Southampton Personalisation Project

The University of Southampton SECC project focussed on supporting:

• People who are eligible to receive Individual Budgets (Personalisation).
• Communities who wanted to start a social enterprise (SE) to meet the needs of people in receipt of Individual Budgets.

The project was a three-year partnership project between Southampton University, Southampton City Council, two social enterprises, RISE Community Development Ltd and Communication & Action, and a Hampshire based charity - Carers Together. The project consisted of three types of activities:

1. Identifying health and well being needs beyond care needs
2. Promoting understanding of personalisation to individuals and groups in the community
3. Delivering sustainable models of service provision to people who receive individual budgets.

Dissemination Event, 9th June 2011

The dissemination event took place in Southampton and its aim was to hold a one-day conference to bring together people who have an interest in facilitating and evaluating the development of Personal Budgets. Those who attended the conference ranged from partners of Southampton Personalisation Project, those with limited understanding of personal budgeting through to expert practitioners, service user groups and providers. It was a unique opportunity to show to key agencies and individuals the findings from the 3 year project. The conference included contributions from partners and academic researchers in the field of personalisation.

Workshop 1: Developing a Social Enterprise Approach

Facilitator: Nathan Brown, Community and Enterprise Facilitator, RISE Computers Ltd.

This workshop covered lesson learnt over the past three years of the the project. The workshop material used experience and knowledge gained by working with over 35 social enterprises at various stages of development. All of these enterprises offer or aim to offer services that address some health and well being need and could be purchased through Individual/Personal Budgets. Nathan outlined support provided to assist providers in delivering a social enterprise approach with particular emphasis

on business planning and community engagement.

Workshop 2: Personalisation and the Third Sector

Facilitator: Chris Dayson, Research Associate, Centre for Regional, Economic and Social Research, Sheffield Hallam University.

Chris provided an overview of research aimed at understanding the implications of the personalisation agenda from the perspective of local infrastructure organisations (LIOs). The findings are considered in terms of the organisational development needs of voluntary sector service providers and the challenges they are likely to face in forthcoming years. The
implications of these findings for front line voluntary organisations and the way they are supported by LIOs was discussed.

For further reading go to, Dayson, C. (2011) 'The personalisation agenda: implications for organisational development and capacity building in the voluntary sector.' Voluntary Sector Review, 2 (1): 97-105.

Workshop 3: Personalisation Tool – use and application

Facilitator: Jenny Edwards, Managing Director, Communication and Action – A social enterprise

This session focused on the development of a practical tool which is used to facilitate the personal budget application process. Jenny over the project had worked on a tool enabling individuals to identify their innate needs and, through a facilitative process, identify possible ways by which such needs can be met. The tool is based on a range of theoretical foundations that explore innate needs of individuals rather than the symptoms of such needs. Furthermore, the tool helps individuals to identify the most prominent need and, more importantly, engages users of the tool to think about how such need may be addressed.

All workshop materials from the conference and developments from the project are now available as a public download from the following website:
http://www.socialenterprisefoundation.org.uk/index.php?id=14

If you would like to see a short video of the dissemination event or the social enterprise market event that was generated from the project follow this link:
http://www.socialenterprisefoundation.org.uk/index.php?id=66

Some feedback from the conference:

How useful did you find the conference?

Found the presentations and the workshops very useful.

Was there a particular highlight / favourite part?

The communication tool, Circle of Need. I felt that this was excellent in looking at a wider perspective on "needs" and is something I would like to use with service users.

Any other general comments?

It was also very useful finding out about the material available on your website.

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