



YourCare Set Up



- ✓ A private limited company wholly owned by LBC, incorporated June 2017 (not a Local Authority Trading Company).
- ✓ YourCare is managed by a Board of Directors made up of officers of the council and non-exec directors (to be appointed to).
- ✓ All resources (staff, legal advice, finance, procurement) provided to YourCare by LBC through a contract for services.
- ✓ Office / Retail premises provided by LBC by way of a lease agreement on commercial terms.
- ✓ YourCare to begin officially trading at the same time the company e-commerce website goes live (Spring 2018).

YourCare Offer



- ✓ A fast-tracked alternative (to council provision) for individuals who want to purchase equipment privately.
- ✓ Proactively supporting managing demand pressures for Croydon in the assessment and allocation of social care resources.
- ✓ Reducing council waiting lists, particularly those people who have non-complex needs.
- ✓ Supporting the preventative agenda by working with non – complex clients at an earlier stage.
- ✓ Access to over 1000 equipment product lines (children and adults) coupled with expert advice and aftersales support.

YourCare Compliance



- ✓ Care Act Compliance - Disclaimers for members of the public from Croydon seeking to purchase privately, referring to potential eligibility from the Council.
- ✓ State Aid compliance – Ensuring Croydon set up YCL to avoid state aid challenges e.g. commercial rates for all expenditure sourced from council.
- ✓ Sign posting to YCL from Croydon – adhering to competition rules / balanced against Croydon maximising use of YCL. e.g. on council website including other suppliers of equipment when referencing YCL.

YourCare Website – target launch date April 2018.

Customer can access the website in the following ways:

- Accessing Croydon social care website pages (Via Ask Sara) linked to YourCare website for purchase.
- Through e-market place developed by LBC with link to YourCare website.
- Accessing web applications linked to the YourCare website e.g. From the Social Care Institute for Excellence (SCIE) Dementia App.
- Directly going to the website e.g. as a result of Google search, awareness of website.

YourCare. The shop with a conscience.

At YourCare we provide a personalised and holistic service to enable you or a loved one to be independent at home or in a similar setting.

No matter your budget, we can help you find the best quality products and equipment to make a fully informed decision so you get the right equipment to meet your needs.



NEW! Kitchen products at great prices!

Great new range of kitchen products to make your life easier. Get more done in less time.



Our friendly team

have Trusted Assessor training and are happy to advise and make suggestions on what equipment might be best, where to place it and how to use it whether that be at home or within a community setting. We recommend products and services to meet your whole needs.

We want to be there for you

throughout your life journey inspiring confidence and independence every step of the way.



Helpline



Self
assessment
tool



Delivery
charges



Chat with
us

What can we help you with?

Select from the categories below to discover products perfectly suited to your needs and requirements



Retail Store



- Providing a “one stop shop” for equipment needs.
- Demonstrating product ranges through its independent living centre (“try before you buy concept”).
- Offering expert trusted assessment, information, advice and guidance.
- Tailoring range of products to meet needs.
- Modern and conducive independent living centre at new site Crosfields, Imperial Way (12-18 months time).
- Satellite stores/pop up shops e.g. in hospitals, contact centres.

Marketing



Croydon
Contact
Centre

LIFE

ASC Digital
Pathway

CUH

Care Home
Providers

Home Care
Providers

G.P Surgeries

Third Sector

Other Local
Authorities

Our plan



Year	Success Factors
2017/18	Interface with LBC Digital Pathway Implementation of marketing plan Promoting to other authorities
2018/19	Launch of E-Commerce site. New Retail Outlet launched (Crosfield) Bevan, Gilman & Online Retail Portals with other local authorities Developing partnerships with NHS (hospitals , G.Ps)
2019/20	Launch 2 Online Retail Portals with other local authorities
2020/21	Launch 2 Online Retail Portals with other local authorities
2021/22	Launch 2 Online Retail Portals with other local authorities
2022/23	Launch 2 Online Retail Portals with other local authorities

Financial Forecast



	*2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	Total
		Year 2	Year 3	Year 4	Year 5	Year 6	All Years
Retail Income	160	415	758	1,311	2,132	2,904	7,680
Retail Costs of Sales	224	378	639	1,048	1,638	2,199	6,125
Management and Administration	58	127	124	174	221	264	968
Profit and Loss	-121	-90	-5	89	274	441	587

- Operating losses in the initial years are supported by a £250k loan from the Council.
- To support business growth investment in the retail business includes in 2018/19 £40k for shop fit out and for systems and website upgrades in 2018/19 £15k, 2019/20 £15k, 2020/21 £45k, 2021/22 £65k and 2022/21 £75k.
- To support the increased sales volumes every year from 2019/20 onwards there is an investment in 1 additional member of staff in each year.