



THE NORFOLK KNOWLEDGE PROJECT

Norwich Business School, University of East Anglia, UK

Professor Nikolaos Tzokas,
Norwich Business School, UEA

The *BIG* Society

“The Big Society is about a huge culture change...

...where people, in their everyday lives, in their homes, in their neighbourhoods, in their workplace...

...don't always turn to officials, local authorities or central government for answers to the problems they face ...

...but instead feel both free and powerful enough to help themselves and their own communities.

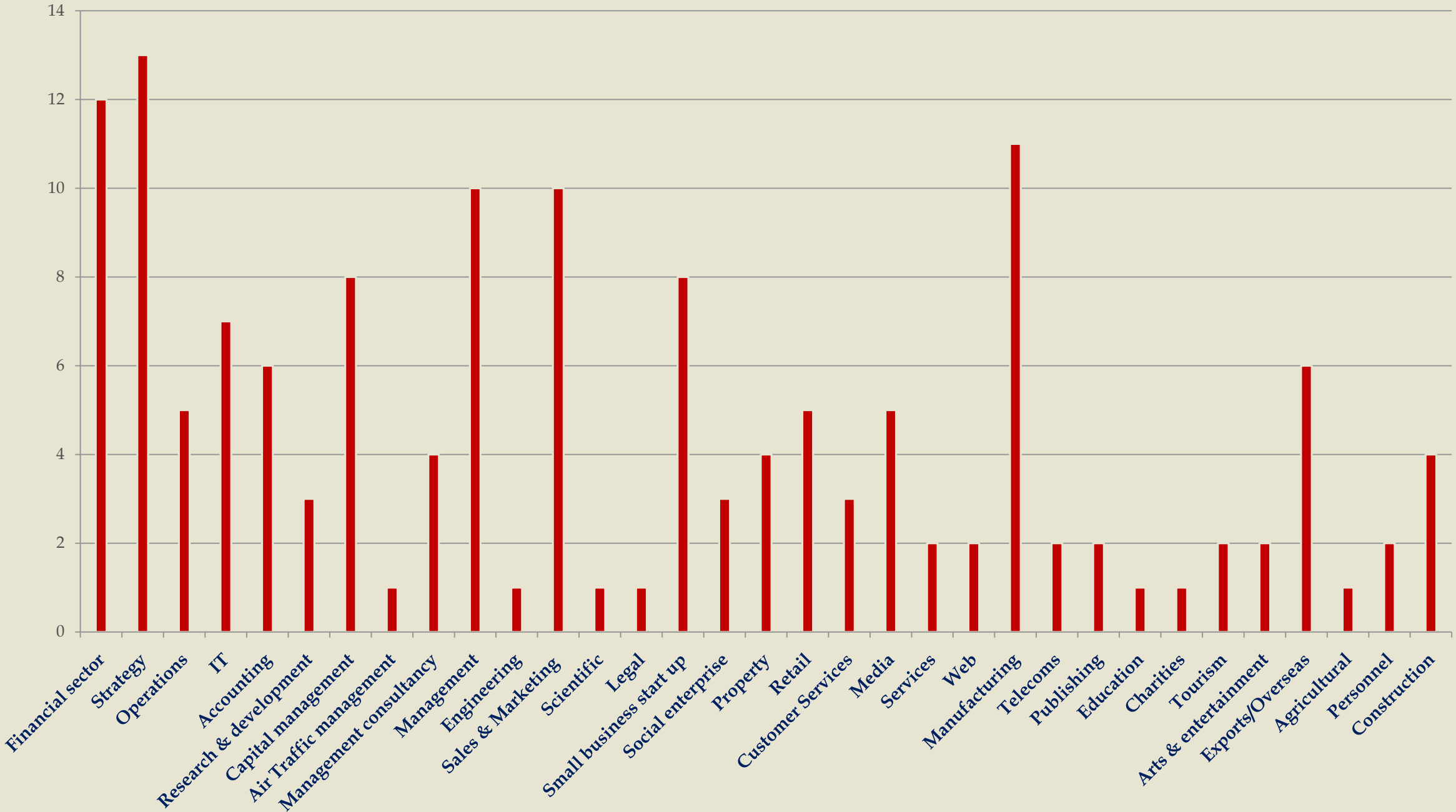
It's about people setting up great new schools. Businesses helping people getting trained for work. Charities working to rehabilitate offenders.....

Who are we

Norfolk Knowledge is a network designed to utilise the experience of retired and semi-retired managers, directors and business owners to meet the challenges faced by organisations across the county.

Est.: Jan 2009

Norfolk Knowledge : Best agers background (72 Critical Friends)



KEY MOTIVATING FACTORS

Understand profiles of individuals (different people join for different reasons)

Common factors:

- Successful earlier career
- Local attachment
- Need to remain active
- Need to give something back!
- Attractive association with the University

Challenges to maintaining commitment

- Individual specific
- Organisation specific
- Market specific

Individual specific

- ✓ Travel and leisure activities!
- ✓ Brief “knowledge relevance” period...social capital?
- ✓ Easy exit/withdrawal
- ✓ High expectations
- ✓ Perception of time as an extremely limited resource
- ✓ In some cases income generation still a consideration

Market specific

- ✓ Relative attractiveness of the case
- ✓ Ambition and character of individual
- ✓ Commitment to what is perceived as “free”
- ✓ Number of cases per year
- ✓ Plethora of “paid for” or “subsidised help” creates confusion

Organisation specific

- ✓ Need for systems and structure
- ✓ Management leadership
- ✓ Operational leadership
- ✓ Many demands from other “competing” organisations
- ✓ Lack of clear legal framework
- ✓ Network of relationships

Instead of conclusions

BIG society requires win-win opportunities

Reduce bureaucracy – clear admin support

Community/networks management skills

Links with high profile institutions e.g. University