

Meeting of South Ayrshire Health and Social Care Partnership	Integration Joint Board	
Held on	14th June 2023	
Agenda Item:	11	
Title:	Microenterprise Pilot Update Report	
Summary: The purpose of this report is to update IJB Members on the development work regarding Micro-enterprise/Micro-providers in South Ayrshire, to seek, in principal support for continued funding to further develop the work over the next 2 years initially with the continuation of the pilot work for an additional 3 months to allow for a more long-term funding arrangement to be made with other contributors		
Author:	Phil White- Partnership Facilitator	
Recommendations: It is recommended that the Integration Joint Board note the development work regarding Micro-enterprise/Micro-providers in South Ayrshire that has taken place over the last 6-8 months and to agree, in principal support for continued funding to further develop the work over the next 2 years with the continuation of the pilot work for an additional 3 months to allow for a more long-term funding arrangement to be made with other contributors		
Route to meeting: IJB Workshop on Micro-enterprise May 2023		
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 PILOT UPDATE REPORT

1. PURPOSE OF REPORT

- 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 seek continued funding to further develop the work

2. RECOMMENDATION

- 2.1 **It is recommended that the Integration Joint Board note the development work regarding Micro-enterprise/Micro-providers in South Ayrshire that has taken place over the last 6-8 months and to agree, in principal support for continued funding to further develop the work over the next 2 years with the continuation of the pilot work for an additional 3 months to allow for a more long-term funding arrangement to be made with other contributors**

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 particularly pronounced.

The development of Micro-enterprises (MEs) is an approach that 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. Rural Perthshire has around 60 MEs supporting its local population.

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.

Following a number of meetings to consider the national work, local opportunities and challenges and identifying key partners, a proposal for a pilot project was tabled at the June 2022 IJB, funding agreed, and a pilot project subsequently was initiated. Around £55k was allocated by the IJB to progress this pilot work.

4. REPORT

- 4.1 The work has been overseen by a steering group that has included HSCP Managers, VASA, SAC Thriving Places and Community Wealth building, Ayrshire Independent Living Network (AILN), Ayrshire BEATS, Growbiz 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 Essentially the pilot work involved Ayrshire BEATS and Ayrshire Independent Living Network as service providers with additional support from Growbiz (utilising national resources)
- 4.4 The pilot project sought to increase local 'micro-enterprise' capacity that might support frail older people with particular reference to areas with high unmet need – namely South Carrick, Heathfield, and Troon.
- 4.5 The role of Ayrshire BEATS was 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.

The role of AILN was establishing partnership working with key local agencies and with operational teams such as Adult Social work to be able to match need with ME options

The role of Growbiz was providing self-employment advice and guidance for individual referrals; hands-on support for HMRC registration etc; ideas on how they could develop their micro-enterprise; access to learning sessions on variety of topics

4.6 Additional funding was secured through Thriving Communities to allow small start-up grants (up to £500) to be made available for new MEs

4.7 An evaluation framework was agreed with the steering group and regular update reports were tabled regularly from the operational work throughout the pilot period.

4.8 **Summary of progress**

The proposal for the pilot was to establish a pilot that would provide evidence of both need and the Micro/enterprise/provider route as a significant way of providing support.

The aims were to support local people set up small enterprises that offer care-based support 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 alternatives to more traditional services

The pilot was in 3 geographical areas, Girvan & South Carrick, Troon & Heathfield. People could use their self-directed support budget, benefits, or self-fund.

A branding was also developed to give the pilot some identity:



What has been achieved by Ayrshire BEATS:

- Set-up and launched initiative, raised awareness, and promoted Cayr Local with partner agencies, LPP, community groups, forums, and at appropriate events.
- On-going Pastoral Support to Micros
- Initiated Start-up Support Fund
- Catalyst for building strong and diverse partnerships

Resulting in

- 16 Individuals Received Bespoke Support to become Micros
- 6 New Service Providers/Businesses set up
- 1 Micro Enterprise Directory Established
- 22 Service Users – Companionship/Advocacy/Health and Wellbeing Activities
- 4 Partnership Referral Pathways – DWP/VASA/SAC/SW

What AILN has achieved:

- AILN has established partnerships with HSCP teams, NHS (early intervention, GP Practices, hospitals, Ahead of the Curve teams, Intermediate Care, Community Link Practitioners), third sector colleagues and is part of a national micro provider community practice group. The work has been supported through the successful recruitment of a part time worker.
- AILN has supported 3 launch events, 24 drop ins, attended 18 partnership events, visited approx. 110 venues ie GP Practices, community centres, shops etc. Over 600 leaflets have been distributed and generated 46 referrals to the Micros.
- Other work has included micro enterprise training, GDPR/boundaries training, created templates for the micros to use, negotiated discounted business insurance rates, signing micro's PVG's, check list for becoming a Micro, Micro Peer support monthly group meeting monthly, How to guide for PVG's.

4.9 **Evidence of impact:** The latest updated Evaluation framework is appended with this report and shows the activity, inputs and outputs generated from the work. We are now beginning to see the impact on people's lives and also the qualitative information from those establishing MEs. More work needs to be carried out to assess the impact of the work both quantitatively and qualitatively.

Impacts – Micro-enterprises

"I am so pleased with the progress I have made into self-employment and I'm looking forward to the future. I am delighted with the quality of support I have received throughout"

“I have found the support I have received to be fantastic, and this has made taking the step of self-employed easier. I have had amazing support in helping me from guidance on HMRC to banking and supportive chats, no questions however small or big have gone unanswered. The zoom calls have been good where we can support one another in our new roles”

Appendix a has 2 small examples of the people being attracted to work in MEs.

Impact – service users

Whilst more work needs to be undertaken to quantify impact there are useful case studies and ‘user’ feedback comments that show positive outcomes.

“Life Changing”

“I think the impact on my mental health is the biggest change for me”

“Thank you for giving me the will to keep going with improving my life”

“I’m so relieved we found you”

4.10 Key learning:

Whilst the establishment of the work has really only taken place since October 2023 the following points could be supported:

- The establishment of micro-enterprises to support health, wellbeing and care has immense potential
- It can contribute towards supporting independent living, wellbeing, and care for a significant number of people at preventative and early intervention phases
- It fits well with the SDS ethos of Choice and Control
- It also fits into the Wellbeing Pledge ethos
- There is a market for a range of adults in different situations that Micro-enterprise development might be appropriate for including those not in our current labour pool
- There is a market linked, in the first instance, to frail older people where MEs may be appropriate
- This might suit a range of people before they are eligible for statutory supports
- Funding might come from individuals/families, their entitled benefits (such as Attendance Allowance) and, in some cases, Self-Directed Support
- The MEs might support people identified through other interventions such as the Ahead of the Curve and the Run at Teamwork
- Although the pilot targeted specific high demand areas, MEs might have a vital place in the broad landscape of health and care supports across South Ayrshire

- Although the pilot focused on older people and frailty, the approach might also support others including those living with Learning Disabilities and Mental Health challenges
- The ME work needs to be considered within broader economic development contexts such as the Ayrshire Growth Deal and Community Wealth Building
- This local work needs to be shared within a Scottish context, in the first place, through the iHub contact

4.11 Proposed next phases:

- Share the approach within HSCP/SAC context and through iHub and including with wider Teams
- Ensuring HSCP SDS and other processes support greater use of ME options
- Secure greater buy-in from wider economic development teams including securing more financial support (probably over at least the next 2 years)
- Securing a contribution over the next 2 years from SA IJB
- Planning an incremental roll-out to other geographic areas and linked to other population groups
- Initially continue to prioritise older people and frailty including potential for MEs to be used for personal care options
- Continuing monitoring and evaluation including more outcome-based information both qualitative and quantitative
- Wider and more varied communications including video based
- Sharing practice at Ayrshire and national levels

4.12 Ongoing funding requirements

Initial negotiations and dialogue with colleagues in Economic Development have been positive and there is reason to be optimistic that there may be funding available to support the ongoing ME work.

It is anticipated that Economic Development resources might support this work particularly the work on the establishment of MEs. This might also support the ongoing support of Growbiz (currently funded through SG monies) or work through a transition with Growbiz supporting local Business Gateway staff to continue support.

In addition, resources associated with SDS development may be deployed to support this next stage of ME development.

The continued use of AILN to then link this into the wider ecology of health and care (including use of SDS) seems more appropriate for the IJB to continue to fund. They will work closely with the reformed locality Social Work Teams.

Additionally, there may be Scottish Government funding to support some of the work.

It would seem sensible to develop this programme on an incremental basis over the next 2 years and then create a further review.

Whilst some of the above is still being negotiated the IJB is asked to support in principle additional funding to support a further 2 years of the ME work and the continued funding of an additional 3 months of the pilot work.

4.13 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 Cayr 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) 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 further rolling out of the pilot work is required as set out in the paper

6.1.2 Human Resource Implications



6.1.2.1 N/A

6.1.3 Legal Implications

6.1.3.1 N/A

6.1.4 Equalities implications

6.1.4.1 No issues

6.1.5 Sustainability implications

6.1.5.1 No issues.

6.1.6 Clinical/professional assessment

6.1.6.1 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

REPORT AUTHOR AND PERSON TO CONTACT

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BACKGROUND PAPERS

30/05/23

Appendix a

T was a member of the public who saw the Cayr Local promotional article that appeared in VASA's newsletter and took up the opportunity.

Wide range of experience/currently working part-time as support worker with adults with learning disabilities. Volunteer with a youth group for local mental health/ASN. Has training in dementia, epilepsy, infection control etc. Can also provide IT support.

Referral: 3 Social Work referral's following AILN's awareness raising at Social Work team meeting

Need: 3 separate individuals including frail and elderly adults with reduced capacity and one with learning disability

Service provided: Multiple hrs over a month – Companionship and Advocacy.

C was a referral from the Department of Work and Pensions following an awareness raising presentation by Ayrshire BEATs to the DWP Job coaches.

Having been self-employed in the Care sector before, the person has wide experience in care for the elderly, disabled and learning disability. Has appropriate training in e.g. prompted medication, moving & handling, dementia.

Referral: A community referral following AILN's awareness raising/ drop-in sessions at a local community hall.

Need: Daughter of a frail elderly person who wanted the reassurance of someone checking in with her relative as a support and to reduce social isolation.

Service provided: 6 hrs a week - Companionship and Support

Feedback from family: *"I'm so relieved we found you"*

Funding – Privately funded.