

PRESS RELEASE

RENEWED VISION FOR TELECARE IN LONDON

London Telecare Ltd

Cygnat House

12-14 Sydenham Road
Croydon, Surrey CR0 2EE

Tel: 020 8686 9989

email: mail@londontelecare.com

www.londontelecare.com

LONDON TELECARE GROUP represents all London Boroughs

providing telecare services across the Capital and beyond.

The Group, which has supported its members for nearly two decades under various titles, has over the last five years, significantly raised its profile. There have been prestigious events such as the launch of the London Boroughs' telecare video and first poster campaign at City Hall, supported by Mayor Ken Livingstone. A year later, the Group held its second publicity event at Portcullis House, this time supported by guest speaker, community services minister, Stephen Ladyman. Dr. Ladyman took the opportunity to announce his green paper, 'Independence, Well-being & Choice', while at the same time confirming the introduction of the Preventative Technology Grant (PTG) of £80 million to be used to expand the take up of telecare in England by at least 160,000 new users.

Through its activities - especially the poster campaigns - the Group has done much to raise awareness of telecare services. Hundreds of calls generated by the posters have been fielded by the central fulfilment phone line. The posters have appeared all across London and the home counties on sites donated by the poster industry, and the value of accumulated media space is now well over £1.8m having attracted further sponsorship from manufacturers.

The Group meets quarterly at City Hall, Westminster, with agendas featuring items of current interest to providers and commissioners of telecare. Manufacturers, Community Services Improvement Partnership (CSIP) and the Group's marketing agency, John Chambers Associates, give regular presentations. Between quarterly meetings there are workshops on specific telecare issues and training, and as resources grow, these are set to expand in the future.

Information sharing and mutual support is important to the group members. Doug Miles, who has been chair of the Group for many years and has now retired from local government, will concentrate on expanding these activities via London Telecare Limited, the company formed with John Chambers to safeguard the interests of the Group, protect its name, logo and identity, and to put the organisation on a formal corporate footing, with greater financial accountability and an expanded programme of promotional activity.

The objectives for Doug, who will continue to chair the Group for the next 12 months, include securing further savings for Group members from manufacturers, and advocacy for members using the authority of the Group. He is also committed to forming promotional partnerships with community organisations such as the NHS, London Government and housing providers, along with organisations like CSIP and the Telecare Services Association (TSA).

Doug will report on progress at the quarterly meetings and will continue to promote TSA Codes of practice, arranging support, training and practical help for Group members.

'There are exciting times ahead for Telecare services in London', he said.

CONTACTS: Doug Miles, Chairman, doug@londontelecare.com
June Curran, Secretary, june.curran@lewisham.gov.uk

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