



How We Add Social Value

Entrust Care Partnership was established to offer direct service provision for the benefit of its service users. We are not pursuing financial gain but intend to run a business which reinvests any surplus demonstrating social value and promoting positive social, economic and environment impacts.

The Directors collectively have over thirty years of experience in the caring profession. This passion for achieving the highest standards of care naturally allows us to embrace the ethos of the Social Value Act. We add social value by:

- Building greater family resilience through the provision of preventative services and reducing the need for more cost intensive intervention
- Having a positive impact on people's health and wellbeing by providing a break from caring duties
- Making a positive difference to the lives of individuals and families supporting the realisation of identified goals
- Increasing disabled young people's skill levels through work experience opportunities which demonstrates employability
- Creating employment and volunteering opportunities
- Having active participation of parent, carers and disabled people
- Utilising the leadership team's expertise, passion and experience which is being provided pro bono
- Increasing market diversity
- Working with partners to provide improved value, diversity and skills for the benefit of the community
- Empowering and inspiring families and disabled adults to confidently facilitate support groups and other Forums
- Drawing on personal experience of disability and related issues to act in an empathetic manner, so users of our services are reassured
- Company Directors working together to achieve the vision for the organisation, utilising skills best suited to their abilities and individual networks whilst not taking remuneration now or in the foreseeable future.

Building for the future (current as at April 2014)

In order to help develop the company and build a sustainable platform for growth we have secured the following resources:

- **Development in Social Enterprise (DISE):** this is an established company which assists social enterprises, both 'start ups' and established companies. Their Prospectus is attached in the Appendices. DISE supported the registration of Entrust Care Partnership C.I.C. and is continuing SFEDI qualified business advice at Board

level and in a one to one capacity plus securing links to a range of other sector specific support for example Social Enterprise West Midlands

- **Warwickshire Association of Youth Clubs (WAYC):** Office accommodation is available, hot desking or a more permanent base, as well as space offered at reduced cost to run activities or skills training for young people. Funding advice has been given from WAYC's dedicated funding adviser and a payroll facility is available as well as Disclosure & Barring vetting when staff and volunteers are engaged. Entrust Care Partnership staff can be employed by WAYC if necessary.

Entrust Care Partnership is working in partnership with WAYC to run an Independent Life Skills programme and joint funding is being sought.

- **Council for Disabled Children:** Registered Company Membership which offers the opportunity to comment on policy and link to other like minded organisations.
- **Solihull MBC Children and Families Commissioning:** Entrust Care Partnership has become a member of the local provider forum and have already been introduced to other support, funding and regional contacts. Some early examples are, Signpost Inclusion C.I.C and Solihull Can, Parent & Carer Forum. The Early Support Regional Facilitator is sharing experience in a one to one session of establishing a Social Enterprise in Solihull. Entrust Care Partnership has logged an interest in an asset transfer of an accessible mini bus.
- **Warwickshire Community and Voluntary Association (WCAVA):** advice and support on funding sources.
- **Voluntary Action Stratford on Avon (VASA):** advice and support on funding sources and volunteer recruitment.
- **SUSTAIN (Solihull):** advice and support on funding sources and Homeshare.
- **Warwickshire Children and Voluntary Youth Services WCVYS:** By securing a venue and through promotion and administration, WCVYS enabled Family Voice Warwickshire and Entrust Care Partnership to run a Disability Awareness workshop for professionals in the field of children's youth services.
- **Chris White MP** (Warwick and Leamington) the instigator of a Private Members Bill for the inclusion of social value subsequently enshrined in the Public Service (Social Value) Act 2012 has given his full support for Entrust Care Partnership. He has kindly offered the use of office space for meetings, marketing as well as backing for the expression of interest to Warwickshire County Council under the to 'Right to Challenge' as encouraged by the Localism Act 2012 to deliver short breaks.
- **Warwick University Business School/Cranfield Trust:** approached for Alumni mentoring and support with possibility of being a case study.
- **DIAL Solihull:** submitted a joint expression of interest, together with an IT company for Advice & Information Service for those who fund or part fund their care in Oxfordshire. A payroll facility available as Entrust Care Partnership secures funding along with the option of acting as the host employer during the initial phase of the

company's development. Other partnership opportunities will be considered as DIAL wish to extend their service provision for adults with a learning disability.

- **Coachbuilt Accessible Vehicles:** This Company will work in a mutual partnership with Entrust Care Partnership acting as our letting agency for the Recreational Vehicle. They will provide, pre and post inspection vehicle checks, training, insurance, promotion, maintenance on return from hire, administration, valeting and garaging.
- **Volunteers:** a specialist volunteer trained in Transition's and Advocacy work and an experienced health visitor have offered their services on a short term, part time basis.
- **Finance & IT:** Pro bono ongoing advice and practical help secured from three volunteers. Their skill sets perfected during many years experience in senior positions in the NHS, (Finance Director, Foundation Hospital) a large high street bank and the IT division of one of the world's largest retailers.
- **Human Resources:** Pro bono advice from an independent HR consultant
- **Fund Raising Support:** Donations of goods and services have been received, with funds being raised through sales in both the physical and online environments. Other traditional methods of fundraising have also offered by volunteers.

These resources represent additional value which our company has already generated to facilitate its origins and early development and initial estimates are that this represents a minimum investment of over £2,500 (based on an assumption of £20 per hour)

Political direction from Central Government signals the growth of social enterprises as a way of delivering public sector services for the good of the community. This provides Entrust Care Partnership with an opportunity in the market place to deliver services which are no longer the core responsibility of a Local Authority. Our value base of inclusion and partnership encourages our company to be outward looking. We will seek to make joint bids for funding, collaborate with others and share resources, this approach will facilitate the best possible outcome for our clients.

Local Authorities are reviewing their position as service providers, increasingly commissioning services and seeking to reduce public sector spending. The commissioning landscape itself is changing with more control being given to service users to purchase their own support and care.

There is anecdotal and other evidence which suggests that users feel that there is very limited choice of services to purchase so we intend to increase the selection available by our presence in the market. As the vulnerable groups which form our target market are likely to feel the impact of the financial crises on their household income we will seek to offset costs by generating income streams from grant givers, commissions, fund raising and business sales.

Our strategy is to be the provider of choice by giving a trusted, reliable and consistent service, with a competitive pricing structure. This in turn would build customer loyalty and sustainability. We will also seek to be entrepreneurial and generate ideas for new approaches to service delivery.