



A HEALTHY ENTERPRISE

Bringing health and trading together for social impact and the wellbeing of Scotland



FOREWORD

Scotland's third sector plays a critical role in the delivery of Scottish Government priorities across each and every portfolio.

In health and social care, one of the most critical elements of this role has been to support an ongoing shift in the balance of care, away from acute settings and towards community based primary care, social care and mental health support.

Expenditure on health and social care remains a key priority, overshadowed only by the spend on running national and local governments. The growing pressure on the system, however, requires ever more innovative approaches, and with this comes an expanding prevalence of third sector orientated approaches to help change design, delivery and evaluation of services.

At the Health and Social Care Alliance Scotland (the ALLIANCE), we know only too well the critical role the third sector plays in this regard, especially when it comes to person centred and partnership approaches. Our 2,700 members are comprised not only of large, national support providers but also of small, local volunteer-led groups providing a driver for change in their local communities and people who are disabled, living with long term conditions or providing unpaid care who live at the sharp end and rely on support from the sector focused on their needs and outcomes.

In the past few years we've seen a growing number of ground breaking and entrepreneurial approaches from a growing, health based social enterprise sector and, in partnership with Social Enterprise Scotland, highlighting the role social enterprise now plays in meeting these increased health demands seems timely. This brochure is full of examples which seek to demonstrate how, taking a broader perspective on health and social care, the social enterprise sector seeks to maximise people's independence and wellbeing, improving outcomes and thereby relieving pressure on services.

We hope you will find these profiles inspiring as we look ahead to see how social enterprise can play its role in shifting the balance of health and social care spending to provide better outcomes for the people of Scotland.

Professor Ian Welsh OBE

Chief Executive, the Health and Social Care Alliance Scotland (the ALLIANCE)



Our vision is for a Scotland where people of all ages who are disabled or living with long term conditions, and unpaid carers, have a strong voice and enjoy their right to live well, as equal and active citizens, free from discrimination, with support and services that put them at the centre.

www.alliance-scotland.org.uk Twitter: [@AllianceScot](https://twitter.com/AllianceScot)

INTRODUCTION

Social enterprise is making change across all aspects of our economy, including health and social care.

Whether stepping in to provide services traditionally run by charities/private companies or leading the way in new social impact innovation there are increasing numbers of social enterprises looking to meet increasing demands and expand services.

The 2019 Social Enterprise Census highlights that of the 6,025 social enterprises operating in Scotland, 13% identify themselves as working directly within the health and social care sector and it contributes 28.4% of sector income. Further, we can see from the data provided in this brochure that even for those enterprises not directly identifying as working within health and social care it is clear they support beneficiaries with additional needs.

This brochure profiles a wide variety of organisations highlighting the broad range of work social enterprises are involved in that make a difference to people's health and wellbeing. Moreover, it's a sector that, with ageing populations, stretched public sector budgets and increased research and understanding, will continue to grow and develop new ways of working.

We're really pleased to partner with the Health and Social Care Alliance Scotland to showcase work the sector is doing in this area and we hope this brochure will highlight further opportunities which Social Enterprise Scotland are always willing to help support a thriving social enterprise economy.

Chris Martin

Chief Executive, Social Enterprise Scotland



Social Enterprise Scotland is a membership organisation that connects, supports and promotes social enterprise.

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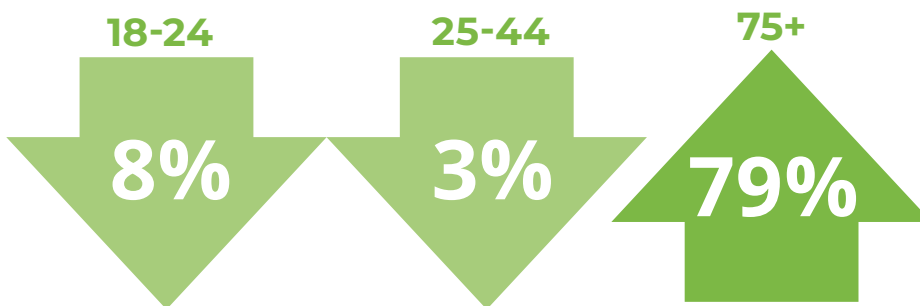
CONTEXT

In writing a brochure as broad as this it's hard to encapsulate all the issues, statistics, policies and action plans in one short document.

However, what is clear from the research is that:

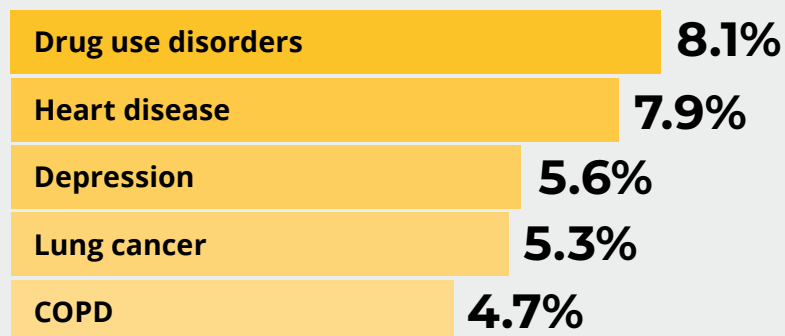
1 Lower birth rates and higher age expectancies are having dramatic effects on population demographics and subsequent health and social care approaches and budgets.

Scotland's population is projected to age over next 20 years
National Records Scotland data up to 2041



2 There is a significant link between health and deprivation with those living in the most deprived areas often showing the greatest signs of poor health both physically and mentally.

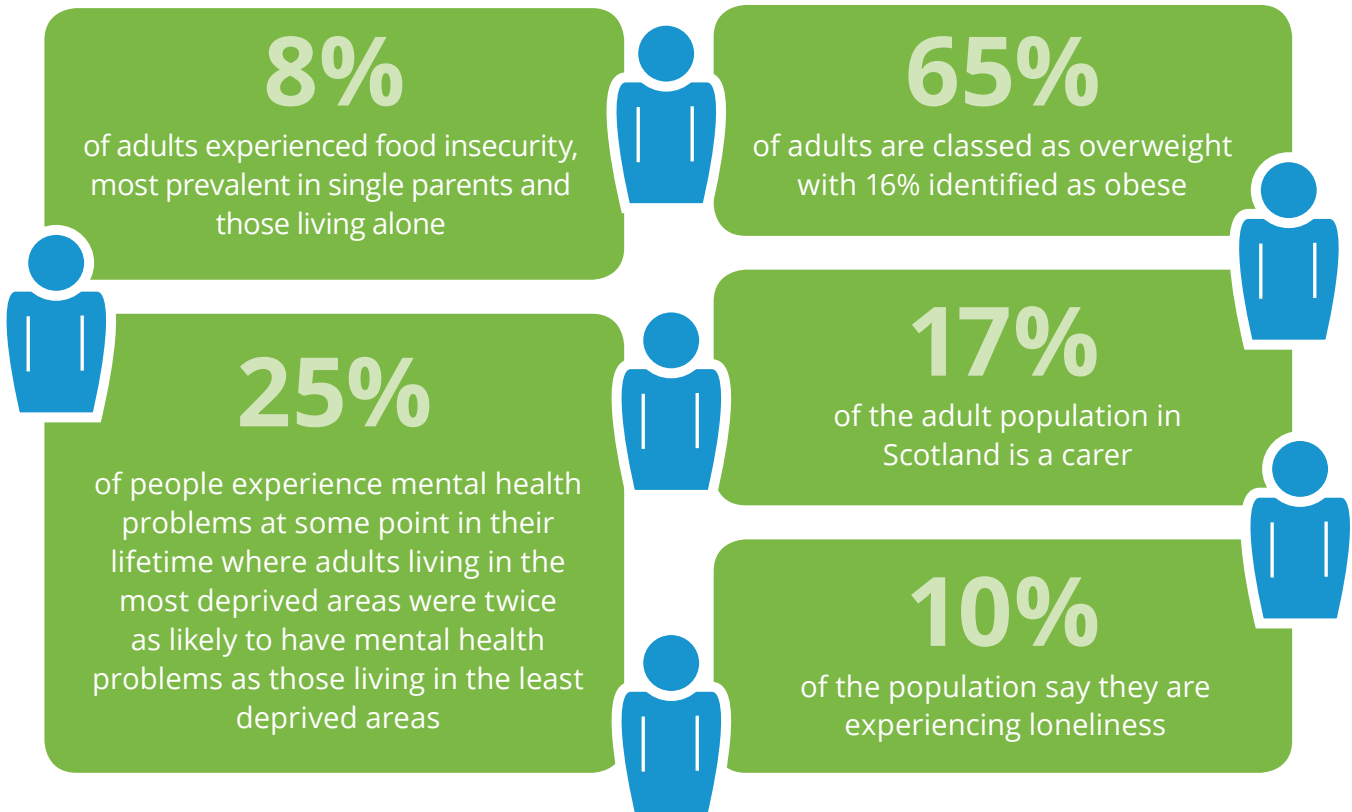
Leading causes of ill health or early death in the poorest areas
From The Scottish Burden of Disease Study (2016) Deprivation Report



3 Increasingly people are reporting issues around mental health and isolation, across the generations.

4 Most of our resources are still focused on treatment, often prescription based, rather than prevention.

KEY STATS (from Scottish health survey 2017)



Health and social care is of the four main fields of social enterprise activity, is the biggest employer in the sector, and, as the largest employer this also equates to health and social care being one of the biggest GVA (Gross Value Added) economic contributors (£833.5M – up 11% from the last census). There are 755 health and social care social enterprises (SEs) in Scotland. Of these,

38,832 FTE staff employed by health SEs

Gross Value Added 833.5M (up 11% from last census)

Health equates to 28.4% of SE sector income

Further analysis of the census data also highlights the following key points:

While 79% of social enterprises working in this area also registered as charities the Census data also highlights that the average trading income for organisations working in this area is 77%.

Health and social care have one of the lower profitability ratios in the sector at 2.9%

Organisations working in this area are more service orientated (87%) than goods (7%) and, is one of the top

four fields of work for social enterprise public sector contracting.

From Social Enterprise 2019 Census

COMMUNITY HEALTH

Focused on health status of defined population groups, community health tends to look at the unique needs of the people they serve, creating connections between these groups and mainstream services.

Initiatives in this area often aim to reduce health gaps caused by differences in income, education, race and ethnicity, location or other factors.

PROFILE STREET SOCCER

Founded in 2009, Street Soccer Scotland offers football inspired training and personal development as a medium to empower people who are affected by social exclusion. These sessions run in Aberdeen, Dundee, Glasgow and Edinburgh enable people to make positive changes in their lives.

While sport and fitness are obvious links to health and wellbeing the weekly drop in sessions also incorporate personal development workshops, a peer mentorship programme and access to volunteering and work experience meaning many people who may not access mainstream support services are given a route to manage their own wellbeing in a supportive environment. Often those accessing Street Soccer sessions will be experiencing homelessness, involved with addiction services, need support for their mental health, have been involved in the justice system, are new to the country or maybe just feeling isolated.

www.streetsocscotland.org

PROFILE PROJEKT 42

Projekt 42, based in Leith, Edinburgh, is a not-for-profit gym and wellness centre that focuses on strengthening the connection between mental health and physical fitness. While the gym, counselling and life coaching sessions are paid for like any other facility, sessions are structured to enable those on lower incomes to be able to partake. The gym also offers free sessions to those not in employment or education with a follow on, two month, half price membership.



www.projekt42.co.uk



PROFILE COMMUNITY FOOD INITIATIVES NORTH EAST (CFINE)

CFINE supports disadvantaged, vulnerable, low income individuals, families and communities in north-east Scotland and, with support from Scottish Government, they are establishing the FareShare service across Highlands and Islands, distributing good quality surplus food, relieving food poverty and reducing food waste.

CFINE provides a range of support and services, taking a 'person-centred approach' with thousands of beneficiaries including:

- Community Food Outlets – making affordable fresh produce accessible
- FareShare Grampian – distributing more than 500 tonnes of free, surplus produce
- Emergency food supplies – distributing over 18,000 emergency parcels and establishing network of Community Food Pantries as a more dignified alternative to food banks

While activities have a direct focus in line with food and diet CFINE also takes time to provide support in helping people increase their confidence, gain skills and build social networks thereby improving mental health and wellbeing and employability opportunities too.

As a social enterprise, CFINE operates a number of commercial ventures to support their charitable services, including the sale of wholesale/retail fruit, veg and healthy snacks, Tuk In (an electric tuk tuk) operating as a café, cooking classes in 'Cook at the Nook', an electronic reuse initiative and rental income from other voluntary sector organisations. This enterprise income, combined with donations and grants, provides the finance to employ 39 staff (FTE 31) who in turn support around 350 volunteers. At present one third of CFINE income comes from trading.

www.cfine.org

INCLUSION AND EQUALITY

Inclusion and equality lie at the heart of many social enterprises, highlighted best by the data regarding beneficiaries:

75%

of the sector note people with mental health problems among their beneficiaries

68%

include people with learning disabilities among their beneficiaries

65%

list people with disabilities among their beneficiaries

PROFILE IDEAS FOR EARS



Ideas for Ears is a progressive, fresh-thinking social enterprise run by people with hearing loss. It is the lead voice on the emerging concept of 'hearing access'- a vital component of communication accessibility.

Ideas for Ears supports businesses and organisations to tackle the obstacles that cause communication disadvantage and discrimination amongst people with hearing loss, a condition affecting around one million people in Scotland. This means that one sixth of customers and service users of any business or organisation and one tenth of staff will have hearing loss – a proportion that increases considerably if stakeholders are predominantly in the older age groups.

As well as helping businesses and organisations to identify and assess communication barriers, Ideas for Ears delivers high impact training on hearing, deafness and hearing access, to senior leaders and staff teams.

Ideas for Ears has a grass-roots approach and works to ensure strategies, projects and services are shaped and influenced by the direct involvement of different groups of people with hearing loss. Through this active community involvement, Ideas for Ears has a powerful impact on the wellbeing of individuals, helping people with hearing loss to become more confident, knowledgeable and effective at managing and advocating for their communication needs.

www.ideasforears.org.uk



PROFILE SPEYSIDE TRUST/BADAGUISH OUTDOOR CENTRE

The Badaguish Cairngorm Outdoor Centre, based in Aviemore, comprises a holiday care lodge and specialised facilities, registered with The Care Inspectorate, to provide both day care and residential care for children and adults.

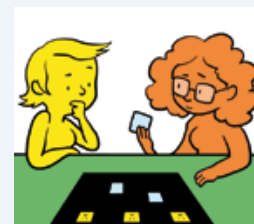
A programme of outdoor activities is tailored to each guest or group's specific needs, supported 24 hours a day by qualified and experienced staff and designed with accessibility in mind.

The provision of high-quality experiences not only attracts worldwide visitors it also means commercial rates can be charged such that charitable activities can then be supported. Badaguish also hosts the Aviemore Half Marathon and the Corrieyairack Challenge – a mountain duathlon.

www.badaguish.org

PROFILE TALKING MATS

Talking Mats is an interactive award-winning communication resource that uses three sets of picture communication symbols – topics, options and a visual scale – and a space on which to display them – either a physical, textured or digital space. Users can be asked a variety of questions regarding what they want to do, who they want to spend time with and how they feel about particular topics. Talking Mats, can be used with people with a variety of communication difficulties for example, dementia, learning disability, stroke and young people with additional support needs. Resources have also been developed to support safeguarding and enabling end of life conversations.



The Talking Mats framework is now used in many places in the world. In 2018-19 24% of its business was from outwith the UK.

www.talkingmats.com

CHANGING DEMOGRAPHICS

Birth rates are reducing and people are living longer. This has a huge impact on our communities from housing, to tax and retirement expectations and of course on health budgets.

Again, the profiles illustrated below demonstrate how social enterprise is making a difference to the lives of our elderly population while still trading/charging for services. This is critical both in ensuring longevity of service, helping to meet challenging budgets in social care and in the provision of a broad range of experiences and activity.

PROFILE GLENURQHART CARE PROJECT

Glenurquhart Care Project (GCP) was established in 1995 to provide a service which will assist older people to enjoy an enhanced quality of life while continuing to live in the Drumnadrochit Highlands community. Registered for 30 people, the purpose-built community day care centre opened its doors in 2000.



GCP works closely with the local Medical Practices (Drumnadrochit, Beauly and Fort Augustus), identifying clients whose health/general wellbeing is deteriorating and has a good relationship with the new Care at Home provider and social work department. Further, involvement with the local Nursery, Primary and High schools means pupils of all ages visit the day care centre frequently and the centre offers work placements for High School pupils and placements for UHI students studying Care.

In 2017 GCP saw an opportunity to expand their services, as there was insufficient suitable housing in Drumnadrochit that enabled elderly people to remain in the community and be cared for locally and GCP began their most ambitious project to date - building 12 community owned houses that are accessible and easily adaptable to suit individual needs of residents.

Over the past year GCP has grown its services to meet the requirements of the community. This includes a lunch-time drop in service (to provide meals for those frail / recovering from operations), laundry service, domestic service, Handyperson Service, Telecare Buddie.

www.glenurquhartcentre.org.uk



PROFILE THE FOOD TRAIN

Since 1995 Food Train has been making daily life easier for older people, providing vital services to those who are no longer able to manage independently, through age, ill health, frailty or disability.

Food Train makes hundreds of grocery deliveries ensuring those most in need have access to fresh food. Every week teams of dedicated local volunteers across the regions also go that extra mile by helping with household jobs, delivering books through the library service and providing much needed friendly social contact and meals through our Meal Makers and befriending services.



Food Train makes a small charge to beneficiaries and this earned income is critical to the organisation to ensure the longevity of service to those who benefit. In 2010 Food Train embarked on an ambitious expansion programme to enable services to be offered in many more areas across Scotland, based on its successful Dumfries and Galloway model.

www.thefoodtrain.co.uk

TECH FUTURES

There is no doubt that technology development is changing the world around us and while there are concerns that technological advancements could overshadow real human interaction there are many ways that technology is also improving lives for the better.

In addition to more general approaches to health tech using apps, smart technology or text message services, the profiles below demonstrate a variety of innovative ways that social enterprises are embracing health technology to improve lives.

PROFILE FEEL THE WARMTH

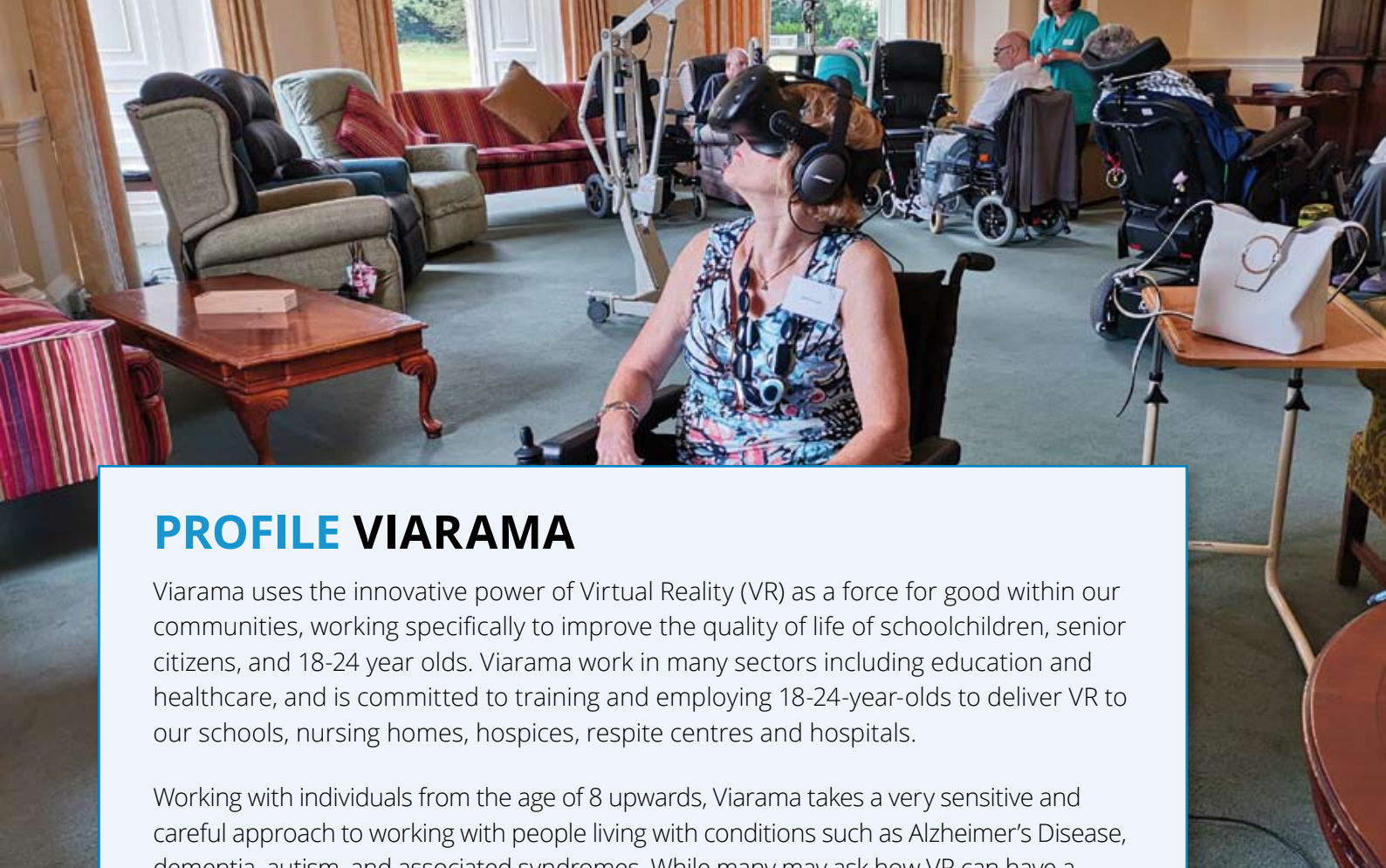
Feel the Warmth CIC was established to look at issues the cold weather, poor housing and high fuel costs are having on an ageing and disabled population.

Set up by Jean Rooney, after the near death of a relative from hypothermia, the company manufactures portable belts that deliver heat to the wearer. The product was developed after 30 years of experience working in the waterproof coat industry, utilising knowledge of heated polymer fabric. Pad inserts for existing cushions have also been developed and at just 30p per month for daily usage they offer an affordable solution that focuses on heating the individual rather than the environment.

For its next stage of development, the belt looks to incorporate 'smart' technology. Incorporating GPS technology for location services, the smart belt will provide additional helpful services, such as a panic button that when pressed will notify Next of Kin or care staff that the wearer is in distress. GPS technology will then relay the wearer's coordinates to the carer so that the individual can be located quickly. Additionally, temperature control enhancements will be implemented which will sense the individual's body temperature as well as the surrounding ambient temperature. These sensors will be able to automatically adjust the heat output of the smart belt.

The GPS technology and temperature sensors in the smart belt could prove particularly helpful for people with dementia, with Feel the Warmth describing the device as a "fit and forget" product.

www.ftwscotland.com



PROFILE VIARAMA

Viarama uses the innovative power of Virtual Reality (VR) as a force for good within our communities, working specifically to improve the quality of life of schoolchildren, senior citizens, and 18-24 year olds. Viarama work in many sectors including education and healthcare, and is committed to training and employing 18-24-year-olds to deliver VR to our schools, nursing homes, hospices, respite centres and hospitals.

Working with individuals from the age of 8 upwards, Viarama takes a very sensitive and careful approach to working with people living with conditions such as Alzheimer's Disease, dementia, autism, and associated syndromes. While many may ask how VR can have a positive effect on health and wellbeing there are few who would dispute the power in enabling a profoundly disabled woman to fulfil a dream of climbing Everest or enabling a diving loving hospice patient to once again participate in underwater experiences.

<https://viarama.co.uk>

PROFILE GIRAFFE HEALTHCARE

Giraffe Healthcare is a community interest company and a spin out from Glasgow Caledonian University. It provides online physiotherapy and a web-based platform for the delivery and remote monitoring of personalised physio programmes. Initially developed with, and for people with Multiple Sclerosis, the platform has now been expanded following a number of projects and research studies with people with spinal cord injury, stroke, lung conditions, diabetes, and arthritis.

Initial research indicates that this approach has the potential to reduce costs though perhaps of greater importance, at least from a patient perspective, is the fact that the platform has been designed for people who have difficulty accessing traditional face-to-face clinical services because of work commitments, rural location, specific cultural and language issues, transport problems, mobility limitation, or significant symptoms such as fatigue.

www.giraffehealth.com

COLLABORATION FOR HEALTH

It has long been recognised that good health goes way beyond the NHS. Whether housing, transport, planning, community development, public safety or tax and living wage there are many aspects of national and local Government decision making that can impact our health.

Shifting budgets from treatment to prevention is not always easy but in line with population challenges, public expectations and the rising costs of meeting these demands we are having to consider how we can make more of a shift towards taking care of individuals and communities before they become unwell rather than afterwards.

Moreover, as demands on health services increase then greater partnership and collaboration is needed. Unlike the previous profiles the examples below offer a broader perspective showing how organisations are working together to influence and support healthier outcomes.

ALLIANCE LINK WORKERS

The Links Worker Programme is a Scottish Government funded programme which demonstrates the partnership between GP practices in deprived areas and the ALLIANCE. Recognising the frustration felt by GPs in these areas, where poverty, violence, addiction and housing called for a bio-psychosocial approach to health, the ALLIANCE worked to recruit Community Links Practitioners to work with people experiencing complex circumstances.

In looking at social prescribing and a community led approach, Link Workers have developed relationships with social enterprise organisations operating in their area.

www.alliance-scotland.org.uk

HEALTH SOCIAL ENTERPRISE NETWORK

While this Social Enterprise Network (SEN) has a focus on health and social care organisations it too has taken a broader view in how it works with the social enterprise sector in tackling broader health issues and inequalities.

As well as working on policy via the Social Enterprise Health & Wellbeing Roundtable, the Health SEN not only brings social enterprise organisations directly involved in health and social care together but also seeks to make connections with other local social enterprise organisations that have indirect links improving health and wellbeing in our communities.

The Health SEN, which is facilitated by Sencot, welcomes any social enterprises (and aspiring social enterprises) that seek to make a positive impact on health and wellbeing as members to the network.

<https://sencot.net/network/health/>



PROFILE POCKETS AND PROSPECTS

This particular 'Pockets and Prospects' project emerged in response to the Scottish Government's strategy *A Connected Scotland* looking at loneliness. Work was funded through the Scottish Community Alliance with the focus on mitigating against the negative impact of welfare reform and connecting with Glasgow's Campaign to End Loneliness (Scottish pilot of the UK campaign).



Glasgow Social Enterprise Network (GSEN) and Sencot worked with SEN members to develop a diverse programme of activities from a variety of social enterprises for community anchor organisations to purchase and offer to their local community. With options ranging from art and language classes, complimentary therapy, day time discos and kayak sessions the project also provided an opportunity for social enterprises to develop a collaborative approach to tackling loneliness and social isolation.

want to know more about social enterprise?

hello@socialenterprise.scot

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**SOCIAL
ENTERPRISE
SCOTLAND**

This brochure has been produced by the Health and Social Care Alliance Scotland and Social Enterprise Scotland.

www.socialenterprise.scot

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