

Mapping social enterprise wellbeing outcomes using qualitative GIS: comparing three cases

Funded by the Australian Research Council Discovery Project No.DP170100388 Peter Kamstra, Jane Farmer, Tracy De Cotta, Chris Brennan-Horley



What is this talk about?

- Social Enterprise
- Methods
- Mapping wellbeing impacts at the 'Farm'
- Key similarities between the sites



What is a social enterprise (SE)?

- Workplace engaging individuals in commercial activities while also having an underpinning social mission.
- Why are they important?
- Governments promote social enterprise as a method of welfare reform, to transition people out of disadvantage by addressing poverty, unfulfilled capabilities and social exclusion.
- What are Work Integrated Social Enterprises (WISE)?
- Specific SE aiming to provide job experience, income and a sense of control and **purpose** which are significant to health.



What is the research problem?

 Systematic reviews have shown positive associations between social enterprise and mental health, health behaviours and social capital.

 Social enterprises also add value by fostering 'wellbeing' realisation, but this has been difficult to measure.



What will this study do?

Objectives

- Reveal where wellbeing is realised within social enterprises and community using 'spaces of wellbeing theory'
- Map to visualise results
- Return to stakeholders to discuss results

Project Description

- 2 Australian regional cities / 3 social enterprises
- Project Team AUS & Scotland (11 including 7 Cl's geography, sociology, community development, health)

Enterprises (3)

- Work Integration Social Enterprises (WISE)
- Range of spaces & tasks



Case study sites

Social Enterprises	Site 1: Farm	Site 2: Catering	Site 3: AssistAll
Goods & services	Light manufacturing including assembly, packaging, washing, garden maintenance and produce	Food catering to organisations & individuals	Produce timber products, and clothing

What is wellbeing?

Capability

Learning and self-actualisation (i.e. work and skills)

Security

Feeling 'at home' in the world, and also physical and mental safety

Spaces of Wellbeing

Integration

Making and maintaining social connections and networks

Therapy

Access to wellness and recovery processes

"What constitutes a good and flourishing life"

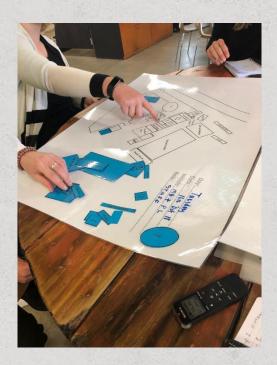
Fleuret S, Atkinson S (2007) Wellbeing, health and geography. New Zealand Geographer, 63(2), 106-118.

How do we map wellbeing, empirically?

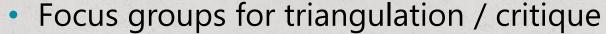
- Geographers studying disability have explored new methods to extend theories of relational disability including, unsettling the concept of the 'able-body' (Hall and Wilton, 2017).
- Highlighting the role of spaces and places in realising or discouraging wellbeing for marginalised or 'dis/abled' citizens.
- Micro-geographies of workspaces and communities show great potential for revealing where social phenomena occur (and do not occur).
- AIM expose causal factors, **empirically** for wellbeing an element that has long been illusive in studies of social enterprise.

Methods

Participant observations (80 hours per SE)



- Face-to face interviews with staff (12) (where do you think wellbeing occurs)
- 'Go-Along' interviews with employees (15) (where do you go, where is wellbeing felt)





Why are mixed methods important?

- Social enterprise 'employees' experience complex disadvantage including: intellectual or physical disability, mental ill-health, financial and social inequities.
- Means they may be unwilling or unable to participate in traditional interview methods.

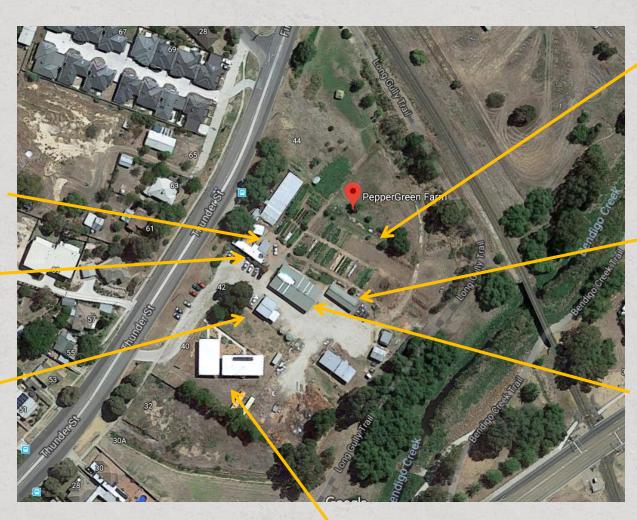
Farm site layout

Produce (packing veg)

Admin

Block room









Gardens





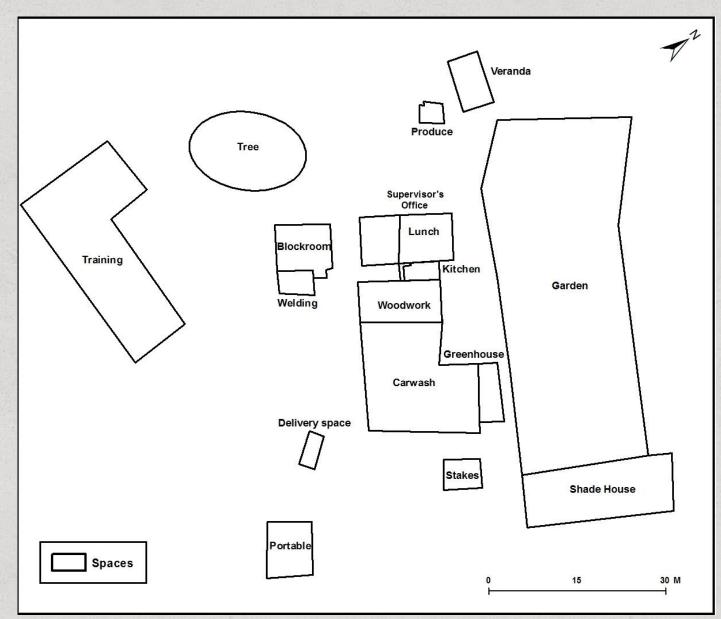
Carwash



Lunch room and kitchen

Training (teaching, office work)

How do we map the mentions of wellbeing?



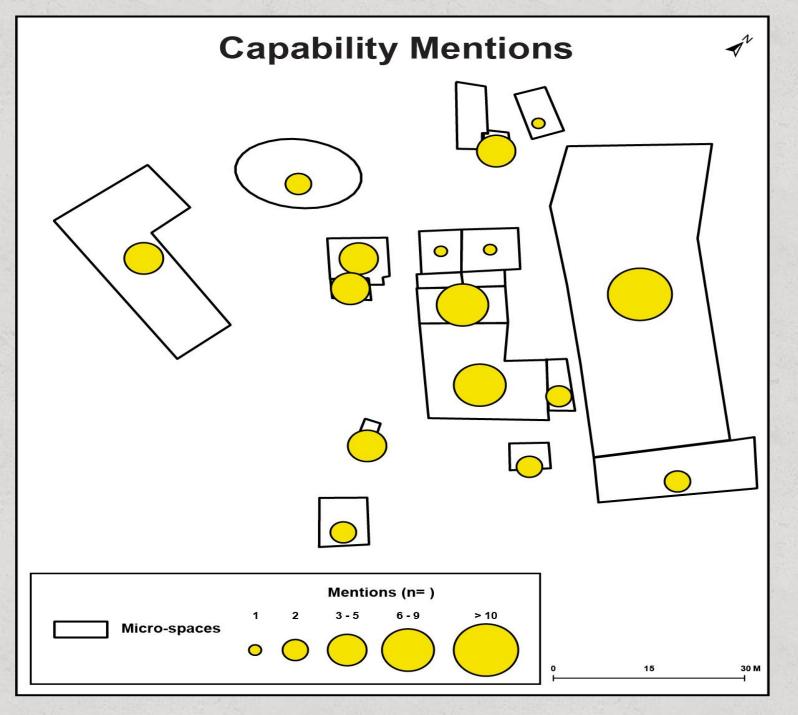
WHERE: Digitize mentions of wellbeing to their corresponding micro-spaces (micro-geography)

Visualise spatial patterns and densities of mentions across each of the three sites.

The spreadsheet below demonstrates how many mentions of each aspect of well being are connected to the micro spaces.

Micro-spaces	Capability	Integration	Security	Therapeutic	Total
Garden	61	55	22	10	148
Carwash	13	15	4	7	39
Block Room	9	8	14	3	34
Supervisor Office	0	1	12	11	24
Woodwork	15	3	0	1	19
Lunch room	1	10	3	1	15
Produce	5	7	0	0	12
Training	6	2	1	0	9
Delivery Space	5	1	2	0	8
Kitchen	0	4	1	2	7
Welding Shed	5	0	1	0	6

WHY: Qualitative interview quotes help contextualise why mentions are occurring.

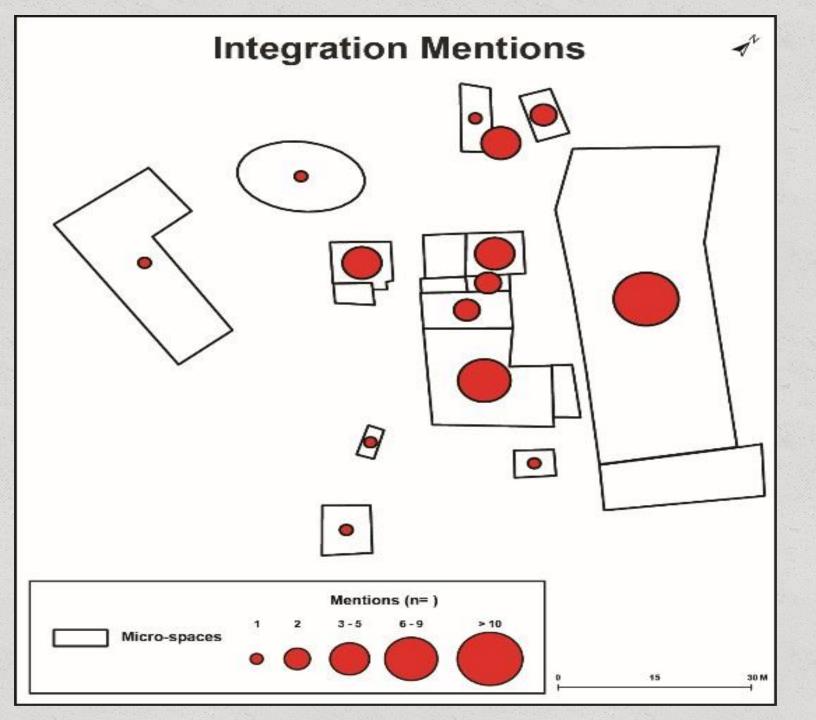


Garden 61 Woodwork 15 Car Wash 13

Garden providing a range of work-tasks from basic (e.g. weeding) to complex

Woodwork learn and apply fine skills and develop creativity

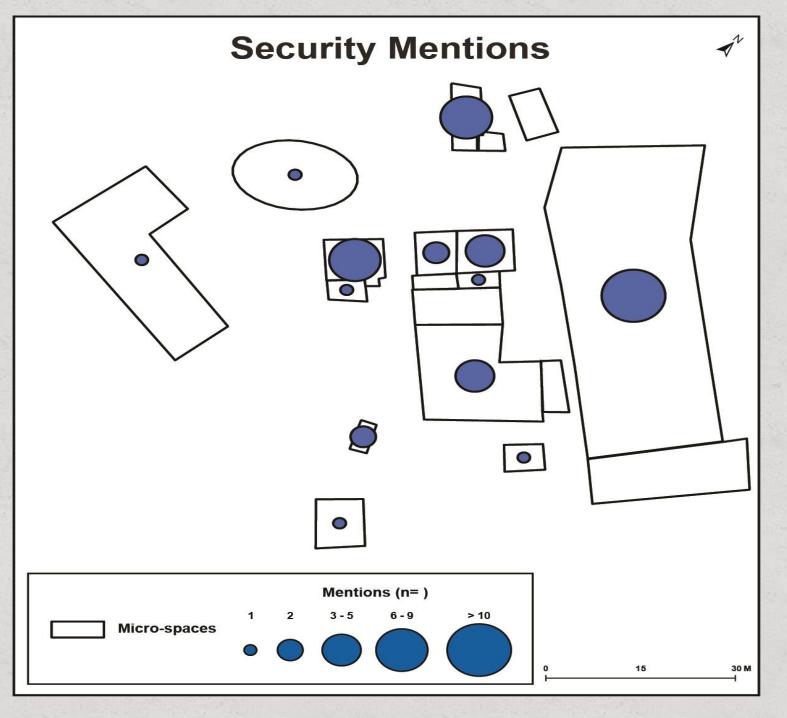
Carwash provides complex skills involving dexterity, knowledge and attention to detail



Garden 55 Carwash 15 Lunchroom 10

Garden and carwash provide formation of new employee-employee and staffemployee relationships (collaboration)

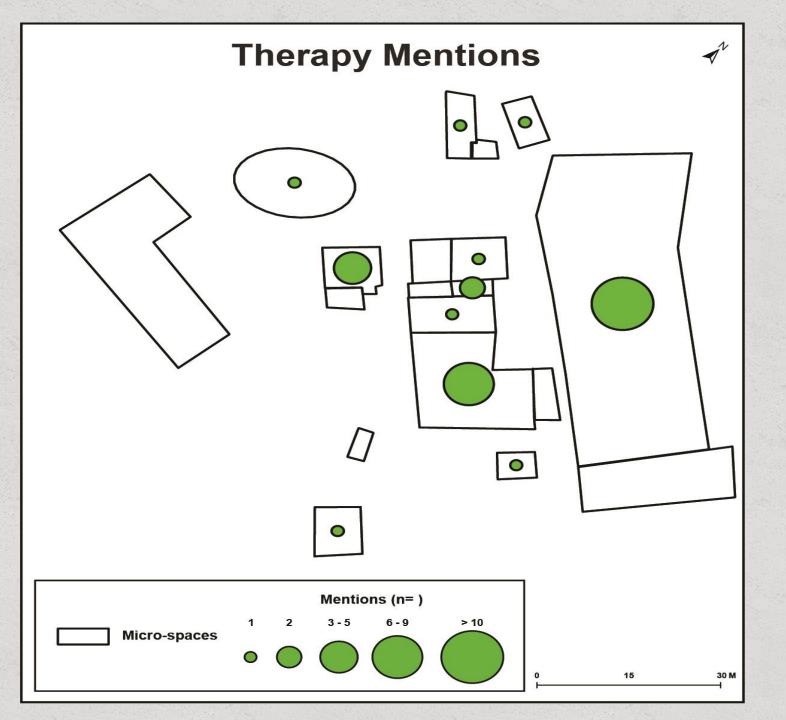
Lunchroom is a place to meet



Garden 22 Block-room 14 Supervisor's Office 12

Garden and block room provided routines and repetitive tasks

Supervisor's office provided the ability to access trusted advocates



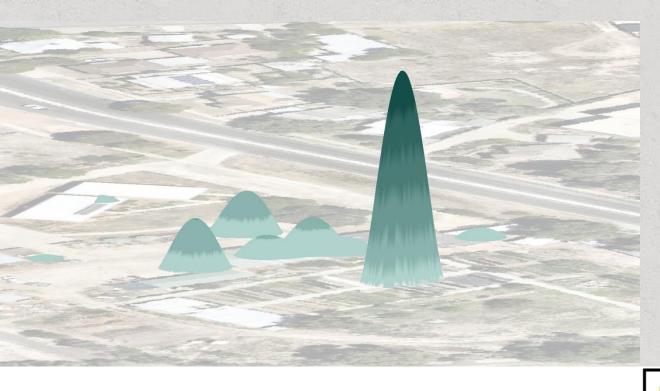
Supervisor's Office 11

Garden 10 Carwash 7

What helps therapy to realise:

Office – mental recovery

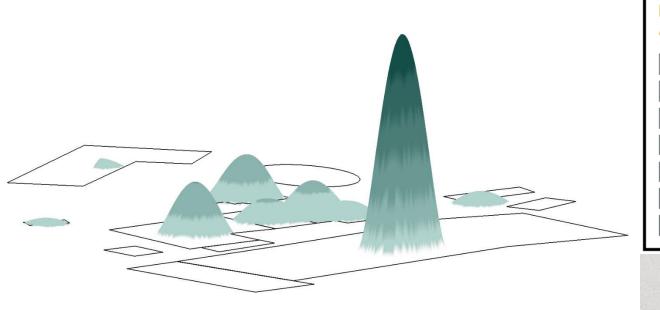
Garden and carwash – fun, laughter

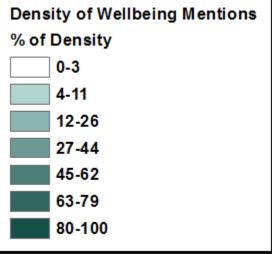


Density of wellbeing across the Farm

The density of wellbeing is highly concentrated in the **Garden.**

The second highest density occurs in the car wash, followed by the block room and supervisor's office.





Capability Practices

- Goal-setting / checking
- Public acknowledgements of success

Capability Spaces

- Range of tasks/ work-sites and skills
- Advanced skills

Capability	Where	Why? Similarities across the sites
Farm	Garden Woodwork	Range of tasks and recognition of achievement
	Car Wash	Opportunities to be 'seen' – i.e. gaining external validation/ valuing being (seen to be) given responsibility
Catering	Kitchen Sandwich Station	
AssistAll	Worktables Van delivery Shop	

Integration Practices

- Working together and / or sharing goals and time sensitive objectives

Integration Spaces

- Encouraging spaces where new relationships can develop

Integration	Where	Why? Similarities across the sites
Farm	Garden Car Wash Lunchroom	Working together: build a garden while speaking with each other
Catering	Delivery space Kitchen	Delivery Spaces: opportunities to meet new people through going out into community
AssistAll	Dining room Delivery space	

Practices of Security

- 24/7 work & life support
- Routine(s)
- 'Safe' space to explore potential

Spaces of Security

- 'Safe' spaces to recover or get help (supervisors office)
- Places to be alone but together

Security	Where	Why? Similarities across the sites
Farm	Garden Blockroom	Support available from supervisors when needed.
	Supervisors Office	Availability of repetitive, routine tasks for when needed
Catering	Office Kitchen	
AssistAll	Delivery space Managers' Office Kitchen	

Therapeutic Practices

- Time to be alone or have fun with others

Boxes space

Toilets

AssistAll

Therapeutic Spaces

- Greenspaces (Garden)
- Places of escape (Toilets)

Therapy	Where	Why? Similarities across the sites
Farm	Garden Supervisors Office	Opportunities for fun and healing
	Car Wash	Places to be alone and recover (toilets)
Catering	Back Office	

Conclusions

- Innovative methodology giving Social Enterprises more options for measuring impacts.
- Micro-geographical analysis affords organisations and communities to better understand where and how to generate wellbeing.
- Identify spaces where no wellbeing is realised



THANK YOU

pkamstra@swin.edu.au















