

Local model	Community micro-enterprise development programme	Contact	Jane Smith at xxxxxxxxxx	Strengths based (person led)	
				Assets based (community led)	Assets
				Both	

Description of model	2-year project in [your area] which is 14 months completed. Covers the whole of [your] area. Finding local people who are interested in setting up micro-enterprise to offer care or support to the people of [named place]. Anyone can become a micro-enterprise, in any area of [named place]. Building people's confidence, skills, resilience and capacity to run their own enterprise and be a care or support provider. Can support community members for as long as they need. Have a defined pathway and process for people but this is flexible and can take as long as it takes. Help local people to help local people so the enterprise leaders are often invested in their community, driven by altruism and a passion to make things better for people in their locality. Have a local forum and peer support network to bring people together.
Funders	[Your area] Council

Networks/forums the programme or its leads are part of	<ul style="list-style-type: none"> • Age Friendly [named place] • Community Links Project Group • Practitioners Forum - people from connecting and community capacity building roles come together
--	---

Find	Learn about community assets	Plan	Create and connect
<p>Advertise the offer and people can make contact with Jane directly – ring, email, text.</p> <p>Jane is also based in the library twice a week and people know they can drop in to meet her there.</p> <p>Would also actively seek people out – use Facebook, Linked In and other social media to publicise the programme. Puts flyers around the City.</p> <p>Develops strong networks formal and informal to encourage word of mouth contact.</p>	<p>Every micro-enterprise development programme starts with a formal diagnostic which involves scoping of local assets and key people. Spent time getting to know key people, having conversations and learning what was happening in [named area] – its assets and gaps.</p> <p>Jane makes herself available for conversations and informal connections and uses these to share the possibility of developing a micro-enterprise and find allies to get them to do the same.</p> <p>Conversations with people to explore their ideas and aspirations. Develop trust and really engage with the person/people. They know what they have to offer and it's all about seeing their passion and helping them to develop their ideas. Invest in people and help them to be successful</p> <p><i>'letting them realise how good they are' 'they have to know that they can do it or it won't be sustainable'</i></p> <p>Can give as much time as people need. Would meet people face to face or communicate using email or phone – led by people.</p>	<p>Not community plans but individual plans that have links to and impact on community. Some individuals are driven by a wish to make community impact and have allies in their area who want to the same.</p> <p>Would connect people with others in their area to help them develop their network and ensure their plans are more successful</p>	<p>No money available but does signpost people to sources of funding</p> <p>Is willing and able to help a small group of local people or a local organisation who have a community-rooted enterprise idea. Would offer direct help and advice and also signpost people locally</p> <p>Would and could link different enterprises and initiatives to support collective action.</p> <p>Micro-enterprises are linked up on a what's app group and meet up to share good practice and support each other.</p>

Additional information	<p>Networks and partnerships are key. There is a lot going on across the city and there are really strong connections across sectors and agencies</p> <p><i>'Its all about people. Establishing those trusting relationships and working together is what drives it to be successful'</i></p>
------------------------	---