

*School of Management and Marketing*  
*Seminar Notice*

TITLE : **Promoters and Barriers to Developing Social Enterprise**

SPEAKER : **Professor Jane Farmer**  
**Chair of Rural Health Policy and Management**  
**UHI Millennium Institute**  
**Centre for Rural Health, Inverness, Scotland**

**BIOGRAPHY**

**Professor Jane Farmer** is UHI Millennium Institute Chair of Rural Health Policy and Management. Jane has a background in information science, management and health services research. She has worked as an academic in all three of these disciplinary areas. Jane has also worked in local government and the health service. She has written extensively on the social and managerial aspects of rural healthcare provision and specialises in rural/urban and international comparative work utilising mixed research methods. She has had visiting fellowships within rural healthcare to Australia, South Africa and Japan. Her work has considered rural/urban differences in public expectations of health services, patient demand and approaches to health care and the work of healthcare teams. This work has led to a strong interest around the role of health and other services in rural communities in an era of changing demography, globalisation and environmental concerns. Jane's current work is focused strongly on rural healthcare redesign - with a concern to increase, rather than deplete, rural community capacity - and bringing together healthcare stakeholders (public, patients, health professionals, managers and policymakers) in redesign decisions. Jane's current areas of interest are: innovative ways of providing healthcare, teamwork, involving communities, the role of technologies in redesign, future rural services for older people and maternity care. Current projects include: EU comparative project on older people's views on the future of rural health services; EU comparative project on developing social enterprise for rural older people's services; NHS Education for Scotland funded Evaluation of Physician Assistants initiative; local enterprise company funded study of the role of health services in rural community sustainability.

DAY/DATE : **Thursday, 30 August 2007**

TIME : 12.30-1.30p.m.

VENUE : **40A.G81**

ABSTRACT

In the UK, as well as other countries, current social policy exhibits a strong push towards the development of social enterprises to provide services. Social enterprises are organisations with an innovative and flexible approach and a strong social mission. Their goal is to make substantial amounts of income from tradeable activity, but this should be deployed in social and community benefits. If looked at solely by their characteristics, rural locations seem to present a suitable nurturing ground for social enterprise (strong social capital, 'closeness', extant informal help-giving); however, other issues inherent in rurality might present barriers. This paper presents findings from exploratory research in Scotland around the issue of using social enterprise organisational models as a vehicle for providing services in rural areas. Snowball sampling and semi-structured interviews were used to identify promoters and barriers to rural social enterprise. Findings reveal some generic issues about developing social enterprise organisations and some issues that are specific to UK rural areas. If social enterprise is to develop as a feasible organisational model to provide services, certain structural issues need to be addressed and the socio-cultural context needs to be taken into account.

Lunch will be provided.

SMM Research Seminar Series Convenors,  
*Karin Garrety & Joshua Chang*