

Meeting of South Ayrshire Health and Social Care Partnership	Integration Joint Board	
Held on:	15th June 2022	
Agenda Item:	10	
Title:	Microenterprise Proposal	
Summary: The purpose of this report is to update IJB Members on the development work regarding Micro-enterprise/Micro-providers in South Ayrshire and to agree funding to support a 12-month pilot programme.		
Author:	Phil White- Partnership Facilitator	
Recommendations: It is recommended that the Integration Joint Board i. Agree the proposed investment to develop a pilot Micro-enterprise/Micro-providers programme in South Ayrshire.		
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 PROPOSAL

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update IJB Members on the development work regarding Micro-enterprise/Micro-providers in South Ayrshire and to agree funding to support a 12-month pilot programme

2. RECOMMENDATION

2.1 **It is recommended that the Integration Joint Board**

Agree the proposed investment to develop a pilot Micro-enterprise/Micro-providers programme in South Ayrshire

3. BACKGROUND INFORMATION

Across Scotland and the UK there have been significant challenges in providing person-centred health and care interventions. These are common across the board but in rural areas these can be more pronounced.

The approach has grown over the past 10 or so years across Scotland and the UK. Somerset, for example, with its challenging rural geography, now has 600+ micro-providers as part of its health and social care landscape.

The approach can be very local, building upon the local assets and people already present in communities especially where workforce for care provision is limited and larger care companies find it difficult to provide economically viable options.

A group was convened to look at the viability and appropriateness of such provision within a South Ayrshire context.

The group has been actively looking at existing models elsewhere, for example, in rural Perthshire and linking in to iHub staff also keen on this approach.

The Perthshire model, for example, is a set of around 60+ small enterprises offering health and care supports under a bigger CIC organisation (formerly a Co-operative) that provides the overarching infrastructure to support the local Micro-enterprises who often have only 1 or 2 part time staff.
<https://www.careandwellbeing.scot/>

Income is generated by a mixture of charging for services, SDS monies and some grant aid.

Following a number of meetings to consider the national work, local opportunities and challenges and identifying key partners, a pilot proposal has been developed

4. REPORT

- 4.1 A Short Life Working Group has been meeting to develop a proposed approach for South Ayrshire. Membership of this group has included HSCP Managers, VASA, SAC Thriving Places and Community Wealthbuilding, Ayrshire Independent Living Network (AILN), Ayrshire BEATS and the Brokerage Network.
- 4.2 The group has considered a range of local/national factors in developing the proposed approach:

Unmet need There are significant numbers of people who have been identified as having critical levels of need that cannot be addressed with traditional models of care because of local supply issues

Pre-eligibility need that should be supported earlier People who have substantial but not critical needs can be supported in a more preventative way and to arrest the decline to critical if other services were offered

Frailty Pathway work The above point links to our frailty investments which are meant to identify people pre-crisis and try to mitigate health and care needs

Review of Adult Social Work The local Review of Adult Social Work practice identified significant areas where practice could be strengthened and interventions enabled before people reach more significant levels of need

Self-Directed Support The local patterns of use of SDS options suggest quite a lot of variations between area teams and potential to embrace much wider use of the different options

Cultural context The above is underpinned by a cultural landscape which can be risk averse and not risk enabling. Any structural solutions also need to address these cultural norms and behaviours

National drive and vision Coupled with the above is a significant drive from Scottish Government and its associated organisations (such as iHub), to embrace wider and more flexible forms of supply for health and care

4.3 **Proposal**

- 4.3.1 Essentially, the proposal is to establish pilot work that might provide evidence of both need and the Micro-enterprise/provider route as a significant future way of providing support.
- 4.3.2 This pilot aims to support local people set up small enterprises that offer care-based support services for older and disabled people that:
- provide personal, flexible and responsive support and care

- give local people more choice and control over the support they get
- offer an alternative to more traditional services

4.3.3 The pilot will also develop an online directory of these Micro Enterprises which will link to South Ayrshire Lifeline (SAL) and Ayrshire Independent Living Network (ALIN) online services.

4.3.4 Supporting ALIN, Ayrshire BEATS will collaboratively develop and deliver this pilot initiative in 3 targeted geographical areas.

4.3.5 The stages for the work are set out below:

Stage 1 – Awareness raising in each of the targeted areas of the opportunities to become a micro enterprise delivering local community-based services in social care. This would include introductory information on setting up as a sole trader/small company.

Stage 2 – With interested parties: training sessions would be delivered that cover: what being a social care provider means e.g. safety, values and legislation, along with the steps required to register as a business/enterprise and become sustainable.

Stage 3 – Offer of one-to-one bespoke support to set up as a micro enterprise. This will include practical resources. If a small support fund of £500/£1000 could be available for these micro enterprises to access (once established) this could provide valuable support to purchase e.g. equipment, materials etc.

Stage 4 – Establish links with other local social care providers, key community organisations and Health and Social care staff working in the area to enhance communications, avoid duplication, identify and meet gaps in local provision. This will also provide a network of peer support and learning.

Stage 5 – Establish an online Directory of micro enterprise providers to promote their service for individuals, families, communities and HSCP staff. Link SAL and ALIN to directory

Stage 6 – Review evidence and data to establish outcomes, impacts and viability as a cost-effective means to deliver local high-quality care. Present findings to South Ayrshire HSCP.

4.3.6 Additional project support will come from [Growbiz](#) the organisation that has supported the Perthshire work. They have received central funding to enable this support and there will be expectation of providing learning from the pilot into Scottish wide organisations such as iHub.

GrowBiz are the leading independent provider of enterprise support services for micro-businesses, social enterprises and the self-employed in rural Scotland and were integral to the set up and support for the now well-established Perth and Kinross Care and Wellbeing CIC which is based on Micro Enterprise support to SDS across rural Perthshire.

Following discussions on the South Ayrshire proposed pilot, they have now secured funding from the Scottish Government to work in South Ayrshire. This is at no extra cost.

4.3.7 Timescale

One year starting May 2022

4.3.8 Local focus

It is proposed to site the 3 pilot areas in contrasting localities with different challenges to elicit full learning, for example:

- Girvan and South Carrick
- Alloway
- Troon and villages

4.3.9 Monitoring/Evaluation

Essentially the Short Life Working Group will change its focus and become responsible for monitoring and evaluation of the pilot project.

Progress will be reported into the HSCP Driving Change meeting.

4.3.10 Funding requirements

The full year costs for the pilot initiative will be **£52,777.07**

This includes:

Ayrshire BEATs costs:

- Developing and coordinating all aspects of the pilot project in collaboration with all stakeholders e.g. local community, AILN, HSCP, micro enterprise providers, AGD, Business development, 3rd sector and other relevant services.
- The setup of the online directory of providers with direct link to other services e.g. AILN, SALL and relevant Health and Social care support.
- Ongoing monitoring, reporting and evaluation including final report with recommendations
- Costs include local community venue hire for meetings/training etc

Ayrshire BEATs total costs: = £25,126.88

AILN costs:

- 18hr part time post – all costs associated with the post. Post holder will complete assessments and link with micro enterprises and also any other support services available.
- Manager supervision costings, including attending meetings and setting up policies and processes.

- Monitor the assessment links to ensure they are operating successfully and that outcomes for the individuals involved are being met.
- Evaluate the overall effectiveness of the service and the outcomes achievable.
- Prepare a report accordingly including the number of users, outcomes for service users and the service, recommendations for improvements and future
- Identify risk and ensure appropriate risk assessments are carried out and comply with health and safety requirements.

AILN total costs= £ 27,650.19

4.3.11 Wider supports

The group that has overseen the development of the pilot proposal has been keen that any initiative is integral to wider economic development work led by the Council and others and supports, for example, Community Wealth Building.

There are a wide range of programmes and types of support available through SAC, that may be applicable to the Care Micro Enterprise pilot. Essentially the relevant Council Departments and staff leads are keen to support this and ensure it is seen as integral to key strategic programmes such as the Ayrshire Growth Deal, Community Wealth Building and Employability work streams. Examples of supports include:

SAC Economy & Regeneration Service (includes Business Gateway and Community Wealth Building) programmes include Planning to Start, Financial Awareness, Digital Skills, Digital Boost, Ambition, and bespoke training

SAC Employability & Skills (E&S) can provide Community Based Adult Learning programme, Sector Based Skills Academy, Employer Wage Incentive Local Employability, Jobs Fairs, Skills Investment Fund (Ayrshire Growth Deal)

5. STRATEGIC CONTEXT

- 5.1 Summarise in this section how the report contents will further the IJB's current Strategic Plan Objectives.

Objective 3: We work together to give you the right care in the right place

Objective 7: We make a positive impact beyond the services we deliver

6. IMPLICATIONS

6.1.1 Financial Implications

Funding for the pilot work is available from IJB General Reserves



6.1.2 Human Resource Implications

6.1.2.1 N/A

6.1.3 Legal Implications

6.1.3.1 N/A

6.1.3.2 Equalities implications

6.1.3.3 No issues

6.1.3.4 Sustainability implications

6.1.3.5 No issues.

6.1.3.6 Clinical/professional assessment

6.1.3.7 No issues

7. CONSULTATION AND PARTNERSHIP WORKING

7.1 The work is the fruit of strong partnership working between HSCP, VASA, SAC and other third sector organisations.

8. RISK ASSESSMENT

8.1. Low risk

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BACKGROUND PAPERS

17/05/22