

Tender Document	Micro-Enterprise Programme
Project Title	Croydon Micro-Enterprise Programme
Services Required	Micro-Enterprise Model Creation and Implementation Support
Client	Croydon Council, Croydon Almshouse Charities
Author	MacLaine Adler, Wellbeing and Projects Manager at Croydon Almshouse Charities
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The purpose of the Tender Document (TD) is to:

1. provide background information
2. define the objectives of the project
3. establish what is needed from a potential third-party partner to achieve success
4. outline how to submit an application for this tender.

1. Background

Fostering autonomy and independence is considered a key objective in the London Borough of Croydon Council's (LBC) aim to enhance the quality of life of its residents. In the efforts made to support this fostering LBC has identified a gap in the current Croydon adult social care market in relation to the accessibility and delivery of high quality, person-centred, affordable services. To address this gap, LBC has identified the need to create and implement a thriving micro-enterprise ecosystem within the Croydon community.

At the same time, Croydon Almshouses Charities (CAC) has been developing an adult social care project, Croydon Cares (CC). CC aims to working in partnership with clients to fulfil the below three strands of the project, so they can live independent and fulfilled lives for longer in their homes:

- Dignity: micro-enterprises deliver personal care
- Independence: micro-enterprises to help at home e.g. cleaner; handy person; hairdresser
- Discover: signposting and support to engage with the local community

The definition of a micro service for the purposes of the project will be a service which employs 5 or less paid staff.

CAC and LBC (referred to as 'the Partnership' throughout this document) have agreed to develop micro-enterprise across Croydon in equal partnership and are excited to jointly-lead a transformative model of support for Croydon residents, whilst also demonstrating effective partnership-working.

By championing the development of sole transfer and small-scale businesses, the Partnership aims to empower local entrepreneurs, invigorate economic growth, and cultivate a sense of community and pride among residents. Micro-enterprises offer numerous benefits, including job creation, increased community engagement, and the amplification of unique local understanding and services. Micro-enterprises also offer a distinct opportunity for local Croydon residents who do not want the burden of becoming an employer but possess the skillsets and desire to provide needed services in their community. The Partnership is confident that community-based services (micro social care and support services) which are established and managed by local people are in the best position to ensure that the delivery of said services is done in the most person-centred and individualised way, which helps fill the gap previously identified in the market.

The Partnership has tasked itself with shaping and building this micro-enterprise model in the Croydon community. It acknowledges the importance of having individuals with an understanding of the local area leading in the establishment of the micro-enterprise model to ensure its alignment with the unique needs, values, and dynamics of the Croydon community. To address this, both members of the Partnership are each recruiting one “worker” who will concentrate on getting out into the community and engaging with potential and existing micro providers. To provide the necessary support, training and knowledge to establish a micro-enterprise ecosystem to these “workers”, the Partnership is seeking the services of a third-party with this expertise.

2. Objectives, Benefits, Deliverables and Programme Priorities

Objectives:

- To identify, engage and document current micro provision capable of meeting social care outcomes within Croydon;
- To develop and implement agreed strategies to encourage community members to establish micro services in response to the requirements of clients;
- To assess the support requirements of micro providers and develop agreed strategies and responses to barriers and identified need;
- To consider accreditation of micro providers to provide assurance to members of the community in using those providers;
- To support the development and continued sustainability of micro providers capable of meeting social care outcomes within Croydon, including a focus on the triple bottom line (Economic, Social, Environmental);
- To promote and create demand for the work of unique micro care and support services with internal and external stakeholders;
- Foster economic empowerment in the community while utilising local resources and skillsets effectively

Benefits

- Provision firmly rooted in the community and based on a sound understanding of local issues;
- Local people providing local services and offering employment in the local economy;
- Providers get to know clients and their families, thus delivering a more personalised service;
- Social capital is built through fostering community, neighbourliness, social networks and civic participation;
- Building of market diversity and responsiveness;
- Provision of consistency and genuine empathy in service delivery;
- Improved service user outcomes as a result of greater choice and more flexible delivery
- Improved value for money; loss of economies of scale balanced by improved service effectiveness (diversity in local market allowing tailored meeting of needs) and improved efficiency (flexible delivery options and a focus on what client’s value reduces waste - Lean methodology).

3. Scope of the Project and Requested Services from a Third Party

The proposed scope of the project will include:

- All geographical areas within Croydon
- All independent micro-services capable of delivering social care outcomes;
- Existing, emerging and new providers;
- Private, Not-for-Profit and Social Enterprise provision;
- LBC directly commissioned and non-directly commissioned provision i.e. via self-funders or Direct Payment.

The proposed scope of the project will exclude:

- Services and providers not capable of delivering social care outcomes;
- Services and providers looking to deliver social care outcomes to children.

The proposed scope of the needed services from a third party will include:

- Provision of training and education around establishing a micro-enterprise ecosystem to the two lead workers from CAC and LBC;
- Infrastructure support around how to provide advice, financial counselling and business support to existing and potential micro providers;
- Knowledge and support around navigating local regulations and permits;
- Provision of marketing and promotion assistance to raise awareness of micro-enterprises;
- Access to follow-up services such as additional training and support.

The proposed scope of the needed services from a third party will exclude:

- Assistance in recruiting either of the workers
- Provision of direct support to existing and potential micro providers in the Croydon community

Timescales

The Partnership are keen to progress micro-enterprise immediately, whilst not negating the need for proper planning. Since CAC's worker MacLaine Adler is in post, she will lead whilst LBC appoint their worker, and they will then jointly-lead. CAC will oversee the tender process.

Applications to provide the services requested in this tender must be submitted by 5th July 2024, and work on the project will begin by 22nd July 2024.

4. Submission Requirements

If your organisation wishes to apply to provide the services requested in this tender, we request the following be submitted to MacLaine Adler (maclaineadler@croydonalmshouses.org.uk):

- An outline of the range of services your organisation provides which identifies your expertise and capabilities in supporting local entrepreneurship at the micro level and community development;
- Additionally, we ask for a comprehensive explanation detailing your proposed approach to delivering the scope of the requested services to ensure the project succeeds
 - i.e. strategies for providing support to workers creating and implementing the micro-enterprise model into the community, providing infrastructure support, navigating legal and regulatory frameworks etc.
- The associated costs your organisation charges for the provision of said services.
- Two references whom we can approach on receipt of your application.

If you have any questions about the project for which an answer is needed in order to appropriately respond to the application requirements, please contact MacLaine Adler.