

Scottish Expert Advisory Panel for the Collaborative Economy
Wider implications including public services and social value
26 October 2017

Community Enterprise Submission

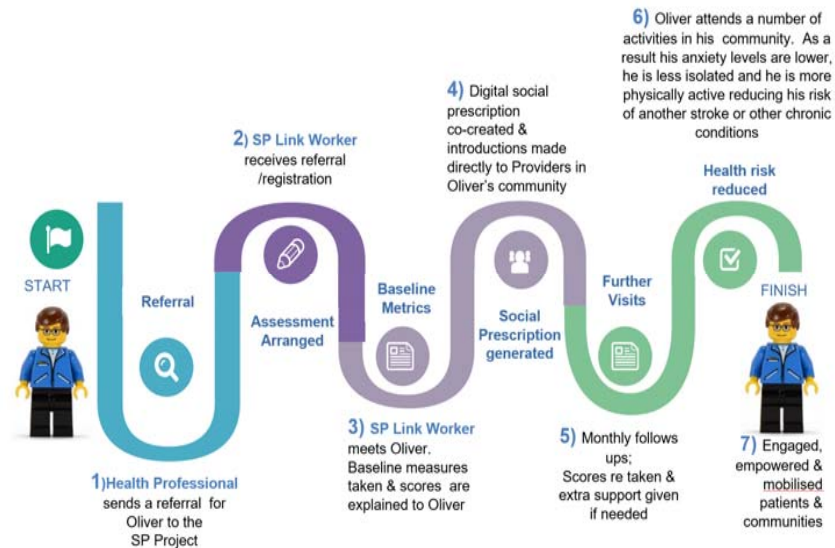
<p>Our Experience</p>	<p>Community Enterprise developed a small number of platforms in the past. These were principally;</p> <ul style="list-style-type: none"> • Run Native, a UK wide platform for social enterprises to retail gifts and goods. This was a sort of “social enterprise amazon” but initially restricted to items. There was an aspiration to develop this into experiences but the branding and design was focussed on business to consumer not B2B. • SE-venues was a searchable site for social enterprise venues. Third, private and public sector could search this site for a venue in their area for conference or meeting. • We have an aspiration to create a platform that links existing and emerging social businesses with the support and funding that exists in Scotland. Helping people navigate a relatively impressive, but hard to find eco-system. <p>I have set out our learning and challenges below</p>
<p>Where have you seen the best examples of a collaborative economy servicing a social challenge or achieving direct social impact?</p>	<p>The best platform I have come across most recently is called Elemental, a platform to link service providers, health professionals and patients to help manage social prescriptions.</p> <p>Elemental Software was founded in Northern Ireland by community health practitioners with experience of social prescribing. The software is designed to help different stakeholders work together to create better outcomes for patients. It connects patients, health professionals, and community health providers together using a cloud based platform.</p> <p>The system is integrated with existing GP computer systems, allowing health professionals to quickly create a referral for their patients. Throughout the process the GP can track the progress of a patient.</p> <p>Community Link Workers/Social Prescribers/Community Health Navigators easily receive referrals from GPs and can arrange a first meeting with the participant. The software can be populated with a range of different opportunities locally, making it easy to co-create a social prescription. At this stage the community health navigator works with the patient to record baseline scores on a range of widely recognised scales e.g. BMI or the Warwick Edinburgh Mental Wellbeing Scale (WEMWBS). Throughout the process the Link Worker can monitor the process of the participant and meet with them to update their wellbeing scores.</p>

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Community workers that run projects (e.g. a lunch club, walking group, or meditation session) receive an alert that a new participant will be joining the project. They can report on the progress of the participant, and record how many activities they take part in.

Patients have access to the platform and can track their progress through the process.

A sample journey is shown below:



What are the challenges to these platforms operating at scale? That might be about access to finance, but there will be other challenges – what are they?

- Finance of course because there is a long lead in time before brand builds. This is largely volumes based so it takes a while before surpluses can be generated and loans serviced
- Start up investment is high in a risky and untested environment. Working capital, IT costs, platform design, marketing and branding, salaries up front till the business builds. All of these build up
- Buy in from users. Our most disappointing experience with Run Native was the lack of active buy in from the social enterprises on the site – we needed them to jointly market etc, buying into an on-line community and a common purpose. This pulling of resources creates media interest and momentum but was a struggle.
- IT progress. We spent a lot of money on an IT platform which was out of date within 2 years. Need a

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	<p>coding team in house, but again this is resource intensive early.</p> <ul style="list-style-type: none"> • Who should be leading. Is the organisation and/or individual the right one as it needs single mindedness and passion to focus on the development of the platform.
<p>Where could these platforms be most effective? (Transport, care...?)</p>	<p>Social care in rural areas. Linking new and emerging enterprises with support that is hard to locate. This would grow enterprise quickly.</p>
<p>Where do you see the most potential in Scotland to advance this agenda?</p>	<p>Read partnership between public, private and third sector</p>
<p>What might/can the government do?</p>	<p>Risk capital or funds to test ideas</p>