

Slide 1: Helping communities unlock their capacity to care

Opportunities offered by community micro-enterprises

Pip Cannons

Chief Executive, Community Catalysts

Slide 2: Two perspectives

[Venn diagram showing the Commissioner perspective on the left, the provider perspective on the right and 'opportunity' where the two overlap]

Slide 3: Commissioner's Perspective

Step 1: recognising the problem

If you always do what you've always done, then you will always get what you've always got

(cartoon of a caveman offering a wheel to another caveman who is trying to push a laden cart that has square wheels, but who says 'no thanks – we are too busy' to the offer of a round wheel]

Slide 4: Commissioner's Perspective – Step 2 – Innovation

Local ownership – test and learn – rapid change

[photograph of a number of people talking around a table at an event]

“No rules – don't break the law and don't break the bank”

Slide 5: Commissioner's Perspective – Step 3 – The Concept

[picture of the community connect logo and the Somerset Micro-Providers logo . Photograph of people at a launch even for Somerset Community Connect. Poster with lots of pictures of individuals faces and text that says ' Releasing Somerset's Capacity to Care – Local people helping local people. Photograph of two people working together on a car.

Slide 6: Commissioner's Perspective – Step 4 – Demonstrate it works

- Graph showing the significant increase in the number of people have a solution at first contact (SD and Triage)
- Graph showing the significant reduction in the number of contacts that require formal assessment by locality teams
- Graph showing the reduction in new permanent placements 65yrs+
- Graph showing the marked improvement in delayed transfers of care (79% decrease)
- Graph showing the increases in the percentage of community based service users with a self directed support (including direct payments and personal support budgets)
- Photograph of a crowd of young people celebrating at an event

Slide 7: Commissioner's Perspective – It is a state of mind but there are somethings that can get in the way

- Cartoon that says 'innovation is a state of mind' and show two people with umbrellas. One is using his umbrella in the traditional fashion and the other has his umbrella upturned and is using it to collect rainwater to water a plant
- Cartoon of a three way sign post pointing towards spending, budget and savings
- Picture of a compass
- Picture of a clock
- Picture of a graph
- Clipart of the work 'risk'

Slide 8: A Providers Perspective

- Communities Care
- People Can
- Innovators Learn

Slide 9: Provider's Perspective – Choice and control

- Some people need support to help them to live their lives
- Having conversations about what matters and giving people control of the money is only half the answer
- People need real choice of a wide range of great local services and supports – not just social care and health services

Slide 10: Community Catalysts

What we do – Community enterprise and business development

Cartoon of a production line

- Community catalysts provide tailored support and advice to people, helping public sector bodies understand and address barriers
- This creates the conditions for community enterprise or businesses to flourish
- This is supported by:
 - Engaging with people
 - Publicising the need in an area
 - Offering people expert advice
 - Understanding the gaps in local care services and supports
- This allows people to set up their own enterprise or business to serve people in their community, developing
 - Brand
 - How support is offered
 - Values
 - Own pay and terms
 - Costs and charges
- This results in a customer contacting the enterprise or business of their choice
- Community catalysts brings enterprises or businesses together with a
- Collective voice
- Aggregated impact
- Peer support

Slide 11: The Bridge to Choice

Diagram showing community catalysts as the bridge from CONTROL (real market) on the left to CHOICE (diverse marketplace) on the right.

On the Control side of the bridge:

- People who need help to live their lives
- People understand what they want and need
- People have money to pay for the support they want

On the Choice side of the bridge:

- Local people are interested in providing services or support to other local people
- People know how to run a sustainable enterprise
- People understand the rules and know how to offer quality care and support

The bridge is made up of a number of under-pinning essentials

- People aware of different supports
- People who need it get help to make choices
- Advisers feel professionally safe to be creative
- Money can flow to the supports people choose
- Nothing stops people using the supports they choose
- People trust the supports they want to use
- People know what supports will be bought

Slide 12: Provider's Perspective – making a difference

- 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, health and care professionals, people and families know good support is available
- People are able to live independently in their own home for longer, help prevent hospital admissions and people come home earlier from hospital
- People stay connected to their community as contributing citizens (avoiding loneliness and isolation)
- Money is saved as the cost of care delivered by community enterprises is cheaper than home care agencies

Slide 13: Commissioner's and provider's perspective – Somerset Case Study – the opportunity of working together

- 867 community micro-enterprises providing 25,000 hours of care a week
- 728 jobs created
- 5,895 people using community micro-enterprises every week
- 40% increase in people taking a direct payment

Slide 14: More importantly – people like it

Spider diagram showing the customer feedback for micro-providers exceeds that for traditional domiciliary agencies on every

Slide 15: 2 Perspectives – Commissioning can ENABLE this...if you let it.

[Venn diagram showing the Commissioner perspective on the left, the provider perspective on the right and 'opportunity' where the two overlap]

Anything is possible. DREAM BIG, invest the time to rethink what is needed...

You are not starting from scratch. There will be lots of stuff already out there in your community that you can use as a foundation – CONNECTING is key

The good news is there is lots of EVIDENCE of what works, and lots of WILLING PEOPLE and organisations who can HELP

Slide 16: Thank you for listening! Any questions?

Slide 17: For further information

Pip Cannons pip.cannons@communitycatalysts.co.uk

www.communitycatalysts.co.uk

follow us on twitter @commcats