



NU:GEN CARE

Four Pillars

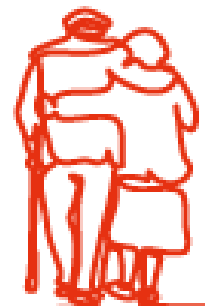
of Intergenerational Care



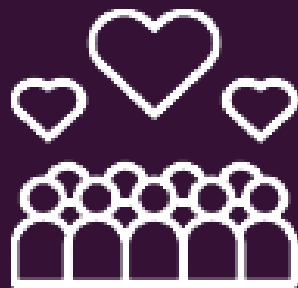
01 Our Journey

Nu:Gen Care provides a cultural sensitive care service primarily for our black elders. Built on the foundation of four pillars; training, employment, domiciliary care and residential care, our aim is to train, educate and deliver excellence in the Health and Social Care Sector.

Seeing and experiencing too many pitfalls in the delivery of care, our drive for **cultural care standards** has led us on a journey to develop our very own care training. Our pioneering **Nu:Gen Care Ambassador (NCA) Training**, will fully equip care givers with the highest skills to form the base to grow our business and also offer peace of mind for the ageing black minority ethnic communities and their families.



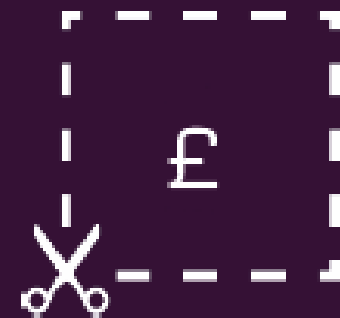
02 The Dilemma



Lack of cultural recognition, increasing the impact of inequalities across the care service provisions.



Disproportionately high rates of debilitating diseases, leading to the decline in survival rates, for the black over 50's.



Massive reductions in Government Health and Social Care budgets leading to compromised services.



03 Our Promise



To **develop care standards** that are culturally sensitive and take into consideration the needs of our ageing black communities and their families.



To train and develop our **Nu:Gen Care Ambassadors** to be culturally competent staff, with excellence at their core, delivering the highest quality service.



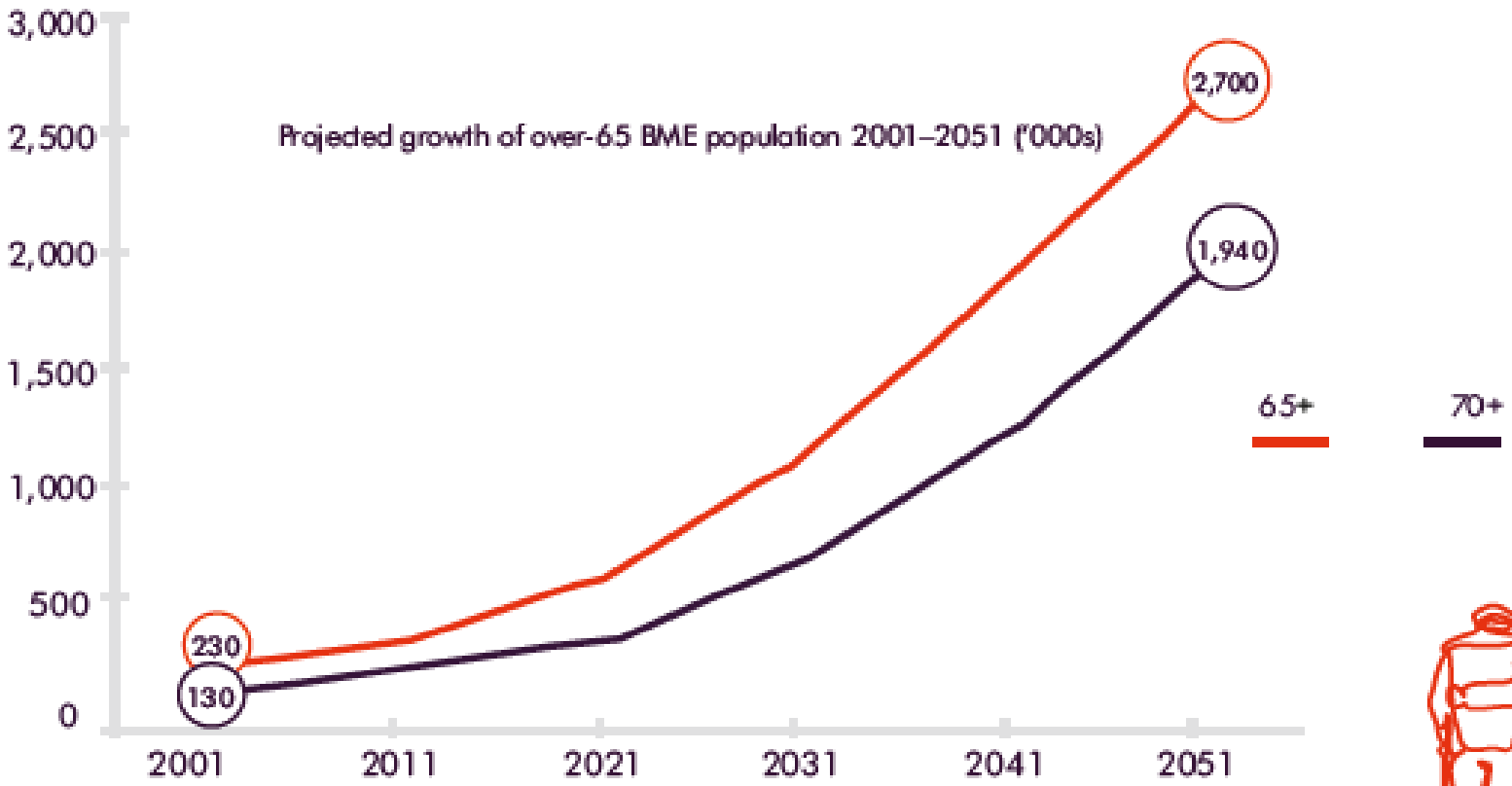
Creating **key partnerships and networks** to ensure we provide a range of quality services and build a framework to achieve our vision of excellence.



04 The Statistics



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Source: Runny Meade, A Sense of Place 2012



05 Our Four Pillars

PILLAR ONE: TRAINING

Our **Nu:Gen Care Ambassador (NCA) Training Programme**, offers innovative and new units/modules to existing qualifications and gives the industry the skills and competence that will ensure the services are delivered to clients and their families in a culturally appropriate manner.

PILLAR TWO: EMPLOYMENT

Our employment service, for Black Minority Ethnic (BME) individuals, utilises a variety of recruitment methods including referrals to existing employment programmes. All recruits participate in the **NCA Training Programme** and in doing so they achieve the skills, knowledge and experience to become culturally competent carers. We also offer this specialist employment service to other Care Providers on a temporary or permanent basis.



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PILLAR THREE: DOMICILIARY CARE

Our care service, primarily, provides a service to the BME community through the services of our culturally qualified employees. We offer and pride ourselves on a competent and culturally sensitive service that meets the needs of our community, ensuring comfort and security to our elders and their families.

PILLAR FOUR: RESIDENTIAL HOMES




Within our first 10 years of operation, we will provide a 24 hour residential care home for our clients. This service will give clients and their families the assurance of a care service that will give them a culturally sensitive environment. Requiring a purchase of a building or property, **Nu:Gen Care** will work with investors and partners to provide this provision. Our homes will also offer facilities and holiday support for those wanting to venture abroad.





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“We must take on the challenge...we must care for our own ethnic group of people”

G. Davis 2019

