

# Micro-Care: A new approach to support in Councils

Questions	Explanations
<p><b>Why the need for the project?</b></p>	<ul style="list-style-type: none"> <li>• Flintshire, like many other authorities has been experiencing difficulties in accessing an adequate supply of domiciliary care to meet the rising demands from an ageing population.</li> <li>• Care agencies are struggling to recruit and retain staff.</li> <li>• A feasibility study carried out by Social Firms Wales has identified opportunities to expand the supply of care by encouraging the growth of small local micro-care organisations.</li> <li>• A number of English Local Authorities have been successful in increasing the supply of care using this approach.</li> <li>• We have strong community spirit in our towns and localities which we can harness positively.</li> <li>• Welsh Government see this as a really important way of providing a more balanced care market.</li> </ul>
<p><b>How do we define Micro-care?</b></p>	<ul style="list-style-type: none"> <li>• <b>Micro</b>-entity with up to 5 employees</li> <li>• <b>Care</b>-Personal care or well-being related services</li> </ul>
<p><b>What are the aims of the project?</b></p>	<ul style="list-style-type: none"> <li>• To support /develop /grow a number of MC enterprises that will expand the supply of care in Flintshire and offer greater choice to people assessed as needing domiciliary care.</li> <li>• To put in place procedures for us to be able to purchase care directly from MC enterprises.</li> <li>• To help enterprises publicise their services to the community at large, who may then purchase services privately or via their Direct Payment</li> </ul>
<p><b>Target groups who will benefit from MC:</b></p>	<ul style="list-style-type: none"> <li>• People assessed as requiring domiciliary care support</li> </ul>

<p><b>How will the project be delivered and timelines?</b></p>	<ul style="list-style-type: none"> <li>• We have been working for 9 months with a board established, chaired by CEO and supported by CO. We have the advantage of expertise of all key partners including: FLVC, Cadwyn Clwyd, Social Firms Wales, The Wales Cooperative Centre &amp; Officers across Wales.</li> <li>• We have 2 MC Development officers who have started in September, working full time on delivering the project until June 2021.</li> </ul>
<p><b>What is the role of the MC officers?</b></p>	<ul style="list-style-type: none"> <li>• To promote and support the development of Micro-care enterprises.</li> <li>• To develop the support networks potential MC's will need to succeed.</li> <li>• To act as the central support or focal point for the aspiring MC enterprises through their growth.</li> </ul>
<p><b>Where do you expect to recruit MC's from?</b></p>	<ul style="list-style-type: none"> <li>• People currently working within the care sector</li> <li>• Informal carers</li> <li>• Community activists</li> <li>• Unemployed, people looking for a career change</li> <li>• Graduates</li> </ul>
<p><b>Progress to date:</b></p>	<ul style="list-style-type: none"> <li>• Have funding from Cadwyn Clwyd &amp; waiting on outcome of WG bid</li> <li>• Engaging directly with a number of interested individuals</li> <li>• Attended Care Week to promote Micro-care</li> <li>• Held meetings with stakeholders and mapping exercise underway</li> <li>• Developed processes to manage the project</li> </ul>
<p><b>What we would like from you:</b></p>	<ul style="list-style-type: none"> <li>• Your ideas and suggestions as to how to contact and work with people in your communities</li> <li>• Your suggestions as to how we can develop the service.</li> </ul>