

Creating a strong future role for Supported Business

BASE Conference
Manchester
November 2016

Presenters

- Supported Business Alliance
 - Jeremy Robinson – CEO, CLARITY
 - Richard Welfoot – CEO, Merthyr Tydfil Institute for the Blind (MTIB)
 - Peter Keeley – General Manager, Industrial Services Group
- Social Enterprise UK
 - Liz Minns – Membership Manager, SEUK
- BASE
 - Mel Walls – National Supply Chain Manager (Supported Businesses), Shaw Trust

Agenda

Section 1 – Shaping the Future	2.30
Section 2 - Building a (Supported) Business	3.05
Next steps	3.30

Section 1

Shaping the Future

- Supported Business Alliance overview
- SBA Activity
- Breakout activity questions

2014 BASE Conference

Taking control: Stronger together

Isolated

Lacking a distinct voice

Frustration at being ignored

Belief in the potential of Supported Business



The Supported Business Alliance

The Alliance: our principles

The Alliance believes that ALL disabled people should have the opportunity of sustained employment regardless of the complexity of their barriers.

The Alliance believes that Supported Businesses provide a valuable option for some disabled people in the achievement of this overall objective.

The Alliance: shared values

Shared core values:

- Real jobs
- Holistic support
- Independence
- Peer-to-peer support
- Commercial
- Changing perception
- Innovation
- Sustainability



SBA Activity 15-16

- Ministerial Engagement
 - Site Visits & Events
 - Iain Duncan Smith, Justin Tomlinson, Rob Wilson
 - Caxton House
 - Iain Duncan Smith, Justin Tomlinson
- DWP
 - Site visits
 - Hugh Pullinger, Kevin Keenan, Justin Russell
 - Caxton House Roundtable

(Possible) Policy Steers

- Recognition that many SBs already deliver an effective ILM
- A job with a SB could be a legitimate end outcome
- Interest in localised services
- Potential for an apprentice type model
- Ongoing support for “legacy” employees
- Most SBs will close/significantly restructure without employment service fee income, leading to high job losses
- Don't want another Remploy situation
- Access to Work the favoured funding organisation

Access to Work

- Legitimate concept
- New stream required
- Sampling exercise
 - CLARITY experience
- Funding to be based on “equivalence”

DWP Submission 2014-15

- 2014: “The Value of Supported Business”
 - Changing perceptions
 - Securing Protected Place Funding in Work Choice extension
- 2015: “Closing the Gap: The Future of Employment Services for Disabled People”
 - Moving specialist employers to the centre of delivery
 - Introduced concept of a “hub” – SDES Centre
 - Fast job entry
 - Widening the delivery market

DWP Submission 2016-17

- Collaborating with BASE – Martin Davies
- DWP request for a Proof of Concept project in Home Counties region involving:
 - Work based assessment
 - Work experience
 - ILM
 - A2W for new entrants
 - Purchasing via JCP
 - A wider delivery base

Progress?

Isolated

Lacking a distinct voice

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Belief in the potential of Supported Business



The Supported Business Alliance

Breakout Activity 1

1. What would be the key activities of Work Based Assessment and Work Experience Programme?
2. Could a specialist apprenticeship for disabled people be valuable? Would it be better to be industry specific or general?
3. What would be the advantages and disadvantages of contracting with DWP via a single Supported Business “Prime”?
4. Access to Work may be used assess the level of support required in “mainstream” industry. What additional support activities are delivered by SB’s and should they be chargeable?

Section 2

Building a (Supported) Business

- Collaboration
- Development Opportunities
- Branding
- Breakout activity questions

Collaboration

- We wear many hats!
- Social Enterprise UK – a potential partner
- [Buy Social](#)

Business Development Opportunities

- Digital Mums
 - Social enterprise social media company
- Civil Service “Fast Stream” programme
 - 6 month placement scheme
- On Purpose
 - Social enterprise leadership development programme

Branding

- **Q:** What is a brand?
- **A:** Any **brand** is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or name, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

www.persuasivebrands.com

Changing Perceptions

- “Like Remploy?”

- SBA marketing

Website - www.discoverthepotential.org

Twitter - @SupBusAlliance

LinkedIn – Support Business Alliance

Breakout Activity 2

5. “Supported Business” is an inaccurate and misleading name. Given the range of business that could be involved in the future, is there a better name? Are there any disadvantages of a name change?
6. What are the challenges to overcome in collaborating with other types of organisations? How could they be overcome?
7. Are there other sources of innovative business development resource? How best should ideas and opportunities be shared in the future?
8. Should all Supported Businesses be encouraged to develop similar progressive employment models, or is a 2-tier system acceptable?

Next Steps

Gathering together of ideas

Planning the Proof of Concept project

Engaging with members

Making new political connections

Linking up with potential partners

.....any more?

Please forward ideas to info@discoverthepotential.org



**Thank you for attending and for your
contribution today**

Agenda & Timings

Section 1 – Shaping the Future	2.30
1. Supported Business Alliance	2.30
2. SBA Activities	
3. What we can offer	
4. Group activity - 10 minutes / 10 minutes feedback	2.45
Section 2 - Building a (Supported) Business	3.05
1. Development Opportunities	3.05
2. Branding	3.05
3. Collaboration	3.10
4. Group activity – 5 minutes / 5 minutes feedback	3.20
Next steps	3.30