Dear Councillor *[insert councillor’s name]*,

**RE: BUILDING A COMMON ROOM IN *[insert location name]***

*[Tell them a little about yourself and your community/ neighbourhood:*

* *Where you live*
* *What you do*
* *The challenges you may be facing which could be resolved or helped by having a Common Room*
* *Needs in the community that you might be aware about which could be resolved or helped by The Common Room*
* *The skills, capabilities, passions and energy of local citizens which could be inspired by The Common Room]*

The Common Room was developed by The Age of No Retirement CIC (TAONR) in 2018 with funding from the Department of Business (Innovate UK), and successfully piloted 2019/20. The Common Room’s brand, purpose curriculum, how-to guide and support package are available on licence from TAONR. TAONR is a Lottery-funded non-profit Community Interest Company, limited by guarantee.

The Common Room is a place-based, community-run hub which helps people discover their purpose in life and make real progress in terms of work. It can be run out of vacant high street shops, libraries, community centres, schools & colleges, shopping centres, start-up hubs or council offices. It is

**The 7 principles of The Common Room:**

**1. Purpose.** Striving to find purpose in one’s work is a powerful motivator, felt equally by people of all ages. The Common Room is purpose-led, not age-led. It is not an “intergenerational” hub, it is a Purpose hub which behaves in an age-blind way. Being a powerful proxy for Age (and Age being the macro set of all diversities), Purpose is the true community integrator.

**2. Place.** The Common Room is not yet another App or website or online forum. It is a physical place. We discovered that, outside school, college or university, there is nowhere for adults to go to explore their purpose, find inspiration or consider their work and career options.

**3. Human connection.** We need to create safe and supportive places where time can slow down, to let trust develop and relationships flourish. This is only possible in-person, face to face.

**4. Hosted.** The Common Room is anchored by people from the community. People who welcome newcomers in, create an environment conducive to conversation and sharing, facilitate introductions and support members towards their purpose goals.

**5. Curriculum.** The Common Room has a unique workshop-based curriculum called The Purpose Playbook. It takes members on a journey of self-discovery – from reconnecting with what is most important in life, to identifying and eliminating obstacles, exploring one’s super-skills, crafting a Social CV, and creating a Purpose Plan. The Purpose Playbook describes the process towards goal achievement and success in work, start-up and volunteering.

**6. Freedom.** The Purpose Playbook occupies less than 30% of the available time in The Common Room. The remainder is for members to utilise. Members are free to work, start new businesses, create community impact projects, launch campaigns, start up clubs, host movie nights or cultural celebrations, curate exhibitions, or offer family activities during school holidays. The Common Room is an asset which belongs to the community. Members have the freedom to explore its full potential.

**7. Entry point.** The Common Room is the entry point for people who are stuck for one reason or another. They may be unsure of which career direction to take; they have been out of work for too long and unsure of the currency of their skills; they may lack confidence; be trapped in a job they hate; they may have an unfulfilled passion; they may be young or old, rich or poor. The Common Room is the starting point. It then integrates with local job and start-up services, providing a steady stream of purpose-aligned, more confident people.

The Common Room enables local authorities and community organisations create purpose power stations for their residents - to help us and our communities build back better, faster. We need somewhere to go to find purpose – to rebuild our confidence, to find new work, to start new businesses, to launch new careers, to help and support each other, to rebuild our communities.

We need a Common Room in *[your location]*

Please have a look at their website: [www.thecommonroom.life](http://www.thecommonroom.life) . You can get in touch with its founder, Dr Jonathan Collie ([jonathan@thecommonroom.life](mailto:jonathan@thecommonroom.life)) who will be happy to tell you more about it, and how it can transform our residents, local community and local economy.

Sincerely,

*[Name]*

*[Address & contact details]*