

Community led approaches to care and support at home

Angela Catley

communitycatalysts
unlocking potential effecting change

Community Catalysts

- A social enterprise and CIC established in 2010
- Works across the UK in partnership with local councils, health trusts, community groups and provider organisations
- Believe passionately in social innovation
- Nurtures what works; challenges what doesn't and finds real, workable alternatives
- Harnesses the talents and imaginations of people and communities
- Aims to make sure that people wherever they live have a real choice of great services and supports

The issues

- Everyone recognises that social care systems are not always person centred – don't work well for all the people all the time. We want and need to do different – but how?
- Government committed to integrating health, social care and community activity but this is a challenge in practice
- Money is tight and getting tighter – how to do more for less
- Alongside personal care needs older people are vulnerable to social isolation due to loss of friends, mobility or income - can have a detrimental effect on health and wellbeing and huge implications for them and society (financial and social)
- People sometimes viewed only as a bundle of (expensive) needs - their assets and talents ignored

Homecare and help at home

- A focus on physical needs rather than helping people live their lives
- Providers under pressure
- Areas not covered, individuals not supported
- Rushed visits and stressed workers
- High turnover
- No time for compassion, companionship or creativity
- Contracts 'handed back' to councils
- Blockages in the system (with awful impact on people)

*'If you do what you've always done,
you'll get what you've always gotten'*

Anthony Robbins

**So to get something different there
is a need to DO something
different**

What could be different?



Harnessing the power of people and communities – local people helping other local people

Our approach to community micro-enterprise development

- Developed over 8 years in almost 50 areas of the UK
- Releases the capacity of local people to care
- Builds on people's connections, their knowledge and love of their local community
- Proven model that works at scale
- Works with (not against) existing community structures and organisations
- Central expertise combined with a local presence
- Works with public sector bodies to understand what needs to change (culture, systems and pathways) and then help to implement those changes
- Can be used to address a range of health or care challenges

Community Catalysts



Help public sector bodies address barriers

Creates the conditions for community enterprises to flourish



Understands gaps in local care services



Publicises the need



Engages enterprising people motivated by:
- what is needed
- love of community
- chance to contribute



Expert advice to people who respond



Brings enterprises together

People set up their own enterprise to serve people in their community

Each enterprise defines



Brand



How service is offered



Own pay and terms



Values



Cost of service



Customer or referrer contacts enterprise of their choice



Collective voice

Aggregated impact

Peer support

Somerset Community Micro-enterprise Project

- West Somerset has the oldest average age in the UK and is very rural
- Pressures of finding quality care and support to a growing number of people with decreasing resources
- Project focus on home based care and support for older people – more variety, choice and capacity
- Employed local catalyst gaining expert support from central team and strong peer network

355 enquiries

**Directory of 210
micro-providers**

**Outcomes in
30 months**

**153 brand new
micro-providers**

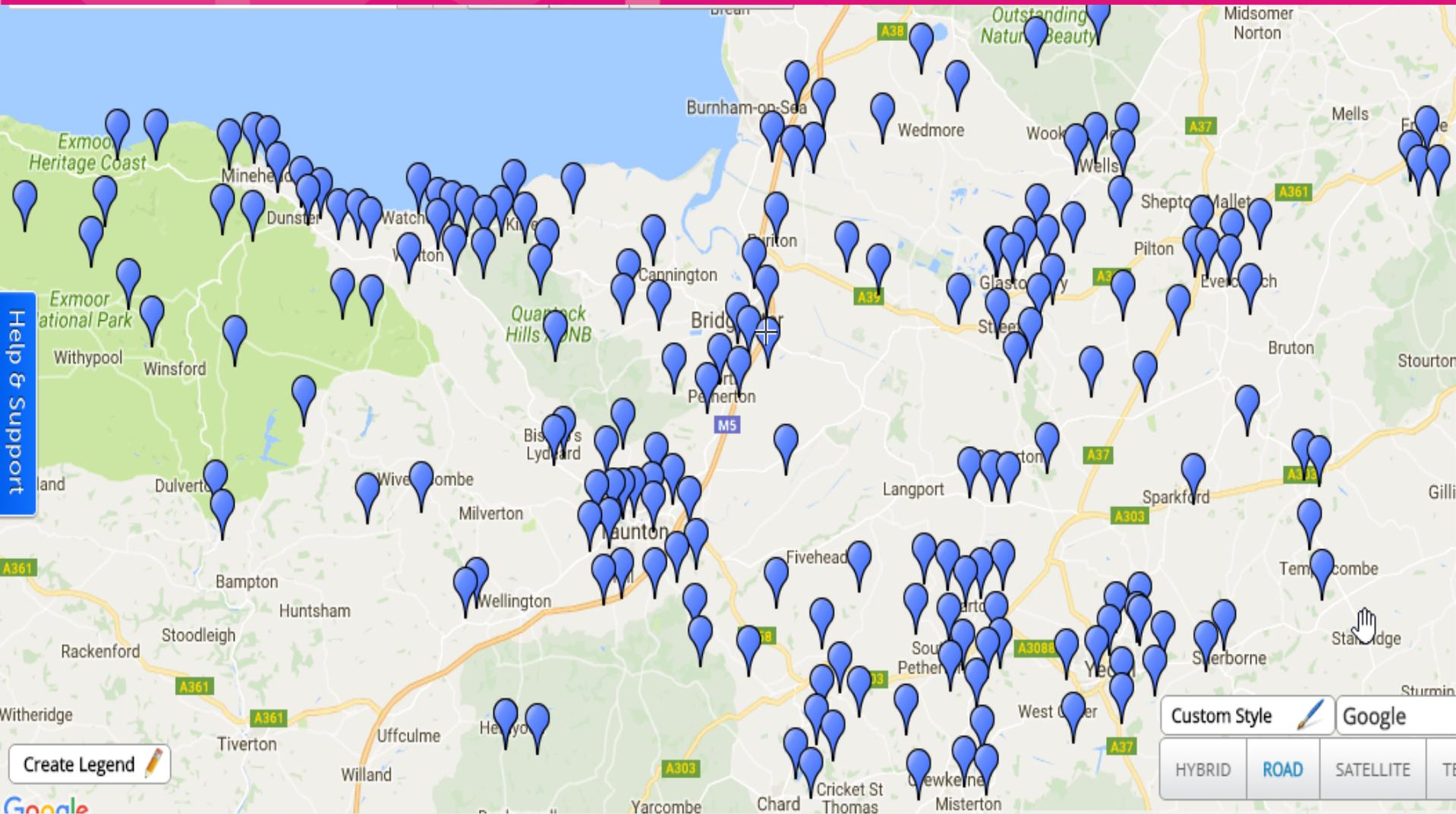
**40% increase in
people taking a
Direct Payment**

180 jobs created

**600 people now
using micro-
services**

**Outcomes in
30 months**

Micro-providers in Somerset



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...'

Connecting them to each other

Micro-enterprise Network Somerset

Home Members Sponsors Photos Pages Discussions More ●

Group tools  My profile



Change photo

Taunton, United Kingdom

Founded Oct 26, 2015

About us...

Invite friends

Micro-providers 87

Group reviews 5

Upcoming Meetups 2

Welcome!

+ SCHEDULE A NEW MEETUP

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)

Drumpton, Taunton, Shipton Mallet, Yeovil, Needon, etc.

What's new

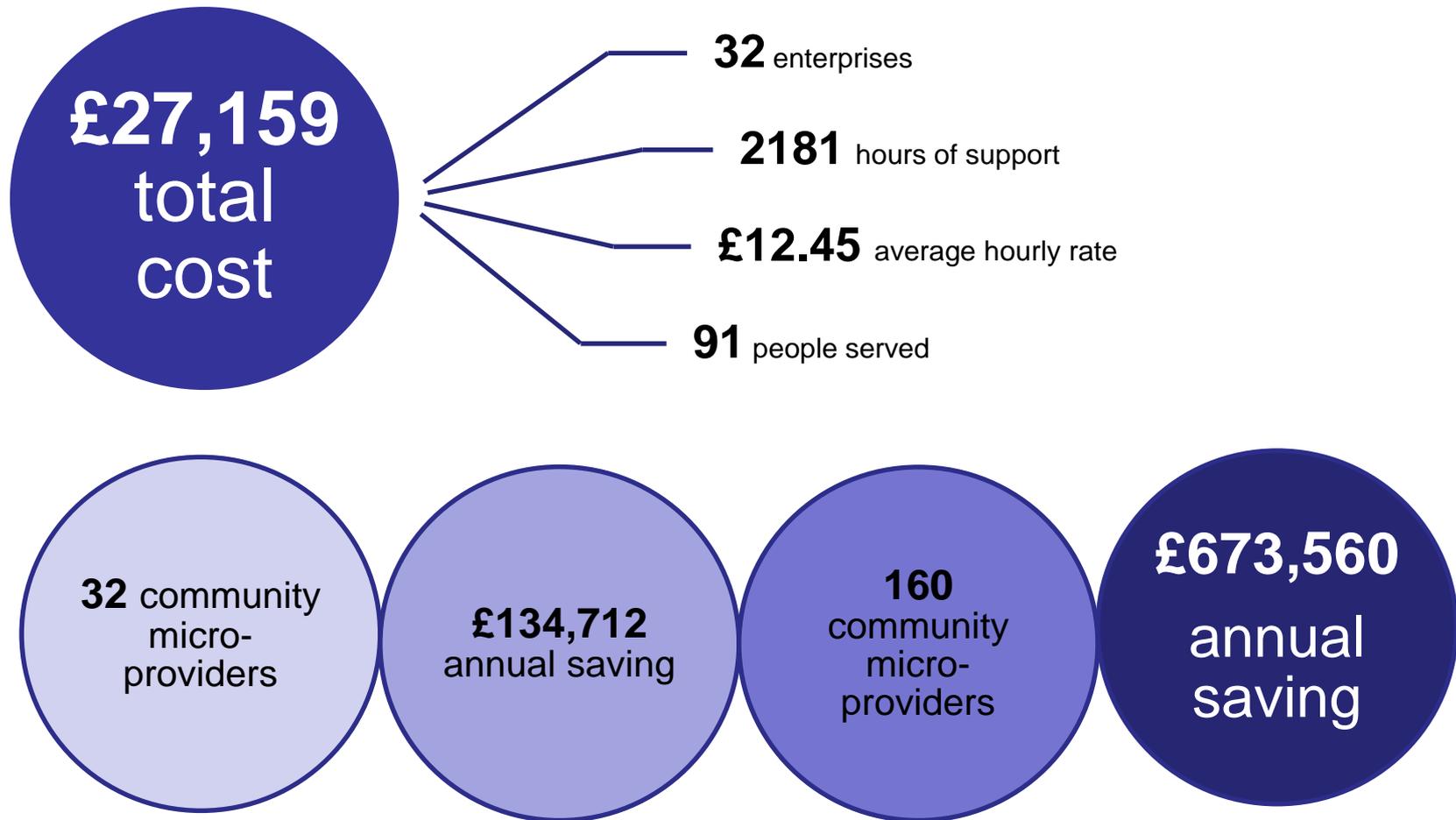


MORE

NEW MEMBER
Marieta Johnson
joined
3 days ago



25 % Savings on Traditional Models



*Based on a survey of 32 community providers in West Somerset.

Case study 2 - Food challenges

- People unable to shop for ingredients or safely cook a meal
- Growth in meals delivery services – frozen food to be microwaved
- Homecare staff often help people to prepare these ready meals
- For some people this works well but others dislike this type of food or it does not meet their dietary or cultural needs
- Potential to look at the challenge differently? Getting the same or better outcomes in a different way



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Casserole Club

Helps people share home cooked food with others in their area who can't cook for themselves

- Sign up as a cook
- Find other cooks - search to see who else has signed up
- Safety – criminal record check, and food hygiene quiz
- Find a diner - search for people looking for a home cooked meal
- Arrange a meal - send a message to a diner
- Once you've decided what to cook and found a convenient time, deliver the meal to your diner's house

Potential positive side effect - forges connections and busts isolation



“The informality of Casserole Club makes it work. Pam lives about 5 minutes from me. She’s very chatty and we have a laugh. She likes my pork, apple and apricot casserole.”

Maggie

[Join the community on Facebook](#)

Making a difference to real people

70%

of those receiving meals count their volunteer Cooks as friends.

80%

of those receiving meals wouldn’t have as much social contact without Casserole Club.

90%

of our volunteer cooks would recommend Casserole Club to a friend.

Other examples

- Takeaway approached to offer a smaller, cheaper older persons meal and a delivery service
- Local pub running a lunch club and pub regulars enlisted to help transport people there
- Gardening service that helps a person with dementia to garden their own garden – giving their spouse a break, keeping active and getting the garden done

Conclusions

- Person centred approaches are good for people and their community (and are often cheaper)
- There are other ways to help people at home – in addition to or instead of traditional approaches
- With the right help local people in communities can help to solve strategic problems at scale they:
 - Create real choice of personalised services and supports – good for people and also good for (blocked) services
 - Integrate naturally - from the citizen and community up
 - Are imaginative and creative
 - Create jobs and volunteering opportunities
 - Increase the take up of Direct Payments
 - Cost the same or less

For further information

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