

NEWS RELEASE

GREATER CAMBRIDGE IMPACT FUND STEP CLOSER TO TACKLING INEQUALITY WITH EXECUTIVE DIRECTOR APPOINTMENT

4th March, 2024

Greater Cambridge Impact is an innovative social impact investment fund, working with local charities, social enterprises and community initiatives, and harnessing Greater Cambridge's collective strengths, to help tackle inequality in Greater Cambridge.

The initial £10million investment target offers an important opportunity to develop, test and scale solutions to challenges including social mobility, health and life expectancy, housing and homelessness.

Former civil servant and charity director, Sara Allen, has been appointed as Executive Director. She has previously driven forward innovation across social issues including in dementia, youth social action, improving outcomes for looked-after children, disability advocacy, social enterprise and workplace inequality.

With this appointment, Greater Cambridge Impact enters a new phase. The team are:

- building engagement and collaboration across Greater Cambridge - with charities and social enterprises, to the universities, employers and people who care deeply about the city and region
- bringing together high impact opportunities for the fund that will help tackle Greater Cambridge's inequality
- raising investment

This work is being overseen by a Development Board, drawn from local stakeholders and experts in innovation, social investment and social enterprise.

Antony Ross, Development Board Chair, said *"Sara brings valuable experience and passion, and will really help the Fund build partnerships and shape opportunities that will have a lasting impact on the region"*

Robert Pollock, Cambridge City Council CEO, project sponsor, and Development Board member, said *"Sara's strategic approach and dedication to social causes are crucial for the Fund's success. Last July, the Council agreed a seed funding of £1m to the Fund and I'm delighted to see her lead the fund towards a first close"*.

Sara Allen, Executive Director, said *"I'm delighted to join the Greater Cambridge Impact Fund at this pivotal moment. I am looking forward to driving this work forward, collaborating with local communities, partners, investors and the Board to develop and support enterprises and projects reducing inequality. The £1m seed funding from Cambridge City Council is a brilliant start."*

For more information visit [Greater Cambridge Impact](https://www.greatercambridgeimpact.org) or email hello@greatercambridgeimpact.org

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Notes

About Greater Cambridge Impact

www.greatercambridgeimpact.com

The Greater Cambridge Impact Fund is a pioneering initiative addressing social inequalities within the Greater Cambridge area. It aims to use local resources and expertise to address health, education, and housing disparities with innovative enterprise solutions.

It will support social enterprises and develop the meaningful partnerships essential for developing and scaling impactful solutions. The fund is committed to creating measurable change, improving outcomes for those facing the greatest challenges.

Greater Cambridge Impact Fund Development Board

Tabitha Goldstaub MBE - [Innovate Cambridge](#) Executive Director, [CogX](#) Co-Founder

- Government's AI Council Chair
- Serial entrepreneur and author and advisor to multiple tech-focused organisations
- Awarded MBE for services to AI sector

Chris Jenkin BEM - [‘It Takes a City’](#) Founder and Chair

- Community leader and homelessness advocate
- Awarded BEM for Covid-19 support

Dominic Llewellyn - [Achieve Good](#) and [Accelerayt](#) founder

- Social entrepreneur strategic advisor
- Developer of high-value partnerships and specialist in impact strategies and innovation

Robert Pollock - [Cambridge City Council](#) Chief Executive

- Former social investment advisor and Treasury official
- Board member of New Local, a think-tank

Antony Ross OBE (Chair) - Bridges' [Social Outcomes Contracts](#) and [Bridges Evergreen Holdings](#) Founder

- London Business School and Cambridge Judge Business School lecturer
- Awarded OBE for services to social enterprise and social investment

Sara Allen bio

Sara Allen is an accomplished leader and policymaker. She is known for her impact across various social sectors, including disability, youth social action, gender diversity, ageing, dementia, and care. Her experience spans government, start-ups, and charities.

As Director of Policy, Social Value, and Strategic Communications at Shaw Trust, Sara transformed the Disability Power 100 into an agent of systemic change and developed innovative programmes for looked-after children. At DCMS, Sara drove forward work on social capital and community engagement. Sara also founded a consultancy addressing gender inequality in the workplace, building a community of practice. She continues to mentor and coach women in the early stages of their career.

Sara lives with her family and rescue dog (Baxter) in Barrington, having relocated in 2022. She is delighted to be part of the community and getting to know Cambridgeshire.