

Care Co-ops

Care Co-ops offers a range of services to learning disabled adults, adults with mental health support needs and adults returning to the labour market.

The brief: To undertake a perceptions audit of Care Co-ops' services and image amongst key stakeholders, followed by the preparation of an integrated communications plan for the organisation.

The work: A plan was developed that included:

- a report on current communications activity
- identification of key audiences and key messages
- specific recommendations for implementing improved communications activities for different target audiences.
- recommendations for brand improvement.

“Care Co-ops commissioned East Communications to do a sizable piece of work looking at the organisation’s internal and external communications strategies. East engaged with us and our stakeholders in a positive and empowering way, reflecting the value base that Care Co-ops operates from. This approach created a high level of trust and a strong working alliance between the two organisations, as well as between Care Co-ops and its stakeholders. The recommendations in the final report were therefore well grounded in the reality that Care Co-ops currently operates within, and have been adopted in full.”

Neil Holmes, Deputy Chief Executive, Care Co-ops