



Corporate Partnership  
Opportunities

2019 - 2021

## The need

Going out to see bands, clubbing or seeing friends is part of everyday life for lots of people.

However, if you have a learning disability, you may need support to do this. We have found that many people with learning disabilities aren't able to fulfil active social lives because their support workers need to leave by 9pm.

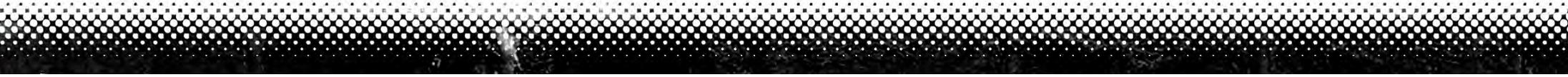
**We believe people with learning disabilities have the right to stay up late, have fun and be included in all aspects of society.**

**Are you with us?**



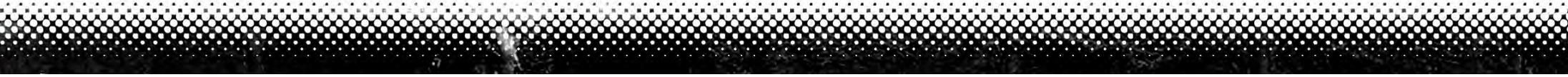


## Learning disability - the facts

- There are **1.5 million people** with a learning disability in Great Britain (Mencap)
  - It's the **most common disability** in the UK and is predicted to grow by 14% in 2021 (Learning Disabilities Report 2012)
  - It's caused by the way the brain develops, there are many different types and it's life long (Mencap)
  - People with a learning disability are **socially excluded** and 8 out of 10 are **bullied** (Mencap)
  - 1 in 3 people with a learning disability are obese due to inactivity and have a shockingly lower life expectancy (Health Inequalities & People with Learning Disabilities in the UK: 2010)
  - 78% of people with a learning disability do not take part in any sport activity (English Federation of Disability Sports)
  - A 30% real-terms cut in funding for adult social care means there is simply no have resources to fund anything more than what is deemed 'essential' support. (ADASS)
  - A survey by Mencap revealed that almost 1 in 3 young people with a learning disability **spend less than 1 hour a day outside their homes** on a typical Saturday. The Campaign To End Loneliness and BHF have published widely shared research showing that **loneliness** is more of a public health risk than smoking or obesity.
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## Social exclusion - the facts

- The Bedtime Audit in Hertfordshire and Calderdale revealed that 69% of people with learning disabilities were either in bed or ready for bed at 8.30pm on a Friday evening
  - Our own research, conducted in partnership with the University of Brighton, has shown that **71% of people with learning disabilities don't get out in the evening**, as well as facing other restrictions in how they go about their day to day lives. The main blocks were:
    - Not having enough funded support hours
    - Worrying about keeping safe in the community
    - Not having the confidence or motivation to go out
    - Having nobody to go with
    - Not having accessible information about what's on
    - Needing support with transport
  - Many people with learning disabilities have **very few people in their lives who aren't paid to be there**.
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## The solution - Stay Up Late

- Stay Up Late is a small charity that enables people with learning disabilities and/or autism to lead active social lives and the lifestyles of their choosing.
- Based in Brighton, we were founded by the punk band Heavy Load in 2011.
- Three of the members of the band had learning disabilities and they started the 'Stay Up Late' campaign in 2007 to protest about the practice of inflexible support systems, meaning many of their fans couldn't actually stay to watch their gigs.
- The '**Stay up Late**' message is simple, but it touches on a profound issue - that **people with learning disabilities should have choice and control** over the way they live.

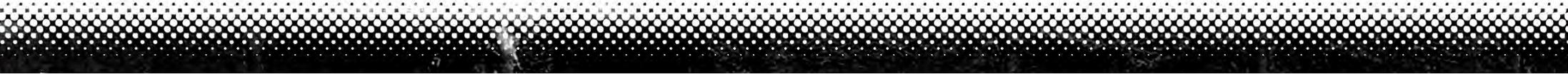
## Our mission - we fight for the right to party

We do this through our projects and through campaigning:

- We campaign against inflexible practices and attitudes that prevent people from living the lives that they want.
- Finding solutions to the barriers that people face when trying to have an active social life, particularly around choosing their own bedtimes.
- Demonstrating what is possible through our projects such as Gig Buddies

*"I DON'T GO OUT  
IN THE EVENING  
BECAUSE PEOPLE  
PICK ON ME I  
MOSTLY STAY IN  
BED.*

*NOW THAT I HAVE A  
GIG BUDDY I FEEL  
LIKE I'M IN THE  
COMMUNITY AND NOT  
BEING BORED AT  
HOME AND GET  
ME OUT TO A SPORT  
EVENT  
AND MUSIC. IF I  
DID NOT HAVE MY  
GIG BUDDY I WOULD  
BE ANXIOUS AND  
SCARED TO GO BY  
MYSELF"*



## What are we doing about it?

- **Campaigning**

- We campaign nationally to challenge and change restrictive practices in social care settings that prevent adults with learning disabilities from having active social lives.

- **Spreading the word**

- We develop and share good practice through our website, social media and by running workshops and talking at events around the country run by TEDx and Learning Disability England.

- **Gig Buddies**

- Our flagship volunteer befriending project that matches up socially isolated people with learning disabilities and/or autism from across Sussex with a volunteer who shares the same cultural passions and interests. This enables them to develop an on-going friendship and access mainstream cultural activities together.

- **Gig Buddies in a Box**

- We don't want to be unique. To date over 150 organisations have contacted us seeking to replicate our project in other areas, so we have developed Gig Buddies in a Box. As well as our own Gig Buddies, there are now new Gig Buddies projects in West Lothian, East Lothian, Croydon, Portsmouth, Calderdale, Cardiff, Bradford, Sheffield, East Riding, Glasgow, Oxford, Bedford and Norwich.



## Our impact

We have been working with Research in Practice for Adults (RiPFA) to evaluate our projects:

90% of participants report that they are **less lonely**;

72% of participants report that their awareness of available things to do with their free time has improved;

81% of participants have **developed a relationship** with their buddy they are happy with;

90% of trained volunteers have reported that their **understanding of the issues** facing people with learning disabilities has improved.

We were also selected as one of 50 'Nesta New Radicals' in 2014, changing Britain for the better, out of a field of over 1000 organisations.

*"Gig Buddies has made me a stronger and confident person. Before meeting Jo, I couldn't be around so many people - she's always encouraging me to get out there". Christian.*

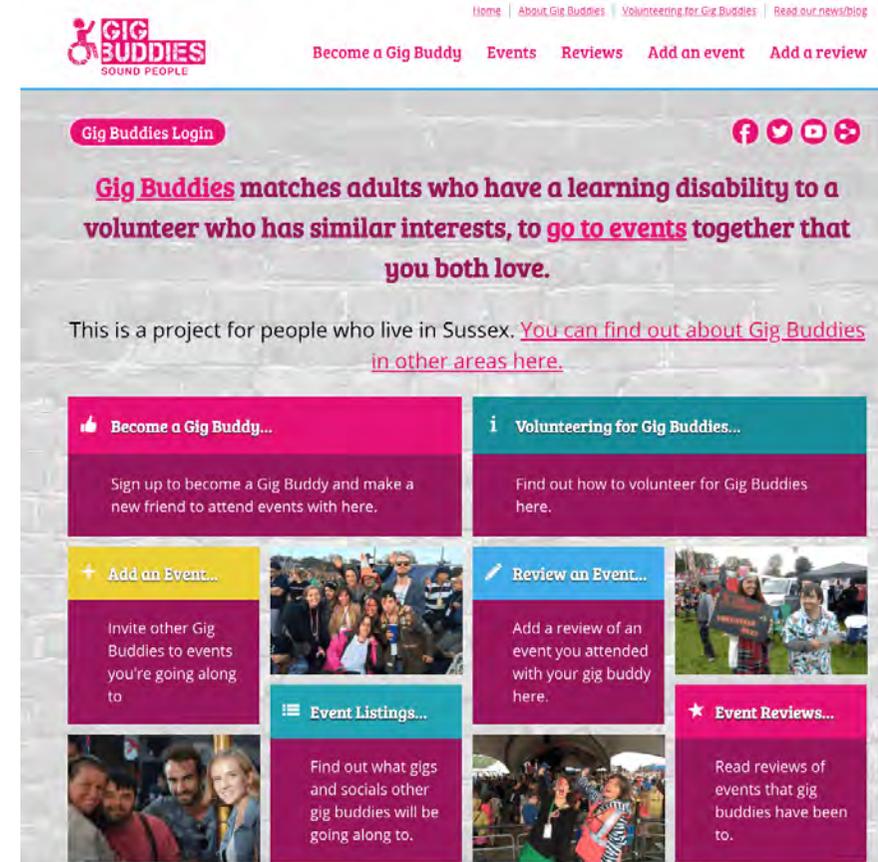


## Our vision with your support

Our vision is that people with learning disabilities and autism should live the lives they want, stay up late and have fun.

With your support we will be able to:

- Increase the number of Gig Buddies to 200 pairs
- Increase Gig Buddies in a Box to reach 3 new areas per year
- Increase our campaigning activities to run 4 regional events per year
- Launch new initiatives such as Bar Buddies and Sports Buddies



The screenshot shows the Gig Buddies website homepage. At the top, there is a navigation bar with the logo 'GIG BUDDIES SOUND PEOPLE' on the left and links for 'Home', 'About Gig Buddies', 'Volunteering for Gig Buddies', and 'Read our news/blog' on the right. Below the navigation bar, there are links for 'Become a Gig Buddy', 'Events', 'Reviews', 'Add an event', and 'Add a review'. The main content area features a 'Gig Buddies Login' button and social media icons for Facebook, Twitter, YouTube, and Instagram. A central text block reads: 'Gig Buddies matches adults who have a learning disability to a volunteer who has similar interests, to go to events together that you both love.' Below this, it states: 'This is a project for people who live in Sussex. You can find out about Gig Buddies in other areas here.' The page is divided into several colored sections: 'Become a Gig Buddy...' (pink), 'Volunteering for Gig Buddies...' (teal), 'Add an Event...' (yellow), 'Review an Event...' (blue), 'Event Listings...' (teal), and 'Event Reviews...' (pink). Each section includes a brief description and a small image of people at an event.

## Why partner with us?

- Support a truly unique cause and **have a real impact** – as a small charity your support will make a noticeable difference
- **Be a part of** growing our unique programmes across the country and have active involvement
- Benefit from **unique employee engagement** opportunities for your staff team – to include befriending and mentoring
- Meet your **CSR agenda** – we address many issues to include disability, inclusion, local communities, skills development and disadvantaged people
- Access **fun and team building** activities, gigs and events for your staff team different to other volunteering opportunities
- Play a part in **changing the narrative** for people with learning disabilities – **become a changemaker**



## Partnership Opportunities

**Funding & strategic partners** - become a funding partner for a specific project or work with us to fund and launch a new project reaching more people with learning disabilities to live the lives they chose.

**Sponsorship** - sponsor one of events and receive activation and branding benefits, plus great content for marketing campaigns.

**Cause related marketing** - provide a donation to us for every product or service sold in a given time frame. When price and quality is equal, research shows consumers select the brand linked to a good cause.

**Charity of the year** - select us as your charity of the year and we can provide a fundraising pack and a wealth of unique employee engagement.

**Employee fundraising** - encourage your staff to fundraise for us - we have places in fundraising events plus welcome tailor-made ideas, to include Stay Up Late nights at work

**Volunteering** - Gig buddies offers long term volunteering for staff, where as one-off Festival and Bar Buddies opportunities are also available for staff and great for team building

**Pro bono support** - in-kind support such as marketing and comms planning and delivery to help us spread the word and grow our movement



## Funding & strategic partnerships

Our current opportunities include:

### Gig Buddies

- Expanding Gig Buddies in Sussex to reach 200 people with learning disabilities
- Growing Gig Buddies in new parts of the UK
- Developing new focusses: Pub Buddies, Sports Buddies and Festival Buddies
- The Gig Buddies App - enabling people from across the Gig Buddies community to connect and share

### Our campaigning work

- Sponsoring new Stay Up Late campaign materials and publications
- Glastonbury Festival - sponsor our stall and support us to take 5 people with learning disabilities to their first festival
- T-shirts - sponsor one of our new t-shirt designs
- Sponsor one of our ground-breaking conference events, or workshops

### Partnerships and offers

- Restaurant deals and donations for Gig Buddies
- Venue partnerships:
  - Ticket offers for 'Gig Buddies'
  - Voluntary 'ticket tax' raising funds for us at point of sale
  - Use of venue for fundraising events (gigs etc)



*"HE ENJOYS THE FEELING OF INDEPENDENCE OF BEING FREE OF MY SUPERVISION WHEN HE GOES WITH A GIG BUDDY. THE SENSE OF BEING A YOUNG ADULT ENJOYING DOING THE SORT OF THING OTHER YOUNG ADULTS LIKE IN A PARENT FREE ZONE IS VERY IMPORTANT TO HIM."*

We welcome active involvement from all of our funding partners.

## Sponsorship

Our sponsorship opportunities include:

- Fundraising gig in Brighton, 12<sup>th</sup> Nov at The Komedia
- (un) Ordinary Conference 2 - following on from this year's innovative and highly successful conference we want to stage another one
- 'Stay Up Late Guides to...' these are a free online resource that offer accessible and practical advice to people with learning disabilities around issues such as 'alcohol', 'sex and relationships', 'staying safe when you stay up late' etc.

All of our sponsors receive a tailored package of branding rights, content benefits and active involvement in our events,



## Fundraising events

We have various fundraising event opportunities to include:

- 12<sup>th</sup> Nov, Brighton - 'Total Bollocks 2' - a night of live music and audience are being encouraged to come in their night wear
- Big Give Christmas Challenge - 3<sup>rd</sup> to 10<sup>th</sup> Dec  
(all donations in week get doubled)
  - Open Office - tea, cake and music
  - Online giving



## Want to know more?

Contact:

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