

Meeting of South Ayrshire Health and Social Care Partnership		Integration Joint Board	
Held on:		3rd April 2024	
Agenda Item:		6	
Title:		Microenterprise	
Summary:			
<p>The purpose of this report is to update IJB members on Micro-enterprise work and to set out a proposed way forward for the work over the next 2 years and to agree the financial contribution for the health and care component of the work.</p>			
Author:		Phil White, Partnership Facilitator	
Recommendations:			
<p>It is recommended that the Integration Joint Board: Notes the progress made on Micro-enterprise development, endorse the proposed way ahead for the next 2 years and agree the IJB financial contribution. It is proposed that further progress reports would be regularly tabled at subsequent IJB meetings over the next period.</p>			
Route to meeting:			
Directions:		Implications:	
1. No Directions Required	<input type="checkbox"/>	Financial	<input type="checkbox"/>
2. Directions to NHS Ayrshire & Arran	<input type="checkbox"/>	HR	<input type="checkbox"/>
3. Directions to South Ayrshire Council	<input type="checkbox"/>	Legal	<input type="checkbox"/>
4. Directions to both SAC & NHS	<input type="checkbox"/>	Equalities	<input type="checkbox"/>
		Sustainability	<input type="checkbox"/>
		Policy	<input type="checkbox"/>
		ICT	<input type="checkbox"/>

MICRO-ENTERPRISE

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update IJB members on Micro-enterprise work and to set out a proposed way forward for the work over the next 2 years.

2. RECOMMENDATION

- 2.1 **It is recommended that the Integration Joint Board: Notes the progress made on Micro-enterprise development, endorse the proposed way ahead for the next 2 years and agree the IJB financial contribution. It is proposed that further progress reports would be regularly tabled at subsequent IJB meetings over the next period.**

3. BACKGROUND INFORMATION

- 3.1 [The IJB paper in June 2023](#) provided a report on the Micro-enterprise work initiated in South Ayrshire in late 2022. This work is branded as CAyr.
- 3.2 In order to negotiate a future funding arrangement bridging finance was secured from the Improvement and Innovation fund to allow the work to continue until the end of March 2024.
- 3.3 Over the last 6 months:
- The pilot stage work has continued principally in South Carrick, Troon and Heathfield. (This is summarised in para 3.4).
 - Negotiations have taken place with South Ayrshire Council Economic Development and Community Wealth Building Teams.
 - Ayrshire Beats have signalled that they have completed the development work that they agreed to lead and are keen to 'hand over' the subsequent work to the other players.
 - Work has been carried out to differentiate the 'economic development' strands of the work from the work matching MEs to local need. This is crucial in allowing the work to be appropriately funded.
 - Process related work has been carried out with colleagues leading on Self Directed Support and Commissioning to ensure the emerging work is funded appropriately and has adequate safeguarding arrangements.
 - Work has been supported by Growbiz who have supported similar programmes in Perth and Kinross for many years.
 - Work has also been received inputs from officers with relevant expertise in Social Work Scotland and Somerset Council (where there are over a thousand Micro-enterprises).
 - The work is feeding into a national Ethical Commissioning programme led by Health Care Improvement Scotland.
 - A proposed way forward for the next 2 years has been developed as set out below.

4 **REPORT**

- 4.1 Activity

4.2 As at March 2024 the table below summarises our ME working:

Month: March 2024

MEASURES FOR MICRO ENTERPRISE		
Activity	Quantitative data March	Qualitative data
Total Micros on Directory	11	Match with client/manage and circulate data base/ support Micros and clients as appropriate. 2 micros have come off the directory. 1 retired 1 found full time job
New Micros referrals during this period	7	Information on project and initial contact forms/ referral to GrowBiz
Micros engaged and supported during this period.	10	Initial contact form/funding/PVG/ Insurance /Directory entry/Peer meetings/general and specific ongoing support
Micros newly added to Directory during this period.	3	
Micros in process of going on the Directory.	10	
Total Micros accessing the set-up grant.	10	Register and administer funding support at present others will when at that stage.
Support provided by GrowBiz during this period.	13	Business Concept/ Business General Operations/Financial Management/Funding & Award Application/Digital Support and Marketing
Number of clients being supported during this period.	1	
Number of client hours being supported during this period	440 a month	110 hours a week
Clients using SDS funding.	8	1 family SDS funded 16 hours and tops up to cover 20 hours
Clients using private /other funding.	10	
Clients accessing Holistic therapy provider	32	Range of alternative therapies via one to one and group activity - privately funded.

4.3 **Case Studies**

Case studies often summarise best the impact on the beneficiaries and also the ME providers. Two are included for reference:

In June 2023 Daniella meet with Kirsti Bell (AILN) at a local job club. Daniella felt the Micro enterprise was a great opportunity for her to fit her work around her family, with support from CAYR Local to set up. Daniella was passionate about provide quality support to local people.

Ayrshire Beats contacted and completed Daniella's paperwork. Daniella accessed the start up fund and built up good relationships with all partners involved within the project.

Daniella worked on her Directory entry with Kirsti before going live on the ME directory and started with her first client at the end of July. She provided 12-15 hours support and this was privately funded.

Daniella now supports 6 families in the Troon and Loans area.

4 are self-funded. 3 are funded with SDS

in total Daniella supports families 45 hours a week, 180 hours a month. Since starting her business Daniella had support from DWP self-employment advisor and is now looking at coming off benefits.

Daniella works her timetable around her 3 children making sure she is still there for them when needed. She does not work at weekends although she sometimes visits a gentleman that she cares for if needed. With this being on her doorstep she can carry this out flexibly when required by the client.

Daniella says that her business is the best think she has ever done for her and her family. She is financially better off with no stress.

Family in Troon were told that there was no support for their wife/mum that has dementia. They have now taken on a micro enterprise for 9 hours a week respite for the husband. He had been looking after his wife for 2 years before having a stroke himself. They started the micro in January 2024. They can't believe the difference it has had on the whole family (the family have a daughter and son). Their daughter lives close to them in Ayr she runs her own business with a family and husband that works away. Their son lives up north and can't always come to stay or visit. When speaking with the family the micro was able to find out what kind of music the lady liked and what mattered to her before coming unwell and losing her ability to communicate. The family had never left their loved one, so this was all new and very nerve racking, even although they had a great chat with the micro provider and knew she was a great fit to their mum/wife.

When they got back the gentleman went out to greet his wife. He said for the first time in years she got out the car and gave him a cuddle. She was so happy and content. Since starting ME support, the family's daughter has been able to complete a full week's work. when the lady is out with the micro provider, they sometimes pick up shopping and take it home. This allows her husband to relax go for a shower or nip out to deal with other things. He said he can even fit in a wee much needed nap.

He can go shopping for a swim and even catch a coffee with friends and family.

4.4 Basic learning points:

- Whilst this is still at an early stage in development (for example, compared to Perthshire) there is evidence that this might be an important contributor to the local health and care ecosystem.
- It was important at a pilot phase, in focusing on smaller geographic areas and populations of need, but there is significant potential in widening to a 'South Ayrshire-wide' approach, initially focusing on frail elderly clients but with likely extension to other groups in the future such as Learning Disability and Mental Health.
- People have been supported beyond the pilot areas on the margins but now it seems sensible to move to a more South Ayrshire approach.
- MEs have potential to unlock wider potential in relation to staffing our health and care demands – for example, retired but relatively young people and parents with childcare responsibilities.
- There is also learning in relation to our internal systems, for example, our Self-Directed Support, Commissioning, Finance.
- There is on-going work on both the ability to utilise SDS Option 2 for Me provision and also to consider the ME rate of pay, for example, understanding differences between home carer rates, personal assistants and the wider market (people are now quoted £30 an hour for a home cleaner).

- MEs may play a small but significant part in local economic systems (linked to Community Wealth Building) and in the wider Economic Strategy outworking as it more closely embraces health and social care.
- MEs should be considered part of a broader 'Ethical Commissioning' approach locally and nationally.

5 **PROPOSALS**

5.1 It is proposed to continue to develop the Micro-enterprise programme incrementally over the next 2 years, initially focusing still on older adults and frailty (across all of South Ayrshire) but with a view to extending to other population groups at some point.

5.1.1 It is proposed that the element of the work linked with Economic Development is funded through SAC Economic Development. This will take shape in the form of a local officer employed by Growbiz with expertise in the particular needs of establishing MEs.

5.1.2 It is proposed that the work that seeks to link nascent MEs to need as identified in localities (through, for example, Social Work, OTs, CLPs, etc) continues to be supported by an officer employed by Ayrshire Independent Living Network (AILN). They would also continue to undertake the outreach and promotion of MEs.

5.2 Clarifying areas needing support

5.2.1 Essentially these areas of focus are integral to the work of developing MEs and it is vital they work in an integrated fashion. They are summarised as follows:

Outreach and engagement, recruitment, marketing (AILN)

- Promotion and recruitment of ME across partner organisations e.g. DWP/Thriving Communities/SAC/Ayrshire College/UWS/VASA etc and via awareness raising events/ seminars.
- Inputs at community and locality planning partners meetings/events.
- On-going promotion and recruitment using the full range of media options (social/digital/print etc).
- Attend recruitment events and weekly employment drop ins. Talks to employment agencies, sheltered homes, NHS, social work and any third sector agencies.

Business set-up (Growbiz)

- Ongoing business support, networks and peer support
- Ongoing 'pastoral' and practical support
- Self-employment advice and guidance –
- Hands-on support for HMRC registration –
- Ideas of how they set up their ME
- Access to key learning
- link with Business Gateway and wider economic development
- Access to small set up grants (Start up support fund)
- Clarify with potential Micro steps required to set up as a Sole Trader/Micro
- Create bespoke action plan for business support.
- Assess business skills support required and timescale in line with Micro/Sole Trader need.
- Offer bespoke business support to MICRO in the form of 1-2-1 enterprise support as well as access to [GrowBiz](#) online events, learning sessions and resources, accredited mentoring programme etc.
- Ongoing access to a wide range of bespoke business support as micros develop.

Matching supply to demand and need (AILN)

- Work with Community/Social work/other agencies to identify clients requiring care and wellbeing support.
- Working group with South Ayrshire finance, commissioning, SDS lead, NHS, social workers to identify barriers with processes and create an easier pathway for people using self-directed support.
- Community Brokerage -Match Micro to client
- Attend home visits to gauge support needed and carry out joint visits with social work colleagues, third sector etc
- Ongoing support i.e. contingency support for people accessing the support.
- Linking people with additional community support services.

5.3 Steering Group

5.3.1 It is proposed that the Steering Group currently leading the pilot work continue and be responsible for:

- Oversight of the programme
- Reporting on outputs and outcomes from the programme
- Co-ordination of the work
- Monitoring and Evaluation
- Overall Communication
- Strategic linkages- for example with Economic Development, Community Wealth Building, etc
- Linkages at national level, for example, iHub HIS, Social Work Scotland

5.3.2 This Steering Group will continue to report into the Driving Change Group. A revised Terms of Reference for this group is being developed taking into account the new context for the work.

5.4 Microenterprise Framework

5.4.1 One key early component of this work will be the development and sign off of a **Micro-enterprise Framework** that MEs will apply to become part of that will ensure the MEs conform to a set of basic quality, financial, safety and ethical standards. MEs

conforming to the Framework requirements would then become part of the local ME Directory.

- 5.4.2 This work is in development and might provide a model for this work for Commissioning teams across Scotland.

5.5 Formal evaluation

- 5.5.1 It is proposed that a more **formal evaluation** of the work be commissioned and actioned around 18 months into the next 2 years. This would inform future commissioning planning and assess the potential of MEs as a longer-term component of health and care activity. It may also feed into national work – there is attention being paid from national bodies and other areas regarding the South Ayrshire ME programme. It might attract external funding and there also may be a link to University of the West of Scotland in this regard.

5.6 Targets re MEs in next 2 years

- 5.6.1 Based on the evidence of the initial pilot period which has been restricted re localities supported, targets for the next 2 years are:
- Establishing 30 MEs per year
 - Providing 500 hours per week of support
 - Increasing numbers able to use option 2 SDS with ME support

5.7 Funding

- 5.7.1 It is proposed that the work undertaken by Growbiz is funded through Economic Development. This will include administering a small grants fund for nascent MEs to access. This will essentially be a local worker to support the technical aspects of establishing an ME. This post-holder will build strong links with Business Gateway in South Ayrshire.
- 5.7.2 It is proposed that the other component parts are undertaken by AILN and funded by the HSCP Innovation Fund. This would be £55,404 in Year 1 and £58,173 in Year 2 (allowing for inflationary increase). It is proposed this is funded by the Improvement and Innovation Fund.
- 5.7.3 As set out above, it is also recommended that a small evaluation study be commissioned within this time period.

5.8 National Connections

- 5.8.1 There is significant interest from a Scottish-wide perspective on our local Micro-enterprise work. It has also been informed by inputs from work across the UK (including within Somerset), rural Perthshire and Social Work Scotland.
- 5.8.2 It is also the focus of some wider work on Ethical Commissioning led by the i Hub in Healthcare Improvement Scotland and also links to broader work within Social Work Scotland. There has also been links to In Control Scotland. The South Ayrshire ME will feature in a case study in a forthcoming Ethical Commissioning report for the iHub.

6. STRATEGIC CONTEXT

This work will address the following key objectives.

We focus on prevention and tackling inequality

We nurture & are part of communities that care for each other

We work together to give you the right care in the right place

We help build communities where people are safe

We make a positive impact beyond the services we deliver

7. IMPLICATIONS

7.1 Financial Implications

7.1.1 In relation to the IJB, there is the need to fund the more explicit health and care component of the ME work as undertaken by AILN and this amounts to funding AILN to provide a dedicated worker and wider support for the process.

7.1.2 This would be £55,404 in Year 1 and £58,173 in Year 2 (allowing for inflationary increase). It is proposed this is funded by the Improvement and Innovation Fund.

7.1.3 There is also short-term work, supported by others including Social Work Scotland and HSCP colleagues in Social Work, SDS, Finance and Commissioning in relation to a proposed hourly rate for MEs that sits between the rates for Home Carers and PAs.

8. Human Resource Implications

8.1.1 N/A

8.2 Legal Implications

8.2.1 There is ongoing work with support from Social Work Scotland and others in relation to the utilisation of MEs for SDS Option 2.

8.3 Equalities implications

8.3.1 N/A

8.4 Sustainability implications

8.4.1 N/A

8.5 Clinical/professional assessment

8.5.1 N/A

9. CONSULTATION AND PARTNERSHIP WORKING

9.1 There have been wider work with SAC Economic Development, Community Wealth Building and Thriving Communities teams/staff and VASA.

10 RISK ASSESSMENT

10.1 Low risk



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BACKGROUND PAPERS

18/03/24