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

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| **Why the need for the project?** | • 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.  
• Care agencies are struggling to recruit and retain staff.  
• 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.  
• A number of English Local Authorities have been successful in increasing the supply of care using this approach.  
• We have strong community spirit in our towns and localities which we can harness positively.  
• Welsh Government see this as a really important way of providing a more balanced care market. |
| **How do we define Micro-care?** | • **Micro**-entity with up to 5 employees  
• **Care**-Personal care or well-being related services |
| **What are the aims of the project?** | • 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.  
• To put in place procedures for us to be able to purchase care directly from MC enterprises.  
• To help enterprises publicise their services to the community at large, who may then purchase services privately or via their Direct Payment |
| **Target groups who will benefit from MC:** | • People assessed as requiring domiciliary care support |
| **How will the project be delivered and timelines?** | • 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 & Officers across Wales.  
• We have 2 MC Development officers who have started in September, working full time on delivering the project until June 2021. |
| **What is the role of the MC officers?** | • To promote and support the development of Micro-care enterprises.  
• To develop the support networks potential MC’s will need to succeed.  
• To act as the central support or focal point for the aspiring MC enterprises through their growth. |
| **Where do you expect to recruit MC’s from?** | • People currently working within the care sector  
• Informal carers  
• Community activists  
• Unemployed, people looking for a career change  
• Graduates |
| **Progress to date:** | • Have funding from Cadwyn Clwyd & waiting on outcome of WG bid  
• Engaging directly with a number of interested individuals  
• Attended Care Week to promote Micro-care  
• Held meetings with stakeholders and mapping exercise underway  
• Developed processes to manage the project |
| **What we would like from you:** | • Your ideas and suggestions as to how to contact and work with people in your communities  
• Your suggestions as to how we can develop the service. |