

## Potential Futures

Potential Futures is a newly formed not for profit social enterprise managed by people who have been working together for nearly four years. Its person centred services have developed through experience, knowledge, training and relationships with our client group. Potential Futures is an associate member of Pathways Associates Community Interest Company.

### Postural Care

Potential Future's training and support is delivered by highly qualified Postural Care Champions. It helps people of all ages who have limited movement and are at risk of developing asymmetrical body shapes and subsequent organ dysfunction. With the right skills and knowledge, individuals, families and people in the first circle of support self manage postural care, working in partnership with professionals.

### Good Lives Through Networks

Potential Futures helps establish Lifelong Networks of Support for disabled people and plan personal futures with them and their Network. This helps families secure the future for their relative and provides peace of mind. Potential Futures' principles are based on the PLAN model which includes developing relationships within the network; person centred planning, developing opportunities for community contribution, ensuring basic financial security and a place of their own.

### Person Centred Planning

Potential Futures use various tools to plan for the future with people and their circles of support. It uses targeted action steps and review points to ensure the plan remains live and makes a positive difference to the person's life. It also delivers person centred thinking and awareness training.

For more information call 0151 929 5890 or email [info@potentialfutures.co.uk](mailto:info@potentialfutures.co.uk)

## Social Enterprise in action with Self Direct

Self Direct is a social enterprise dedicated to promoting changes in the 'social and health market-place'. It believes that changes are needed in the 'social and health market-place' so that people who need support are in control of their support, their lives and live life in a way that's right for them.

Self Direct works in partnership with other like-minded people and organisations to find new and imaginative ways to bring about the changes needed. It knows that any changes should be driven by people who have personal experience of how social and health care services affect lives.

Don Derrett, Co-founder and Director of Self Direct: "After 15 years experience in various roles with a

leading UK charity, I have spent the last three years working closely with people involved in the changes underway to introduce Self-Directed Support across the UK. I have seen first hand how Self-Directed Support transforms lives and am passionate about making this a reality for all"

Telephone: 01904 341175

Email: [info@selfdirect.org](mailto:info@selfdirect.org)  
[www.selfdirect.org](http://www.selfdirect.org)

## Potens

Potens (Latin; able) was founded in 1989 by John & Rachel Farragher, to provide accommodation and specialist support to adults who have learning disabilities. They were motivated by the belief that the way forward for the development of services lay within the concept of partnership. Whilst service development has increased to include people who have mental health issues, Aspergers, Autism, Korsakofs physical and sensory problems, this approach continues to be applied to all aspects of Potens work.



The partnership involves four main principles:

- Trust
- Positive Regard
- Shared Learning
- Equality

Potens encourages its skilled support staff to strive to facilitate every individual having access to inclusive community activities including employment opportunities.

Potens currently provides a range of services including residential care homes; single and multi occupancy supported living/domiciliary care services and

day services throughout England (primarily the North East and North West), North Wales and Northern Ireland.

Potens is committed to equality of opportunity and anti-discriminatory practices for both those who receive and provide services. It is committed to empowering the people it supports and encouraging self determination through informed choice and community integration.

Tel: 0151 651 1716

Email: [info.potens@potensial.co.uk](mailto:info.potens@potensial.co.uk)  
[www.potens.co.uk](http://www.potens.co.uk)

## Social Enterprise going egg shaped!

Nineteen year old Joe Brown from Penwortham Preston wanted to launch an exciting new initiative that would result in a regular door to door delivery of high quality, local free range eggs. Joe has Asperger's Syndrome, a mild form of autism and entry into traditional employment was proving a challenge. As he was graduating from Runshaw College the new egg delivery business would provide Joe with an immediate purpose and a valuable source of income.

Joe and his family hit upon the idea of the egg round having been inspired by the recent campaigns run by well known TV chefs Jamie Oliver and Hugh Fearnley-Whittingstall urging people to buy free range eggs and chickens. The idea for the business was created by David Woollam, a family friend and poultry farmer. Whilst David would not be supplying the eggs he would provide Joe with guidance on the market supply chain and specialist industry knowledge. Voice was approached to develop a launch marketing plan for the new business.

Voice Social Marketing initially worked up a strong corporate identity for Joe's new business and

developed a direct mail piece that would be solus dropped within a one mile radius of Joe's home in Penwortham. The door drop focused on communicating the fact that the increase in popularity for free range eggs plus the increased cost of poultry food had pushed up the retail price of free range eggs. By having eggs supplied direct from a nearby farm, Joe Brown's Egg Round could provide a very competitive and reliable service to local residents.

In tandem with the direct mail, Voice launched Joe's new venture with a PR campaign which struck several chords with a wide range of media. The environmental angle was picked up as Joe's service is very



'green' both in terms of his product being free range, sourced locally and delivered on foot. The personal angle was seized upon, recounting Joe's determination to succeed in spite of his condition and finally the business press took up the story highlighting the emergence of a new and innovative enterprise.

Joe also promoted his egg-round by having a stall at Penwortham Farmers Market once a month.

## Human Support care brokerage services



Human Support Care Brokerage Services launched on the 6th October 2008 initially to work with older people in the Stockport area on a pilot for six months.

The pilot ended in March 09, the scheme was hugely successful in advising, signposting, applications for benefits, benefit reviews, direct payments, individual budgets etc, providing people with the tools to steer their own lives and stay in control. The service has now gone out live in Manchester & greater Manchester areas and is open to all individuals who are receiving services. This has been a very exciting eight months long may it continue.

The Human Support Group (incorporating 'Housing Support' and 'Homecare  
Tel: 0161 942 9490

## Events

**The North West Mindful Employer Network** hosted by Cheshire and Wirral Partnership NHS Foundation Trust (CWP) in partnership with the Department of Health national initiative *Mindful Employer*.

The Networks are held quarterly with the next event to be held on **1st July at the Floral Pavilion in New Brighton**. These networks aim to bring together colleagues/peers from other organisations, sectors and industries to signpost support available and to discuss mental health issues and concerns that are encountered in the workplace.

CWP are specialist providers of mental health, learning disability and drug and alcohol services in Cheshire, Wirral, Greater Manchester and Merseyside.

CWP's quality of services has been rated 'excellent' for three years' running by the Care Quality Commission (formerly the Healthcare Commission). The Trust works in partnership with local authorities, service users, carers and the voluntary/independent sectors. For more information see [www.cwp.nhs.uk](http://www.cwp.nhs.uk) or send an email to request a flyer for specific event info to [Catherine@voicemarketing.org.uk](mailto:Catherine@voicemarketing.org.uk)



## Building a stronger network

Over the past few months we have been conducting a number of marketing training sessions up and down the country and the feedback has identified some interesting points that we would like to share with you.

Firstly, from the evaluation forms one of the best things about the SDS Marketing Training courses other than the course content was the shared knowledge gained by delegates, new contacts and the invaluable information gained from others during the sessions enabled delegates to feel the "were not alone in their quest for developing personalised services"

Secondly, many delegates expressed the wish to continue to network with other like-minded organisations all over the country to get a different perspective on

personalisation and marketing issues

Finally, we identified that there was a real need for an on-line facility to enable members to continue discussions and share experiences. Therefore we have decided to promote the Voice Provider Marketing Network on the social networking site, Facebook. It will be formally launched at the end of June and we will be using this as a forum to comment, ask questions and promote events on behalf of all members.

We look forward to you joining us! Please set as your homepage.

## Moving forwards together

Over the last couple of months we have noticed an increase in the number of Local Authorities interested in developing their marketing skills within the Social Health Care teams. Bury and Blackburn have recently commissioned Voice to do some bespoke SDS and Marketing training for both in-house staff and external providers of services. This has proved a very successful exercise as not only are the delegates gaining new skills but the Local Authorities are moving together with providers towards the Personalisation Agenda.



## Inclusion Housing Community Interest Company

In the Network I often get asked about housing and employment as they all interlink closely with Social Health Care and Support.

I have therefore made contact with Inclusion Housing Community Interest Company (IH CIC) who are a not for profit voluntary agency set up as social enterprise and registered as a community interest company regulated by the Government's CIC regulator. They offer a one stop shop for homes for disabled and vulnerable people through development and management.

Each development is bespoke and based on agreeing a person centred property assessment and specification.

IH CIC can provide a wide range of options which would normally be based on a supported living model, using assured tenancies and with rents being payable via housing benefit. They work in partnership with service users; families and carers and local agencies.

If you have an issue around housing it may be worth contacting Nick Harris, Marketing and Development Manager.

Telephone: 07956344174  
or email:  
nickh@inclusionhousingcic.org.uk  
www.inclusionhousingcic.org.uk

**Hot Offer this Summer...**

**10% Discount**

off design and copywriting services during July and August for any Network members!

Contact Catherine on 07828395175 or email catherine@voicemarketing.org.uk

## Leisure - A missed opportunity under the Personalisation Agenda?

By Lynn James-Jenkinson of NWTDT

Recently I wrote to Mr Duncan Bannatyne, well known 'dragon' from TV's Dragon's Den programme and leisure sector entrepreneur, asking for his support in the development of the leisure market for disabled children, young people, adults, older people and families.

As you all know, the marketplace is rapidly changing and by April 2011 all adults at least those who receive social care support will be able to 'shop' around in order to meet their health and social care needs. Indisputably that is a lot of disposable income that people will have - millions of pounds.

I truly believe there is a real business opportunity here which the leisure industry particularly could benefit from as well as really benefitting disabled children, young people, adults and older people and their families by providing creative and exciting routes for people to spend the money they are entitled to through Local Authorities and Primary Care Trusts (PCTs).

By April 2011 everyone in receipt of adult social care has to be told how much is being spent on their individual care and support and will have the right to take that money as a direct payment to purchase their own supports directly. Already over 12,000 people have what is referred to as individual/ personal budgets.

As an example Local Authorities and PCTs spend incredible amounts every year providing 'short breaks' or 'respite care' for disabled children, young people, adults and older people and their families. This 'support' is largely provided via residential care settings which we all know isn't the best option.

However, if I ever get to the point where I need a break from my daughter (or she needs a break from me) I would much prefer that she could go somewhere pleasant and that



all of us as a family could enjoy some 'respite' together. The personalisation agenda will give that power and freedom to people because they will control their money. In fact, I already enjoy two hours 'respite' on Saturday mornings while Emma attends dancing class with her friends. Incidentally she has just passed her first tap and ballet exams.

I strongly believe that social care workers should not be managing this kind of 'leisure' service. In this country, there is already a leisure industry which can do it. People like Duncan Bannatyne could be creative and provide exciting opportunities in places that could be valued and enjoyed by everyone. It just takes some imagination and a belief that together disabled children, young people, adults, older people, their families, health, social care and business can work together and achieve something that provides high quality choices and opportunities for people and supports the leisure industry.

Mr Bannatyne has not replied as yet ... but watch this space!

Should anyone like to discuss this more please don't hesitate to get in touch with me via email: [lynn.james-jenkinson@nwttdt.com](mailto:lynn.james-jenkinson@nwttdt.com) ([www.nwttdt.com](http://www.nwttdt.com)) or telephoning 07970 900 226.

## The right ethos

Ethos public relations is a leading independent PR company based in Manchester. Established in 1998, it is co-operatively managed with expertise in a wide range of sectors including charity, social enterprise and co-operative. Clients include Action for Kids, Co-operatives UK, the Association of British Credit Unions and numerous housing associations.

Many organisations do not have a clear understanding of how they can harness public relations to raise the profile of their business and the services they provide. Put simply - public relations describes the ways in which an organisation - regardless of size - communicates with its key stakeholders.

The course 'An Introduction to Public Relations' will complement the work of Voice Marketing and will provide hints and tips on writing a good news

story, identifying your target audiences, gathering case studies and testimonials plus other essential communication tools.

The course, which will be available later this year, will be targeted specifically to your sector and will provide an essential tool-kit to kick start your own PR campaign.

For further information on Ethos public relations, go to [www.ethos-pr.com](http://www.ethos-pr.com)



## Getting the most out of publications - Advertising or PR?

The current personalisation agenda means that there has never been a more pertinent time for specialist providers to communicate with care seekers and their carers, the following titles and events represent ways in which your organisation might make contact with this audience.

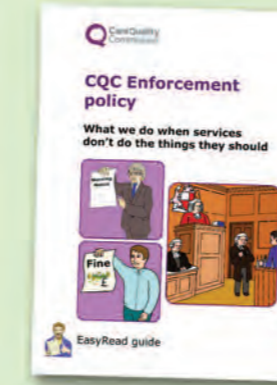
We are looking at bringing Matthew along to our next network meeting in October to talk about getting the most out of social health care sector magazines.

As a publisher of specialist information to the Care sector for the last 16 years, Care Choices publishes on behalf of over 30 Local Authorities across the country, this has given them a unique insight into the needs and

requirements of care/support seekers across the country and gives us the opportunity to develop publications and events that have a real benefit to the readers.



## Current Publications



In April 2009 the Healthcare Commission, Commission for Social Care Inspection and Mental Health Act Commission joined together becoming the Care Quality Commission or CQC for short.

CQC check health and adult social care services in England and help them get better.

This policy document details the various steps the commission can take to enforce the law and ensure problems are addressed.



The purpose of this guide is to provide information for those who may not be directly involved in the preparation of tenders, but need to be well informed with regard to the legal basis for tendering and procurement.

The guide offers some indicators to the operation of the processes, as well as a "Do and Don't" list, it's principal purpose is to offer organisations tendering for public sector contracts a simplified reference to legislation surrounding procurement and related regulations and guidance.

If you would like a copy of either of these documents please email [Catherine@voicemarketing.org.uk](mailto:Catherine@voicemarketing.org.uk)

## Introducing Pathways

Established in 1984, the North West Training Development Team (NWTDT) is a small not for profit organisation which has been providing support, training and consultancy and networking opportunities to its customers across the North West region.

The organisation works at the interface between individuals, their families and services and has described its mission as to 'facilitate the full inclusion of people with learning disabilities in community life, through partnerships with people with disabilities, families and organisations and the ways in which it delivers this mission'. Unfortunately as the NWTDT is funded principally by the Primary Care Trusts and Local Authorities in North West, its services and advice is not accessible to independent providers or certain organisations in North West or other parts of the country. Therefore, the senior management team at NWTDT decided to launch 'Pathways' which is a Community Interest Company (CIC) with no restrictions leaving it open to work with any health care provider in the UK. The new company employs a three tier subscription system to raise revenue.

Pathways offer three types of membership:

### 1) Individual Membership Programme (£1 per annum).

Who can be a member?

- Children (via families) and adults/ older citizens who may be entitled to health and social care services/ support.
- Families of children and adults/ older citizens who may be entitled to health and social care services/ support.

What do you get for your membership?

Members will elect six places on to the Board of Directors of the organisation and will therefore have a majority in terms of influencing the development and direction of the organisation. Pathways Associates Community Interest Company has the ambition of operating as a user-led organisation.

Free places at networks/ events run by NWTDT and Pathways. (At least 20% of places at every event are held for members.)

### 2) Subscription Programme

Who can subscribe?

- Emerging, new and existing providers of health and social care services and support.
- Emerging and existing community groups working to achieve greater inclusion of vulnerable people.
- Local Authorities and Primary Care Trusts outside the North West.

There are three levels of membership depending on the size of your organisation all of whom will benefit from the training days and professional consultancy services.

### 3) Associate Members (through invitation by the Board of Directors)

Who can be an Associate Member?

Organisations who share commitment to the values and principles of Pathways Associates Community Interest Company.

For more information please contact Lynn James-Jenkinson CEX - [lynn.james-jenkinson@pathwaysassociates.co.uk](mailto:lynn.james-jenkinson@pathwaysassociates.co.uk) Tel: 7979900226.



## Upcoming Training

## Effective Presentations

29th September 09

10am - 4pm

Venue: NWTDT Training Room, Suite 4, TMC Building, The Globe Centre, Accrington, BB5 0RE.

### Course Overview

This course is for individuals, families, carers, social enterprises or voluntary organisations who wish to develop effective presentations, we take you through the practicalities of putting a presentation together, whether it is to:

- Let other families/carers know about your service
- Present to a funding organisation or bank
- Sell your service to a potential customer

We will aim to build your confidence around presenting effectively and allow your passion to come through in your presentation.

This is a one day course which is very interactive and allows you to work in groups with other likeminded individuals. The course is also suitable for individuals or groups with learning disabilities.

### Learning Outcomes

- Vision and mission
- Understanding your audience
- Structure and clarity of an effective presentation
- Comfort zones
- Building confidence
- What tools to use

Cost:  
Up to 20 places are available @ £80 + VAT per person  
(Includes all course notes lunch and venue.)

## The Time is Now - SDS/Marketing

15th / 16th September 09  
Accrington

To receive a leaflet/booking form for any of the above events contact [Catherine@voicemarketing.org.uk](mailto:Catherine@voicemarketing.org.uk)