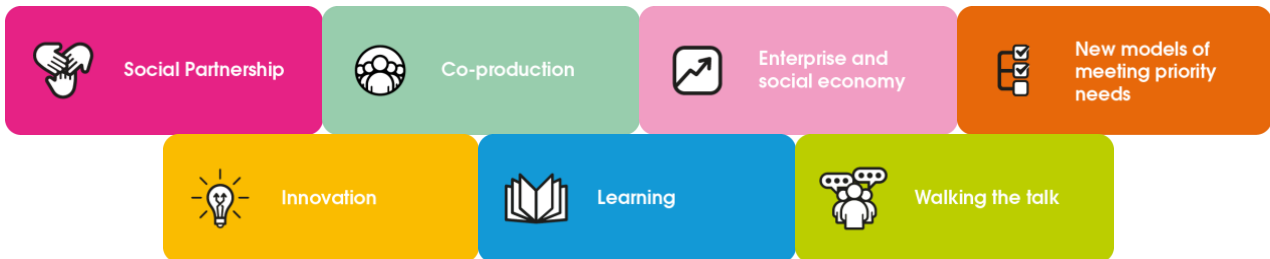


## SOCIAL CARE



## The Royal Borough of Greenwich

### Social Care Reimagined – A Co-operative Hackathon

In November 2025, the Royal Borough of Greenwich partnered with the University of Greenwich (UoG) to deliver the 'Social Care Reimagined Hackathon', a two-day innovation event designed to explore co-operative solutions for adult social care. The initiative emerged directly from the Royal Borough of Greenwich Co-operative Commission, *Together for Greenwich: Co-operation for the Future*. The idea of holding a co-operative hackathon is in the first recommendation under the strategy.

The hackathon united UoG students who embraced co-operative principles to create practical, community-focused solutions for one of the borough's most urgent issues: delivering sustainable, ethical adult social care. Thousands of residents in Royal Greenwich depend on adult social care, yet current provision is mainly delivered by profit-driven private providers.

Central to the event's purpose was responding to the Commission's call for alternatives that empower communities, enhance public capacity, and move away from traditional profit-driven systems. The hackathon strongly aligned with the borough's vision to embed co-operative values within local services, ensuring decisions are made with and by the people they impact. This approach reflects a broader political and strategic commitment to expanding democratic ownership and fostering resident-led innovation.

Students participated in masterclasses delivered by Co-operative Commission members, including Emma Back of Equal Care and Ed Mayo of the Rural Urban Synthesis Society, who provided insights on relationship-centred care, local autonomy, and ethical business models. Guided by mentors, teams developed concepts such as collaborative digital platforms for co-operative

working, and public education campaigns to increase awareness and recruitment for care co-operatives.



Royal Borough of Greenwich join forces with University of Greenwich students for the Care Re-imagined Hackathon

The hackathon offered students valuable real-world experience, with the University noting the event's role in shaping future practitioners equipped to drive systemic change in their communities.

Ultimately, the hackathon demonstrated how the borough is translating Commission recommendations into action - integrating co-operative practice into social care, encouraging innovation beyond traditional service models, and creating a more inclusive, resilient, and community-owned approach to care.

Looking ahead, the Royal Borough of Greenwich is dedicated to building on the success of this hackathon by seeking opportunities to host future collaborative innovation events in partnership with higher education institutions. As the borough continues to implement the Co-operative Commission's recommendations and develop its long-term vision for integrating cooperative principles across services, it regards ongoing collaboration with universities as a vital driver of community-focused problem-solving and sector transformation.

---

**For further information contact:**

**Michael Cleary**

Head of Market Quality and Sustainability, Integrated Commissioning for Adult Services  
[Mike.Cleary@royalgreenwich.gov.uk](mailto:Mike.Cleary@royalgreenwich.gov.uk) | 020 8921 4259 | [royalgreenwich.gov.uk](http://royalgreenwich.gov.uk)