



Self Unlimited
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Registered Charity No 250058

Choices for people with learning disabilities

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Self Unlimited – the future for CARE

Self Unlimited is the new, bright, contemporary face of CARE (**Cottage And Rural Enterprises**), the charity that, for the past forty two years, has offered a range of structured support services to people with learning disabilities.

The re-launch took place at a Reception at Goldsmiths' Hall in London on 18 December 2008 following a year-long rebranding exercise. The process involved intensive research, including feedback from people using the Charity's range of accommodation, training and day services, and their families, together with supporters and staff, which clearly evidenced that the organisation needed to address its corporate identity.

Trustees and senior managers listened to the Charity's wide variety of stakeholders before concluding that 'CARE's' name and subtle image did not portray the organisation's contemporary values or accurately describe its mission. The Trustees were in agreement, and the Corporate Identity Working Group was tasked to undertake the serious job of re-branding as cost-effectively as possible.

The Charity's Chief Executive, Patrick Wallace, was clear in his directive to the Group. "Our work places the individual at the heart of services. We need to achieve a new name and public face for the organisation that will reflect the huge changes that we are making in line with both our own forward strategy and the government's personalisation agenda. The involvement of people using our services is, therefore, essential. Energy and vitality,

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always such a part of our service delivery, must shine through. We need to increase public awareness and support to ensure that we can continue to develop, meeting the needs of future generations.”

Designers **Elmtree Creative** proved pivotal to the overall success of the project. Introduced to the Charity by **Autoglass®**, Elmtree generously gave their time and expertise pro bono to enable the Charity to research, identify and develop their new identity. Brand specialists **Base One** were enlisted for the important naming element; “the hardest part of the decision making process.” commented Patrick. “As we move forward in a changing society where people centred services are driving an agenda of choice and opportunity, and personal development will be unlimited, we consider that our new name reflects this positive step, together with projecting the importance we feel should be given to each and every one of the people using our services, both now and in the future.

Nick Townsend, Self Unlimited’s Chair of Trustees, agreed with this statement. “CARE was formed in 1966 by some passionate people whose innovative vision has enabled many people with learning disabilities to live their lives to the full. Changing our operating name was difficult given that important history, but we know that we are taking their vision forward into the contemporary world and keeping pace with all that the people using our services expect from a modern service provider.”

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Members of the Corporate Identity Working Group with the Charity's Chair of Trustees at the re-launch in Goldsmiths' Hall, 18 December 2008.

From left to right:

Patrick Wallace, Chief Executive

Liz Collinge, from the celebrity husband and wife style team behind the Andrew Collinge brand

Nigel Doggett, Managing Director of Autoglass

Mark Barrett, Elmtree Creative

Helen, who uses the Charity's services in the North East

Ann Spencer, National Communications Manager

Laura Goedhuis, Trustee

Nick Townsend, Chair of Trustees

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ADDITIONAL PRESS INFORMATION:

Self Unlimited is the operating name of CARE (Cottage and Rural Enterprises), which was established in 1966 to provide services for adults with learning disabilities to enable them to live as fulfilled and independent a life as possible. The Charity now has eight regions across the country and supports hundreds of people with an increasingly wide range of needs. Self Unlimited offers a place to call home, training in everyday living and occupational skills, leisure and educational activities, and opportunities for employment.

Self Unlimited is all about giving people with learning disabilities increased choice, and is working towards the vision of a world that welcomes inclusion for all.

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