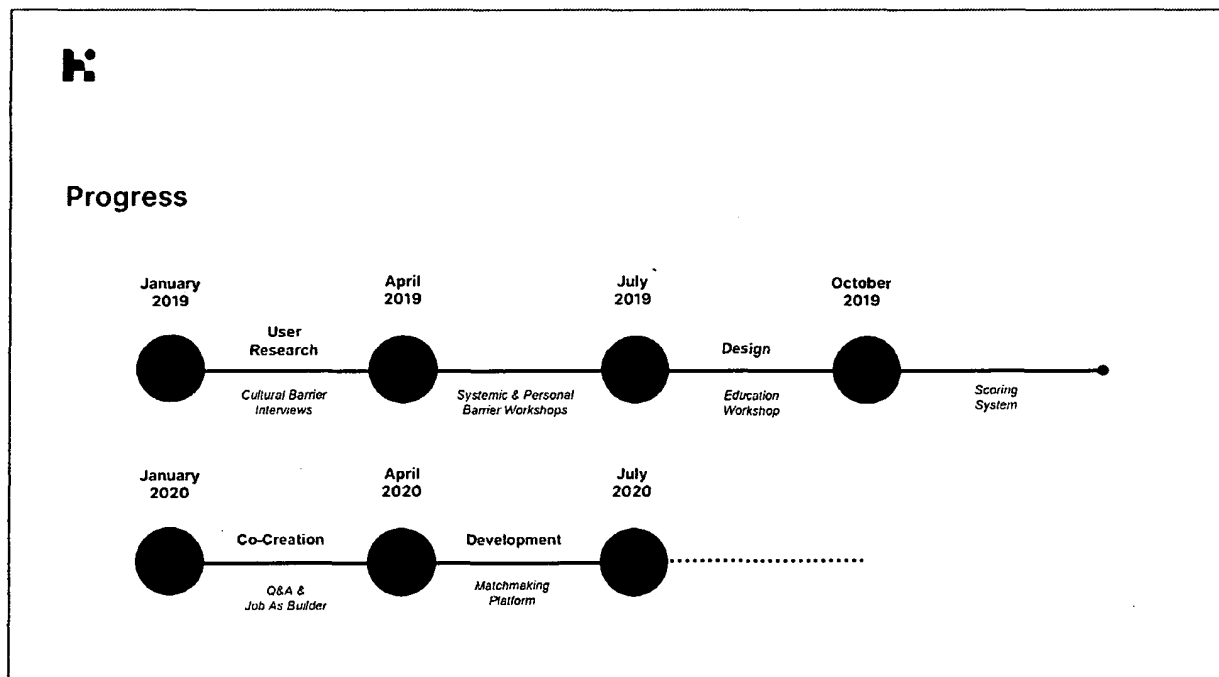


IMAGE 1: HI FUTURE PROJECT TIMELINE

Inspired by an industry research partnership with Hyper Island - where eight solutions to **removing business barriers** to homeless employment were explored - the HI Future project kick-started in January 2019, bringing our business partners together with charities, public sector initiatives and homeless people.

Working collectively, the HI Future community embarked on an 18-month journey, starting with **user research** to help us holistically understand the experiences surrounding social mobility recruitment for businesses, the social sectors and impacted people. During a series of one-on-one interviews, workshops and focus groups, we learned a significant amount.

# Noisy Cricket

## HI Future Review (2019-2021)

### HI Future User Research Insights

- Business employees have a narrow understanding of homelessness, perceiving it to be **predominantly rough sleeping**, which accounts for 5-6% of the homeless population nationally (Shelter, 2019)
- Business employees perceive **personal issues** (e.g. financial or relationship troubles) to be the root cause of homeless instead of systemic contributors (e.g. insecure work or lack of social or affordable housing).
- Both business employees and decision makers in the organisation shared that while they didn't have **negative perceptions of homeless people**, other people in the organisation may
- Decision makers recognised that the combination of fellow employees' perceptions (e.g. drug or alcohol issues) and business needs (e.g. background checks) were likely to impact homeless person's **ability to secure a job**
- In recognising that a homeless person may have more personal challenges, business asked for support for managers in helping a homeless person back into work, but expected those impacted to **behave the same as any other employee**
- Homeless people told us that the **bureaucracy imposed** in getting ready-for-work and during recruitment was confusing, and that often, they were required to engage in training or provide information that wasn't useful as a tick a box exercise
- Homeless people were also aware that they were being **profiled by businesses during recruitment**, that their experiences and personal presentation were being judged and that they were expected to change to fit into new organisations
- Homeless people would like feedback to help them better prepare for the recruitment process, and often need more **tailored support** as they navigate housing, financial and health challenges
- Charity and public sector workers this was essential, as people settle back into structure, and that **building trust is essential**, as without honesty between the homeless person and the people supporting them, things may go awry.
- Charities and the public sector shared that a **job at any cost is no good**, as people are more likely to leave than stay in an unsuitable work environment or where pay doesn't cover a person's living costs

Uncovering latent business beliefs that people were personally responsible for their circumstances, our first step was to use the user research to shape an **education workshop**. With the intention of *shifting cultural attitudes*, workshops trialled with Balfour Beatty and MAG helped employees understand the root causes of the issue, as well as the employment potential of people experiencing hidden homelessness.

# Noisy Cricket

## HI Future Review (2019-2021)

Our second step was to design a **recruitment tool**, as the research revealed that homeless people were highly likely to perform poorly during interviews. Learning that interview questioning tends to focus on examples from recent work experience, we focused on *reshaping systemic processes and practises* that will help employers better surface candidate's potential, and for homeless people, increase the likelihood of securing a job.

### HI Future Co-Creation Insights

- In becoming ready-for-work, we realised that homeless people bring **considerable strengths** from their lived experience of homelessness, and where relevant, previous work experiences.
- Homeless people also want to determine whether or not they **share their story** and who with, but for those who do, finding ways to best share their experiences and journey out of homelessness would help build trust with employers
- Another major challenge is **keeping track of data** shared with charities, public sector organisations and businesses. Digital literacy, access to technology (for more than one hour at a time) and a place to safely save data all play a part.
- For the businesses who have attempted social mobility recruitment previously, **targeting is challenging** as it requires working with hundreds of independent charities to find the right person for a role.
- Often, businesses use jargon in job advertisements, **ask for more information than is necessary** for the role - covering skills, experiences and qualifications - plus offer no clarity on documentation essential y to apply for the role (e.g. identification).
- Cut and paste versions of job advertisements are used across in house recruitment websites and across mainstream recruitment websites (e.g. Indeed and Monster) but there is **no opportunity to ask questions** or access support through the recruitment process.
- More **informal recruitment processes** would help take remove some of the challenges around cultural stigma and systemic barriers, such as focusing on a person's recent work experience, and allow for trust to start being built
- Within each business, recruiting an **advocate for homeless employment** would be hugely beneficial, to support the advertising, recruitment and onboarding process for both line managers and homeless people

Building on the cultural shifts enabled through the education workshop and potential for system redesign revealed through creating the recruitment tool, in January 2020, we brought the HI Future community together to co-create the **matchmaking platform**. Asking the community to help us explore how we might remove barriers during the advertising and the recruitment of roles, we revealed key opportunities for design and development.



# Noisy Cricket

## HI Future Review (2019-2021)

These insights informed the creation of HI Future's **matchmaking platform**, which uniquely matches roles based on people's strengths over and above recent skills, determines how feasible salaries or travel distances are based on a person's current circumstances, and identifies roles where the work environment is best suited to an individual based on their unique needs.

### Mooch, Lived Experience Consultant

*"It gave me a lot of confidence to look for job opportunities for myself and to speak to employers about my past. HI Future helped me to value my experience and not try to hide my past. I found employers wanted to hear about my employment gaps. I valued the the relationship I built with employers they helped me understand my potential they wasn't about judging me but nurturing the skills that I brought to the table"*

With the intention of **empowering homeless people** to make more informed decisions about suitable roles, the matchmaking platform **asks businesses to take more responsibility** for asking for what they need during the recruitment process, including basic role needs only, past experience and qualifications where necessary and legal obligations for identifying documentation.

Other features include storage for CVs and cover letters to help homeless people easily and safely keep their recruitment documentation in one place and FAQs to help both businesses and homeless people access wider support. Our intention is to **empower homeless people to apply for roles** they may not have previously considered based on their strengths, and **enable businesses to remove systemic barriers** that prevent people securing roles.

# Noisy Cricket

## HI Future Review (2019-2021)

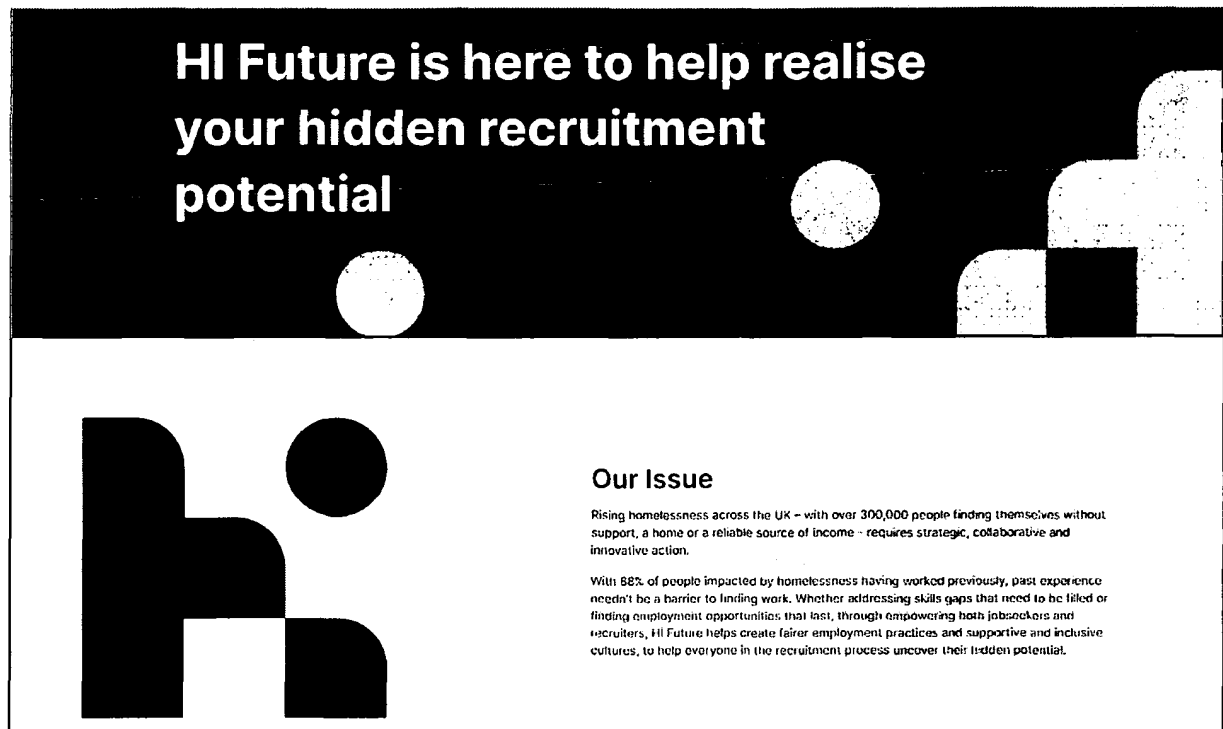


IMAGE 2: HI FUTURE MATCHMAKING PLATFORM LANDING PAGE

The funding means we now have a **minimal viable product** in the matchmaking platform plus an education workshop and recruitment tool to test-and-learn ready for launch. Additional funding is now needed for launch and an 18-month pilot, where we aim to place 250 people into employment across four boroughs in Greater Manchester.

# Noisy Cricket

## HI Future Review (2019-2021)

### How you've involved people from your community in the work you do

Noisy Cricket's mission is to **bring diverse people together to co-create social change**, with a vision of creating people-powered movements, so centring people impacted by social issues is integral to our work as a social enterprise. For HI Future, we recruited Mooch - a person with **lived experience of homelessness** - as a paid consultant, and worked with 15 impacted people to engage in user research, co-creation and testing of the HI Future solution.

Compensated for the time spent on HI Future, we worked with homeless people currently looking for work, as well as people who had successfully managed to secure roles. Their **personal insight into the issue**, willingness to improve social mobility recruitment and ability to speak truth to power were three of the core strengths that this group of resilient, courageous and future-focused brought to the community.

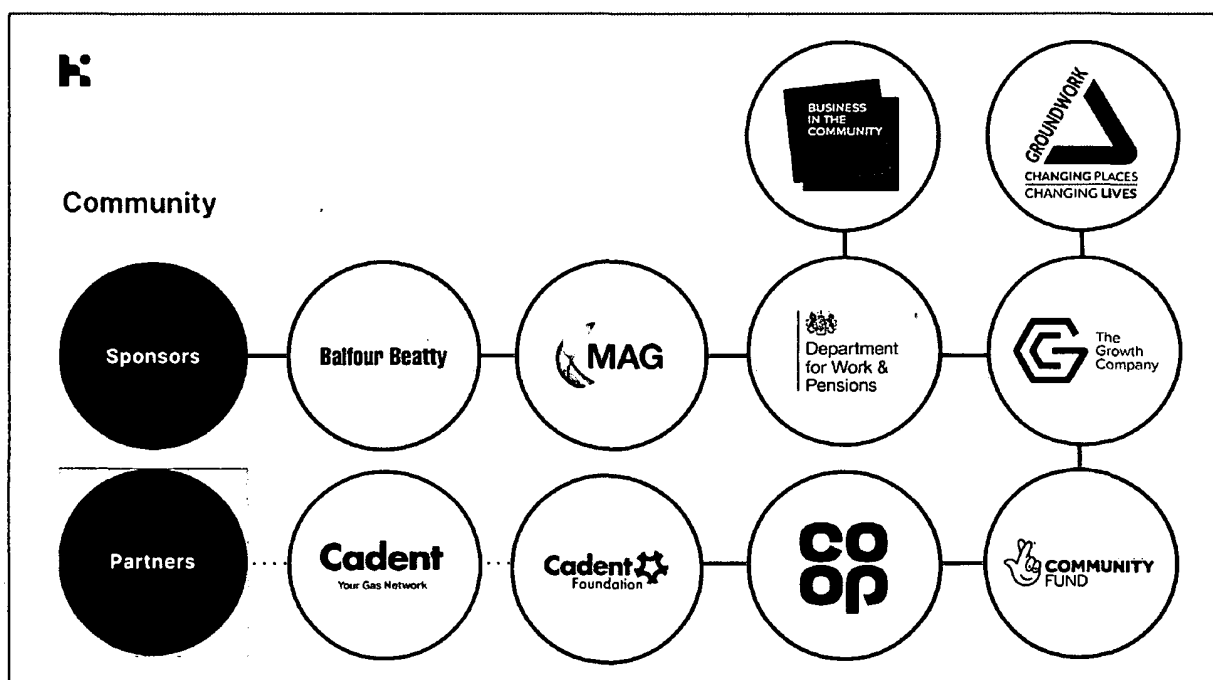


IMAGE 3: HI FUTURE COMMUNITY FUNDERS, SPONSORS, PARTNERS AND PARTICIPANTS

The focus on homeless people helped us better understand the root causes of business barriers to homelessness, but to ensure we had a holistic perspective on the issues, we also worked with charities and public sector organisations who focus on **helping homeless people become ready-for-work**. Complementing our efforts to remove business barriers rather than duplication existing service provision, we worked with:

- Business in the Community

# Noisy Cricket

## HI Future Review (2019-2021)

- Groundwork in Greater Manchester
- Mustard Tree
- Bolton at Home
- Stockport Metropolitan Borough Council
- Business Growth Hub
- Department for Work and Pensions

### Darren Amos, Balfour Beatty

*"[What worked well on the HI Future project was the] bringing together of all different parties including those affected by homelessness, support organisations and potential employers from different industries helped to provide a real insight into the issues and a spirit of collaboration"*

Bringing experience of working with vulnerable people, the employment leads, work coaches and support workers we engaged with brought safeguarding skills and expertise on working with vulnerable adults, an **objective perspective on social mobility recruitment** issues and insights on the challenges and opportunities surrounding influencing businesses to recruitment homeless people.

With our focus on removing business barriers to homeless employment, the private sector was an integral part of co-creation too. Working with businesses across construction, energy, travel and retail industries, we made sure to understand social mobility recruitment challenges holistically. We also worked with HR, diversity and inclusion plus social value leads, to **understand needs from different perspectives** within each organisation.

# Noisy Cricket

## HI Future Review (2019-2021)

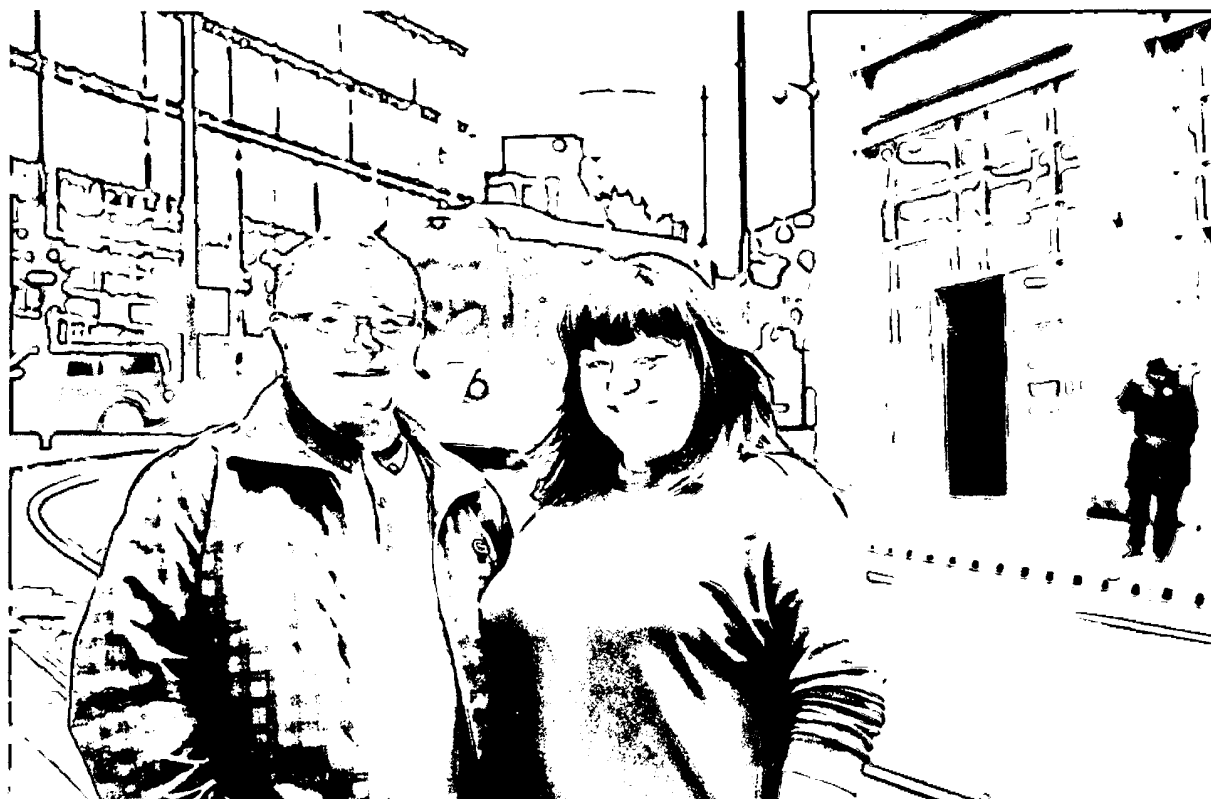


IMAGE 4: MOOCH (LIVED EXPERIENCE CONSULTANT) AND LAUREN COULMAN (NOISY CRICKET CEO)

The partnerships with Manchester Airport Group, Balfour Beatty, Cadent Gas and Co-op Group helped us to see where the core challenges and opportunities were in removing business barriers to homeless employment. The majority of these challenges were based on **cultural beliefs**, including businesses believing impacted people weren't willing to work, despite 88% of homeless people wanting to work again and 88% having prior work experience.

However, these challenges also had **systemic impacts**, seen in how willing businesses were to target people who they perceived to have limited value in the workplace.. However, we also learned that businesses are willing to target graduates - despite having little or no previous employment experience - and adapt the recruitment process, presenting an opportunity to reshape interviews to help impacted people have a better chance of success.

### Angie, Balfour Beatty

*"[The unexpected outcomes and impacts of working on HI Future was] the way I view the issue of homelessness and those affected by it. I didn't realise there is a huge spectrum of homelessness and*

# Noisy Cricket

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*a real need for an employment matchmaking and support service."*

Co-creation wasn't without its challenges, however. Mooch and the other homeless people we worked with had **ongoing housing, finances and health challenges** that impacted their ability to effectively contribute to the HI Future project. As charity and public support workers had recruited the 15 people we paid to participate, we had appropriate support structures in place, but required us to **continuously recruit new people** throughout the process.

Charities and public sector organisations also helped us shape our **safeguarding measures and provision**, but one of the major challenges we experienced was that support workers, work coaches and employment leads often **spoke on behalf of the homeless people they had recruited to participate** in HI Future. Sometimes, their perspective contradicted what homeless people were telling us they needed, requiring expert facilitation to manage.

Manchester  
Evening News

SHARE



Greater Manchester businesses have joined a cross-sector group aimed at empowering people who have experienced homelessness to re-enter the workforce.

Manchester Airports Group (MAG) and Balfour Beatty are among those who have signed up for The Homeless Inclusive Future project.

Set to begin this month it will provide employment opportunities with ambitions of placing 250 people across the region in its pilot.

The project will create a blueprint to be rolled out by businesses across Greater Manchester and will include a matchmaking offer and post-employment support system.



READ MORE

► Manchester City star Vincent Kompany hails Solskjaer for 'touch of class' as blue and red come together to tackle homelessness

Lauren Coulman, founder of social enterprise Noisy Cricket will be leading the new initiative.

She said: "HI Future is a huge passion project for me. With Crisis reporting that 88% of people experiencing homelessness want to find and sustain work opportunities, it is crucial for us to overcome the barriers that businesses face in this area.

"Businesses occupy a unique position from which to create secure and stable futures for the most vulnerable in our society and we are delighted that two of the region's largest employers are working with us to make this happen."

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### IMAGE 5: MANCHESTER EVENING NEWS PRESS COVERAGE (FEBRUARY 2019)

From a business perspective, we found our partners were **willing to share openly** - regardless of how the outcomes reflected on their organisation - and were keen to learn about the issue, their contribution to it and how they might change to better support homeless recruitment. Motivated to address skill gaps, demonstrate social value for public tenders and improve diverse recruitment, however, we recognised this was a **self-selecting group**.

As a result, in future we will endeavour to develop participation programmes that **incentivise people impacted by issues to engage over the course of a project** as opposed to a one off basis. We'll also aim to **recruit businesses that have less of a vested interest in the outcome** of our co-created solutions, so we have a better understanding of entrenched barriers to the issues we're looking to address.

#### Faye, Content Designer at Paper Studio

*"[The value that HI Future brought to me was] A reminder of the difference working in a human-centred way can make to the people you're designing for. Evidence of how personal bias affects decision making, and how solving problems for people with experiences different to ours does not work for anybody if it is based on our own assumptions. Validation that something as seemingly insignificant as the language you choose to use can make a huge difference to how a person feels and experiences a service. Inspiration to continue championing human-centred content and service design"*

While we prepped businesses for co-creation through running the **education workshop** first and foremost, but didn't undertake the same kinds of activity with charities and the public sector, who we assumed would be able to address their own preconceptions about what was needed. Building on our existing facilitation tools and training we use to prep co-creation attendees, we have since designed a **bias-check session** for support organisations.

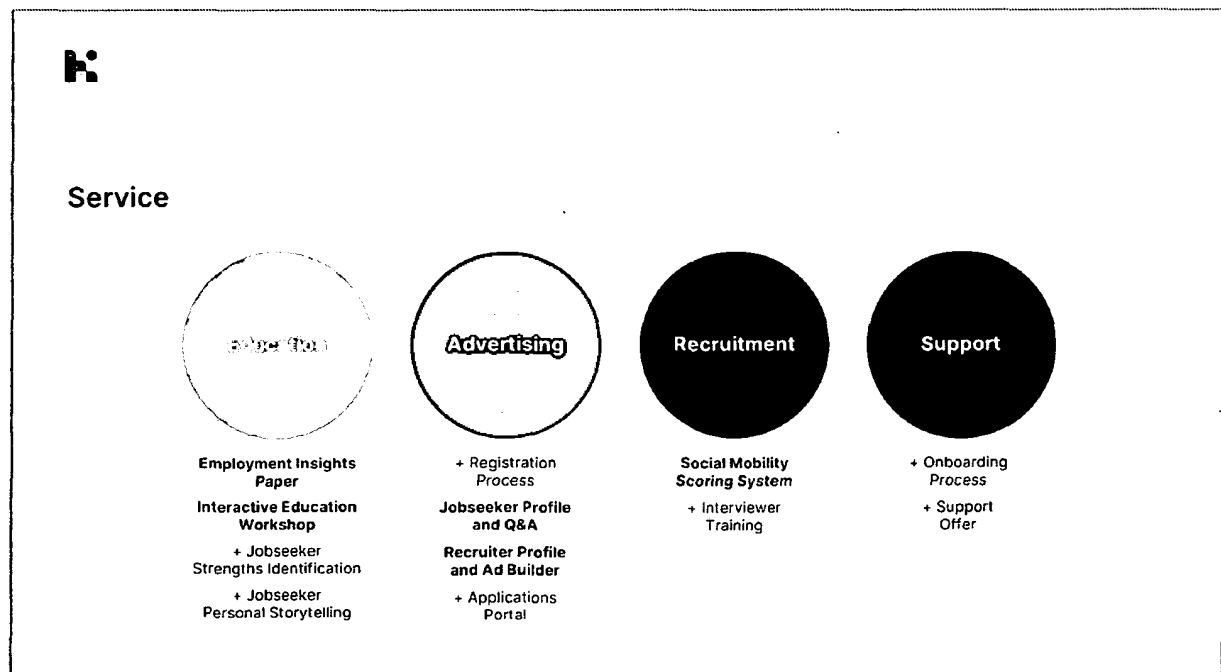
# Noisy Cricket

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### The differences you're making (both big and small)

We are currently looking for **further funding for the pilot**, which will enable us to launch HI Future's matchmaking platform and wraparound services in Greater Manchester, with the intention of placing 250 homeless people into employment opportunities over the course of 18-months. Doing so will help us determine how successful the co-creation process was in designing a solution that removes business barriers to homeless employment

Being focused on user research, design and development, the co-creation process wasn't intending to place homeless people into jobs. Yet, through having businesses, charities and the public sector plus people impacted by homelessness work together as a community, the **process inherently started to remove business barriers to employment**.



**IMAGE 6: HI FUTURE SERVICE OVERVIEW**

For businesses, this primarily came through **sharing insights**. Clarifying the root causes of homelessness helped business employees see that responsibility for the rise in homelessness lay with the system (e.g. welfare cuts or social housing wait lists). Feeding back on user research too, we were also able to highlight where businesses were creating barriers to homeless employment (e.g. unrealistic expectations of vulnerable adults).

The greatest impact on businesses however came from the education workshops we designed for businesses. Illustrating different experiences of homelessness (e.g. hidden



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homelessness), painting a picture of the personal challenges (e.g. time spent in care), mapping the strength required to journey out of homelessness (e.g. securing housing) and homeless people's recruitment potential (e.g. case studies from our participants) helped create **early shifts in cultural attitudes** to homeless people.

### Education Workshop Outcomes

*"Made me much more aware of how complex the root causes of homelessness can be and how fragmented the support networks can be as well."*

*"It's helped me overcome my own stigmas of homelessness and would stop me avoiding contact with street homeless people as much in future"*

*"I am amazed at the strength of people who have been homeless"*

*"Treat them with respect, be empathetic and listen to their needs."*

*"If only everyone could go through the session! In reality though if we have a pathway for people to engage with MAG we could train more people to spearhead the initiative"*

*"I think it might encourage us to change our systems and processes to make it easier for people to apply, to share their stories and for individuals to overcome their personal biases."*

*"I think some guidance on how you can be a better employer e.g. how you can make subtle changes to IT systems, HR processes and recruitment to encourage people."*

*"Continued education, more opportunities to speak with people who have returned to work and agreement on how we would support people if they did join us to set them up for success"*

For people impacted by homelessness, the opportunity to speak openly about their challenges, opportunities and needs during user research, co-creation and user testing empowered participants, as they had **equal power** alongside businesses, charities and the public sector to have a say in the design of the matchmaking platform (e.g. online storage for CVs) and wraparound services (e.g. businesses focusing on what they need from a role only).

For charities and public sector organisations, encouraging the homeless people they support to participate in the co-creation of HI Future helped in **building confidence**, and exposed them to organisations like Balfour Beatty and industries like energy to help inform potential job opportunities. For the support workers, job coaches and employment leads, it also expanded their network of businesses with which to work in placing homeless people in jobs.

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### INTERVIEWING DANNY

MARCH 28, 2019 | EDIT



As we come to the end of the first stage of HI Future's user research into the business barriers to employing people who have experienced homelessness, and head into sharing the *insights we've gathered with our community of businesses, charities and public sector teams*, we couldn't think of anyone better to speak to than Danny, tour guide and storyteller extraordinaire at Invisible Cities Manchester.

Having experienced homelessness personally, with support from the Booth Centre, Danny now shares his story and knowledge of our home city on his alternative tour of Manchester. A project exclusively employing those impacted by homelessness, the charity is a great example of the potential of employment, and an incredible way to understand the impact homelessness can have both personally and societally.

TELL US ABOUT YOU, YOUR WORK AND INTEREST IN HOMELESS EMPLOYMENT.

Uhm, about me. I am a person who was homeless on the streets of Manchester for four and a half years. My initial involvement with volunteering and committee work through the Manchester Homeless Partner closely with people and other homeless organisations to help people get back into employment

Microsoft account problem  
We need to fix your Microsoft  
(your password has probably)

### IMAGE 7: HI FUTURE INTERVIEW WITH FORMERLY HOMELESS PERSON

Long-term, we aim to place the 250 people we have set as a target into employment for six months or longer, helping both businesses and charities achieve their recruitment goals through our initial 18-month pilot. Over five years, we intend to **scale this to 2000 people as we roll out nationally**, continuing to bring homeless people, charities and the public sector plus business together to collectively to innovate social mobility recruitment.

During the 18-month co-creation phase, indicators of HI Future's impact include:

- Balfour Beatty exploring how to pay its existing workforce a **real living wage** to reduce current employees vulnerability to experiencing in-work homelessness
- Cadent Gas **banning the (criminal record check) box** on application forms and adjusting its recruitment process to be more informal for those coming from disadvantaged backgrounds
- All business partners referring HI Future to their **wider supply chains**, bringing about the relationship with Cadent Gas and introducing us into Network Rail
- Business in the Community working with both Manchester Airport Group and Cadent Gas to explore placing a former pilot and former electrician into job roles
- The DWP shaping their homelessness focused Job Centre offering to include **business education** as a result of the impact of HI Future's education workshop

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- Stockport Metropolitan Borough Council exploring **social value contract** opportunities for HI Future across Greater Manchester and introducing us to Rochdale and Trafford Council
- Mooch developing into a powerful **public speaker**, realising his strengths as a strategist and developing more nuanced ways to influence businesses and support other people impacted by homelessness to participate in the co-creation of HI Future
- Three homeless people **sharing their stories** of homelessness, becoming ready-for-work and the experience of being employed again to help demonstrate the recruitment potential of those impacted.
- One homeless person using their participation **vouchers to furnish their new home** ahead of starting a new job the following week.

### Tony, Bolton at Home

*"[The value HI Future brought was the] opportunity to work with different organisations to develop a network of support for vulnerable customers"*

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## HI Future Review (2019-2021)

### What you've learned

Our success lay primarily in mapping the root causes of business barriers to homeless employment, helping us understand that **negative perceptions and recruitment processes** needed to be our focus. The impact we had in shifting cultural attitudes to homeless people and their potential for recruitment also worked better than anticipated, with our business partners offering 50 job opportunities for recruitment during the first 6 months of launch.

Working with partner agency Paper on user research and service design meant that we were able to bring extensive experience to the process, allowing us to **adapt our approach** whether working with businesses, charities or the public sector plus homeless people. We asked business employees tough questions about their perceptions, encouraged support workers to flip perspectives and ensured we were sensitive in our work with homeless people.

#### Vicki, Co-op Group

*[Once launched, HI Future will benefit my organisation because] it will help us to support people into work who may normally find it difficult to get through the recruitment process"*

The **support we built in for the team** - recognising that dealing with tough issues can have a mental and emotional impact on those delivering user research, co-creation and user testing - was also essential. Running regular check ins and post-session debriefs, the trust we built as a team transferred to the relationships built with the HI Future community. As a result, we saw businesses commit to changing processes and homeless people confidently use their voice.

Mooch played an integral role in building trust with both business employees and people impacted by homelessness. Willing to share his experiences with businesses helped improve business understanding of the impact of homelessness, as well as **inherently demonstrate the recruitment potential of homeless people** through his own ability to strategize and influence for HI Future.

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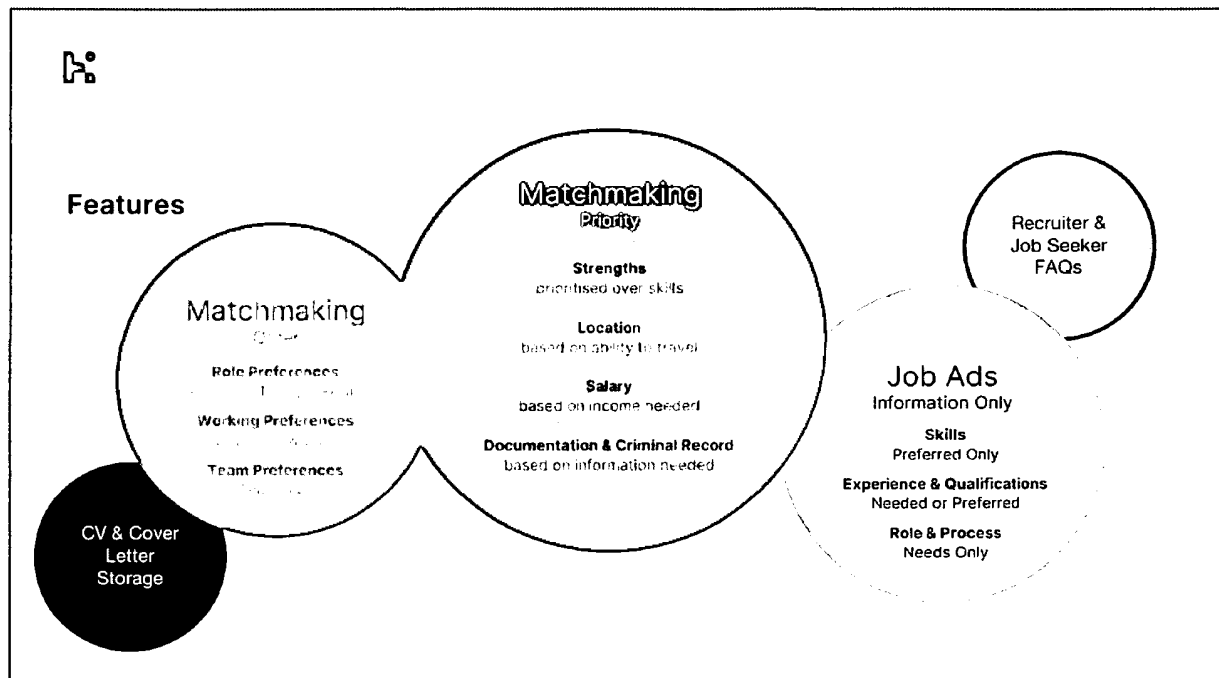


IMAGE 8: HI FUTURE MATCHMAKING PLATFORM DIFFERENTIATING FEATURES

He recruited 40% of the homeless participants and was able to show that the team at Noisy Cricket could be trusted through his work with us as well. He also **empowered homeless people to use their voice** through providing examples and stories of his own to demonstrate what was safe and useful to share. As a result, the last five participants were willing to continue helping HI Future during the pilot phase.

We've also been exceptionally fortunate that our business sponsors plus charity and public sector **partners have been wholly committed** to HI Future. We saw great engagement in the user research, co-creation and user testing, referrals into supply chain businesses, industry networks and local government commissions and promises to continue supporting HI Future - despite the impact of COVID-19 on their organisations - once launched.

### Mooch, Lived Experience Consultant at Noisy Cricket

"[What worked well during my involvement with HI Future was that] a lot of the discussions worked well but for me some of the standout sessions were the educational workshops where I brought together people with lived experience. I could relate to them and show them that people and employers were willing to listen. 9 out of 10 people had heard it all before and were very sceptical about speaking of their past. Through working with HI Future and speaking to employers I was able to satisfy their reluctance to speak about their past. It was no surprise to me that they opened up. I had gained their trust and over time they began to trust others in HI Future but more importantly

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they began to trust employers”

Maintaining a **sense of community** during COVID-19 and consequence lockdowns has been challenging, however. Businesses like Manchester Airport Group have been significantly impacted by the pandemic - affecting their ability to recruit short-term - and charities and public sector organisations have needed to prioritise front-line support. Medium-term and long-term however, all partners are still willing to explore social mobility recruitment.

Prior to lockdown, however, our main challenge was in prioritising the many opportunities that emerged, ensuring solutions would **create maximise impact while also helping us achieve financial sustainability**. As a result, we prioritised the matchmaking platform over strengths and storytelling workshops. These will now be designed during the pilot phase, and help compliment the interview tools we developed during the co-creation phase.



IMAGE 9: HI FUTURE TEAM MAPPING POTENTIAL OPPORTUNITIES

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Where our relationship with Paper was developed over the course of a year, we had more **difficulty building a strong and adaptable team** with our digital agency, AND Digital. This was partly due to having to work remotely as we developed the matchmaking platform during lockdown, and partly because of the short timeframes we had to work within.

As tensions emerged during the process about which features and functionality should be prioritised, **communication occasionally fell down** and meant essential elements of the platform were missed during the initial delivery sprint (e.g. a Google maps API to help homeless people with travel planning). However, AND Digital were incredibly supportive and provided additional time to build the necessary features for launch of the pilot.

### Caroline, AND Digital

*"What worked well during our involvement with HI Future was that I personally didn't expect how much of an emotional journey this was and how rewarding it would be, and the passion and commitment that the Noisy Cricket (and partners) have shared has now spread out to us all and we are committed to making a change. We now have a much clearer understanding of the challenges that homeless people face and this has sparked off many ideas for fundraising and products to be built to support them. This piece of work supported our social mission - which is to improve the lives of people impacted by homelessness in Greater Manchester"*

Our major challenge, however, has been the **continuity of financing** for the project, impacting our ability to launch the 18-month pilot and start placing homeless people into employment opportunities. COVID-19 initially impacted funding by focusing on front-line and tactical responses to the pandemic on vulnerability communities, and as funding has opened up to more strategic and sustainable work again, is now highly competed for.

However, we've had great feedback on HI Future from over subscribed funders, and have 50% of our financing needs in place with Big Issue Invest. Willing to support us once **50% of match funding** is in place, we'll be able to launch the pilot, just as the COVID-19 vaccine is rolling out nationally, business confidence improves and the country looks to support the increased number of people who have fallen into homelessness in the past 12 months.

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**New research from the Crisis charity reveals more than half of frontline services have seen a rise in homelessness, with nearly three-quarters saying demand for their services had increased since the start of the pandemic.**

**The study, which surveyed 150 charities and organisations supporting homeless people, found that coronavirus had placed “huge pressure” on people already struggling with low wages and high rent.**

### IMAGE 10: COVID-19 IMPACT ON HOMELESSNESS ACROSS THE U.K.

What was unexpected however has been the **passion, commitment and generosity** of our partners in working towards our collective purpose of enabling secure and stable futures for people impacted by homelessness was unexpected however.

The pandemic has clarified the impact of entrenched systemic issues like housing and welfare on people in poverty, and our attitudes in the past 12 months to perceived low skilled workers has shifted due to the importance of retail workers, delivery drivers and care workers. As a result, we've seen a **rise in empathy and increased drive** from our partners to help people struggling with social mobility through recruitment, making HI Future well positioned to help.

**Laura, Manchester Airport Group**

*“[The value HI Future brought was the] inspiration to change [our] HR processes and provide more support to individuals who have experienced homelessness”*

Six months after the co-creation phase wrapped up, we still have a highly engaged group of businesses, charity and public sector partners plus homeless people. Learning from the efficiency with which we delivered the matchmaking platform with AND Digital remotely,



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we're using our remaining funding to **design an interview training programme** for businesses and collectively shape our pricing model for the pilot phase.

Using our learning about social sector bias and the need to engage homeless people over the course of the project, we'll be adapting our facilitation techniques and participation offer to ensure that we gather the best insights to help with designing a new service. The increased importance being placed on demonstrating social value due to new government measures and the ongoing emphasis on diverse recruitment will help keep business engaged.

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### How you're changing what you do

The first major change to our project came as a result of the **COVID-19 lockdown** in March 2020. We had completed user research and design of the and user testing of the education workshop, interview tool, and had finalised co-creation and user testing of the matchmaking platform. Paper's handover of the matchmaking platform prototype and AND Digital's agility in running development sprints remotely made the final stage of co-creation painless.

Our second major change has been how we engage businesses, charities and the public sector plus homeless people during lockdown. Mooch and another homeless participants were able to continue to engage in HI Future due to their access to technology, but due to the vulnerabilities that homeless people have with regards to COVID-19, decided against **wider participation** until the vaccine was in place.



IMAGE 11: HI FUTURE PILOT PLAN

For businesses, their immediate priority the past 9 months has been on **navigating furlough and redundancies** within their organisations, and for charities and the public sector, **providing front line support for disadvantaged groups**. However, our community did participate in a matchmaking platform show and tell session in July 2020, and have committed to participating in interview training and pricing design sessions early in 2021.

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As our business partners in particular require new talent to fill **persistent skills gaps** - construction, energy and retail have shown considerable resilience in light of the pandemic - as well as **demonstrate social value** to win government contracts or **invest in diversity and inclusion** to improve business performance, we're keenly aware that HI Future's matchmaking platform and wraparound services are in demand.

**Andrea, Balfour Beatty**

*"[HI Future will benefit our organisation as] It will enable us to support our social value objectives by providing us and our supply chain with candidates for job opportunities. Exciting stuff!"*

This is only set to increase in 2021, as redundancies and change to universal credit push more people into homelessness. Charities and public sector support services have already been overwhelmed by the increase in demand, and finding **strategic solutions to address homelessness** that allow people to self-determine their future and live independently will help reduce pressure on other homeless services.

Our main focus, however, is in removing the business barriers to homeless employment, so that we can place more people into employment. Once we secure **£100,000 in funding and an additional £100,000 in financing**, our first step is running an 18-month pilot in Greater Manchester - first with our community and then new businesses - to test, learn and continue to develop the service.

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IMAGE 12: MOOCH LEADING A HI FUTURE SHOW AND TELL SESSION

Our immediate priorities are to build an **applications portal** that allows homeless people to use the data they input into the matchmaking platform (plus stored CVs and cover letters) to automatically populate applications forms, followed by **strength and storytelling tools** which help homeless people navigate the challenges of the recruitment process better.

We'll also be developing **machine learning capabilities**, to help better recommend roles and suitable industries to people impacted by homelessness, and allow businesses to find untapped potential in candidates they might not previously have considered. All of this will be co-created live with our HI Future community and the homeless people who use HI Future to find new jobs, with **in-work support** shaped as people transition into working life.

### Naomi, Business Growth Hub

*"HI Future will benefit our organisation once launched because] it will allow us to expand our offer to those people we work with with lived experience of homelessness."*

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Longer-term, we know the matchmaking platform and wraparound services can **scale across the U.K.**, with Birmingham, Brighton and London in our sights for the next five years. The technology can also be used to support other social mobility recruitment issues, particularly for **ex-offenders, ex-armed forces and care leavers** who struggle with related issues, as well as help address the U.K.'s current rise in unemployment and ongoing poverty issues.

Looking at SaaS and licensing models, there is also potential to sell the technology into the **recruitment industry**, who have a business-first perspective when it comes to diversity and recruitment. **Local and national government** - whose efforts through local work and skills teams plus the DWP to address worklessness requires more efficient and effective solutions to help more people live secure and stable lives - also offers commissioning potential.



# Noisy Cricket

## Responsible Tech Collective Review (2019-21)

Two years ago, the Co-op Foundation and Luminate asked the team at Noisy Cricket to explore how we *might establish Greater Manchester as an exemplar for ethical tech*. So, what have we learnt?

Through establishing the Responsible Tech Collective, we learnt that before all else, ethical tech is about putting people first when it comes to the creation and deployment of technology, and thinking holistically about the impact of the tech digital solutions we create and use on communities, society and the environment too.

It comprises tech-for-good, which speaks to externally focused-products and services offered to more holistically serve humanity, beyond individual users and competitive industries, plus responsible tech, which concerns the internally-driven processes and practises that teams and organisations use to create digital solutions. Civic tech (somewhat) bridges the two.

With Tech for Good Live leading the charge in supporting and upskilling the third sector, and GMCA pioneering ethical approaches to data in the public sector, what quickly emerged were gaps around responsible tech understanding and action within the region's businesses, local government and national bodies plus civil society more broadly.

Bringing together organisations as diverse as Co-op and BBC, Department for Education and Manchester City Council plus Thoughtworks, Code Computerlove, Open Data Manchester and Reason Digital, the collective recognised that while strides were being made in diversity and data ethics, design ethics and digital exclusion needed greater attention across the city-region.

Understanding these cross-sector and community organisations needs was paramount to ongoing engagement, and in world where Amazon's approach to workers rights and Facebook's impact on global democracy is eroding trust, better meeting the expectations of digital users and tech employees emerged as key need (alongside the desire to mitigate bad PR).

Understanding that investing in design and data ethics - alongside ensuring inclusion both internal and external to the organisation - could also contribute to the design, development and deployment of better products and services and enhanced innovation, engaging in responsible tech became a no brainer.

Fuelled by the collective's shared ambition to establish Greater Manchester as an exemplar for ethical tech, with a mission to bring home the humanity to tech - by putting people first, always - we committed to working together to share learning, best practice and co-create solutions underpinned by responsible tech disciplines. The question was, how?



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While awareness of some of the challenges around data ethics (e.g. GDPR) and diversity (e.g. gender representation) was good, understanding of how to best approach such practises was patchy, with even less insight into the issues underlying digital exclusion and the opportunities afforded through ethical design.

Working with a bevy of values-led organisations and a group of responsible tech pioneers based out of The Federation, the collective decided that aligning with priority areas for the region's digital ecosystem would best enable us to take action, and inherently raise awareness and improve understanding of responsible tech practices, processes, policy and governance,

As a rapidly growing tech hub, with investment underway in smart city technology and cyber security - followed by growing interest in ethnic equality and digital inclusion during the pandemic - we recognised the opportunity to contribute to existing conversations across Greater Manchester, and engage influential partners already active in each of the four focus areas

Leveraging the city-region's socially and environmentally progressive history - engendered through a culture of cooperation, issue-led activism and progressive changemakers - we brought together cross-sector and community project teams to address responsible tech challenges across each, all embedded with participation or people-first approaches.

**Responsible Tech Diagnostic Tool (Design Ethics):** Led by Hyper Island Manchester alumni, Mariagiulia Benato, we partnered with Co-op Group and Ethics Kit to explore how we might make responsible tech more relevant and practical for organisations to engage in. With cross-sector research revealing that leadership values, organisational culture and decision-making processes are central to influencing responsible practice, we focused on the latter, resulting in a responsible tech framework, strength-based exercise and ideation tool to integrate into an organisation's planning architecture. Currently in prototype form, we'll be building wider partnerships around the work to develop a minimum viable product.

**Ethnic Equality in Tech (Diversity & Inclusion):** Led by Honey Badger service designer, Vimla Appadoo, and Diverse & Equal Founder, Annette Joseph, we partnered with Barclays and were supported by Code Computerlove in exploring how we might empower organisations to create safe workplaces for people of colour in tech. With a region-wide survey revealing stark differences in perceptions of equality between white people and ethnically diverse groups, and desk-based plus user research uncovering challenges around trusted data, senior representation, fair pay and progression plus bullying culture, the team shaped a blueprint for diagnosing and benchmarking key challenge areas, based on a co-created set of standards and consultancy tools. With an ambition to scale the holistic

# Noisy Cricket

## Responsible Tech Collective Review (2019-21)

solution nationally and cross-industry, we're engaging investors and sponsors to design, develop and test the service with us.

**People-Powered Smart City (Digital Exclusion):** Led by Reply service designer and Tech for Good Live founder, Rebecca Rae-Evans, we partnered with Manchester City Council and Open Data Manchester to explore how we might ensure community needs were central to future smart city initiatives. With desk-based research revealing evidence of the tech industry pushing innovation agendas on local government, an overwhelming focus on data usage over design approaches plus ad hoc and light touch usage of participatory practises, we co-created a solution to improve community communication, cross-sector collaboration and empower local authorities. With a clear set of principles designed and a blueprint mapped for local government governance, participation support infrastructure and a global marketplace, we're speaking with local government partners to prototype and pilot the proposed service.

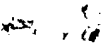
**Citizen-Led Security Standards (Data Ethics):** Led by Honey Badger service designer Vimla Appadoo, we partnered with GMCA's Information Governance team and People's Powerhouse to explore how we might mitigate people's data vulnerabilities through building trust with organisations. Undertaking desk-based research and co-design sessions with families experiencing difficulties across Greater Manchester, we learned that understanding about data security and privacy, trust in organisations and related perceptions of risk and reward are fuelling people's decision making. Currently workshopping ideal future scenarios with participants through One Manchester and Inspire Women, a set of recommendations comprising standards, tools and communications are in the pipeline, as well as the opportunity to influence local government data strategy and policy.

Above and beyond sharing insights on the negative consequences of technology, or engaging organisations with principles or framework without consideration of the wider context of digital creation, the collective's action-led projects help holistically shift culture within organisations, enable them to adopt new structures and empower changemakers with people-led solutions.

Learning that our changemakers often lack a clear remit to consider responsible tech or embed its practises, working alongside changemakers in other organisations has provided a peer support network from which to either influence their own organisations to create more equitable, inclusive and sustainable techno solutions and digital products and services.

Through the projects and issue or practice-aligned thought leadership events run throughout the two years, we have established the conditions for systems change. Practically, this has helped changemakers challenge their thinking and access new insights, platform expertise and openly share tools and resources, engage in networking or pitch, apply for funding or commission new work.





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Strategically, key players in the Responsible Tech Collective now play a proactive role in shaping digital strategy and investment across the city-region's digital ecosystem. Noisy Cricket's founder, Lauren Coulman, is on both the board of GMCA's Information Governance Board and panel of Digital Strategic Advisors.

Also supporting Prolific North in curating the annual Digital City Festival's ethical tech offering, and strategic partnerships developing with Tech for Good Live and 10GM - who collectively represent civil society and communities across Greater Manchester's ten borough - an Ethical Tech Ecosystem Mapping project is being explored to facilitate wider ethical tech collaboration.

Through bringing on board more partners, funders and investors, Noisy Cricket in partnership with Paper Frogs, alongside the Co-op Foundation and Luminate, will be working to establish the Responsible Tech Collective as member-led organisation, where the collective power of those involved will work to embed and evolve responsible tech practice in processes and policy.

With the intention of taking the projects from blueprints and prototypes to pilotable services and minimal viable products too, we also aim to become a sustainable organisation, with the ambition of scaling the Responsible Tech Collective and its multi-disciplinary solutions to tech hubs across the U.K. and internationally, as we scale the responsible tech movement.