

cool2care
for families with disabled children

**Enterprising Personalisation
NCVO Conference – March 2010**



The world in his hands

March 2010

Our Mission:



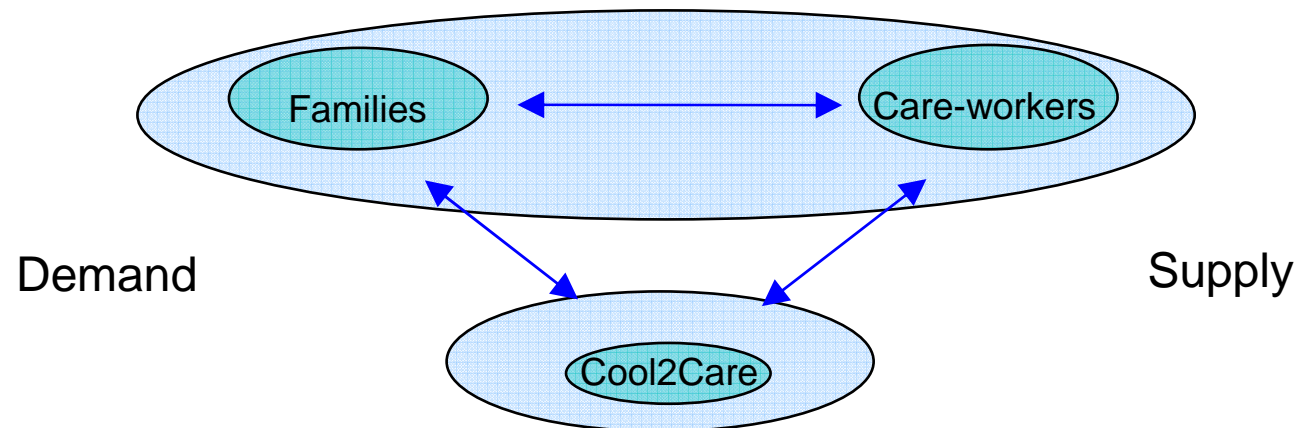
To provide high quality support for disabled children & young people and their families, by delivering innovative, replicable and sustainable services.

Cool2Care Mission



Cool2Care

- Introductory placement agency specialising in families with disabled children & young people
 - ▶ **Recruit, train & place** PAs to work within families with disabled children
 - ▶ Family & worker contract directly
 - ▶ Income from placement fee
 - Can be paid by family from Direct Payments/allowances/private means or by Local Authority
 - ▶ Training for PAs on how to look after a disabled child or young person.



Cool2Care – The Organisation

- Founded in 2007 by the father of a disabled boy
- Non-profit social enterprise aimed at supporting families with disabled children & young people
- Established as a Community Interest Company (CIC)
 - ▶ A new legal form established in 2005
- Mission, assets & profits legally restricted for community benefit
 - ▶ CIC regulator (www.cicregulator.gov.uk) ensures not for profit status
 - ▶ Profits either reinvested or donated to charity

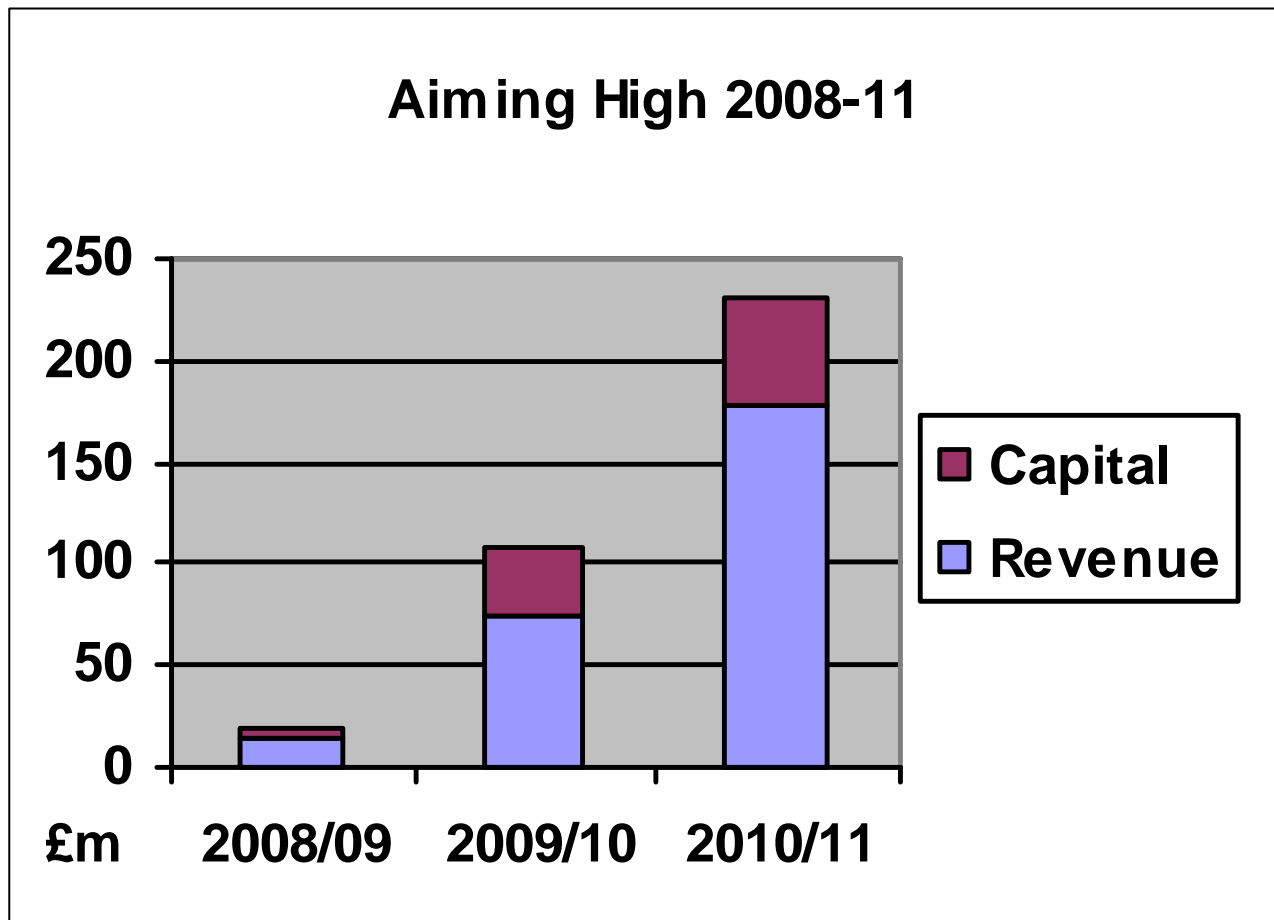


Community Interest Companies (CICs) are limited companies, with special additional features, created for the use of people who want to conduct a business or other activity for community benefit, and not purely for private advantage.

This is achieved by a "community interest test" and "asset lock", which ensure that the CIC is established for community purposes and the assets and profits are dedicated to these purposes.

Registration of a company as a CIC has to be approved by the Regulator who also has a continuing monitoring and enforcement role.

Developing the marketplace for Short Break provision



✓ Fenced funding

✓ Distributed to 150 Local Authorities

Self-Directed Support for Disabled Children

- ✓ Historically mixed take-up of Direct Payments
- ✓ LA take-up = 0-80% of families
- ✓ Major inhibitors:
 - 1) Difficulty in finding PA (or other service)
 - 2) Perception of complex admin
 - 3) Not well publicised
- ✓ Individual Budget Scoping Study (DCSF 2009)
- ✓ Individual Budget Pilots – 6 LAs (2009-10)

Campaign



✓ UK-based campaign

✓ Kicked-off Nov 2006

✓ Supported by UK Government & charities

✓ Target: 25,000 signatures by July 2007

Getting the basics right

- ✓ Blended values & vision
- ✓ Financial goals, underpinned by socially-driven ethos
- ✓ Constitution and skills to manage the business & deeply understand your customers