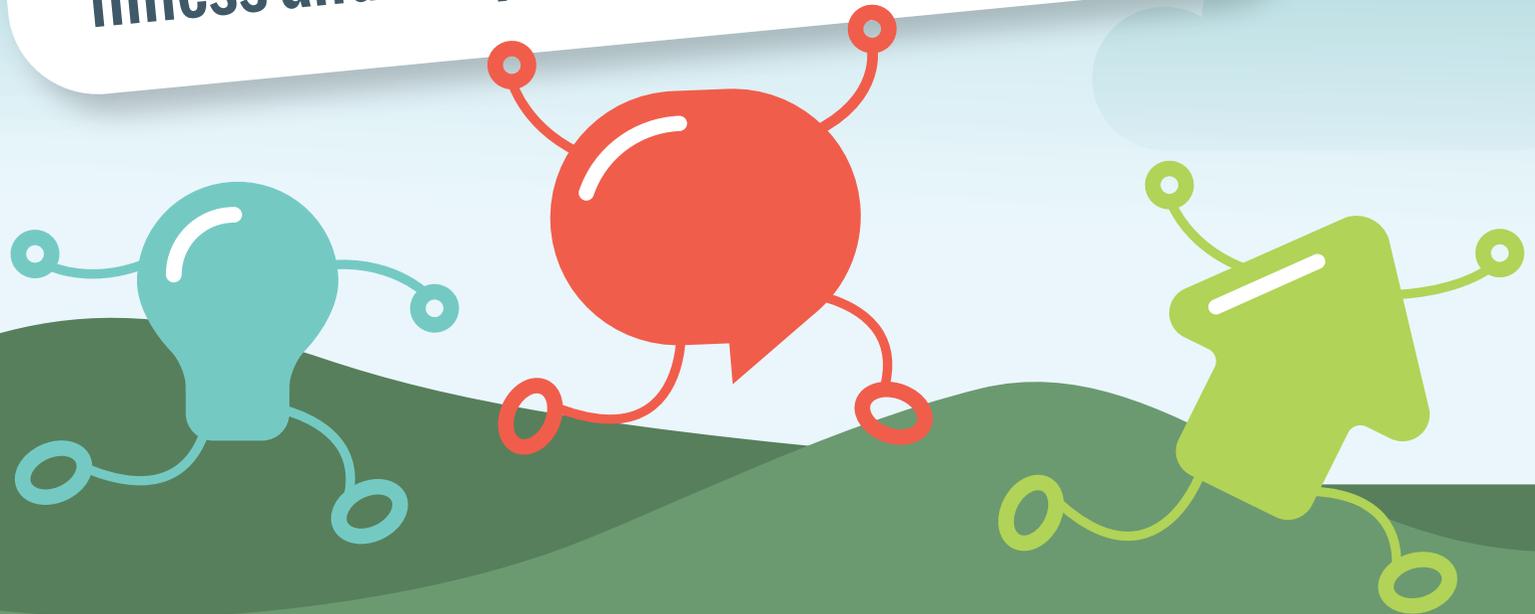


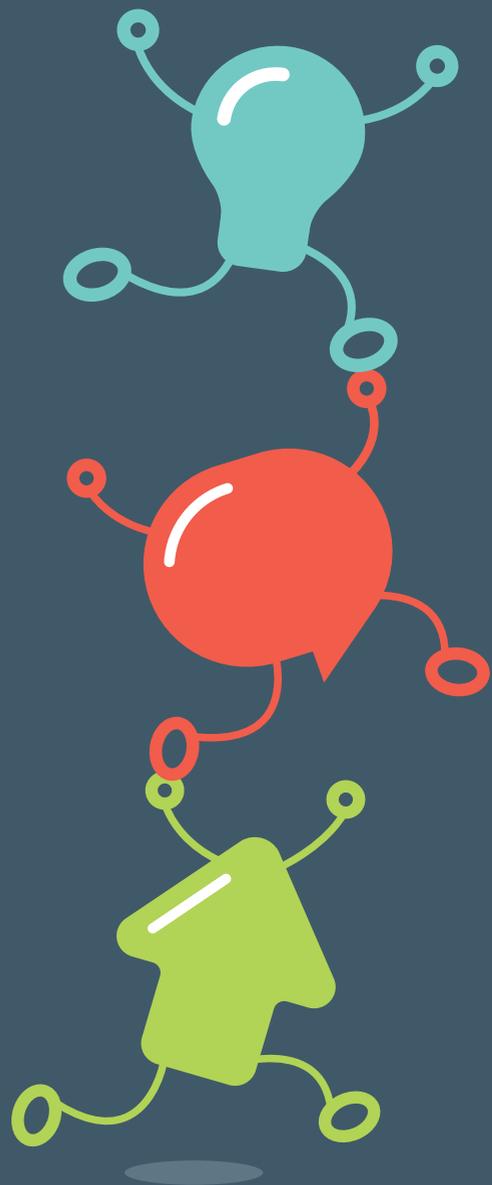
LET'S GET
STARTED



START YOUR OWN BUSINESS

A Guide for People with Disability or
Illness and People who support them





ACKNOWLEDGEMENTS

Thank you to all the people who shared our journey:

- Individuals who were interested in exploring self employment opportunities
- Families, support staff and mentors who encouraged and helped them
- Entrepreneurs who worked together to develop more inclusive enterprises
- Our steering group who shared their learning, knowledge and resources
- Other supported self-employment programmes who showed that it was possible
- Brothers of Charity Clare who led, sponsored and supported Let's Get Started
- The Genio Trust who funded **Let's Get Started**

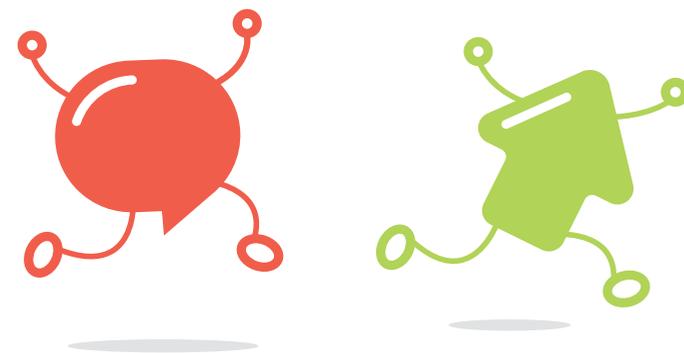
We've started an interesting conversation – there has been a lot to learn!



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LET'S GET STARTED: SELF EMPLOYMENT FOR PEOPLE WITH DISABILITY OR ILLNESS

ABOUT LET'S GET STARTED

Let's Get Started was a pilot project in County Clare that explored the best ways to help individuals with a disability or illness to plan and set up a small business in their local area, with the support of family and the local community.

Based in County Clare, **Let's Get Started** was led by Brothers of Charity Clare and funded by The Genio Trust under the **'Supporting Young People'** funding stream.

The focus of the Let's Get Started was on:

- » Nurturing individuals' interests, gifts and talents
- » Supporting people to explore self employment options and opportunities to earn an income
- » Setting up a network of business supports and mentors
- » Sharing what was learned
- » Showcasing ideas for small businesses and social enterprise across the county

WHAT'S IN THIS GUIDE:

This guide gives an overview of the things you should think about if you are considering self employment yourself or helping someone to set up their own small business. It looks at some of the key principles and enablers of support programmes for people setting up a business.

It is designed to help people explore the idea of self employment. It looks at the types of support that people need and where they can get help.

WHO IS THIS GUIDE FOR:

This guide is for people who think that self employment might be a viable or alternative work option.

It is for budding entrepreneurs, family members, support staff, organisations and communities providing services and supports for people with disability or illness.

SUPPORTED SELF EMPLOYMENT: THINGS YOU SHOULD THINK ABOUT



GOVERNANCE AND MANAGEMENT

WHY IS GOOD GOVERNANCE IMPORTANT?

People and organisations supporting individuals with disability or illness have a duty of care, dignity, respect and accountability.

Good governance ensures that project planning, project management, project teams, support structures and processes are guided by agreed and shared values.

WHAT DOES THIS LOOK LIKE IN PRACTICE?

Let's Get Started established a steering group with representatives from Brothers of Charity, Employability Clare, Clare Advocacy Platform, Clare volunteer Centre, East Clare Community Co-op and Obair. An emphasis was placed on good governance, shared learning and resources, and mainstreaming **Let's Get Started** after the initial pilot phase.

Let's Get Started Steering Group spent time at the beginning of the project developing its vision and values. These were included in the project workplan and guided each phase of the project.

The project's values also influenced its decision to adopt an action learning and inclusive research approach.

Let's Get Started also signed up to the Governance Code for Community and Voluntary organisations.



Joe McGrath, Member of Let's Get Started Steering Group

WHERE CAN YOU GET HELP OR INFORMATION?



www.governancecode.ie

SIZE AND SCALE

WHAT DO WE MEAN BY SELF EMPLOYMENT, SUPPORTED SELF-EMPLOYMENT OR MICRO ENTERPRISE?

Self employment means having your own business or enterprise and being in charge. You can work by yourself or hire other people. Setting up your own business can be a good way to create work and start earning money.

In supported self-employment people with disabilities or illness are empowered to plan, set up and run their own business, with supports and ongoing help. They own the business and are key decision makers. Support comes from service providers, families, community and mainstream enterprise supports.

A micro enterprise is a very small business activity. It can develop out of an interest or a hobby and can provide a purpose or meaningful activity. It may provide extra income – in many cases a small amount of money. The time spent on the business or enterprise can vary from a couple of hours to a number of days a week.

Self employment and micro businesses can provide real opportunities for individuals and groups to earn an income and be more included in their communities.

START SMALL - KEEP IT SIMPLE!



SELF EMPLOYMENT OPPORTUNITIES

Self employment opportunities often come from a passion or unique skill. Artists can work independently, or as part of a collective or inclusive enterprise.

GABRIELLE MANGAN

Gabrielle Mangan used her artistic talents to help us celebrate the **'Building Inclusive Communities'** conference held in Ennis, Co. Clare in 2013. Her design was printed on balloons to decorate the conference room.

Gabrielle also organised a fundraising coffee morning for Clare Crusaders, an organisation which provides free therapy and specialist treatment to over 350 children with special needs in County Clare. The posters she designed to advertise the event attracted a big crowd. She raised €500.



PEADAR O' LOUGHLIN

Peadar O' Loughlin is a skilled, concert violin maker who trained in Italy. Peadar was 'born to build' instruments and followed his passion. After a few years break, Peadar, who is based in County Clare is returning to crafting his instruments, supported by **Let's Get Started**, EmployAbility Clare and Clare Local Development Company.



LEARN FROM OTHER PEOPLE

WHAT RESEARCH HAS BEEN DONE ON SELF EMPLOYMENT PROGRAMMES FOR PEOPLE WITH DISABILITIES OR ILLNESS?

Helen McQuillan, **Let's Get Started** project leader, did some research on self employment programmes for people with disabilities and illness in Ireland and other countries.

The research looked at different business ideas and support models. A large number of projects were studied and twenty of these programmes (from the US, UK and Canada) are profiled. These have a specific focus on supported self-employment and microenterprise for people with disabilities. A number of these programmes have developed very good start your own business resources.

Let's Get Started also carried out Action Research, outlining some of the things the team learned.

Both research reports are available online:

www.brothersofcharityclare.ie/assets/Uploads/pdfs/Good-Practice-Reviewfinal-Lets-Get-Started.pdf

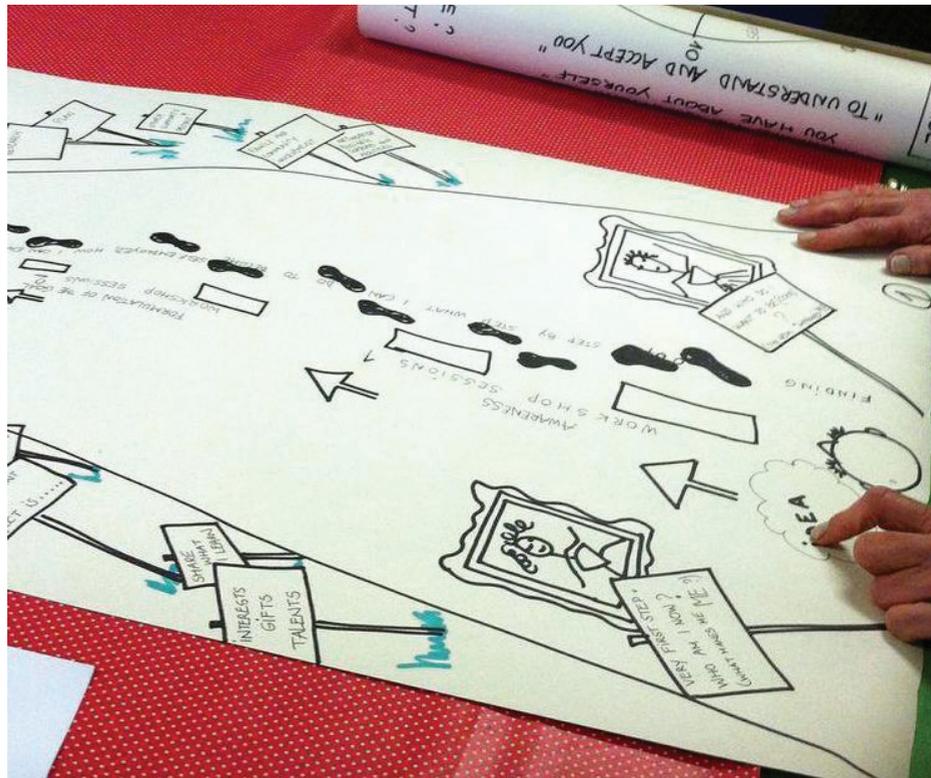


WHERE DO YOU START?

THERE ISN'T A FIXED PLACE TO START.

You need time and space to think and talk. You don't need to have a business idea.

Can you make or do something that people will pay for?



EXPLORE THE IDEA OF WORKING FOR YOURSELF

- » Think about the skills and interests you have.
- » Make a list of people who can help you - family, friends, staff or mentors.
- » The discovery process can be fun - you can explore different ideas and opportunities. Explore the possibilities!
- » Find out about different small businesses in other places.
- » You can take it in steps, at a pace that suits you.

ROLE MODELS

People benefit from real examples of what a business or micro-business is, and who can or cannot be an entrepreneur.

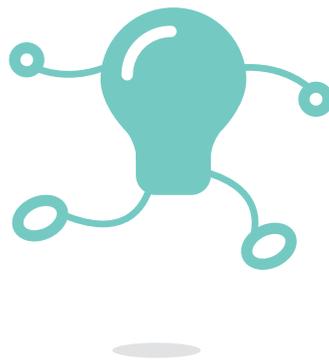
Entrepreneurs with disabilities are good role models. Peers can provide inspiration and support.

Let's Get Started has a short report with examples of different types of small businesses and the people who run them:

www.brothersofcharityclare.ie/assets/Uploads/pdfs/exec-summary-fv.pdf

LET'S GET STARTED PLANNING PROCESS WITH INDIVIDUALS

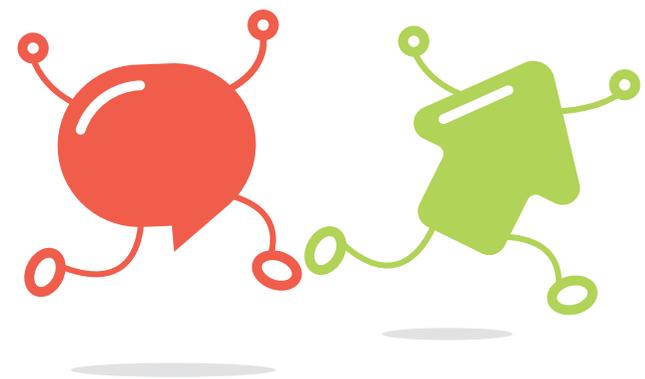
Good Practice Research / Evidence



- Meetings, Information Sessions
- Expression of Interest
- Application Process - Forms / Interviews
- Discovery / Person-centred Planning
- Ideas Workshops
- Training Needs Analysis
- Identification of Mentors & Vulnerabilities Training
- Business Planning & Feasibility
- Personal Business Supports

Person-centred planning includes an exploration of the individual's life, dreams, talents, relationships and supports. This is the starting point for business planning and support needs analysis

Action Learning / Resources & Guidance



EXPLORING SELF EMPLOYMENT

There are some good resources on the internet to help you explore self employment.



About

Steps

- 1) Your Career Options
- 2) The Path Best for you!
- 3) Showcase your Strengths
- 4) Which Business for you?
- 5) Your Business: A Good Idea?
- 6) Learn About the Business
- 7) Your Sales Pitch
- 8) Your Business Plan
- 9) Resources

The Careers Explorer

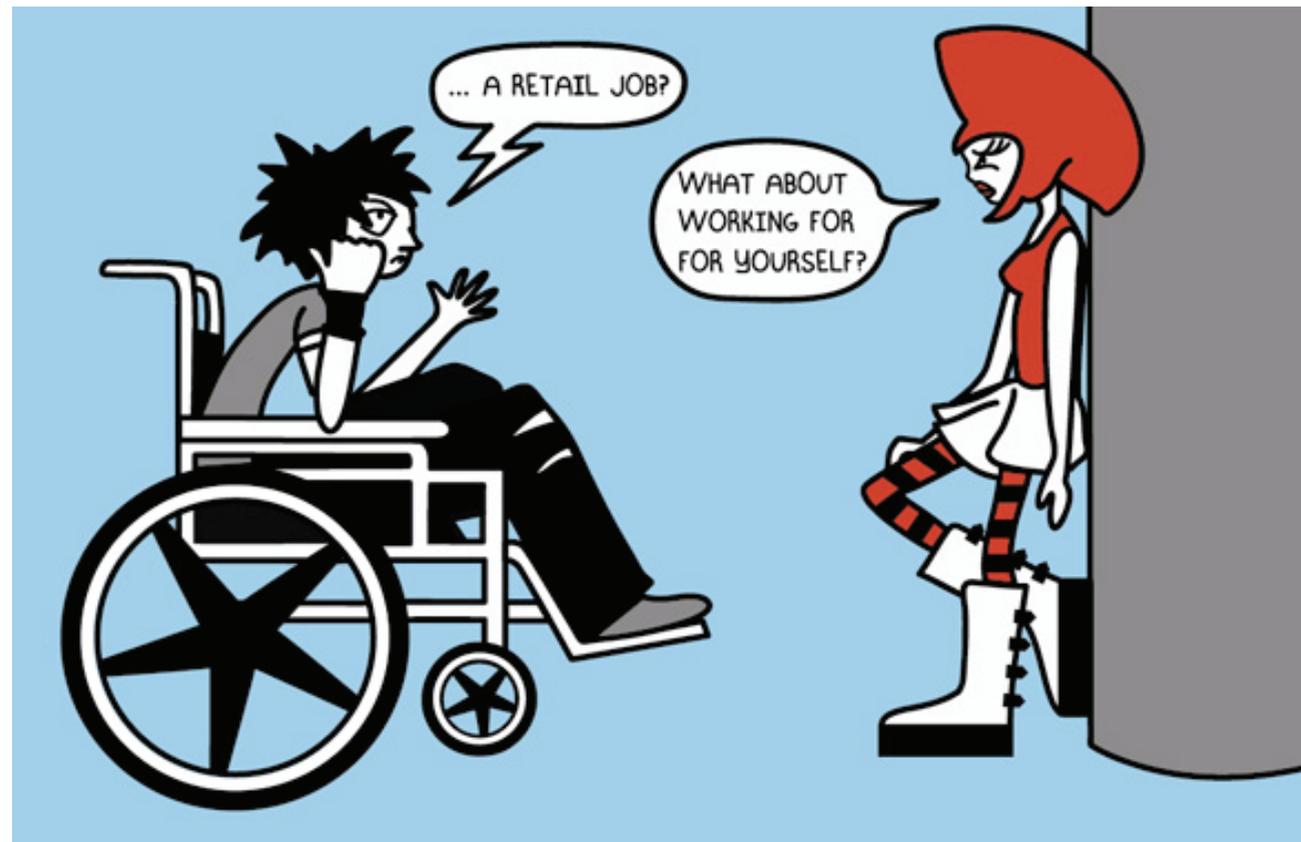
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THE SELF EMPLOYMENT EXPLORER

Exploring Self Employment as a Career Option for Youth with Disabilities

Canada Futures Self Employment Explorer

www.toolkit.cf-edp.ca



SUPPORTING INDIVIDUALS

Good support for individuals is key to getting a small business up and running.

- » Good support means planning and thinking **with** a person, not **for** them
- » Good support places the overall welfare of the individual at the centre
- » Good support is about timing - when it is offered and how often
- » Support involves building a network of support, including family and members of the wider community

A person's enthusiasm for a business idea can be boosted by providing the right support when it is needed.

For **Let's Get Started**, support was about enabling the emergence of independent self-motivated individuals who were capable of promoting their own development and the development of their communities.

Effective circles of support involving family, support staff, enterprise support, mentors and community support encourage business success.

Support staff and networks are key to helping individuals reach their goals. The development of a viable micro-business or inclusive enterprise needs a continuity and consistency of support, particularly in the early stages.

People in a support role face a big challenge, as business support is a new area. Organisations need to look at ways of helping the support staff to learn, develop new skills and share what they are learning.



SKILLS AND TRAINING

WHAT SKILLS DO YOU NEED TO RUN YOUR OWN BUSINESS?

You don't need to have all the business skills.

The best skill you can develop is asking people for help.

Some of the skills you need include:

- » Skills to produce your goods - e.g. horticulture; woodwork; cookery
- » Skills to sell your products or services: pricing; presentation; packaging; promotion
- » Health and safety awareness and training
- » Customer service



Organisations providing training in local areas include:

- » Local Education and Training Boards (VEC) provide community education and training courses.
- » Local Enterprise Offices run Start your Own business courses and business support programmes.
- » Partnership and Local Development Companies run micro-enterprise support programmes.



Kieran Walshe and Karen O'Shea in the Bookery, Kilrush.

START YOUR OWN BUSINESS ADVICE

WHO ELSE IS HELPING PEOPLE SET UP SMALL BUSINESSES?

A lot of planning, energy, engagement, research and investment has gone into developing successful models of supported self-employment. Many quality business planning resources have also been developed and are available online.

WHERE CAN YOU GET HELP OR INFORMATION LOCALLY

Local Development Companies have a dedicated Enterprise Support Officer and run micro-enterprise training and mentoring programmes

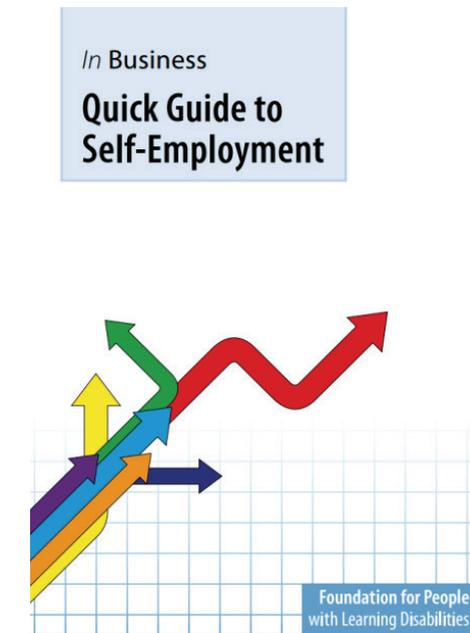
Local Enterprise Offices provide start your own business training, supports and grants

EmployAbility - supported employment services for people with illness, injury or disability - provide support for people thinking about becoming self employed.

InBusiness is a very successful supported self employment programme, run by the Foundation for People with Learning Disabilities in the UK.

They have published 3 self employment guides, available online at:

www.learningdisabilities.org.uk/our-work/employment-education/in-business



Oifig Fiontair Áitiúil
Local Enterprise Office

RESOURCES AND INFORMATION

WHAT BUSINESS RESOURCES AND GUIDANCE HAVE ALREADY BEEN DEVELOPED?

For people with disability or illness

InBusiness, Foundation for People with Learning Disabilities

www.learningdisabilities.org.uk/our-work/employment-education/in-business/in-business-project

General business planning tools

Toil and Trouble

www.welfare.ie/en/downloads/toiltrouble.pdf

Shell Live Wire Business Start up Resources

www.business-startup.ie/directory/young-entrepreneurs/shell-livewire.html

Canada Futures Self Employment Explorer

www.toolkit.cf-edp.ca

www.clareceb.ie/wp-content/uploads/2011/09/2-Business-plan1.pdf

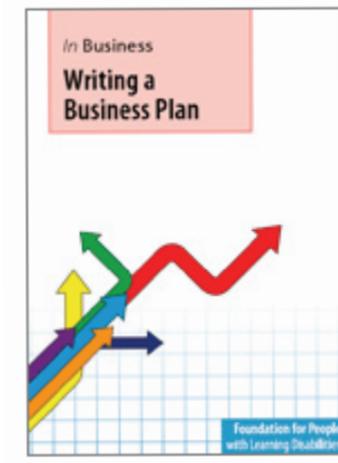
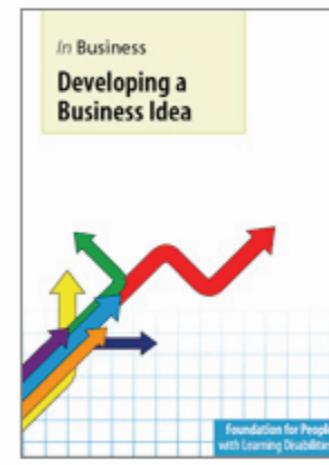
Nubie online business planning tool

www.nubie.com

Managing your money

Slattery & Partners Accountants have a useful report on managing money

www.slattery.ie/slattery/www/index.asp?magpage=6



COMMUNITY LINKS AND PARTNERS

GOOD COMMUNITY LINKS ARE IMPORTANT

Business success thrives on local connections and networks. Where supports and mentoring are local and person-centred and a business is developed around a community need, demand or resources it will be more successful.

BUILDING INCLUSIVE COMMUNITIES CONFERENCE
 A CONVERSATION... A SHOWCASE... A CELEBRATION!

LET'S GET STARTED

WHO IS IT FOR?
 For people interested in exploring how we can make our communities more inclusive, by:

- Rethinking work
- Reimagining education
- Building resilient communities and making connections
- Showcasing community led development
- Supporting social enterprise
- Valuing volunteering

WHEN IS IT?
 Friday 20th September
 West County Hotel, Ennis, 10am to 4pm

COST: €10

Supporting Community Enterprise in Co. Clare

To register, email:
helenmcquillan@clare.brothersofcharity.ie
 Or call: (087) 946 4341

Logos at the bottom include: Clare County Council, Clare Brothers of Charity, Volunteer Centre Clare, DEAR NEWARKET ON FERDIS, Employment Clare, and GENIO.

WHAT DOES AN INCLUSIVE COMMUNITY LOOK LIKE?



BUILDING INCLUSIVE COMMUNITIES CONFERENCE, ENNIS, SEPTEMBER 2013 - EXPLORING WORK OPTIONS

We held a 'Building Inclusive Communities' conference in Ennis in 2013 to start a conversation about what an inclusive community might look like.



THINKING ABOUT MONEY

WILL MY SOCIAL WELFARE PAYMENTS AND ALLOWANCES BE AFFECTED?

The Foundation for People with Learning Disabilities in the UK report that one of the biggest barriers to self-employment is misinformation.

People who have fears about losing welfare benefits or support services being cut need clear, honest information to enable them to make choices.

WHERE CAN YOU GET HELP OR INFORMATION

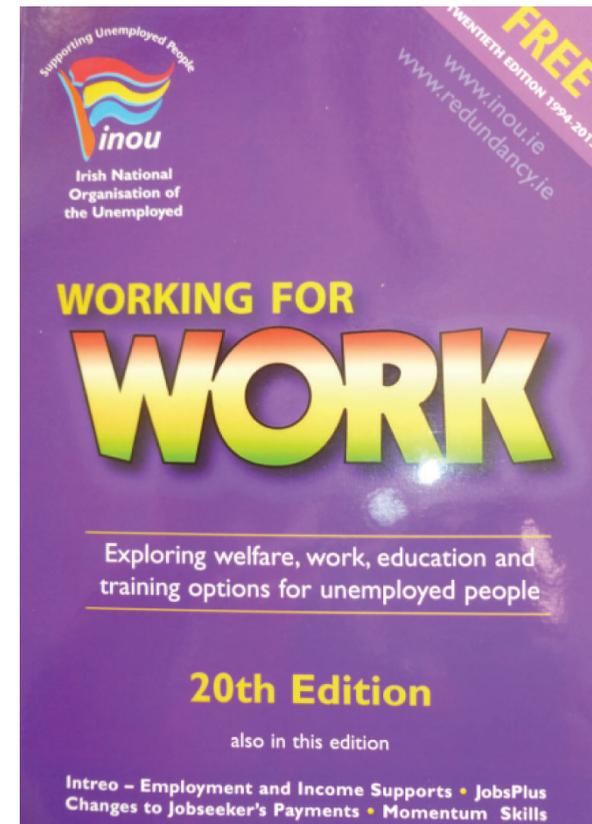
Citizen's Information Board has a useful website:



Staff of local EmployAbility services can direct you to advice on social welfare payments.

EmployAbility Clare

The **INOUE Working for Work** booklet also has good information:



YOUR BUSINESS IDEA

Think about the skills, talents and interests that you have. Can you develop a business idea based on these?

Is there a service or product that you or people in your community need but cannot get in your local area. Maybe you can provide that service.

WHERE CAN YOU GET HELP OR INFORMATION

The Ultimate List of Small Business Ideas has great ideas for all kinds of small businesses. Business ideas for pet lovers, crafters, small holders, food lovers and many more are listed on the Hub Pages website:

kerryg.hubpages.com/hub/The-Ultimate-List-of-Small-Business-Ideas

Talk to other people about your business idea. You can have a number of different ideas. Find out if people will pay for what you would like to produce or provide. Everyone you talk to is a prospective customer.



STEP BY STEP BUSINESS DEVELOPMENT

THE INDIVIDUAL IS AT THE CENTRE



STEP 01: THINKING ABOUT WORKING FOR YOURSELF



STEP 02: LOOKING AT DIFFERENT BUSINESS IDEAS



STEP 03: RESEARCHING WHO YOUR CUSTOMERS MIGHT BE



STEP 04: WRITING YOUR BUSINESS PLAN



STEP 05: GETTING HELP WITH BUDGETS AND ACCOUNTS



STEP 06: ADVERTISING AND PROMOTING YOUR BUSINESS



STEP 07: SETTING UP YOUR BUSINESS



STEP 08: SELLING YOUR PRODUCTS OR SERVICES



STEP 09: MAKING AND MANAGING MONEY

MARKETING

HOW CAN I TELL PEOPLE ABOUT MY PRODUCTS, SERVICES OR BUSINESS?



Artisan arts and craft businesses, St John of God, Carmona

WHAT DOES THIS LOOK LIKE IN PRACTICE:

The Artisans Studio supports and facilitates individuals in pursuing their careers as independent self-employed Artists and Craft-Makers. There are five individuals currently working on their own business plans. They are aiming to create a sustainable micro-business that will enable them to become service providers in their local community.

THINK ABOUT HOW TO SHOWCASE YOUR BUSINESS.

- » You and your business need to be recognisable.
- » Your business should have a unique 'personality' .
- » You can create this with a logo, with a design and colour that suits your business.
- » Business cards with contact details are a good way to promote yourself.
- » Publicise your business in the local paper with a newsy story
- » Have a launch and invite people.
- » Create a buzz about your business!

SHOWCASING

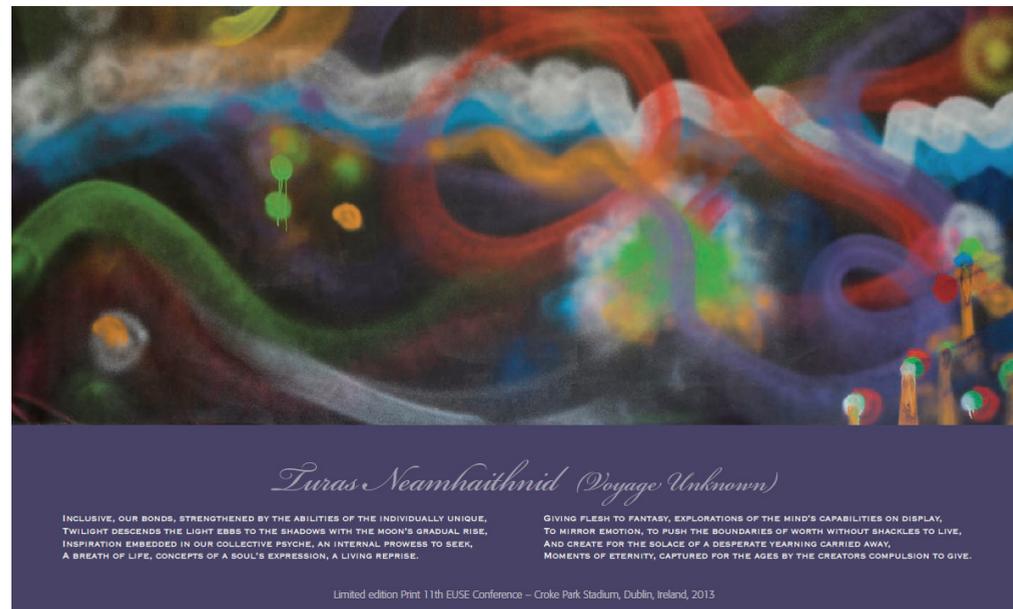
EmployAbility Clare showcases the work of enterprising artists at the EUSE conference in Croke Park in 2013.



Ronan Kildea launches his pet bereavement card business, Kildea Kards with Micheal O' Muircheartaigh



Clare entrepreneurs Adrian Rynne, Laura Ryan, Ronan Kildea, Daniel Meehan, Peadar O'Loughlin



PROMOTING SELF EMPLOYMENT

HOW CAN WE PROMOTE, SUPPORT AND SUSTAIN SELF EMPLOYMENT FOR PEOPLE WITH DISABILITIES AND ILLNESS ?

Mainstream employment opportunities for people with disabilities are not hitting the targets hoped for. Poverty is a real and common risk for people with disabilities because they have limited opportunities to earn an income. It is important to look at self-employment as another possible work option. It is one way of giving individuals more say and more choices over work and money.

Models of supported self employment and micro enterprise for people with disabilities or illness are at an early stage in Ireland. There is a lot of interest in supporting individuals but there are also concerns about exposing people to risk and stress.

A key feature of many new programmes is their focus on strengthening inter-agency co-operation and supports for self-employment. This means sharing information and resources and using them more efficiently and effectively.



ACTION RESEARCH AND LEARNING

WHY IS IT IMPORTANT TO REFLECT AND SHARE WHAT WE'RE LEARNING AS ORGANISATIONS?

Because supported self-employment programmes are relatively new in Ireland and involve new ways of working and supporting people, it is important that there are opportunities to reflect on the changes taking place, the challenges involved and what organisations are learning.

WHAT DOES THIS LOOK LIKE IN PRACTICE:

Action Research encourages us to be more:

- » Reflective
- » Responsible
- » Responsive
- » Accountable
- » Improving our practice by learning and sharing

WHERE CAN YOU GET HELP OR INFORMATION

The Community Knowledge Initiative (CKI) in NUI Galway have set up an Action Research Group. ARGO. They host Action Research seminars for community organisations on a regular basis. These are free of charge.

<http://cki.nuigalway.ie/page/323/resources>



LET'S GET STARTED worked with an independent researcher to develop an action research framework. Because **Let's Get Started** is a pilot project, the people involved in running the project wanted to be able to tell other people what they had learned about helping individuals to plan and set up their own business.

SOCIAL ENTERPRISE AS AN OPTION

WHAT IS THE DIFFERENCE BETWEEN A SOCIAL ENTERPRISE AND A SMALL BUSINESS?

Social enterprises are similar to regular businesses but emphasise their social objectives.

Their primary objective is to achieve social impact as well as generating profit for owners and shareholders.

They operate by producing goods and services in an enterprising and innovative way.

Profits made are reinvested to achieve social and community goals.

Social enterprises are managed in an accountable and transparent way, involving staff, customers partners and community stakeholders involved in the business.



There are several examples of social enterprises supporting people with disabilities in Ireland, including Hand on Heart, Rehab SMILES and Walk.

There are opportunities to develop inclusive social enterprises, giving individuals more involvement in enterprise planning and decisions making.



OUR PARTNERS

BROTHERS OF CHARITY CLARE

Brothers of Charity Clare is a person-centred organisation that supports individuals with an intellectual disability. Our vision is to support each individual to achieve a full and valued life in their community. We help people to access opportunities, services and supports which enable each individual to live a 'real life in a real place'.

CLARE VOLUNTEER CENTRE

Clare Volunteer Centre is an independent and free service aimed at encouraging more people to become involved with their communities through volunteering. Our role is to provide information and advice to people interested in volunteering and to organisations looking for volunteers. We believe that volunteering promotes social cohesion and active citizenship.

EAST CLARE COMMUNITY CO-OPERATIVE

East Clare Community co-operative is a thriving community enterprise hub, based in Scariff. It is one of the longest established co-operatives in Ireland, established 25 years ago. As well as the enterprises on site - community garden, café, book shop, second-hand clothes shop and small holders market, the co-op provides family support and counselling services. A new community kitchen and training centre opens in Spring 2014.

EMPLOYABILITY CLARE

EmployAbility Clare is a supported employment organisation, providing services around County Clare. We help people with an illness, injury or disability to secure employment. We also support people who are exploring the idea of starting their own business.

OBAIR NEWMARKET-ON-FERGUS LTD.

Obair focuses primarily on social inclusion activities, by providing support to local groups and organisations. Obair also supports a wide range of community enterprise and community development projects as well as providing education and training opportunities. Obair works closely with other organisations, provides information about local services and shares its facilities.

CLARE INCLUSIVE RESEARCH GROUP AND ADVOCACY PLATFORM

Clare Inclusive Research Group and Advocacy Platform works with people with to give them the chance to speak up about what matters to them, and to learn about what matters to other people. They aims to help people voice their opinions and concerns, get involved in campaigns and make changes in their lives.

FIND OUT MORE

If you're interested in exploring self employment opportunities for people with disabilities, or if you are running a supported self-employment programme and would like to become part of a national network, get in touch:

Dr Helen McQuillan

Team Leader

EmployAbility Clare

E: helen@employabilityclare.ie

T: 087 946 4341

