

CENTRA ANNUAL REVIEW 2014/2015



Enhancing Life Chances

WELCOME



We are almost one year into our new, integrated brand and are continuing to go from strength to strength as we discover new ways to deliver integrated services across the group. We are proud to offer such a wide range of services and support to our customers with the distinct advantage of being at the forefront of cutting edge assistive technology to deliver the very latest in trusted services.

We are Centra

Centra is part of Circle Housing, one of the UK's largest providers of affordable housing. The revenues we deliver through our work with local authorities, housing associations and other commercial partners allow us to re-invest in Circle Housing and create a sustainable future.

Our mission is to enhance the life chances of our customers and residents by providing desirable homes, trusted services and by building sustainable communities. We want to maximise independence by giving choice and control to the people we work with. Whether it's supporting young people to develop key skills or providing mobile telecare for those living with dementia, we want to change the perception of care and give our service users a quality, reliable service to give them the best chances in life.



Welcome from Wendy

Managing Director, Centra Pulse and Connect



It's been an exciting and challenging year as we've reflected on the feedback from our customers. We focused on enhancing the availability of our contact managers and now provide dedicated account management staff who can spend time working alongside our customers to ensure our services support their objectives.

We've also enhanced our operations, introducing a dedicated resource for managing quality and compliance, alongside a new training academy to ensure a consistent and ongoing service across the business. Recognising our desire to grow and add value to our services we've introduced an integration team, who will aim to ensure new services, technology and contracts seamlessly fit into the business without compromising our high standards of service delivery.

Over the year Pulse and Connect were delighted to welcome a number of new customers including Kent County Council, Greenfields Housing, Shepherds Bush Housing and Advance. We also cemented our relationships with The Guinness Housing Partnership and Paradigm Housing and also created new partnerships with NRS Healthcare, Buckinghamshire Care and the Aster Group. We're delighted to be working with these businesses on some exciting projects.

Welcome from Allyson

Managing Director, Centra Care and Support



It's been a period of change for Centra Care and Support. It was about getting ready for the brave new world of commissioning and being prepared for the challenges that we may face in this period of change.

We made our first acquisition in July 2013 of a domiciliary care company, Prime Care. A well respected domiciliary care provider based on the south coast. This acquisition helps us to position ourselves as a quality provider of both care and support services and to that end we have a new name, Centra Care and Support, with a fresh brand that really complements our new and invigorated service offer.

We are now ready for 2015 with a brand new regionalised structure that really ensures that we remain 'local' and is the platform for growth going forward.



CENTRA SUPPORT - ADDING VALUE THROUGH VOLUNTEERING

As part of a non-profit making group, we are in a unique position to offer our customers the little extras that really make a big difference in their day to day lives. We have a dedicated focus on volunteering and our front-line volunteers help our service users build confidence by helping people express themselves. This even helps customers find places to live, cope with crisis and enjoy a range of community activities to engage socially and develop their wellbeing.

Digital Inclusion

Three years ago, we were given the opportunity to apply for external funding specifically for older people's services from Digital Unite. Seven of our sheltered schemes purchased communal PCs and broadband for their residents to use. However, it was soon discovered that many did not have the skills or confidence to use it. Sue Wardell, Involvement Manager at Care and Support decided to address this, and began working with Centra's volunteer service to find people with online skills who were happy to share their knowledge.

Simon Cook runs IT classes for residents of Centra Support's Older People's Housing Schemes. Simon is a certified Microsoft Systems Engineer and regularly volunteers to help get tenants familiar with the online world. Some residents have come from not knowing how to turn on a computer to using YouTube, email and Skype.

Simon's classes originate from Centra Support's Digital Inclusion (DI) days, where customers could drop in with their laptops, iPads and mobile phones and get help using them.

It's these DI walk-in days that prompted Simon to begin teaching weekly classes at various schemes.

Centra Support continues to address digital exclusion amongst older people and is recruiting more 'Digital Champions' like Simon.



active computer clubs across
our supported accomodation
for older people schemes

Creative minds

Volunteers Sue Monk and Antoinette Spencer run the 'Creative Minds' art sessions at the Old Fire Station in Holloway. It's a fortnightly class attended by members of Centra Support's service user art group.

As well as participating, the group are given an opportunity to learn more about various artists and movements and use this as a basis to create their art projects.

The artwork the group created for their Utrillo project was eventually showcased in an eye catching and colourful calendar entitled "Masters in Disguise"

95%

of our volunteers would recommend volunteering to a friend

Bringing community together through food

We will soon be launching a food education project and cookery competition aimed at older people in Islington. Aiming to encourage healthy eating principles and create a greater sense of community, it's also an opportunity to give our service users a chance to show off - or improve - their culinary skills.

Based on the format of the popular TV show 'Masterchef', each scheme will aim to identify at least one keen cook who can enter the competition. Launch events and semi-finals will narrow down the search until there is a winner in each scheme, who will go on to compete against each other in a grand finale.

The project will be supported by volunteers who will work closely with scheme staff and service users to help run the events, encourage participation and support competition entrants.



**"YOU BRING SOMETHING NEW
TO THEIR LIVES AND THE INDIVIDUAL
CONTACT REALLY APPEALS TO ME.
IT'S THE PEOPLE THAT DRIVE ME"**

- Simon Cook, Centra volunteer

KEEPING LONE WORKERS SAFER IN VULNERABLE SITUATIONS

In 2014 Centra Connect launched an additional layer of support to lone workers by offering a range of easy-to-use GPS enabled devices. Our monitoring team can now easily locate staff in the event of an emergency.

The ability to offer greater protection to those working in isolation or vulnerable positions sits perfectly with our beliefs at Centra. As a leading care, support and assistive technology provider, we've been able to enhance our Voice Connect service by offering a range of GPS enabled devices.

As well as benefitting from our expert, in-house monitoring, the devices offer one touch SOS emergency buttons, adjustable in and out safety zones and covert dial-in functions – so we can monitor potentially dangerous situations without the need for user interaction. We aimed to relieve the burden of remembering to manually check in on jobs for lone workers. Making our service more accessible and responding to the feedback we were getting from our existing customers was key to enhancing the service.

Those who have trialled the devices have reported an enhanced feeling of security, and have noted the ease of use of our devices and the speed of response to alarms raised. Jennifer Smith, a housing options officer at Circle Housing Russett has recently issued GPS devices to her forty-strong team.

"Our team is always out and about. We are often working alone and need to carry some kind of device to make sure help can be

arranged in an emergency. The Urgentys is so simple to navigate and gives the whole team complete confidence to do their jobs without worrying about anything happening"

Offering varying levels of functionality to suit different needs and budgets, our devices offer a greater level of coverage than systems relying on employees using mobile phones. Unlike most other providers, we also have two UK based data centres and run off two BT exchanges to ensure a highly reliable and efficient service.

To find out more about our lone worker service, visit www.centragroup.org.uk/connect

CENTRA CONNECT OFFERS THE URGENTYS AND OYSTA PEARL+



DID YOU KNOW?

Centra Pulse helps an average of one person every 15 minutes, every night

10,000+
hours of floating support each month

77,896+
hours of support for young people

30+
years
of telecare experience



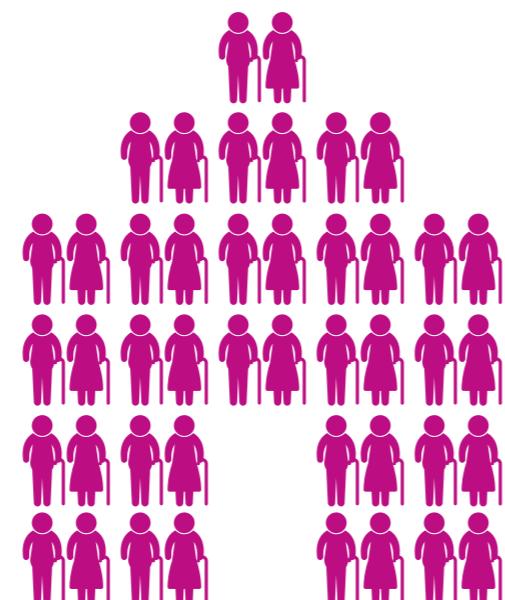
CENTRA CARE AND SUPPORT

In addition to providing a quality service, Centra also works with you to provide insight, guidance and advice. Our position as a leading care, support and assistive technology provider, as well as our close ties to Circle Housing means that we have a unique depth of sector insight to offer all our partners.

We strive to continuously improve our services and actively seek the views and opinions of our service users. Doing so gives us an opportunity to find new, innovative solutions to existing problems. Our satisfaction surveys, formal and informal service involvement groups enable people who use our services to influence not just the day to day but the strategic direction of our services.

Acquisitions – Centra Prime Care

Our care and support services have proudly welcomed Prime Care to the group. Experts in delivering domiciliary care across the south coast of England for over 12 years and now with a new branch in Kent, we're looking forward to developing their presence more in the coming 12 months.



We support around
3,000
older people in supported
accommodation schemes

SERVICE USER INVOLVEMENT

We know that by involving and listening to our service users we can be a better, more forward-thinking organisation. That's why we provide a variety of opportunities for service users to get involved in not only their own support planning but also the running of their service and the organisation.



OUR CORE AREAS FOR SERVICE USER INVOLVEMENT ARE:

- Day to day local decision making – the people we support create and develop their own support plan and can influence how the service is run. Opportunities are offered to share opinions, ask questions, make changes and ensure continuous involvement in their environment and the support they receive.
- Service development and improvement – opportunities to get involved in the running and direction of services are offered to the people we support via local and strategic forums.
- Board level involvement – with two dedicated service user places on our Centra Care and Support board we ensure the opinions and knowledge of the people we support are heard at a strategic level.

LEADING THE WAY

Centra Pulse delivers industry-leading telecare services enabling people to live more independently in supported accommodation schemes and their own homes alike. With over 30 years' experience, it would be easy to rely on our tried and tested methods for delivering around the clock support.

Instead, we pride ourselves on continually developing new solutions and taking advantage of the latest technology. This year saw the launch of our mobile telecare solution, Vega, which enabled our customers to take our 24/7 monitoring service out of the home. We recently bolstered our out-of-home support by delivering our second monitoring device - the Limmex Emergency Watch.



The Limmex Emergency Watch



Want to know more about telecare?
Visit www.centragroup.org.uk/what_is_telecare
to view a video which explains how it works.



In-home Telecare

Our first rate in-home telecare service continues to be the driving force of Centra Pulse. Providing 24/7 monitoring via our alarm and wearable pendant, people living alone or with long-term conditions continue to keep their independence, reassured that help is available at the touch of a button.

Our customers have a wide variety of options for around the clock reassurance, with a sophisticated range of sensors available for around the home support. Customers can now be connected to our contact centre in the event of fire, flood, fall, immobilisation or to simply be reassured about the validity of callers at their door.

Mobile telecare

In the event of an emergency outside of the home, both the Evron Vega and Limmex Emergency Watch offer 24/7 contact with our dedicated telecare team through integrated two way speakerphones.

The Vega is ideal for those living with long-term conditions such as dementia as well as those living with mental health challenges and offers a sophisticated range of features, such as geo-fencing and time alerts. The Limmex Watch's slim design makes it suitable for more active users who do not require such close levels of monitoring, packaging our telecare technology in a slim, attractive range of styles aimed at those who demand greater reassurance to continue independent living, such as younger people living with epilepsy, diabetes, or those with learning disabilities or mental health conditions.

Protect and Check

Protect and Check is our exciting, new automated check and reminder system. Aiming to help vulnerable people remember to do a variety of self-care tasks including taking medication or attending hospital appointments, it connects users to our 24/7 monitoring service. Protect and Check is just another way we're seeking to utilise technology to support vulnerable people's independence.



In the past year, we provided telecare assistance to over 31,000 emergencies

CELEBRITY SUPPORT

DR DAWN HARPER

August saw the launch of our celebrity endorsement from TV's Dr Dawn Harper and was announced in several industry and consumer titles, such as Caring UK and Sussex Life.

The television doctor best known as the host of Channel 4's "Embarrassing Bodies" leads our campaign to get older and vulnerable people the right care and support to live independently. Dawn has been working with us to engage worried relatives, medical professionals and those in need of help about the range of support available.

"As a practicing GP, many concerned relatives come to me because they don't know what to do about their parents' care. I've found that many are more likely to turn to a care home when it comes to looking for support. This is a drastic move which can often be costly and not the right solution for someone who can live more independently. The reason for this is simple. People don't know enough about more appropriate solutions which can protect safety and independence in and out of the home, like telecare."

The partnership between Centra and Dr Dawn Harper continues to work well and we have also filmed a chat show style video with MD Wendy Darling to support our ongoing campaign.

You can view the video by visiting www.centragroup.org.uk/interviews



Stay up to date with our activity with Dr Dawn by following us on Twitter

 @CentraGroup

RUTH LANGSFORD

This Morning and Loose Women presenter Ruth Langsford is also backing our campaign after becoming a customer of Centra Pulse, for her 84-year-old mother Joan.

"It became clear that my mum found it difficult to ask for help when my father developed Alzheimer's disease. There was nothing we could do or say to get her to admit she might need some more support. She once confessed to sitting with him all night when he had a fall until they could get help from a neighbour in the morning, because she didn't want to worry her own family."

Ruth's dad passed away after suffering from dementia for several years and her mother now lives alone. Thanks to Centra Pulse, she remains safe and independent in her own home knowing that help is available at the touch of a button.

2 million
calls a year answered
by our call monitoring
team last year



FOCUSING ON INTEGRATED CARE

Centra Prime Care provides award-winning care to people in their own home, with services such as personal care, medication visits, home-from-hospital and rapid response. Mainly aimed at the elderly who are physically frail or housebound, we help them to stay as independent as possible.

As a Centra Prime Care customer, Barbara Martin started using our services after she was diagnosed with early stage dementia. Following an accident where she broke her arm in a fall, Barbara's family were prompted to approach Centra Prime Care, where they were able to set up a private care plan.

To begin with, one of our friendly, trained, carers conducted a care visit at Barbara's house every day. This was soon reduced at Barbara and her family's request - being a fiercely independent customer led us to suggest a telecare solution was more appropriate.

Our unique position allowed us to quickly install one of Centra Pulse's telecare alarms at Barbara's home, replacing the daily calls. This allowed Barbara to retain her independence and dignity while providing her family with 24 hour peace of mind.

Centra Prime Care kept Barbara's service open to include the option of reinstating a carer if needed. This proved to be extremely valuable

when her family were unable to contact Barbara by telephone. A quick call allowed us to arrange for a carer to go and check on Barbara who was found safe and well.

Our ability to seamlessly match our Care Quality Commission approved services with our Telecare Services Association approved telecare continues to place us at the forefront of integrated care solutions. For customers like Barbara and her family, it's an added layer of reassurance that supports her approach to independent living.



OUR UNIQUE POSITION ALLOWED US TO QUICKLY INSTALL ONE OF CENTRA PULSE'S TELECARE ALARMS AT BARBARA'S HOME, REPLACING THE DAILY CALLS



OUR SERVICE SPEAKS FOR ITSELF

Visit www.centragroup.org.uk/professionals to view our video case studies and hear from our service users.



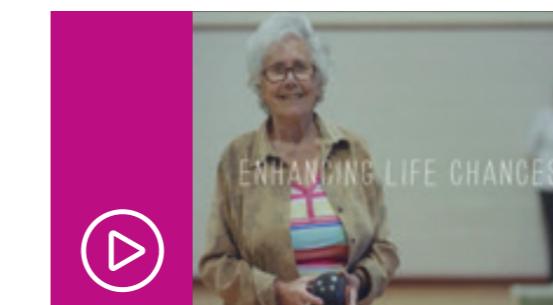
"Now I've actually got my own place, there is no way I'm going to lose it"

Brett, younger person's supported accommodation user



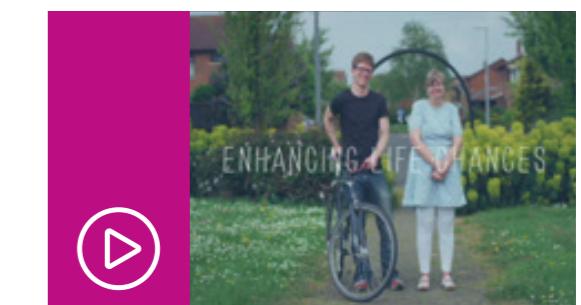
"It's not that Theo does stuff for me - it's more about him supporting me to do those things myself"

Zoe, floating support user



"I don't want to be looked after - I want to look after myself"

Lily, older person's supported accommodation user



"Everybody wants to know that there are people there"

Lucy, homecare user

FORWARD THINKING

Here at Centra, we're very much looking forward to working with our commissioning partners to meet the new opportunities and challenges the Better Care Fund will bring. One of the ways we'll meet these needs is through our continued commitment to working to offer an integrated service; utilising our best assistive technology solutions alongside our dedicated care and support services.

This coming year we will be working to realise our ambition for Centra Care and Support to become a large, quality regional provider of care and support services.

Our work regionalising our business structure has provided us with a strong framework to build upon as we continue to broaden and improve our services. We are now operating in three key regions, east, central and southern reflecting the structure of our group partners.

We are enormously proud of the service we offer our Centra Pulse and Connect customers and we continue to broaden our offerings to provide solutions that truly meet people's needs. We also recognise we can improve our service further, working with key partners and technology providers alike to deliver comprehensive telecare and telehealth solutions – including falls prevention, solutions to cut down hospital stays and services to manage the growing number of people with long-term conditions.

Our aim is to provide an informational and organisational hub to our customers, offering coordinated and targeted services for clients whilst providing commissioners with a range of holistic solutions that meet the growing agenda to fully integrate health and social care.

We are also working more closely with our housing partners, both inside and outside the group and look forward opening our new joint development Windmill Court in east London this summer. Watch this space for more news on this brand new development of 44 individual apartments with access to specialist extra care services and a range of communal spaces.

There are undoubtedly interesting times of change ahead. The commissioning landscape remains challenging and with the implementation of Better Care Funds, the Care Act and the general election looming, 2015/16 will be another busy and exciting year.

TO KEEP IN TOUCH WITH
OUR LATEST NEWS, WHY NOT SIGN UP
TO RECEIVE OUR NEW E-NEWSLETTER? JUST VISIT
WWW.CENTRAGROUP.ORG.UK/PROFESSIONALS
AND SUBSCRIBE TO OUR MAILING LIST.

96.6%

People we support who
feel they are treated with
dignity and respect



Care & Support customer satisfaction

	Year to date	Annual target
Overall customer satisfaction with Centra Care services	91.2%	90%
Overall customer satisfaction with Centra Care & Support services	80%	80%
People we support who feel they have choice and control	91.2%	90%
People we support who feel they are treated with dignity and respect	96.6%	90%

Our customer satisfaction survey is carried out via a quarterly rolling programme. Our quarter one results represent the views of sheltered and supported residents in Circle Housing Merton (46% response rate) and Circle Housing Circle 33 (47% response rate).



Financial performance

Our mission remains focused on running profitable businesses through focused geographical growth where any financial surplus enables us to develop more services for a growing number of Centra customers.

We have also focused heavily in the last year on improving efficiencies to allow us to compete more effectively. During 2013/14, we achieved a strong surplus (individual company financial statements showing the full breakdown of income and expenditures are available in the Circle Housing Report and Accounts). This has enabled us to carry on developing services like our new mobile telecare services Vega and Limmex. As a result, we remain in a strong position as a leading specialist provider of caring, responsive and reliable services.



Our board members

From 7th November 2014 Circle Care and Support Ltd became the corporate Director of the Board of Invicta Telecare Limited, trading as Centra Pulse and Connect.

Governance and performance monitoring is carried out by the Circle Care and Support Limited board.

Stephen Jacobs OBE (Chair)
Liz Anderson
Gaynor Quilter
Helen Duckworth
Ishaitu Kamara
Frank Pycroft
Andrew Hughes
Mark Bramwell

CONTACT US



We'd love to have your feedback. If you have any questions or wish to find out more about how we can help deliver a tailor made service suited to your unique needs, you'll find our contact details here:

FOR INFORMATION ON OUR SERVICES, PLEASE CONTACT:

Joe McLoughlin, National Account Director

joe.mcloughlin@invictatelecare.co.uk

0300 456 2012 M: 07766 968 663

www.centragroup.org.uk/professionals

**KNOW SOMEONE WHO COULD BENEFIT FROM IN-HOME
OR MOBILE TELECARE? SPEAK TO A MEMBER OF OUR
FRIENDLY SALES TEAM, CALL: 0300 123 3232**

 Follow @CentraGroup



Enhancing Life Chances

Registered address for Invicta Telecare Limited, trading as Centra Pulse and Connect:
Circle House 1-3 Highbury Station Road, London, N1 1SE – VAT No: 640 4327 66 Company Registration No: 04133585

Registered address for Circle Care and Support Limited, trading as Centra Care and Support:
Circle House, 1-3 Highbury Station Road, London, N1 1SE – VAT No: 640 4327 66 Company Registration No: 3307684
Registered Charity No: 1107432

Registered address for Prime Care Community Services Ltd, trading as Prime Care: Circle House, 1-3 Highbury Station Road, London, N1 1SE – VAT No: 640 4327 66 Company Registration Number 4299246