

A woman with short dark hair, wearing a bright red cardigan over a light-colored patterned top, is smiling and leaning forward over a wooden table. She is in the process of knocking over a row of black dominoes. In the background, a man with dark hair, wearing a white shirt and a dark tie, is looking down at the table. The setting appears to be a well-lit room with a decorative white frame on the wall.

Bromford.

MyPlace

A home for life

Raising aspirations for people with a learning or physical disability or with an enduring mental health diagnosis

MyPlace, the Right Place for Commissioners

Raising Aspirations

If you are responsible for commissioning accommodation and support for people with long term conditions, then MyPlace could be your cost-effective solution to ensure vulnerable people get the care and support they need.

With budgets being squeezed and grants diminishing, the MyPlace model has been developed to:

- **Fully respond to the personalisation agenda**
- **Operate without additional revenue support from the local authority**
- **No HCA grant funding required**
- **Built to meet HCA standards**
- **Represents a significantly cheaper alternative to residential care**
- **If used strategically, can represent an overall saving to the local authority**

Designed and built by Bromford's experienced in-house construction team, the schemes provide well-appointed, self-contained one bedroom apartments.



“I have always
wanted to live
independently.”

“ I love having my own space;
I now have the confidence
to do my own thing. ”



Living independently, taking control

Inspire others to reach their potential

The innovative MyPlace model, thought to be the first of its kind, has been specifically designed with both the customers' and commissioners' needs in mind.

Life at MyPlace is all about raising aspirations for people with a learning or physical disability or people with an enduring mental health diagnosis. Offering customers the chance to take control of their life, live independently and make the most of the opportunities around them. MyPlace is a place for making new friends and learning new skills – somewhere where customers can grow in confidence.

Having your own front door, the use of a friendly community hub, onsite care from specialist providers and housing support from Bromford colleagues all help to ensure that MyPlace offers the perfect mix of independence, safety and security that we all need.

The self-contained apartments at MyPlace offer a springboard to enable customers to flourish.

A photograph of two men in conversation. The man on the left is partially visible in profile, wearing a light green shirt. The man on the right is the central focus, wearing a blue t-shirt and black-rimmed glasses. He has a wide, joyful smile, showing his teeth, and his eyes are closed in laughter. The background is a plain, light-colored wall with a blue curtain visible on the right side.

“Our customer get a great sense of pride from seeing how far they’ve come.”

Enablers on hand onsite

Live independently

Specialist community housing and community champions, we call “enablers” are on site for up to 18 hours a week, assisting customers with tenancy, benefit and general support issues- such as organising repairs and help to manage visitors, including multiple care and support providers.

A community hub with a lounge, meeting room and kitchen not only provides a social area for customers living in the scheme, but also offers facilities to develop training, employment advice and activities for both customers and the wider community. This proactive support is the key to helping customers identify and achieve their aspirations, whilst reducing ongoing dependency.

Intended to provide long term accommodation, MyPlace is a home for life.

Most importantly, the MyPlace model provides the peace of mind that vulnerable customers are living in a safe and secure environment.

Why choose Bromford?

Focusing on what people can achieve

Inspiring people to be their best is at the heart of Bromford's work. By choosing Bromford you will not only be working alongside a provider that has a proven track record in this field, but you will also be helping adults with learning disabilities or mental health needs to take a step closer to their dreams and aspirations.

Through innovative solutions and with an attitude that focusses on what people can achieve, rather than their vulnerabilities and challenges, we believe we can help people be the best that they can be.

Our customers say that they have:

Learnt many new life skills

Taken up new hobbies

Made many new friends

Are more independent

Feel safe and secure

Feel part of the community



“

My Place has provided us with an opportunity to provide affordable, high quality housing to people who experience poor mental health. Many of whom have lived in care homes for a number of years. It's fantastic to see people thriving now they are in a place where they feel secure, where they can get the support they need and where they can call home. My Place is a great model for enabling local changes to take place.

”

Steph Wain

Commissioning Specialist – Mental Health & Advocacy
Telford & Wrekin Council

What's in it for you?

Improving lives... reducing costs

“Bromford, MyPlace provides vulnerable people with accommodation to help meet their needs for as long as they need it. The model works well.”

Jacqui McLaughlin Commissioner Wolverhampton County Council
December 17

In working alongside Bromford you will:

- Achieve greater outcomes for your customers
- Improve service provision, whilst potentially reducing cost
- Have a dedicated and professional team of colleagues who will seek to continually work with you to find solutions
- Have the reassurance of a reliable, trusted and proven provider
- Access innovative delivery of support services that inspire people to be the best that they can be
- Experience a partnership that we embrace to ensure that the local needs of the community are met
- Make the difference to someone's life

So what's next?

Our underlying philosophy is to find innovative yet practical solutions that meet the needs of both commissioners and customers alike. For more information or an informal chat to find out more about MyPlace, or to visit one of our schemes and see it in action for yourself, please contact:-

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Catherine Ashley
MyPlace Manager
mobile **07841 800331**
email Catherine.ashley@bromford.co.uk

Or contact our general enquiry line **0330 1234 034**
myplace@bromford.co.uk

bromford.co.uk/myplace

Where can you find us?

Millward Place

Monyhill Road Birmingham, B30 3RF

For Visually Impaired Customers

Samuel Place

Redditch B97 3BS

For customers with Learning Disabilities

Charles Court

Worcester WR1 1RE

For customers with a Mental Health Condition

Lea Hall Place

Rugeley WS15 2FU

For customers with Learning Disabilities

Saxon Court

Bloxwich WS5 5SW

For customers with Learning Disabilities

Coming Soon*

Cannock Road, Burntwood, Staffs – Winter 2019

Tile Cross Road, Birmingham – Winter 2019

Vale Place

Evesham WR11 4JJ

For customers with Learning Disabilities

Orchard Place

Telford TF2 8EF

For customers with a Mental Health Condition

Wood End

Wolverhampton WV10 8QH

For customers with a Mental Health Condition

Gilbert Place

Little Dawley, Telford, TF4 3LX

For customers with Learning Disabilities

Bryson Place

Recreation Road, Bromsgrove, B61 3LX

For customers with Learning Disabilities

*Open dates subject to change