

Enterprising Communities

Helping people stay at home, stay connected and keep contributing

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communitycatalysts
unlocking potential effecting change

The Challenge

- Spiralling projections for demand and cost of social care help and support
- Current social care market is underfunded and fragile
- A new strategic focus on prevention - improving and maintaining individual and community wellbeing
- Wellbeing includes but is more than physical and personal help. People need to stay connected and feel valuable.
- The numbers of lonely people are growing
- People with many connections are safer

Community Catalysts

- A Community Interest Company established in 2010
- Works across the UK through local partners, using a tested model that works at scale
- Helps harness the talents and imaginations of people and communities
- Aims to make sure that people wherever they live have real choice of the great services and supports that will help them live the life they want, stay connected and keep contributing
- Since 2010, has worked in over 60 areas, supporting more than 5000 community-led care enterprises; 15,000+ people benefited, 7000+ jobs created

The Community Catalysts' approach to community micro-enterprise development

- Developed over 10 years in nearly 60 areas of the UK
- Releases the capacity of local people to care, tapping into their creativity, connections, knowledge and love of their local community
- Capacity building, working through local organisations and people, building on and strengthening what is already working well
- Central expertise combined with a local 'catalyst'
- Strong focus on quality, safety and sustainability
- Works with public bodies to understand what needs to change (culture, systems and pathways) and then help make those changes

Enterprising communities

- There is untapped energy, creativity and gift in all communities
- Creative local people respond in many different ways to the needs of other local people
 - Practical help
 - Opportunities to contribute
 - Opportunities to have fun and learn
 - Friendship groups
 - Personal care that helps people stay at home
- Local enterprises help people reconnect and stay connected

Practical help that promotes wellbeing

Carole and Creative Companions

- Helps with day to day support at home; food shopping, preparing meals, IT support to manage bills, transport, can accompany to appointments and social activities
- Uses her creative talents to aid wellbeing:
 - Return to art;
 - Cooking for fun;
 - Photography;
 - Therapeutic gardening;
 - Memory book making



Hummingbird Home Help

- Claire set up Hummingbird Home Help after selling her successful CQC domiciliary service
- She wanted to follow her passion for animal care, but with her background and support from Community Catalysts she realised she could make a real difference to both pet and pet owner's lives at the same time.
- She helps people to look after their pets alongside help at home or support to access the community
- *Finding Hummingbird Help has been so reassuring for me, especially as she is local to me and I know I can phone her if I have any emergencies* Angela (Owner of Skyla)

Bonnie



- Local entrepreneur and mother Bonnie set up her own catering business a few years ago. Bonnie provides food for a number of nurseries, a local community centre and for parties and events.
- In March this year, she heard that the local Meals on Wheels service was due to close and decided to take action to prevent local vulnerable residents from losing this vital assistance.
- Bonnie's new meals on wheels service caters for those with specific dietary needs such as vegetarians, vegans, those on a low sodium diet, or who are celiac or diabetic. She is working on plans to create lunch clubs to bring people together.

Examples

A channel for people's gifts and passions

Gary the strongman



- Gary has cerebral palsy which affects his balance and co-ordination. As a child he was a big fan of strongman competitions and wanted to get involved
- At 16 Gary started to train with weights at his local leisure centre.
- Gary became part of the GB powerlifting team and did weight training, but his interest was always in strongman.
- Gary met 4 times World Strongest Man Magnus Ver Magnusson, who told him about their support for disabled strongmen in Iceland. Gary has brought Disabled Strongman to the UK.

Examples

Helping people connect and keep connected

Forge Urban Revival

- When their old day centre closed down at short notice, the Cottage Crew craft group were determined to stay together and to find a new venue – one which would help them to become more included in the neighbourhood

“I didn’t know what I would do without the group, they really are true friends”

- A local community business called Forge Urban Revival came to the rescue, providing a new home for the group

“When I came in, it felt like Christmas all over again, I didn’t need any Christmas presents, I got all my Christmas presents by being here with my friends”

The Cottage Crew

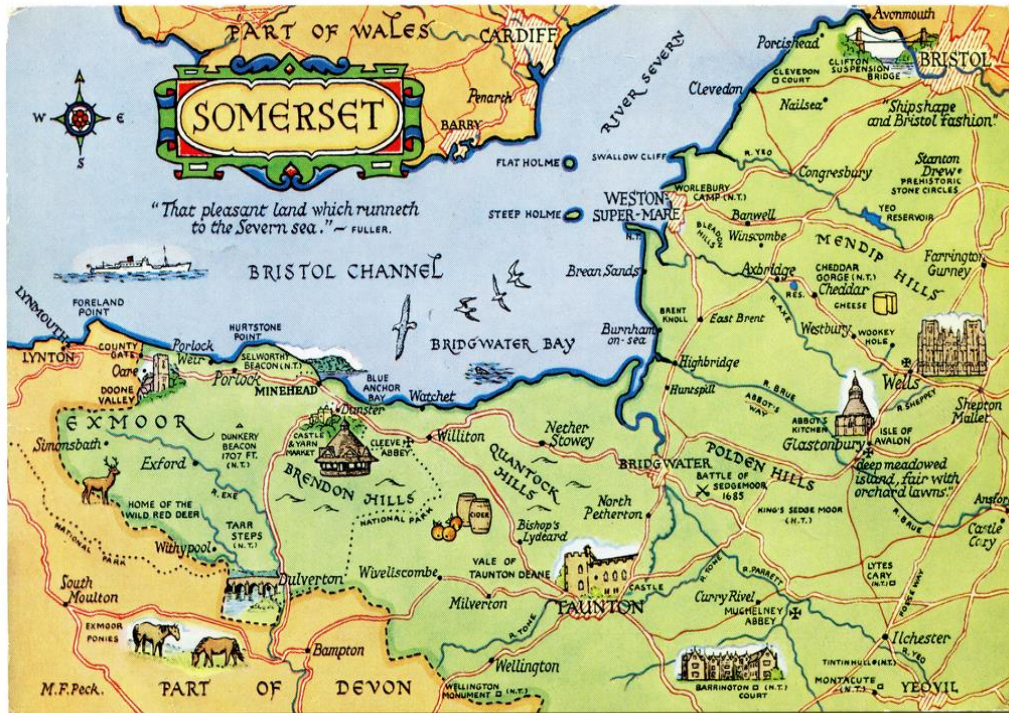


Examples

Helping people stay at home and connected

Good commissioning for good lives

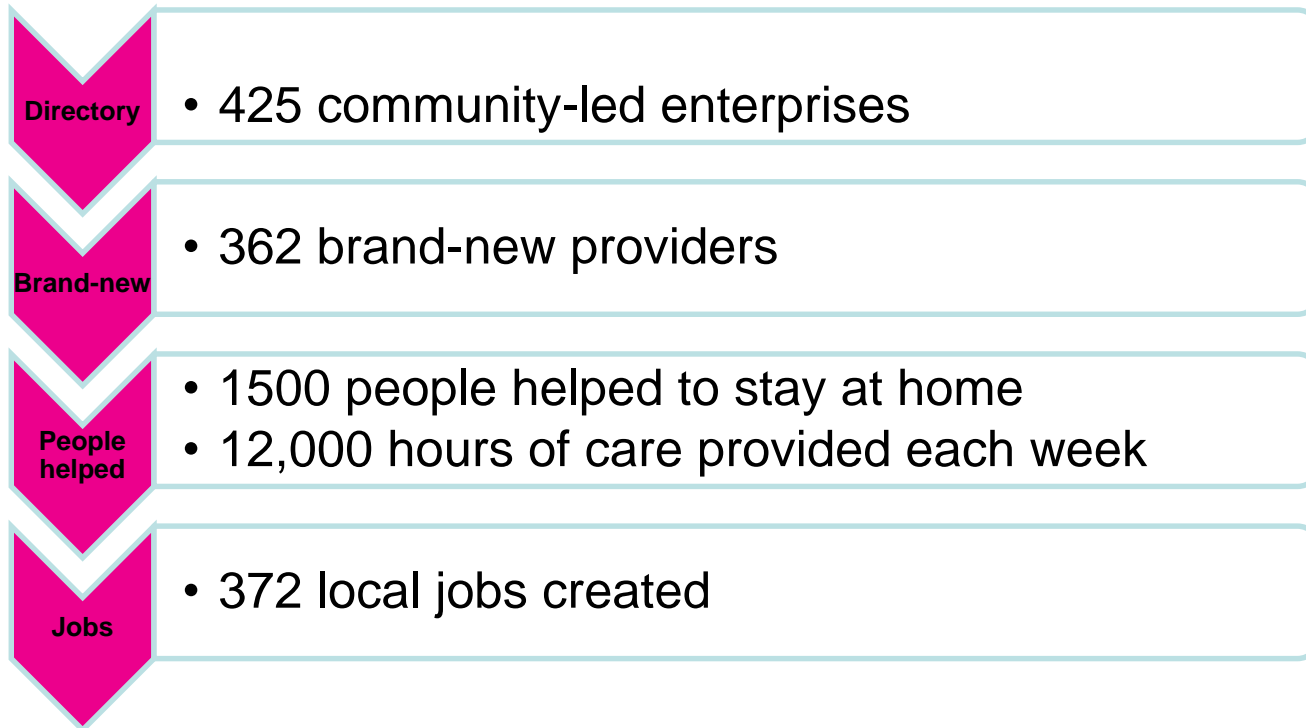
The Somerset story



Commissioning challenge

- West and South Somerset are the most rural areas of the county
- People living there have the highest average age in the country
- Traditional home care services could not offer affordable services – people were delayed coming out of hospital or went into residential care

After 4 years.....



What community-micro enterprises offer

- 58% offer personal care services, including complex care. This care is often provided alongside home help, domestic and social support.
- The remaining 42% offer home help type services

Impact

- Older people are well-supported at home by people from their neighbourhood
- Support is co-designed. Creative people on both sides of the care equation finding ways to do things differently
- People can work locally, earn an income and make a positive difference
- Commissioners, older people and families know good support is available. As a result people come home earlier from hospital
- More people choose to take a Direct Payment.
- People stay connected to their community, contributing and avoiding loneliness

Harnessing a new workforce

- 38% have no formal experience but want to make a difference
- 21% have formal experience in care and want to help people at times and ways that suit them.
- 33% have worked as an agency domiciliary care worker and want to offer care & support in a more personalised way.
- 7% have diversified an existing service to offer care at home

Cowboy carers?

- 80% of community micro-enterprises in Somerset are sole traders and unregulated
- Quality is addressed through an advice framework, personal development programme plus local accountability

But in addition..... we are exploring with CQC and Skills for Care

- A tailored learning programme appropriate to the size and simplicity of the organisation
- Approaches to regulation that support innovation but ensure accountability

**Technology helping to harness
community capacity so people
can live their lives**

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