

Supporting the development of rural community care enterprise A case study

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CEO Community Catalysts**

community**catalysts**
unlocking potential **effecting change**

The vision

Supporting people to get the
help they need to live life
their way

Community Catalysts

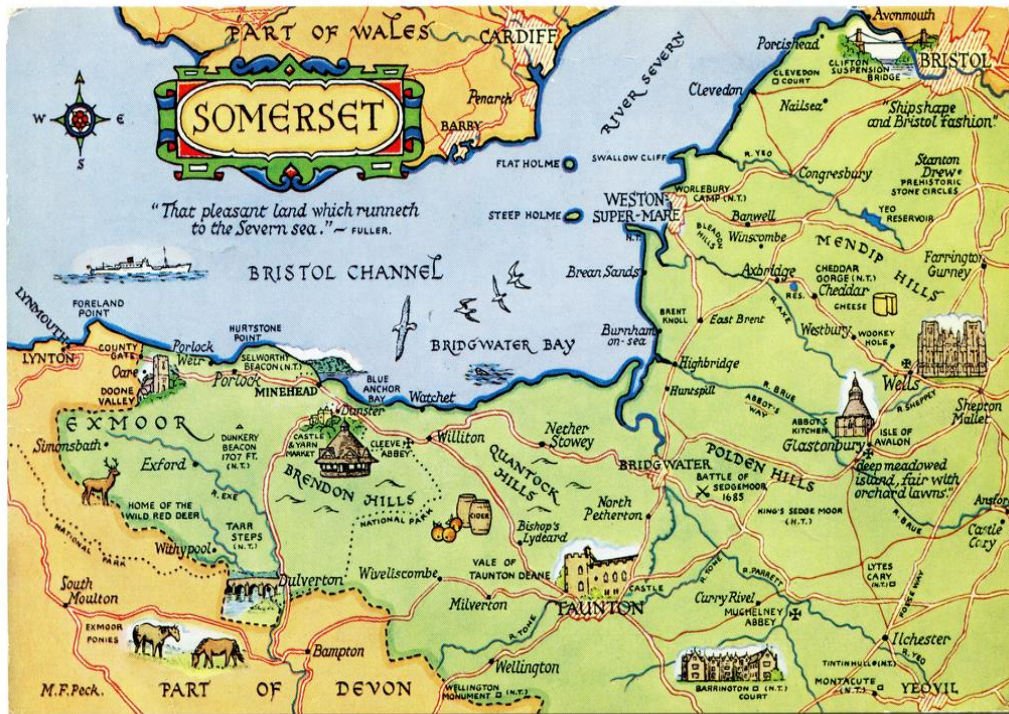
- A Community Interest Company established in 2010
- Works across the UK through local partners, using a tested model that works at scale
- Helps harness the talents and imaginations of people and communities
- Aims to make sure that people wherever they live have real choice of the great services and supports that will help them live the life they want
- Since 2010, has worked in nearly 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

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

Commissioning support for community home care enterprise in West and South Somerset

- Initial 2-year contract with Community Catalysts
- Focus on care at home for people in West and South Somerset
- Local catalyst working through local communities to identify enablers and people keen to make a difference
- Systematic action to tackle cultural and systems barriers
- Information about community enterprise solutions available to people looking for support and services

After 3 years.....

Directory

- 223 community-led enterprises

Brand-new

- 179 brand-new providers

People helped

- 900 people helped to stay at home

Jobs

- 245 local jobs created

Heather at Home



- Heather is a mental health social worker
- Community Catalysts helped her set up a home help and support service in the small town of South Petherton

I had just moved jobs and started working with older people with mental health issues and was shocked by the lack of community services for them...It got to the point where I dreaded visiting people because I knew the supports that they needed were not there and for me that is not what social work is about. So that got me thinking about what I can do...

Sharon Walker

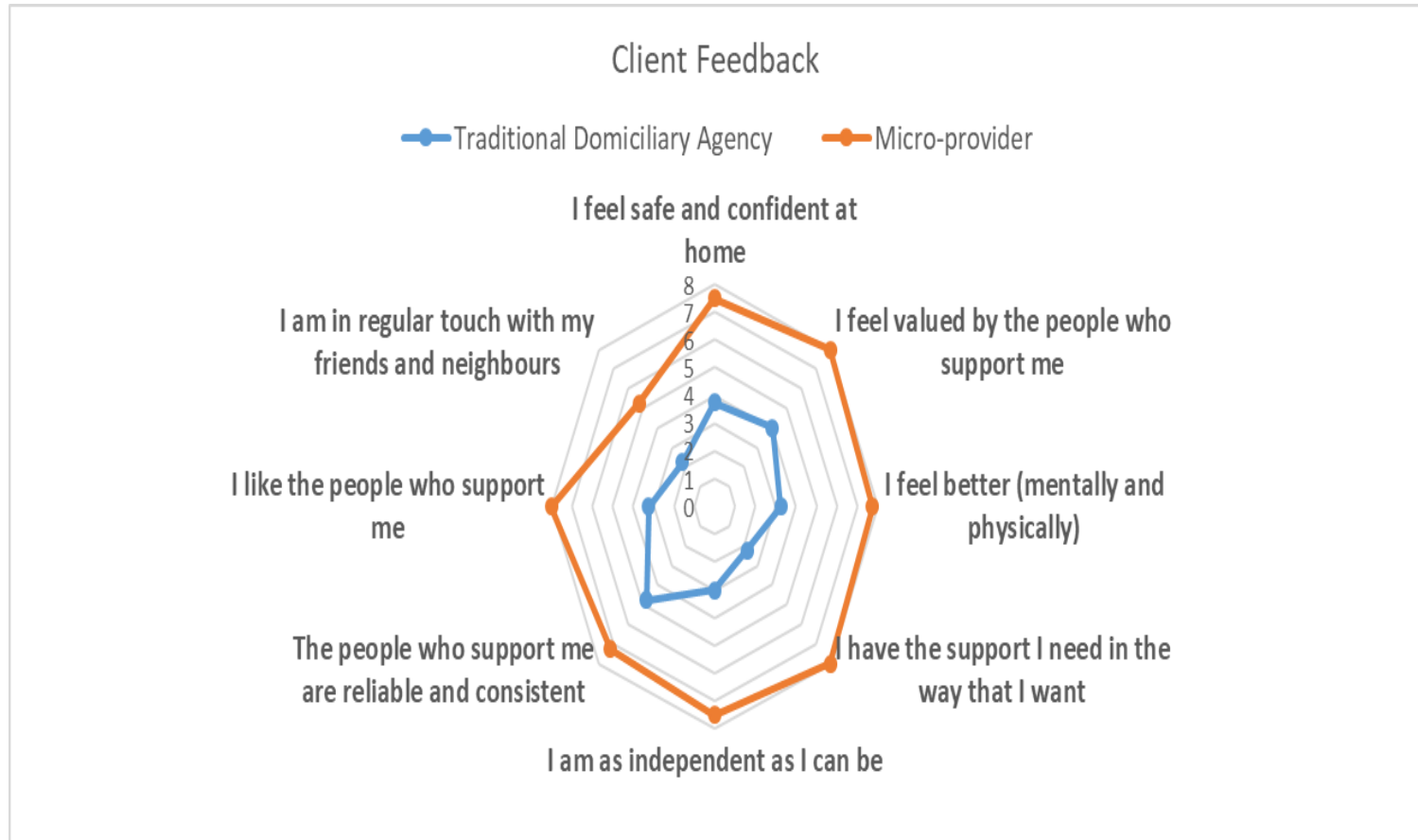
- Has a lot of experience working in traditional care services
Took a career break to look after her mother in law
- Profoundly affected by the experience of delivering person centred care.
- Supported from Community Catalysts to set up Care4U
- Provides highly personalised, flexible and consistent support to older people in Sharon's Somerset village.

'I can organise my time so that people can get what they want at a time that suits them, it gives me the freedom to work around their family...'

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

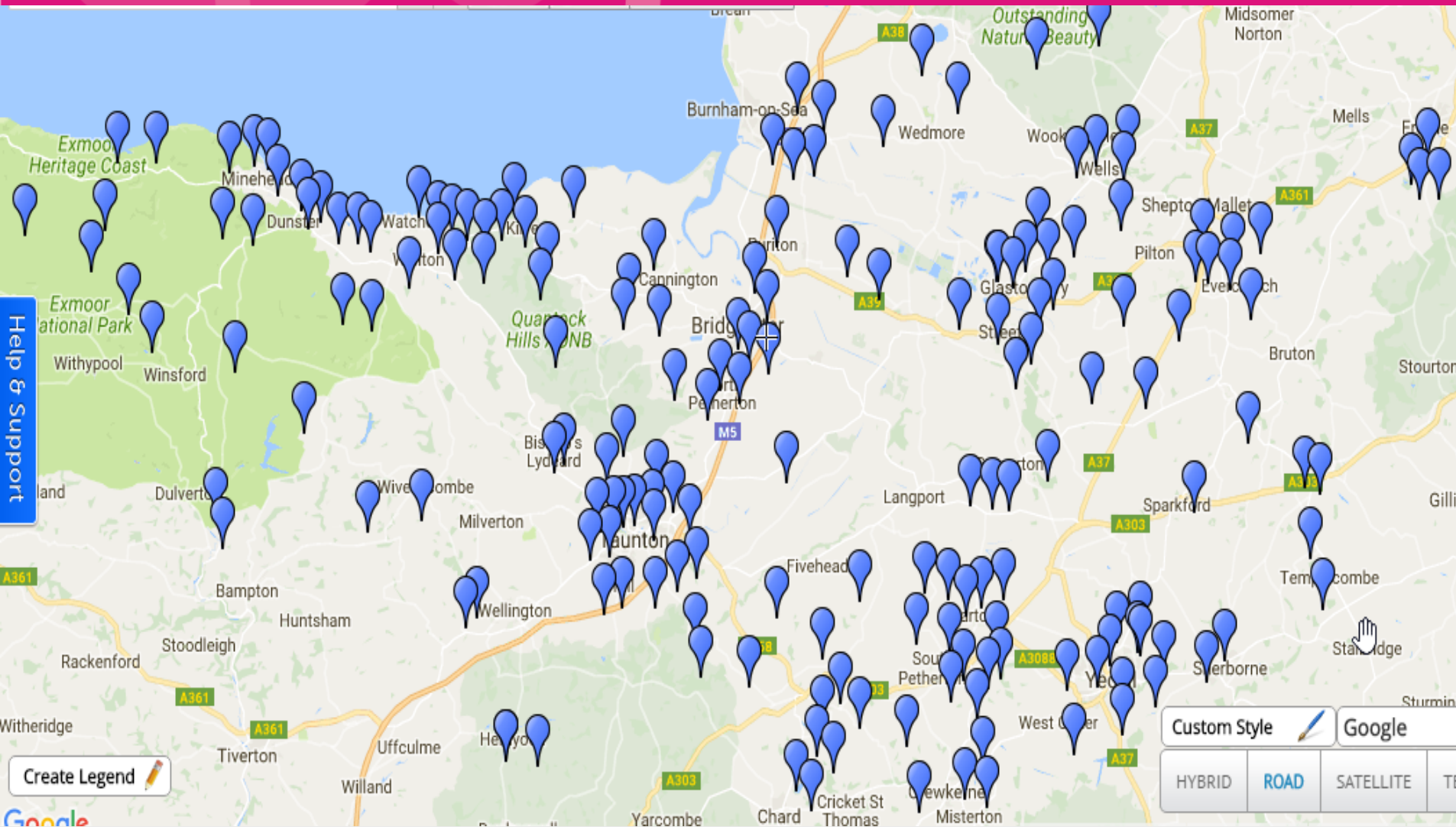
Impact on people's lives



Gerry wanted to die at home. This was only possible with the support of micro-providers. They gave us the opportunity to take control of his care without the stress. They come at times to suit us, are local, they do exactly what they are supposed to do plus more. They go that extra couple of miles and we love them to bits.... We had a provider who takes us to appointments, we have even had providers sleep on an airbed on the floor in an emergency. I can't explain the difference this made. They are more like friends now.

**Wife and
carer**

Micro-providers in Somerset



Connecting them to each other

Micro-enterprise Network Somerset

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Taunton, United Kingdom

Founded Oct 26, 2015

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Micro-providers 87

Group reviews 5

Upcoming Meetups 2

Welcome!

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[Upcoming 2](#)

[Past](#)

[Calendar](#)

Taunton Deane Provider Meet-up

The Coal Orchard, Taunton
30-32 Bridge Street, Taunton ([map](#))



Meet up for all community micro-providers in Taunton Deane. Chance to share contacts, experiences and best practice. Informal peer-support with no agenda. [LEARN MORE](#)

Hosted by: [Rhys Davies](#) (Organizer)

Wed Jun 1
5:00 PM

[✓ I'M GOING](#)

8 going

1 comment

Free Frailty Workshop (Care Focus & CCG Hosted)

[Primary Care, Taunton, Shapton Mallet, Yeovil](#) [Need a date?](#)

What's new



[MORE](#)

 **NEW MEMBER**
[Marieta Johnson](#)
joined
3 days ago



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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

What community-led 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

Ensuring quality

Quality is addressed through an advice framework plus local accountability

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

- Formally mapping the advice framework to key lines of enquiry
- A tailored qualification appropriate to the size and simplicity of the organisation

Good commissioning

- Project part of whole system transformation
- Strong consistent senior leadership gave permission for a different focus on strengths not deficits, managed anxiety, removed fear of failure and protected front-line workers from blame
- Commitment to necessary culture and systems change
- Courage to make direct payments widely available and provide information about community-led solutions
- Careful innovative thinking about quality and risk



Thank you

For more information contact:

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