



What is Kindred?

Kindred is a community interest company (CIC), owned locally and collectively, designed to connect, support and harness local entrepreneurialism for social good.

We offer patient money at 0% interest, with options to pay some funds back as social, as well as financial, returns. Created with input from more than 150 socially-trading organisations (STOs) across Liverpool City Region, in its first 12 months, our community grew from 150 to more than 500 organisations.

In spring 2021 we invested our first money in socially-trading organisations that trade commercially and deliver social benefit. It's part of our vision to diversify and boost Liverpool City Region's economy, post pandemic, and make it a kinder, fairer economy.

Many of the STOs in our community are migrating from grant reliant business models to embrace borrowing to help grow their trading business, whilst serving those places, and communities, most excluded from other economic and job opportunities. We offer each other hands-on, peer-to-peer support and learning, tailored to grow both individual and collective social impact.

To find out more, email us at info@kindred-lcr.co.uk or head to kindred-lcr.co.uk



Kindred has two key functions:

1. Membership – a collaborative, peer-to-peer support network to develop and grow our collective impact, across LCR

2. Money – we support the region’s STOs with money to help them grow and multiply their impact



What’s different about Kindred?

- Kindred is owned by its community, for the benefit of its community. Forever
- It’s been developed by and with over 150 socially-trading businesses across LCR
- It has received money from LCR Combined Authority and Power to Change – but is independent of them
- It’s designed to offer new kinds of money and support, not currently available in the region
- The money Kindred invests will be used time and time again, as the businesses we invest in pay it forward
- Our collective value will be measured by our social impacts – not just our financial returns
- Any money is loaned at 0% interest. STOs may also have the option to repay money partly in social value, meaning that money could be repaid by demonstrating the social impact you create. Each arrangement is specific to the needs of the STO

Social economy insights

Kindred’s work is gaining local and national press, for both the innovation of the approach, and the work of our STOs. We’ve also evaluated our pilot round ahead of a second round of investment. Our evaluation findings directly address the government’s levelling up agenda and #BuildBackBetter commitment, including:



STOs fill gaps in supply chains and address market failures that traditional business did not respond to, offering a pathfinder to a new economy



STOs offer speed and agility to the Liverpool City Region economy and its communities and should be grown to increase resilience



‘Collaborating communities’ appeared to perform better than those working in isolation, so opportunities for STOs to support each other should be developed and the impact measured to provide better evidence

Our STOs are everyone from bike couriers to community cafés, urban farmers, music venues and maker spaces. You can read more of their stories on the Kindred website, at kindred-lcr.co.uk/case-studies.



Kindred timeline

The idea for Kindred was born from the delivery experience of local STOs, supported by research by the Heseltine Institute and Seebohm Hill

In **September 2019**, we got together a community reference group of around 20 members of the STO community, to begin to develop plans. Kindred is designed by our community, for our community. Forever.

Our ambition is to grow the impact of the social economy across Liverpool City Region, by supporting investment in STOs, facilitating peer-to-peer support and demonstrating the value of collaboration over competition

Working with Power to Change we made the case to Liverpool City Region Combined Authority and mayor Steve Rotheram first committed to supporting our ambition in **October 2019**

Since **January 2020**, more than 150 STOs from across LCR's six boroughs have contributed to Kindred's design

April 2020 – and lockdown – threw us into crisis management mode. We stepped in to see how we could support STOs through the pandemic and they proved resilient and flexible

As a result of that work, we've become a part of a national and global movement, committed to a new, fairer, kinder economy

Now, £6,500,000 has been committed to Kindred over the first seven years, by LCR Combined Authority and Power to Change

The first £1m of that money was invested in **early 2021** in our 'pilot' round; we plan to invest £1m every year

We've also launched our community membership, designed to strengthen the bonds of the social economy across Liverpool City Region, and make sure that Kindred will always be owned by its community

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