

COMMUNITY MICRO-ENTERPRISE

A photograph of two elderly women in a community setting. The woman on the left has short white hair, wears glasses, and a dark blue floral patterned top. She is smiling and clapping her hands. The woman on the right has short grey hair and wears a white sweater with a black and orange leopard print pattern. She is also clapping her hands. The background is slightly blurred, showing what appears to be a large room with other people and tables.

Giving people in local communities
choice over their care and support.

community
catalysts®

unlocking potential
effecting change

Why community micro-enterprise?

People tell us that traditional models of care don't offer what they want and need. For many, homecare is just a series of completed tasks, and day services are rarely aspirational. Lots of public sector organisations recognise the need to move to more creative approaches when:

- Large/private-sector providers dominate the local care marketplace.
- There are few genuine local choices of support for people with Direct Payments or who are self-funding their care.
- There isn't a self-employment or micro-provider route into the local social care workforce.

The benefits of community micro-enterprise

- 1 People get support that is personalised, relational and flexible – care that works for them.
- 2 Good flexible jobs are created, and money stays in local economies.
- 3 People have more choice of care and support.
- 4 People can get out more to try new things and to make new connections.
- 5 Community micro-enterprise development improves councils' Care Quality Commission (CQC) rating.
- 6 The approach results in cost savings and cost avoidance.
- 7 The model increases the uptake of Direct Payments.

How it works

Partnership

We partner with councils typically for a two-year initial period to develop community micro-enterprises.

Diagnostic

To begin, we undertake a diagnostic to understand the local demography, geography, structures assets and social care challenges.

Recruitment

We then recruit a local person with the right skills, experience and knowledge as project coordinator (Catalyst), responsible for finding, linking with and supporting local people to set up a community micro-enterprise.

Change Group

A Change Group of key stakeholders is established to aid decision making, embed community micro-enterprise in local systems and consider legacy. Project plans and communication strategies are written.

Doing It Right

Catalysts use an established toolkit and approach to mentor, advise and nurture local people through a development programme, underpinned by the Doing It Right Standards. This ensures community micro-enterprises are safe, legal and sustainable.

Small Good Stuff

The entrepreneurs can then form part of a local network and market their offer on a local [Small Good Stuff](#) page. People looking for care and support can see the availability of community micro-enterprises, and can read and leave reviews.

The evidence it works

Separate pieces of research undertaken by the University of Birmingham and the New Economics Foundation found that community micro-enterprises can be well placed to deliver support that:

- Generates positive outcomes for people drawing on care and support and for their families.
- Contributes to wider social and economic policy priorities.

You can read these pieces of research alongside a business case for investment and other impact case studies [on our website](#).

Our stories of impact



[View the stories](#) of the difference community micro-enterprise makes to people's lives.

Contact



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