



company

residential care

CARE TO CHANGE

aptitude /'aptɪtju:d/

noun

1. a natural ability to do something.

natural /'natʃ(ə)r(ə)l/

adjective

1. in accordance with the circumstances surrounding someone.

ability /ə'bɪlɪti/

noun

1. possession of the means to do something.

thrive /θraɪv/

verb

1. grow or develop well.

Table of Contents

3 Executive Summary

4 Our Mission & Vision

5 Our Approach

6 Our Impact

7 Our Team

10 Contact

Executive Summary

Every year, 80,000 children in the UK need child care protection, mostly due to neglect, abuse, or dysfunctional family situations. Despite care providers having overall good ratings, the outcome of the care provided is unacceptably poor.

The Company is born out of a drive to bring positive change and to deliver measurably better outcomes for children we care for. Based upon a sound philosophy and ethos, The Company aims to make an impact.

We believe that every child has the ability to change, the ability to develop and the ability to thrive. Our role as a carer is to identify, encourage and enhance these abilities. Our purpose is to change the outcome.

Our goals are clear:

- be the last child care home needed.
- ensure that the future for children leaving our care is safe and well, in employment, education, or training.
- break the cycles of care, dysfunction, poverty and neglect, also for the generations to come.

To achieve these goals, we will equip the children the right **skills, health & mental wellbeing** and proper **education**. These are the three core pillars of our care model and the foundation of our philosophy. In order to provide the best possible care, our staff will be properly paid, properly trained and have healthy working hours. In addition, we will measure the impact we aim to have. The Company will develop a robust, digital Child Assessment Platform, to ensure we will deliver positive outcomes for the children in our care.

We are looking forward to working with our industry partners to implement our vision and achieving our ambitions.



Our mission

The purpose of children's residential care, as set out in the 2021 updated statutory guidance of the Children Act could not be clearer:

"Looked after children deserve the best experiences in life, from excellent parenting which promotes good health and educational attainment, to a wide range of opportunities to develop their talents and skills in order to have an enjoyable childhood and successful adult life."

Our mission is to reinstate this purpose and to deliver measurable and dramatically better outcomes for children leaving care.

The Company strives to be that excellent parent, providing an enjoyable childhood and equipping the children in our care with the tools required for a successful adult life. We aim to be the last child care home needed, not the last resort.

Our vision

The human brain is only fully developed by the age of 25. What it develops into, largely depends on its Company and the input it receives from its environment. How the developing brain behaves today, tells us something about its history, not about what it can do tomorrow.

At Company, we believe in Company. We believe that every child has the ability to change, the ability to develop, the ability to thrive, irrespective of their history. Our role as a carer is to identify, encourage and enhance these abilities. Our role is to provide an environment where the child can flourish, so they can enjoy a fulfilling life after care. Our purpose is to change the outcome.



Our approach

How we care for our children, and for our staff, will determine the outcome of the care we provide. In cooperation with all stakeholders, our care is centred around assessing, improving, and monitoring **3 core pillars**:

1 – Health & Mental Wellbeing

In order to function well, good physical and mental health is crucial. Company will focus on good nutrition, sufficient physical exercise and strengthening the child's mental resilience through support from our professional psychotherapy team.

2 – Education

Whether it is vocational or general, “education is the passport to the future, for tomorrow belongs to those who prepare for it today.” Through open communication with the schools and access to an online learning support platform, children are stimulated to unlock their full potential.

3 – Leaving Care & Life Skills

To thrive in society, the child needs basic life skills. Being able to express yourself, look after yourself, built social networks, deal with money, deal with authorities. These are all skills that have to be taught, they do not come naturally. Company will assess those skills and fill the gaps where needed.

In line with our ambitions, our focus is longer stay placements for 14- to 18-year-old children with social, emotional and mental health (SEMH) needs . This corresponds with the fastest growing group entering the care system, currently at c. 40% of children in care. In essence, The Company cares about ‘adolescence to adulthood’, the successful transition into adult life and society.

Staff

Each of our homes will look after 4 children. Every staff member looking after these children will be trained within each of the 3 core pillars. Within each home, 3 senior staff members will be responsible for the pillars. These staff members work directly with the child and with relevant stakeholders, to improve and develop specific skills and abilities within each pillar. The senior staff members are supported by a team of 8 additional care workers, also working directly with the children. Integration, coordination and oversight is provided by the home manager, bringing the total staff count for each home to 12 members.

Our staff is also our most valuable asset and therefore we apply the same principles to them, as we apply to the children in our care. We strive to provide them with:

- a healthy work environment.
- healthy working hours.
- psychological support when needed.
- proper continuous training within each of the 3 pillars.
- the skills to let the children flourish.

This will not only empower our staff to provide the best care possible, but also creates ownership and a clear path to advance their careers within our organization.



Our network

The Company homes will be based in Yorkshire. Where possible, we will prioritize children from the area, to minimize uprooting or breaking ties with their community. Our homes will be part of this community, built around the child to create the environment in which they can succeed. To build this community we will work closely with:

- Local authorities and social workers.
- The child's family where possible.
- Schools and colleges, both general and vocational.
- Local sports clubs and associations.
- Volunteering organizations.
- Local farms and animal centres.
- Local apprenticeship programmes, etc.

Why Yorkshire

- Local demand still outstrips supply in the region.
- Centrally located with better access to qualified staff.
- Excellent expertise available in the region.

Our impact

In close collaboration with impact evaluation experts and our network community, we will develop robust, in-house Child Assessment Tools to measure and improve the outcomes of the care we provide.

Our impact goals are simple:

- Be the last child care home needed.
- Ensure that life after care is SWEET not NEET, **Safe** and **Well**, in **Employment**, **Education** or **Training**.
- Life-long learning for our staff.
- Bring 220 properly paid jobs to Yorkshire.

Preparing for life after care is as important as the care itself. Establishing a stepped journey, where young people are supported throughout the transition into independence is a critical part of the The Company plan. We aim to provide that support and drive a positive generational shift, breaking the cycles of care, dysfunction, poverty and neglect, also for the generations to come.

We are looking forward to working with our partners to implement our vision and achieving our common goals.



Our Team



Executive 1

Managing Director

FirstName started his professional career as an equity trader at Merrill Lynch in 1998. After 5 successful years in finance, he moved into Property Development & Investment, first as a Director at Londonewcastle and later as Managing Partner of his own property development company. Between 2003 and 2019, FirstName has delivered property development projects with a combined gross development value in excess of £700m.

Inspired by working on public-private partnership projects to develop affordable housing, he decided to shift his focus to social impact entrepreneurship. This led to the launch of a Children's Residential Care company in the North of England, the pre-cursor to The Company which he now leads as Managing Director.

In this capacity FirstName is responsible for developing and implementing the growth and care strategy of the organization. His ambition is to create positive outcomes for both the children in our care, as well as for our investors.

FirstName holds a BSC Degree in Economics.



Executive 2

Finance & Impact Director

FirstName has been an entrepreneur since the late 90's. His broad interest resulted in multiple Executive Director positions across several industries. At the Company, FirstName combines his career as business development consultant and finance advisor & arranger, with his passion for delivering high-quality, measurable care.

As Finance & Impact Director, he is responsible for maintaining sound financial operation of the company, whilst ensuring Company delivers on its impact goals and measurable positive outcomes.



FirstName Raw

Care Consultant

FirstName is a valued professional expert operating in residential children's care services since 1996. Pursuing his passion, he opened Harmony Childrens Services in 2011 which now owns and operates 3 high-quality residential children's care homes in the UK. Looking to make a difference in the industry, FirstName has been a committee member of the Independent Children's Homes Association for the past 9 years (now The Children's Homes Association, the membership body for all providers of residential childcare throughout England and Wales). He served as National Chair of the Association for 4 years, until recently stepping down at the end of his dual term. FirstName currently acts at the Childrens Homes Association Regional Lead for Yorkshire and Humberside, and regularly engages with Ofsted to help improve the services of all Childrens Homes in the region. Being at the heart of the industry, FirstName has built a vast body of knowledge and a personal network, invaluable to The Company's operations.

FirstName acts as a Care Consultant for The Company. He will assist in areas such as OFSTED registration, staff recruitment, policy, placement and governance implementation. His network provides The Company with direct access to relevant OFSTED, Local Authority and Placement administrators, and industry service providers in general. FirstName's involvement will ensure smooth execution of both the early, and later stages of the Company growth plan.



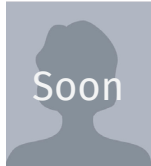
gk strategy

Strategy & Risk Advisor

GK Strategy, a leading political advisory firm, assists us with achieving our strategic objectives, building relationships and understanding the political and sectoral landscape.

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Joining the executive team



Care Director - Responsible Individual

We are pleased to announce that we are in advanced discussions with a very experienced and highly valued candidate. The Care Director will be responsible for developing and implementing the Company ethos and care strategy. He or she will also act as registered “responsible individual” (RI), representing The Company at the regulating body OFSTED.



Child and Adolescent Psychotherapist

The Child and Adolescent Psychotherapist will be responsible for assessing and monitoring the children’s mental well-being and provide therapy where required. Her or she will assist with developing and implementing the in-house Child Assessment Tools to measure and improve the outcomes of the care we provide. In addition, the psychotherapist will provide psychological support and coaching to the care staff in our homes.



What do we offer our staff

- Being part of a team with a clear ethos and philosophy.
- Being part of team with strong growth ambitions and clear impact goals.
- A healthy work environment and healthy working hours.
- A good salary.
- Solid training and career development opportunities.
- Job responsibility and participation.
- Additional health insurance.



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