



Raising the bar



Marketing your service for self-directed support

11th February 2010

Venue: Snibston, Ashby Road, Coalville, Leicestershire, LE67 3LN

Time: 9.30am - 4.00pm **Trainer:** Catherine Titherington

Overview

The world of providing and contracting support services is rapidly changing as self directed support is emerging. In 2006 the White Paper Our Health, Our Care, Our Say set a new direction for community services and repeatedly refers to people having more choice and control over how needs are met and the involvement of people who use services in service design, commissioning and delivery.

Proposing that by 2010 disabled and older people will have an integrated health and social care plan and receive individual budgets covering social care services.

This creates new challenges for support providers as the system for contracting and delivery of services is changing. This course offers the opportunity to examine the changes required to be fit for purpose and how to work towards making them. How can your existing marketing change to look towards this new agenda by developing an effective focused marketing strategy that is creative and innovative, as this is key to the success of any business. The session will also look at initiatives that support you in marketing your service to direct payments customers.



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Direct Line / Fax No: 01772 601853 | www.voicemarketing.org.uk

Learning objectives

Throughout this course participants will:

- Have a raised awareness of Self Directed Support.
- Further their knowledge on National In Control and it's ethical value base.
- Gain an understanding of self directed tendering.
- Get to know how to work with Individual Service funds and gain an understanding of mixed economies of support.
- Have a wider knowledge of individual contracting with customers who use social care support.
- Understand where the Support Brokerage role sits in relation to support provision.
- Have knowledge of how personal budgets work
- Develop an understanding of how support planning is a crucial element in working with people who are self directing.
- Understand how you can overlay the National picture with your own business objectives.
- Gain an understanding of how your organisation currently operates and where its focus lies.
- Develop and plan your marketing more effectively so it "speaks" more clearly to its audiences.
- Encourage creativity within your own organisation.



Target audience

Private, voluntary and independent sector managers, directors of provider services as well as advice, information and advocacy managers.

Trainer

Catherine Titherington

In the past year Catherine has concentrated on developing this niche market by concentrating on working to revolutionise the Social Health Care system for people with disabilities and in particular working with organisations like "In Control" and numerous social enterprises who promote this change, her current remit is to work nationally with this sector.

Cost: £35 + VAT per person (Members) £50 + VAT per person (Non-Members)

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The logo for Voice Social Marketing features a stylized green graphic above the word "voice" in a green, lowercase, sans-serif font. Below "voice" is the text "SOCIAL MARKETING" in a smaller, black, uppercase, sans-serif font.
voice
SOCIAL MARKETING



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Booking Form

Marketing your service for self-directed support

11th February 2010

Please reserve me a place at the 'Marketing your service for self-directed support' event being held on 11th February 2010 at Snibston, Ashby Road, Coalville, Leicestershire, LE67 3LN.



Name: _____

Organisation: _____

Address: _____

_____ Post Code: _____

Telephone No: _____

Email Address: _____

Number of places required: _____

Member

Non-Member

Total Cost: £ _____

Bookings to be sent to fred.bowen@base-uk.org

Payments can be made by Cheque, BACS or send a purchase order number.
Cheques made payable to: BASE

Bank account details:

Name: The British Association for Supported Employment
Bank: Barclays
A/c no. 53043614
Branch: Swansea, Kingsway, SA1 5JB
Sort code: 20-84-41

If sending a purchase order number please provide an email address where we can send the invoice to. Send details to: accounts@base-uk.org

For more detailed information or to contact the trainer ring 01772 601853 or email catherine@voicemarketing.org.uk

No refunds given if cancellation made within 7 days of the event.

