



## **Fit for Purpose 2016 & Beyond Programme**

**Tackling the transformation of health and care services?  
Grappling with efficiencies whilst providing the best services you can?  
Shifting from reactive services to a more proactive, upstream model?**

We are delighted to be holding an event for public sector leaders and senior officers to highlight the potential of social enterprise to improve local outcomes at a time of declining resources.

With a focus on establishing sustainable business models, social enterprise offer the public sector opportunities for increased efficiency, value for money, improved quality and innovative solutions to address the prevention agenda.

The event will provide you with an increased understanding on the benefits of engaging social enterprise to address pressing service challenges and facilitate introductions to social enterprise to explore building a shared agenda for action and provide opportunities to collaborate.

With a focus on prevention, health & social care integration and procurement development the event will include engaging speakers and inspirational examples of social enterprise contributing towards transformation results.

**When:** Wednesday 9th March 2016, 9.30am-4.00pm

**Where:** Edinburgh Suite, Easter Road Stadium, 12 Albion Place, Edinburgh, EH7 5QG

## Programme

**0930** **Event Registration & Refreshments - Eighteen75 restaurant**

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**1000** **Welcome - Edinburgh Suite**

Pennie Taylor

Freelance journalist, broadcaster & health specialist Penne Taylor will chair the day.

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**1015** **Keynote Speech**

Dr Andrew Murray

Sports & Exercise Medicine Doctor, GP, runner and author - Dr Andrew Murray will provide an inspiring start to the day, highlighting the important role of social enterprise in prevention.

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**1035** **Governmental Address**

Ian Mitchell, Deputy Director for Strategic Health & Social Care Integration, Scottish Government

Ian is Deputy Director for Strategic Health & Social Care Integration, Scottish Government and will outline H&SC Integration as an example opportunity.

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**1050** **Social Enterprise Showcase**

Michelle McCrindle, Chief Executive, Food Train; and

Niall McShannon, Managing Director, CCI Scotland

Opportunity to learn about some of the positive contributions social enterprise (both large and small) have provided in key health & social care service developments.

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**1120** **Tea and coffee break - Eighteen75 restaurant**

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**1135** **Workshops**

Public Social Partnerships are strategic partnership arrangements, based on a co-planning approach. Further detail on the choice of workshops on current PSPs are available on page 4.

## Programme

**1230 Lunch and Hibernian Tour - 30 minute tour by Tom Wright, Hibs historian**

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**1330 Procurement**

Jim Miller, NHS, Interim Director of Procurement, Commissioning and Facilities

An overview of current procurement options & developments, with insight into new collaborative activity.

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**1345 Social Business & Health**

Cam Donaldson, Yunus Chair in Social Business & Health, Glasgow Caledonian University; and

Hugh MacLean, Director, Healthy Options

Yunus Centre for Social Business & Health, Glasgow Caledonian University and Healthy Options (Argyll & Bute based social enterprise) will present jointly on building the impact evidence base.

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**1405 Exploring Opportunities**

A facilitated session for participants to work in groups to identify solutions to local problems and explore unlocking resources to progress service improvements.

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**Tea and coffee - Edinburgh Suite, served at the back of the room**

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**1500 Panel Discussion**

Allan Johnstone, Head of Partnership Programmes, Voluntary Action Scotland

Jim Miller, Interim Director of Procurement, Commissioning and Facilities, NHS

Linda Irvine, Strategic Programme Manager, NHS Lothian

Niall McShannon, Managing Director, CCI Scotland

Pauline Graham, Chief Executive, Social Firms Scotland, representing Ready for Business

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**1600 Close of Event**

## Workshops

### **NHS Lothian PSPs – GameChanger**

Linda Irvine, Strategic Programme Manager, NHS Lothian; and

Leeann Dempster, Chief Executive, Hibernian FC

In collaboration with NHS Lothian, the City of Edinburgh Council, Queen Margaret University and the Third Sector, the Royal Edinburgh Hospital campus redevelopment programme was identified in 2012 as a major opportunity to redesign services through the collaborative application of the PSP model.

Four work streams of activity are now underway and beginning to reshape the way that health services are delivered. This session will focus on GameChanger, a partnership between NHS Lothian, Hibernian Football Club and the Hibernian Foundation (with a range of other 90+ interested partners identified from across public, third and private sector).

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### **Strathclyde Partnership for Transport (SPT) Community Transport PSP**

Graham Dunn, Transport Development Officer, SPT

In the summer of 2013 both SPT and the Community Transport Network identified that the PSP model could assist in enhancing the partnership beginning to develop and assist in meeting a key challenge for both the CT sector and SPT of the ability to continue to deliver socially necessary Community Transport and Demand Responsive Transport services. This session will explore the emerging work streams and the subsequent benefits.

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### **Micro Enterprise and Social Innovation**

Des McCart, National Coordinator for SDS & Commissioning, Scottish Government

This session will share the story of micro-provision in Scotland, sharing examples of what this means in practice and explore the place that micro enterprise and wider social innovations have in relation to social enterprise.

## Speaker profiles - Plenary

### **Pennie Taylor**

Pennie Taylor is an award-winning freelance journalist and broadcaster who specialises in health and care issues. BBC Scotland's first Health Correspondent, she has also worked on the newsdesks of a number of newspapers including Scotland on Sunday and the Sunday Herald, a title that she helped to launch.

Pennie regularly commentates for radio and television on health and social affairs, and is a passionate advocate of the important contribution made by social enterprise. In 2015 Pennie was appointed as a Trustee to the Board of Age Scotland.



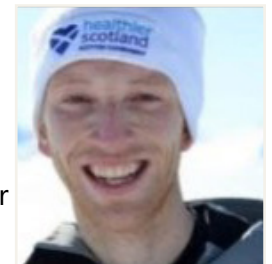
A former Head of Communications for the then Lothian University Hospitals NHS Trust, where she worked between 2000 and 2002, Pennie has inside knowledge of how the health service works. This gives her a niquely informed perspective from which to approach and stimulate debate.

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### **Dr Andrew Murray**

Andrew is probably best known as a runner, holding 2 ultra-endurance world records, and having ran from John O groats to the Sahara amongst other events. Through this he has made a few documentaries, helped develop social enterprises in places like Mongolia and raised £150k for charities he is passionate about.

He is considered expert in promoting physical activity and other Positive behaviours for health, having held leadership positions in this regard with the Scottish Government, Royal College of Physicians and Surgeons of Glasgow , Ramblers Scotland and the University of Edinburgh.



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### **Ian Mitchell**

Ian has worked for 25 years in the public sector at local, regional and national level in Scotland and a short spell in Brussels. Ian is also a Director of Community Enterprise in Scotland (CEIS). He is currently working as a senior manager in the Scottish Government's Directorate responsible for the integration of Health and Social Care as part of Scotland's largest public service reform project.

During the last 15 years Ian has worked for the Scottish Office, Scottish Executive and Scottish Government and has led on a number of policy initiatives, including the launch of Scotland's first social enterprise strategy. Ian has also managed numerous delivery programmes such as Community Regeneration Fund, Futurebuilders and Scotland's Schools for the Future Programme working alongside the Scottish Futures Trust.

Ian has a keen interest in sport particularly cycling, tennis and football.

## Speaker profiles - Plenary

### Michelle McCrindle

Michelle is a former nurse who moved to the voluntary sector in 2002, joining the small Dumfries based charity Food Train, initially as Development officer responsible for regional growth. Since then Michelle has led the development of 4 new home based support services to older people and oversees the national expansion of Food Train services across Scotland.



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### Niall McShannon

With 30 years' experience in Social Work and Community Development, Niall launched CCI Scotland in 2002 creating a social enterprise model that addresses social exclusion and health inequalities among people affected by mental health, learning difficulties and socially disadvantaged young people.

Since inception, Niall has strived to create a business model that challenges the deficit based 'service user' model of social care, but instead focuses on supporting participants to gain valuable skills and make a meaningful contribution in the community.



The latest challenge has involved buying and renovating a derelict farmstead into a purpose built enterprise and inclusion facility, allowing the organisation to expand both its social care model and commercial social enterprise operations.

He is responsible for the overall strategic performance, development of initiatives, financial management, supporting staff and increasing the profile of the organisation.

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### Jim Miller

Jim has a broad range of procurement experience across both the private and public sector. Having worked in a range of sectors at a senior level including aviation, construction and public organisations he joined NHS Scotland in 2006 as Director of Strategic Sourcing. Since September 2015 he has taken the wider role of interim Director of Procurement Commissioning and Facilities.



With a portfolio of services providing commercial, clinical and improvement services he is proud of his team's collaborative arrangements and ambitious plans, and fully recognises the role that a flexible, competitive and innovative supply base can play in supporting the future of NHS Scotland's service to patients, communities and staff, whether at home, in the community or in acute hospital settings.

## Speaker profiles - Plenary

### Cam Donaldson

Cam Donaldson took the Yunus Chair in Social Business & Health at Glasgow Caledonian University in 2010. He is a leading health economist who has also held professorships at the Universities of Newcastle, Calgary and Aberdeen and won over £25m in research funding during his 30-year career. He has published around 250 refereed journal articles in economics, medical, health policy and health management journals, and has co-authored or edited several books on various aspects of health economics and public service delivery; his latest book *Credit Crunch Health Care: how economics can save our publicly funded health care systems*, having been published recently by Policy Press.



Since taking up the Yunus Chair in 2010, Cam's main focus has been in assessing impacts of microcredit and social business on health and wellbeing, funded mostly through a programme grant, jointly funded by the Medical Research Council and the Economic and Social research Council as well as funds from the Chief Scientist Office of the Scottish Government's Health Department

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### Hugh McLean

Fellow of the Royal Society of Chemistry, with 36 years' experience in an international speciality chemical company, with last 10yrs being Factory Manager responsible for all functions and activities in a unionised 24 hour operation. A seeker of new and innovative ways to improve personal, team and unit performance and from 2000 to 2011 provided consultancy services to SME's in the West Highland of Scotland. Active within the community, Hugh's undertaken a range of roles, including:



- A founding director and Chairman for the first 10 years of highly successful community company developing and running indoor sports facilities in Oban (Atlantis Leisure). Stayed on as an advisory director for a further 3 years.
- Children's Panel member, new member trainer and Argyll & Bute Children's Panel Advisory Committee member in 1980 / 1990's
- For over 3 years was chairman of a local drug rehabilitation organisation
- Currently Chairman of Healthy Options a Social Enterprise set up in partnership with the local Lorn Medical Centre is assist people to adopt a healthier lifestyle.
- Carried out research in community development for Carnegie UK trust. Along with Roy Clunie we produced a well received report into the Steps to Successful Community-led Service Provision in Rural Areas
- Honorary Sheriff at Oban Sheriff Court.

## Speaker profiles - Workshops

### Linda Irvine

Linda Irvine has a BA in Communication Studies and a MSc in Health Promotion. After working in the Netherlands for a number of years, she returned to Edinburgh to join the NHS in 1995 and has held various positions. She has been employed in her current role as Strategic Programme Manager for Mental Health and Wellbeing since December 2004. She is charged with responsibility for developing and implementing Lothian's Strategy for Mental Health and Wellbeing, and in addition to this she leads a number of regional and national developments, including the strategic leadership of Lothian's four Public Social Partnerships.



In 2007 Linda established an academic/practice partnership called the 'Transformation Station' to underpin service redesign with robust evidence which has driven significant change programmes to improve outcomes for people with health problems. In June 2013 Linda was appointed as an Honorary Senior Research Fellow by the Senate of Queen Margaret University in recognition of her significant contribution to the development and delivery of evidence-based practice in healthcare. She is currently studying for her Professional Doctorate in Health and Social Sciences. Her research is focused on addressing inequalities.

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### Leeann Dempster

Leeann started her career in Media and Advertising and spent some 20 years in this industry working for Feather Brooksbank, Mediacom and Carat UK. In her time in media Leeann was responsible for a variety of clients including The Scottish Government, Bank of Scotland, Santander amongst many others. Leeann then joined the travel industry in 2007 as Head of Sales and Marketing for an airline but soon returned to the UK in 2008 to take up post as CEO of Motherwell FC. After 6 successful years where Motherwell enjoyed European competition and successive top 6 finishes, Leeann left to join Hibernian FC in June 2014.



Leeann is a Trustee of the Hibernian Community Foundation, Hibernian Supporters Limited and has also served on a number of football committees including ECA for Marketing and Communications, SFA Club Academy Scotland Review and the SFA National Club Licensing and League Management for the Women's game.

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### Graham Dunn

As the Transport Development Officer at Strathclyde Partnership for Transport (SPT), Graham's role is to develop community, health and social transport solutions throughout the west of Scotland. This includes leading on the development and implementation of a Community Transport Public Social Partnership and an Integrated Health and Social Car Transport Hub, in partnership with key partners.

Graham's background is as an accountant. He has worked within the Third and Statutory Sector for 27 years and for the last 7 years at SPT.





## Speaker profiles- Workshops

### **Des McCart**

Des was the Contracts and Commissioning Manager at Falkirk Council from 2006 where he worked on developing collaborative commissioning practices such as Public Social Partnerships and from 2011 he worked closely with the Self-directed Support agenda overseeing its development in the Falkirk area. Des is currently on secondment with the Joint Improvement Team, as the National Co-ordinator for SDS and Commissioning. The role provides support to all sectors on best practice, which can support the co-development of SDS alongside the Integration of Health and Social Care.

Over the past year he has been part of the Micro Enterprise Group who have sought to pull together knowledge and best practice, and to share and promote this form of social enterprise, as part of the changing options available to support people to live their own lives