



Self employment and small business ownership

BASE Conference 2015

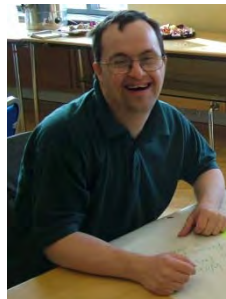
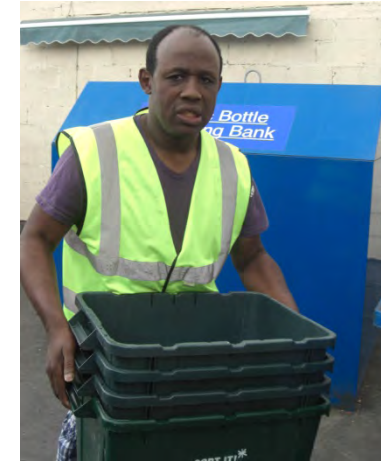
Keith Bates

Head of Employment

Foundation for people with Learning Disabilities



Self employment is already a reality



Delroy



Delroy

- Delroy's Plan
 - likes to crush plastic bottles
 - Enjoys walking and being outdoors
 - Loves transport and going places
- Plastic recycling collections not offered locally



Delroy

- Local collection service
- Charge per bag
- Local headache
- Reaps the rewards

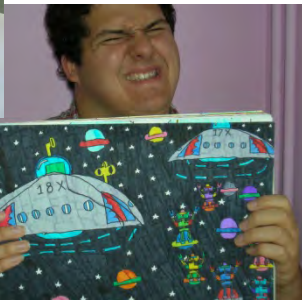
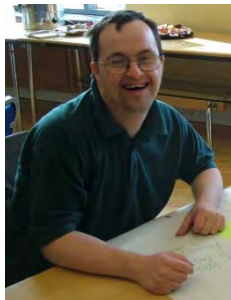


Delroy

Delroy shortlisted for
Award - Excellence in
Recycling and Waste
Management.



Self employment is already a reality



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people with
learning disabilities

Developing enterprise

The three big questions

1. Where do ideas come from?
2. How do we check finances?
3. Are there enough customers?

Where does the idea come from?



Self Employment

Its all about using skills and interests to make or do some thing that people will pay for



Self Employment

Its also about having the idea but doing something different with it

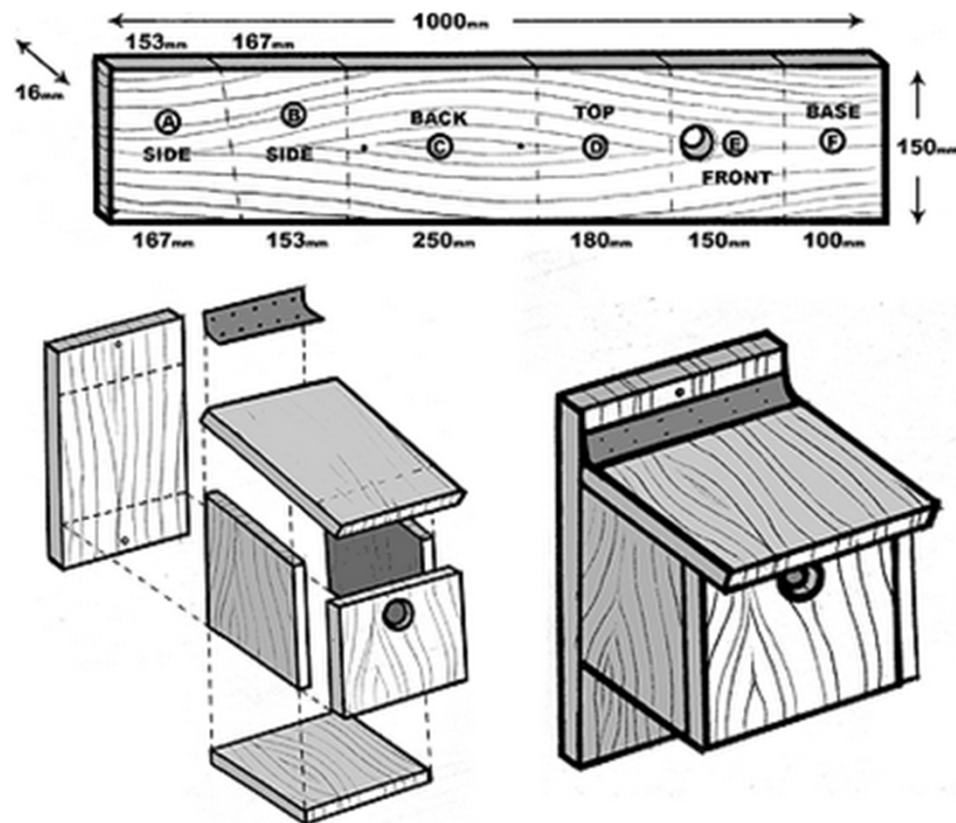
- Might be cheaper
- May be quicker
- Could be nicer
- Perhaps more convenient



Bird boxes



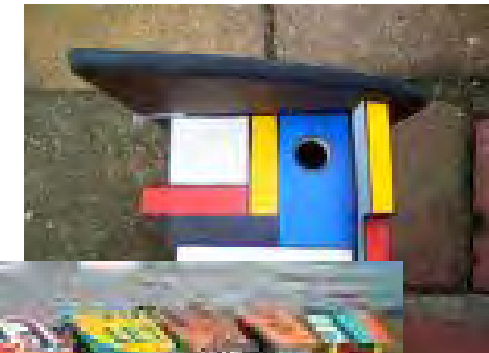
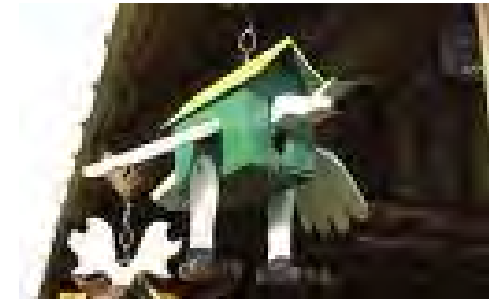
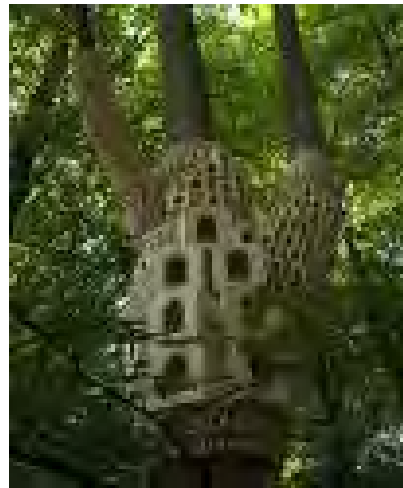
Bird boxes



Bird boxes



Bird boxes



Patrick

- Keen to work alone
- Gardening Services
- Painting and decorating
- Specialist niche service



Skills

Skill/Knowledge	Assets	Problems	Opportunities	Enterprise idea
Gardening				Local gardening service

Skills + Assets

Skill/Knowledge	Assets	Problems	Opportunities	Enterprise idea
Gardening				Local gardening service
Gardening	Personality Car and Licence			Mobile gardening services wider area

Skills + Assets + Problem/Benefits

Skill/Knowledge	Assets	Problems	Opportunities	Enterprise idea
Gardening				Local gardening service
Gardening	Personality Car and Licence			Mobile gardening services wider area
Gardening	Personality Car and Licence	Untidy garden, lack of time or ability		Mobile gardening service for working people

Skills + Assets + Problem + Opportunities

Skill/Knowledge	Assets	Problems	Opportunities	Enterprise idea
Gardening				Local gardening service
Gardening	Personality Car and Licence			Mobile gardening services wider area
Gardening	Personality Car and Licence	Untidy garden, lack of time or ability		Mobile gardening service for working people
Gardening	Personality Car and Licence	Untidy garden, lack of time or ability	Retirement area	Mobile gardening service for old or disabled people

What about the finance?

- Understand the product/service
- Know the price
- Know the cost of sale
- Remember overheads



Are there customers?

- Learn the market
- Understand the competition
- Think about how to ask people!



Testing cycle



We know who does it

Most people go self employed because-

- Their chosen work lends itself to self employment
- They don't care what they do as long as they are in charge
- Choice of last resort



We know what it should look like

- Part of common employment pathway that builds on skills, interests and aspirations
- Viable enterprise
- Meeting a community need or demand
- Sustainable support

$$A = \frac{\sqrt{1 - \frac{v^2}{c^2}}}{\sin(\psi + \theta)}$$

We know the inputs

Essentially we need to

- Promote self employment as a realistic option
- Help shape the business proposition
- Facilitate the support
- Navigate the journey



We know what works:

When we give good quality support to people who are interested in finding work, we can match their skills, interests and aspirations with the needs of local employers **or a good business idea** and get good job outcomes.

But what does that all mean in practice?

- How do we do this?
- How should the supported employment model differ to support self employment?
- Common pathway or dedicated project?
- What training and support do we need?
- What about capacity?
- What are the barriers?
- What about financial implications?
- Where do we go from here?



Bugfest



www.bugfest.org.uk



Gateshead Access to Employment (GATES)



Friendly dog walking service for happy, healthy dogs.

Based in Sunniside.
(please contact for other areas)

One to one dog walking.

Prices

- 30 min -£5.00
- 60 min -£9.00

All prices include a 30 minute consultation where you and your dog will meet your fully insured dog walker and discuss your dog walking needs.

(Weekends and Bank Holidays at a higher tariff)

For more information contact
David
0751 360 2245

Circle of Business Support for Sunniside Dog Walking

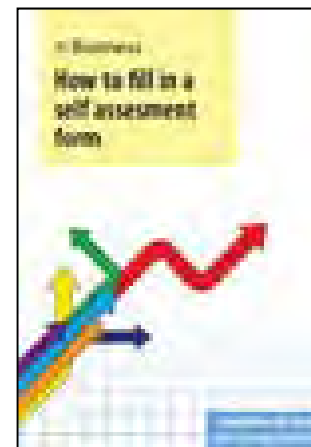
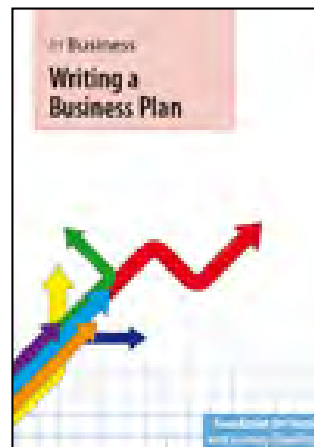
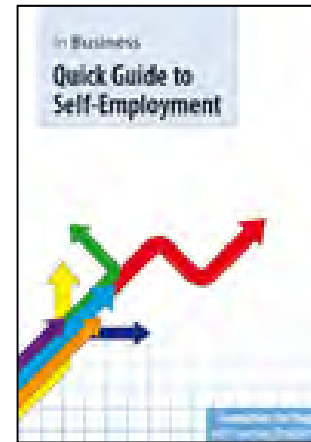
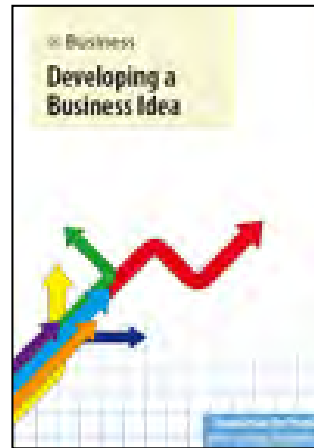




FPLD - Resources and support

- Business planning workbook
- Guide to self employment
- Guide to writing a business plan
- Easy cash flow
- Break even

www.learningdisabilities.org.uk



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learning disabilities

Rapid Enterprise Development (RED) Workshops

3 Core workshops

- Developing a business idea
- Finance and Break even
- Market Research



Thoughts, comments, suggestions

- What are the three most significant bits of information you have heard today?
- What do you consider the other barriers to your service supporting people to become self employed?

Thoughts, comments, suggestions.

- Thank you



Keith Bates

Email: kbates@learningdisabilities.org.uk

Mobile: 0779 605 3847

Web: www.learningdisabilities.org.uk