

MIENTERPRISE

Community Interest Company



Thelma's scarf

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- A social enterprise set up to support people disadvantaged in the labour market to:
- Plan, set-up, run and develop micro businesses
- as a very flexible route into employment
- **Supported self-employment**
- We are limited by share and operate as a marketing co-operative. We are a mutual.

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- We started working with learning disabled people
- Self employment was almost non existent as an option and yet is very flexible
- Now getting a lot of interest 'cross silo'
- Designed for personalisation and outcomes based
- Work closely with JCP. GAL & Jobs First - BIS funding.

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- Started in Herefordshire
- Involved a lot of wheel invention!
- Started attracting interest and we are now replicating the model in at least a further 8 sites across the UK
- Other interesting applications of the model being considered
- So why self-employment?

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- Very flexible. Pace, scale, range
- Does not require major sudden changes
- Can work well for people with higher support needs
- Can engage people in local economies
- Families and others can engage positively through the business
- Adds a further option

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- **Specific issues supported self-employment raises**
- Welfare benefits issues. Fluctuating earnings, what are earnings?, reporting, SPW, growing businesses.
- Tax. Employment status. Returns.
- Capacity.
- Access to resources, stock, tools, equipment, spaces, etc.....

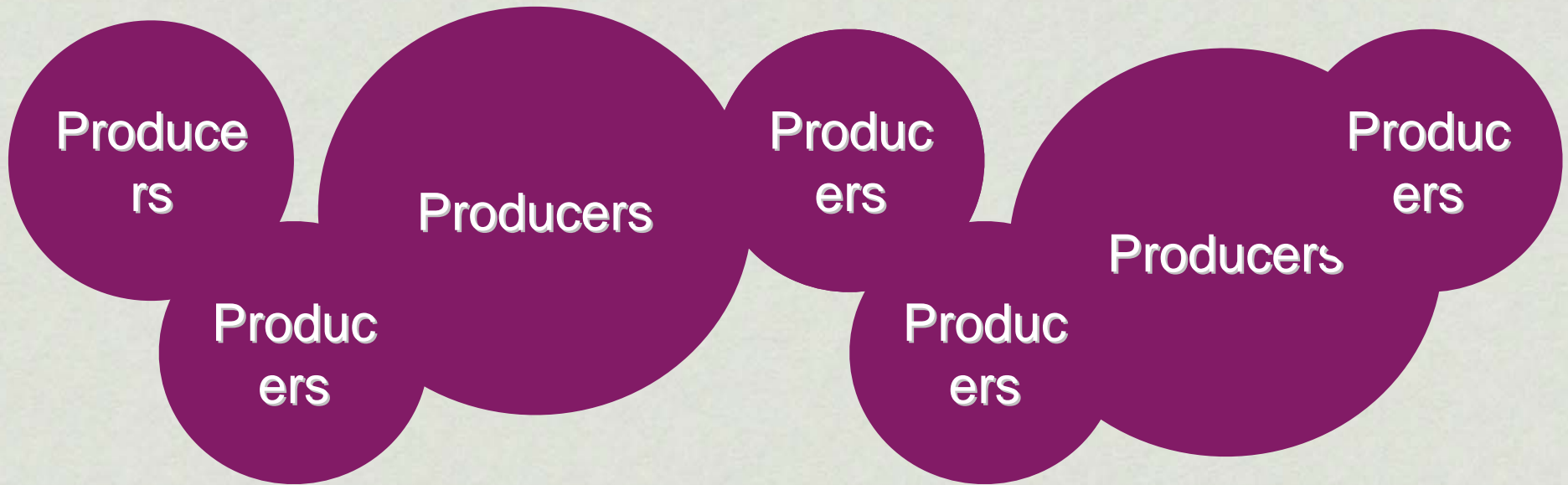
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- Misconceptions about risk.
- Recognising the potential value, in non financial terms, of any size of business.....
-but having ambition too.
- A one-stop solution.
- Creating the means to overcome business disadvantages.

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- Being a marketing co-operative and a mutual is a very important aspect for us
- It 'feels' right
- It means we can be very supportive and proactive on our members behalf
- While not affecting their employment status
- Works like the French wine industry

It works like the French wine industry



Marketing co-operative
miEnterprise



miE. David's Market.



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- **What sort of micro businesses?**
- Still early days but so far:
- A bookseller, a micro market, grounds maintenance, fruit pies, an artist, victoria sponge maker, livery services, ice cream, weaving and jewellery, tray bakes, sheepoms

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- **So what can we do as a marketing co-op?**
- Look for and develop market opportunity
- Directly market and sell our member's products
- Negotiate and broker bulk deals
- Link our members locally
- Offer members a range of services inc financial
- We can purchase equipment and hire it out, etc

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- We realised that there was significant potential in this growing national community
- If we could link the sites and individual members then we could enable much more
- And help our members not only overcome some of the disadvantages they faced but also give them some commercial advantages too

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- Recent developments in web technology makes this possible
- We are now building the miEWeb platform
- Which includes a knowledge base, forums, web based accounting, erm, a virtual high street and other online trading
- And the capacity for members to share business and product ideas and support each others businesses

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That was a very brief overview

**Thanks for listening and....
Any questions?**

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