

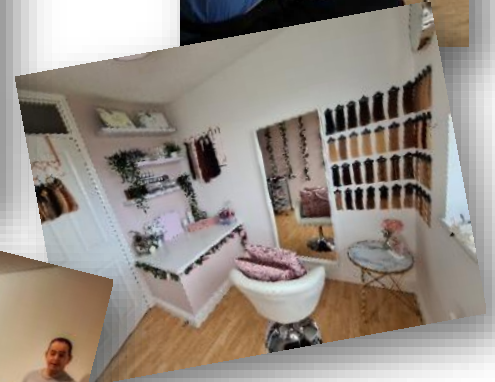
Developing opportunities for self-employment

The role of supported internships

February 2024

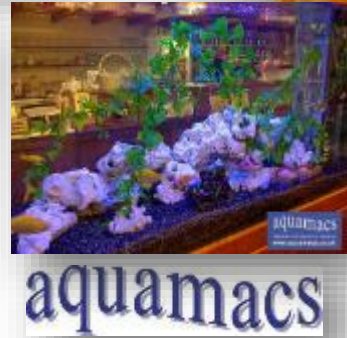
Dr Keith Bates
Holder of the Queens Award for Enterprise Promotion

Director
Mutually Inclusive Partnerships



Section 1 - Setting the scene

Practitioner



- Focus on evidenced based practice
- Research, development and practice
- Delivery and campaign – Trying to change the world!



My questions of practice

Where does enterprise fit in supported employment?

Q1 How do we spot the entrepreneur?

Q2 How do we plan for enterprise?

Q3 What do we do once we have?



Researcher



The
University
Of
Sheffield.

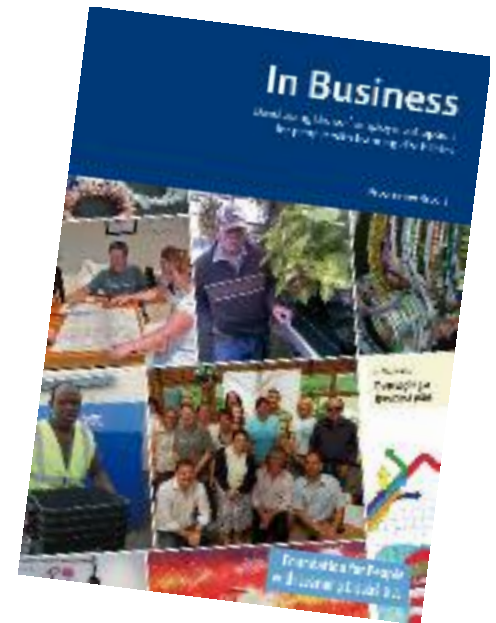
In Business – Self employment

Big Society? Disabled people with learning disabilities and civil society

Precarious lives and resistant possibilities

The nature of entrepreneurship for people with learning difficulties: a narrative inquiry.

- How does entrepreneurship change the way we think about disability?
- How does disability help us think differently about entrepreneurship?



My questions of research

The nature of entrepreneurship for people with learning disabilities: a narrative inquiry

- What can entrepreneurship “do” for people with learning difficulties?
- How does employment support practice interact with ways in which people with learning difficulties engage in entrepreneurial activity?
- Who is the entrepreneur in the job coach – job seeker relationship?
- In what ways do local employment agencies, families and others utilise more distributed entrepreneurial approaches?



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A starting point

- 15 % of UK workforce self employed
- Since the down turn 2008
 - Part time employment up 7.9%
 - Full time self employment up 10.9%
 - Part time self employment up 46.6%
- Significant proportion of new jobs since 2008
- Ongoing trend (ONS 2016)
- RSA reporting on self employment and the gig economy
- 4.8% of people with learning disabilities in paid work (ASCOF 2021-22)
- Few people self employed with poor data

The case for...

- An attractive option for disabled people to accommodate their individual preferences (Jones and Latreille, 2011)
- Provided opportunities for increased levels of control, community integration and social contact (Hagner and Davies, 2002)
- Utilises of the business owner's unique combination of skills and interests highlighted by (Griffin et al., 2014)
- Higher levels of job satisfaction among disabled self-employed workers when compared to their salaried counterparts (Pagán, 2009).
 - Schedule the working day and week to accommodate personal productivity levels, personal goals, support needs, lifestyle choices etc. Pace and Place of work
 - Excellent and long lasting outcomes – although no correlation between income levels and notions of success (Reddington and Fitzsimons, 2013)



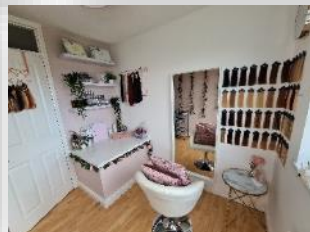
Today

1. Setting the scene - self employment
Questions, definitions, motivations
2. Sharing good practice
Identifying the entrepreneur and planning for business
3. Question of support
How & where might self employment fit into the supported internship model
4. Next steps?

Quick survey

How many people do we know who have become self employed as a result of their supported internship journey?

(some) Enterprise is already a reality..



Defining self-employment?

You're probably self-employed if you:

- run your business for yourself and take responsibility for its success or failure
 - Have several customers at the same time
 - can decide how, where and when you do your work
 - can hire other people at your own expense to help you or to do the work for you
 - provide the main items of equipment to do your work
 - are responsible for finishing any unsatisfactory work in your own time
 - charge an agreed fixed price for your work
 - sell goods or services to make a profit
- ❖ Many of these also apply if you own a limited company but you're not classed as self-employed by HMRC. Instead you're both an owner and employee of your company

<https://www.gov.uk/working-for-yourself>

Self employment or social enterprise?

- Self employment

Starts with an individual set of skills, interests and aspirations and builds a business idea from there



- (Social) enterprise

Starts with a market opportunity and employs a range of people to work on it



Stories of enterprise



1. What are the critical success factors / touch points that made a difference in these stories?
2. Think of the people, circumstances and organisations that were involved
3. In what ways does this differ from supporting people into work with an employer?

A Clean Sweep Co-operative Ltd

- Contract cleaning company
- Established 1995
- Set up as a Ltd company
- Understood to be the first to be run by people with learning disabilities



a clean sweep
CO-OPERATIVE LTD.

mutually
inclusive
PARTNERSHIPS

A Clean Sweep Co-operative Ltd

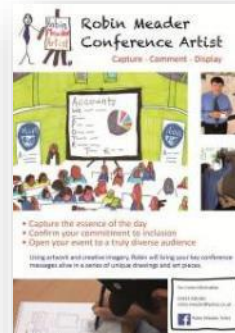
- Regular meetings
- Job Coaching Support
- Help with admin and finances



 **A CLEAN SWEEP**
An ethical cleaning company

mutually
inclusive
PARTNERSHIPS

Robin Meader – Artist

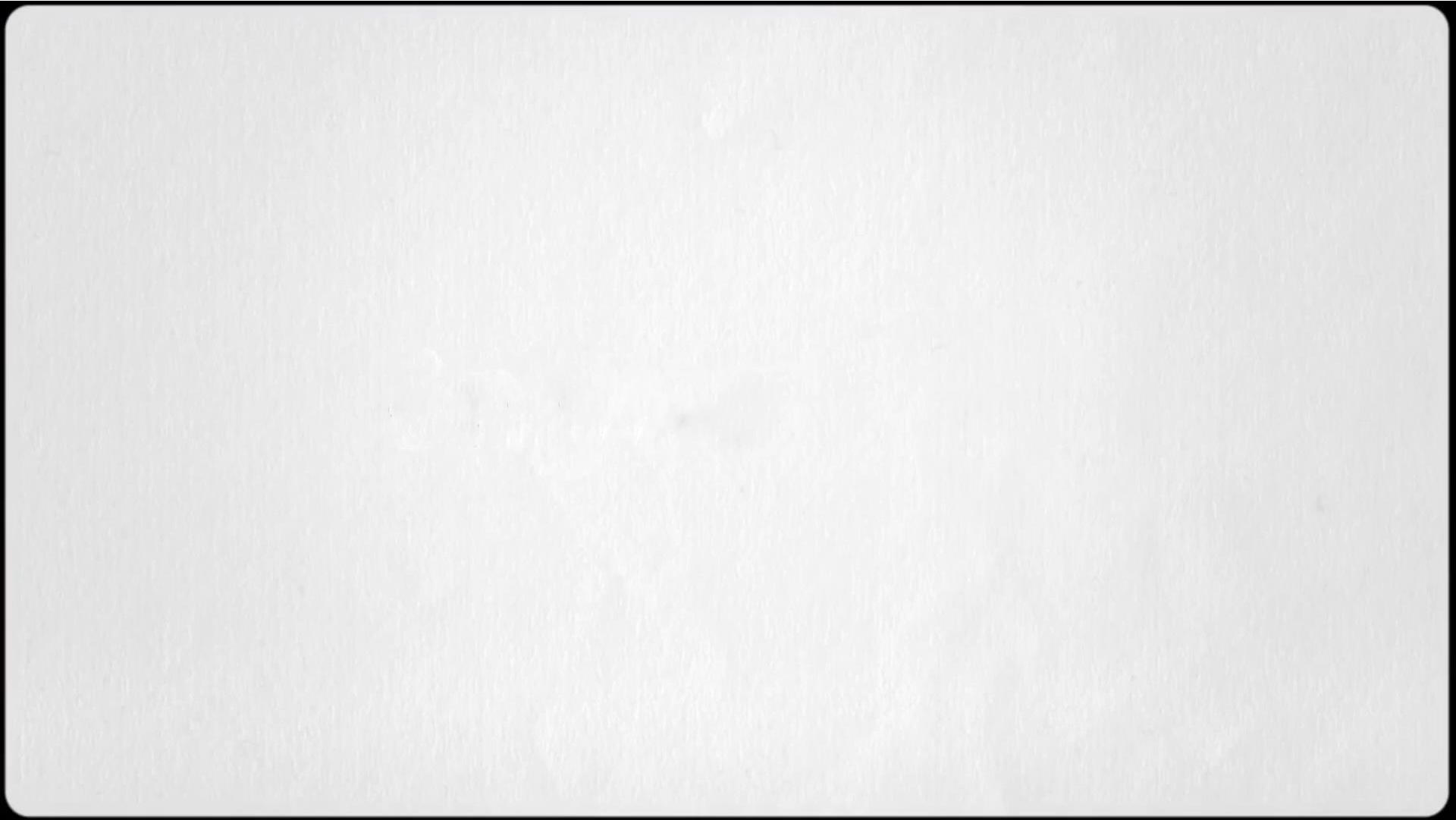


My Circle

- Nicola
- Bob
- Pete
- Keith
- Chris
- Gina

mutually inclusive PARTNERSHIPS

Robin Meader - Artist



Small group discussion

Working in small groups think about

1. What were the critical success factors / touch points that made a difference in the stories of enterprise?
2. Think of people, circumstances and organisations that made the difference
3. In what ways does this differ from supporting people into work with an employer?

Feed back

Section 2 – sharing good practice



right person
 right idea
 right support

Link it all together

We have a collective tendency to separate the elements

- Working with individuals, preparing, vocational profiling, planning
- Testing enterprise through the lens of innovation, profit and loss and growth forecasts
- 'Delivering' training and support measured in terms of curriculum and job outcomes.

Most successful enterprise examples find ways to embed each within the other

Also research suggests that developing successful enterprise outcomes involves more.

- **Individual characteristics** – motivation, demographics – age, ethnicity, gender,
- **Accountability systems** - external elements such as laws and regulations, funding sources, and market/economic conditions
- **Level of support** - VR resources, individual savings, health insurance, and Social Security. Family, job coach, support circle

(Bates, 2022,; Yamamoto & Alverson, 2015; Yamamoto & Olsen, 2016)



1 - Spotting the entrepreneur

The starting point for many non-disabled people is a salaried position

- Understand the sector and learn the ropes
- Develop the networks
- Take the leap

For many disabled people the starting point becomes

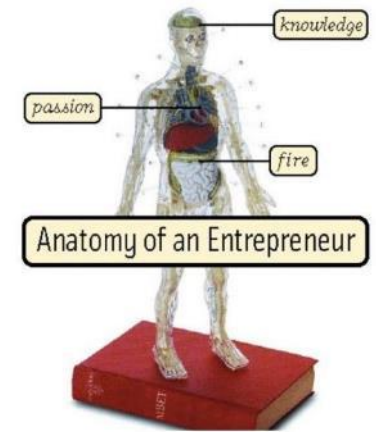
- Their chosen work lends itself to self employment
- Self employment is an attractive option - pull
- Choice of last resort - push (Adams, et al., 2019; Bates,, 2018)



Entrepreneurial identities

For some different entrepreneurial opportunities are developed
In the context of the systems which people have to interact with.

- Conditional entrepreneur
 - Valuing only the productive
 - Welfare, work capability assessment, duties and sanctions
 - Assessment that continues to be based on what people cannot do
 - Employability too often over focused on teaching people how to become good employees
- Relational entrepreneur
 - Using Formal and informal networks, business support circles and others
 - Autonomy is always found in relationships (Graby & Greenstein 2016)
 - Distributing of the responsibility of viability
- Conscious entrepreneur
 - Enterprise becomes a site of liberation
 - Jobseeker may understand more about themselves and their situation (Freire 2017)



..visualize a different future beyond the tedium of the given - a sense of hope.(Bates 2022)

Ellys

- Problems 'concentrating' at school
- Tried a number of jobs
- Found her gift was doing hair extensions
- Support from family, friends, enterprise facilitator



Beyond individual traits

There has been much written about the 'characteristics' of the entrepreneur

These include being:

- Determined and focused
- Able to spot opportunities
- Happy to take responsibility
- Open to change
- Good at managing relationships
- Motivated
- Comfortable taking and managing risk
- Self-starting



Relational autonomy

(Graby & Greenstein, 2016)

We have plenty of vocational profiling and planning tools

Vocational and Job Development Profile – The purpose of the profile is to gather and update information useful to getting a full time job. The information is used to identify meaningful employment options. The information in the profile can be used to create CVs, interview portfolios, cover letters etc.

What does the person say? What do family and friends say? What I have learned from observation from other people or places (not sources)? Where job development begins?

Dreams and Goals: What do you really want out of life and work? What would be fun and satisfying to you?

Job seeker's personal statement	Additional information:	Additional information:	Additional information:	Learning for Compatible Jobs?

Interests: What tasks or activities are you most enthusiastic about or are most meaningful for you? Why?

Personal statement:	Additional information:	Additional information:	Additional information:	Learning

Positive Personality Characteristics: What characteristics do you have that help you be successful?

Personal statement:	Additional information:	Additional information:	Additional information:	Learning

Sixteen¹⁶

Preparing for Adulthood

Vocational Profile

My Work Profile

Name: _____

When I grow up

For students with learning difficulties

LETTERSHEAD

WEWORK For Everyone

A-WEWE BAMES Initial assessment (after use)

2. Previous Employment

Describe all jobs and any employment or work experience you have had in the past:

Employer/Institution: _____

Position held: _____

- Employer name and location
- Job title
- Date started
- Date finished
- Reason for leaving
- Hours per week
- Salary / pocket money

3. Self Skills for work: self assessment

Circle the number on the following that best shows how you see yourself on this point:

Task	1 (Poor)	2	3	4	5 (Very Good)
Task Confidence					
Initiative					
Problem Solving					
Communication Skills (e.g. email)					
Following instructions, laws, rules					
Following timetables, class					
Following an order list					
Independent / Autonomy					

Skills necessary (please add your own)

Plan

Business Idea Template

Task	Person responsible for it
What are the products?	
What are the services?	
What are the materials?	
What are the main competitors?	
What kind of equipment?	

Vocational Profile

Name: _____

Address: _____

Do you have a job? _____

1. PERSONAL INFORMATION

Name: _____

Address: _____

Age: _____

Sex: _____

What do you like to do in your free time?

What are your hobbies?

What are your interests?

What are your strengths?

What are your weaknesses?

What are your goals?

What are your dreams?

But how do we use them?

2 - Planning for enterprise



Enterprise idea generation

What can I make or do?

- Can I already do this
- What assets do I have
- Do I have support
- Can I make or do enough

Viability assessments

Do the numbers add up?

- Are annual sales achievable
- Can I meet the start up costs
- What is the break even
- Are costs reasonable

Market research

Can I sell it?

- Is there evidence of demand
- What opportunity does it exploit
- Who is the ideal customer



TO DO LIST

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

Business Idea Generation Techniques

- Invention/innovation
- Competition Analysis/Niche Markets
- Replication/Develop a partnership
- Economic Profiling/Demographic Research
- Market Making/Procurement Strategies
- Research Legislative Change & Impact - Get ahead of the market
- **Gut feeling – spot an opportunity**
- **Skills audit – Vocational Profile**
- **Converting a hobby – with caution**
- **95% perspiration 5% inspiration**



Enterprise

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

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

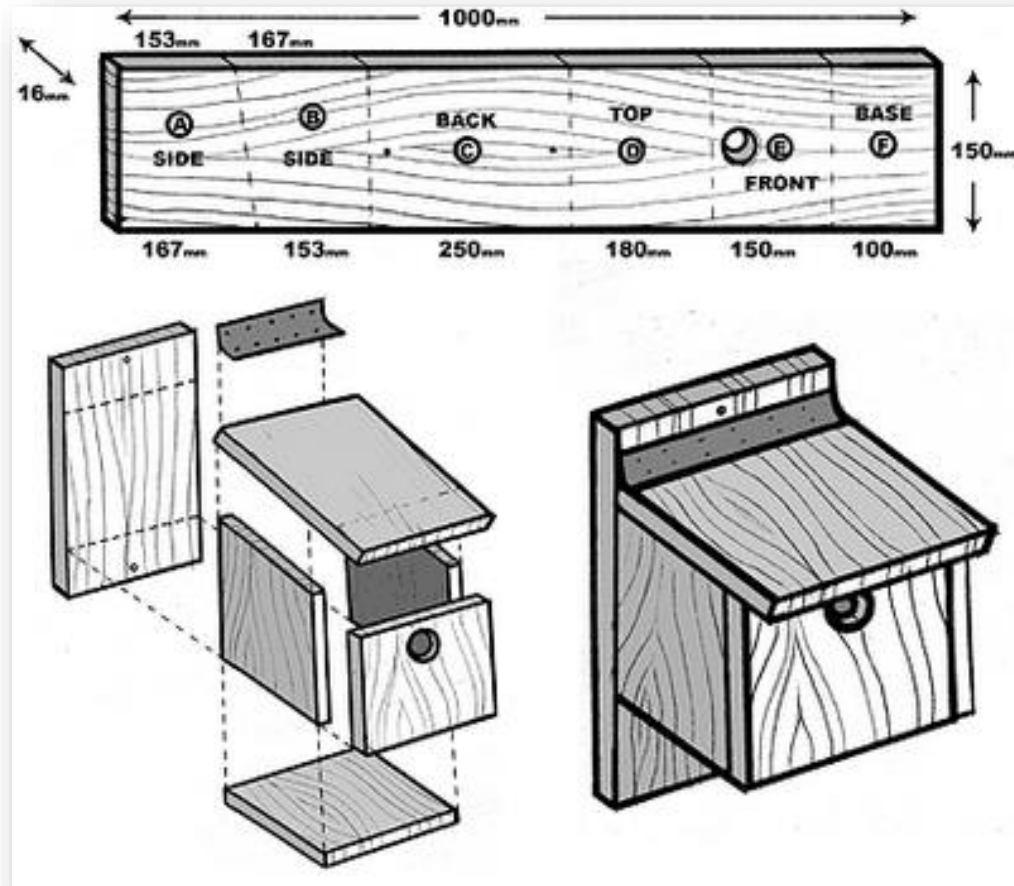
- Might be cheaper
- May be quicker
- Could be nicer
- Perhaps more convenient



Product development - Bird boxes



Bird boxes



Bird boxes



Bird boxes





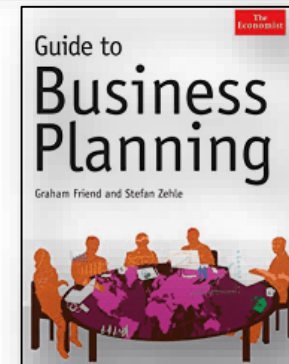
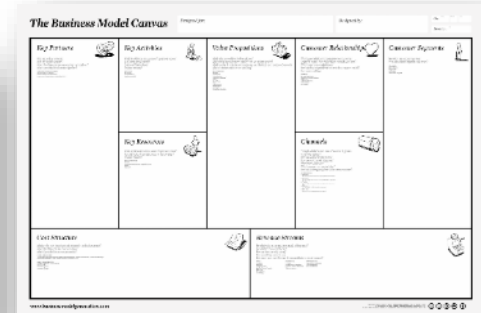
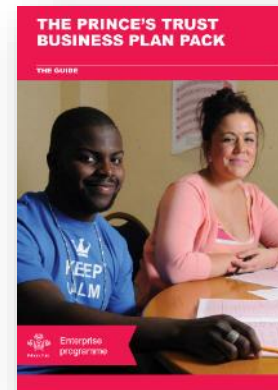
Skills , assets, problems and opportunities

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

We have access to plenty of business planning resources

Thinking about Self Employment?

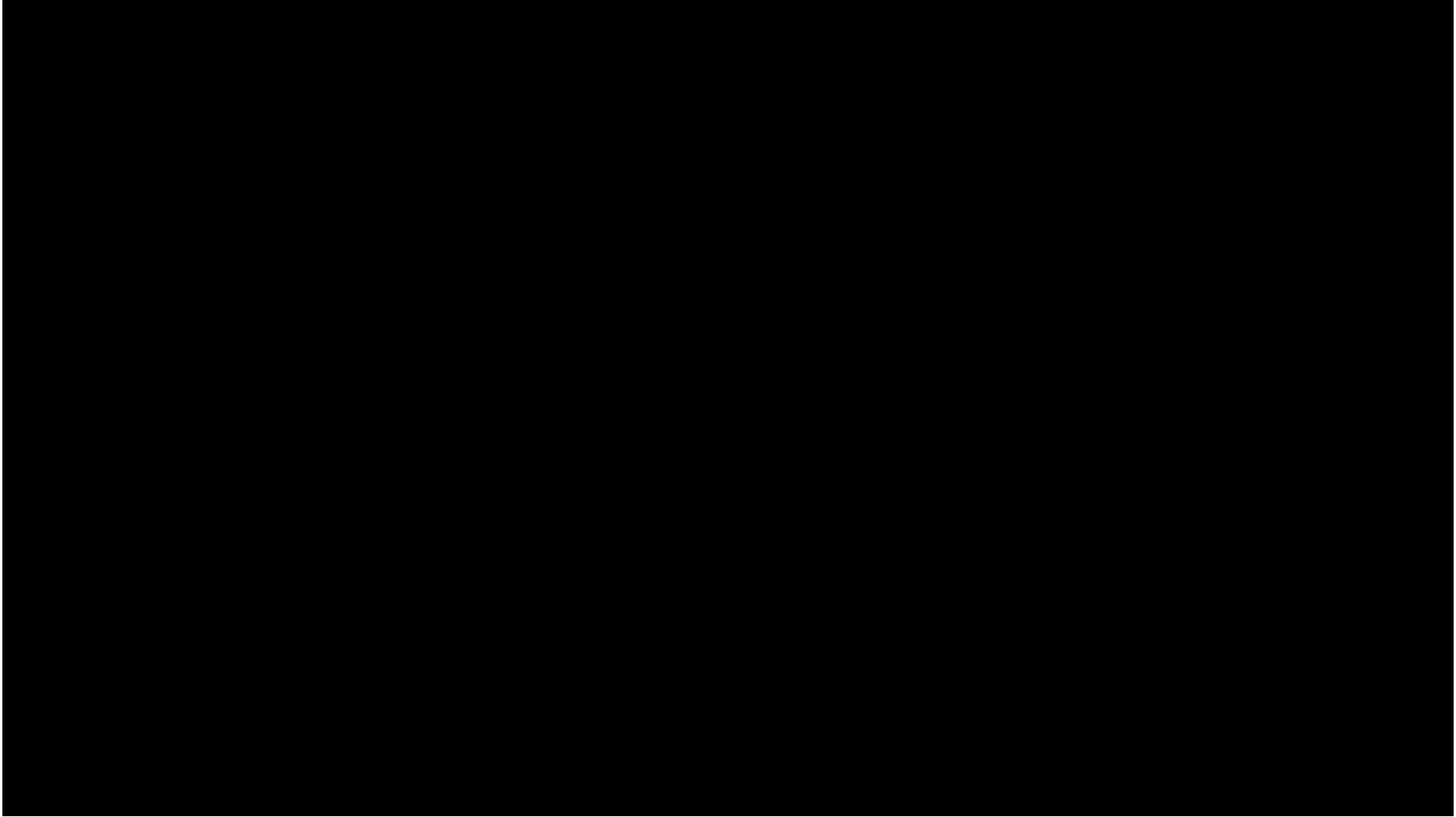
1. Your business idea
2. Getting productive
3. Money
4. Customers
5. Support



www.rapid-enetepriase.co.uk



Adam's pet bedding





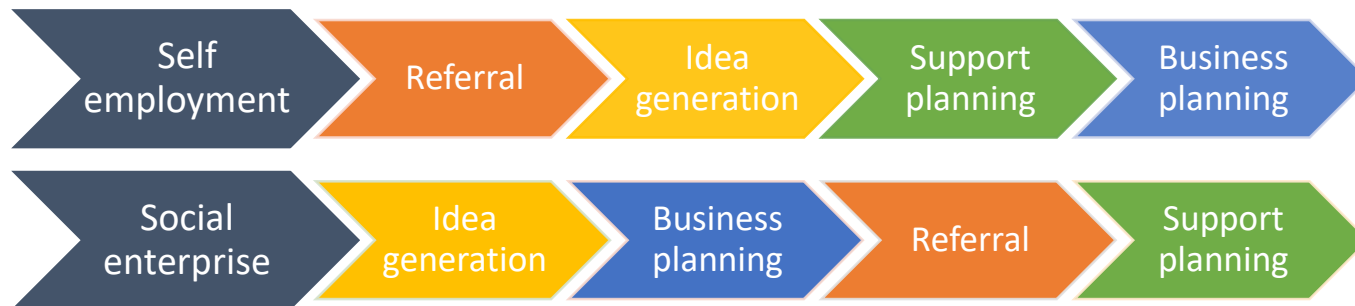
Section 3 – Questions of support

- Support for the individual
- Support for the business
- Sector specific support

If support for employment is like this



Does support for enterprise look like this?



Or is it much more messy?



The role of an internship?

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



Employment and enterprise facilitation can:
be both directive and facilitatory

- we can suggest

Set hope as central pedagogical instrument in the
'pursuit of completeness' (Webb, 2010)

- we can inspire

 **rapid enterprise
development**

Think about the other stuff

When working for an employer we are given:

- Job description
- Task list
- Process and order
- Quality standards

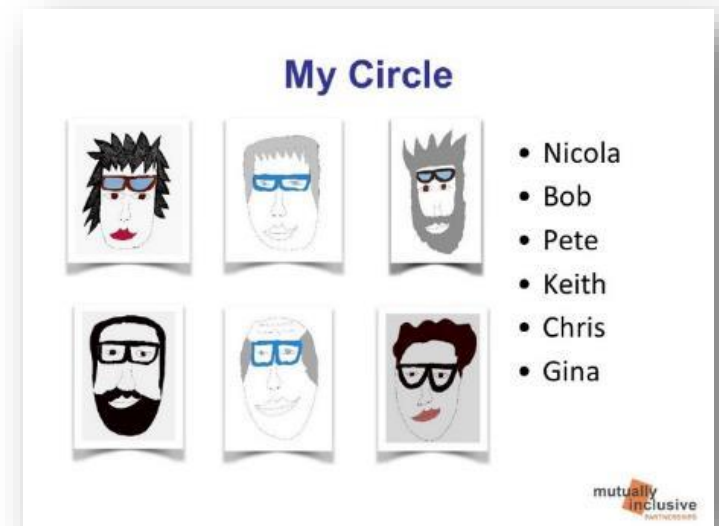
Enterprise involves

- Paperwork
- Finance
- Legal stuff
- Getting new sales
 - Bookkeeping
 - HR



Identify the collaborators

- Enterprise Trainers
- Social and community enterprises
- Peer mentors 'an ideal type of support'
- Support workers
- Job Coaches/Employment advisors
- Business mentors
- Family members
- Friends



Adams, 2019; Bates 2009, 2022; Reddington and Fitzsimons, 2013; Hagner & Davies, 2002; Shaheen, 2016; Ouimette & Rammler, 2017

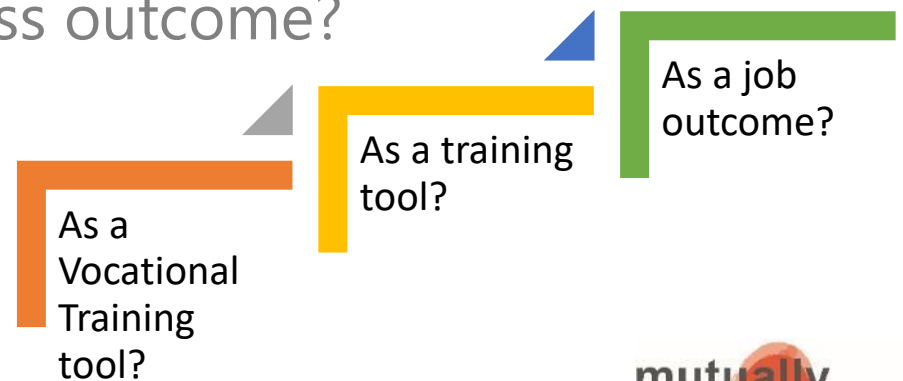
Define the outcome

What would we consider an outcome or success in self employment? Will everyone share the same view?

- The individual
- The family
- The commissioner

What measures might we use?

- As a VP tool?
- As an employment/business outcome?
 - During the internship?
 - After graduation?



Design the programme

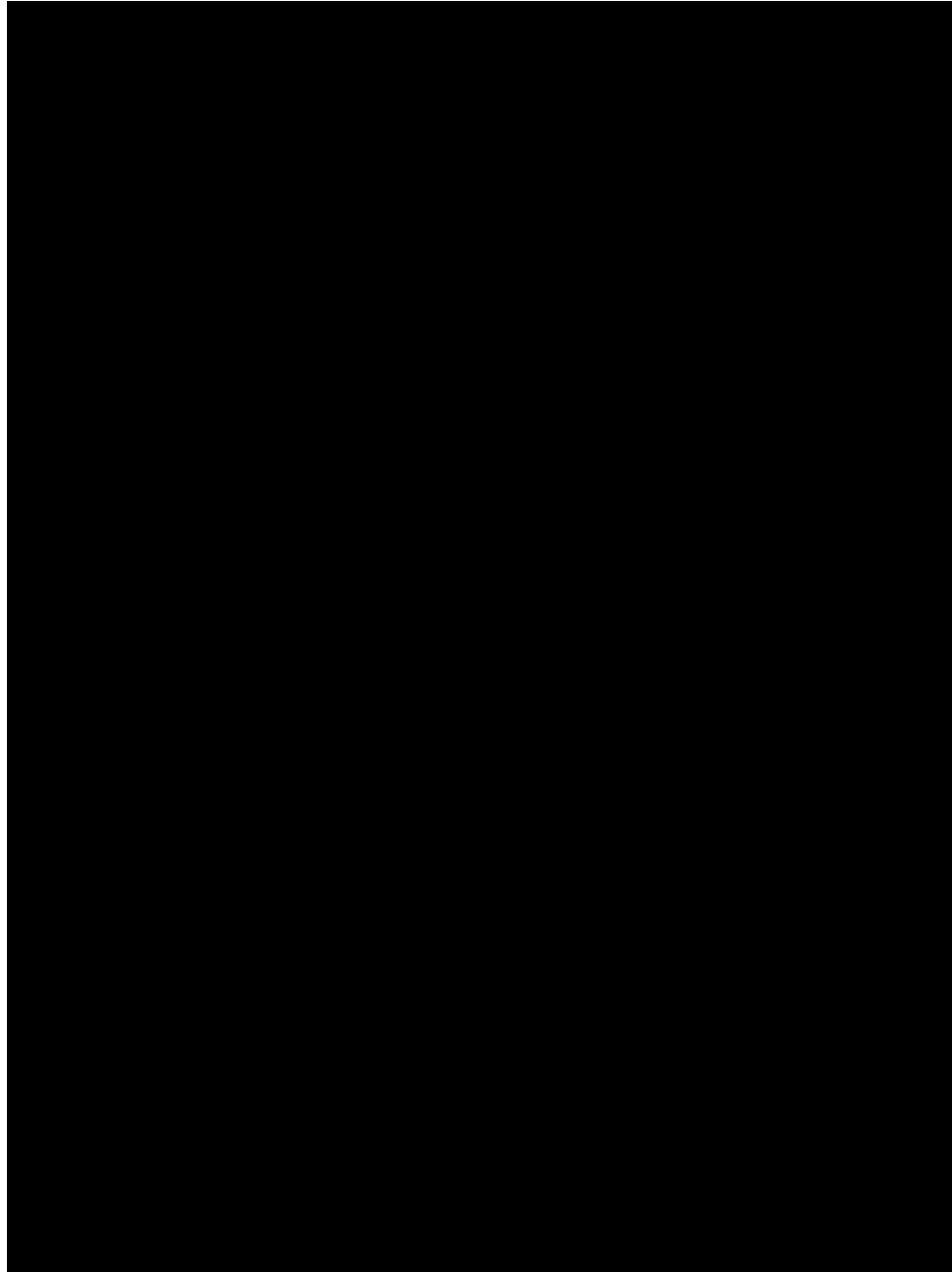
Internship structure

- Blend self employment into existing programmes?
- Offer self employment programme as a stand alone?

Placements (one possibility)

- Term 1 - Vocational Profiling
- Term 2 - Sector specific experience
- Term 3 - Enterprise development & planning

Ty the beach hut guy

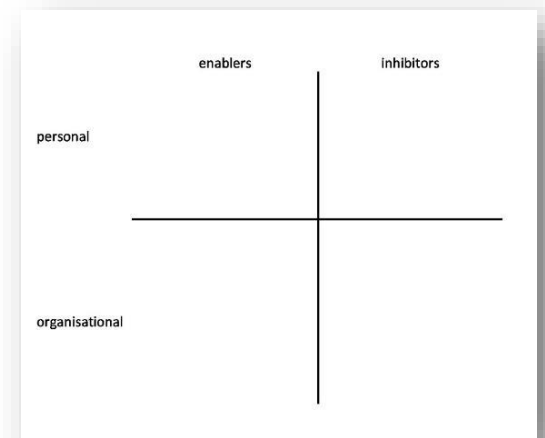


Section 4 – Open discussion

Where do we go from here....?

How would *you* fit support for enterprise into your internship processes?

- How we might promote the idea of self employment?
- Where / how / when would we ask the question?
- How would we identify entrepreneurs
- Who else could we to work with?
- How & when would we engage with mainstream business support provision?
- What training and support would help?
- Consider ways in which our own employment support & internship processes encourage or block the possibility of enterprise



Questions, comments and observations

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