

equal care

putting power where it belongs

What's a platform co-op? Ownership of equal care

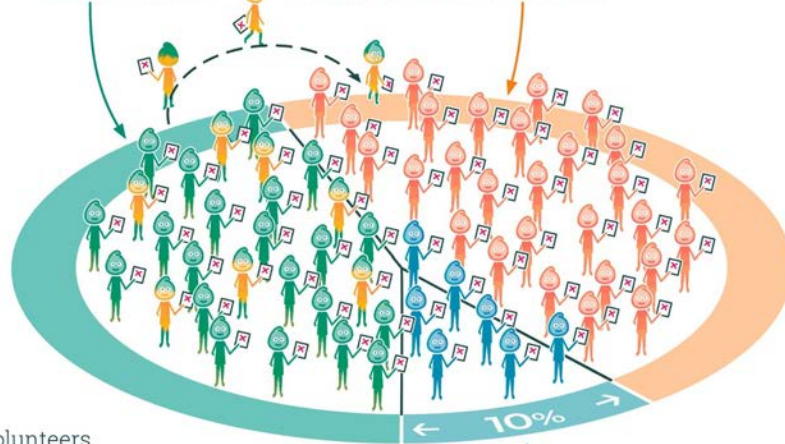
We asked ourselves “what kind of new economy do we want to create?”

Instead of optimizing the online economy for growth and short-term profits for the few, we need to optimize the digital economy for everyone.

We have four member categories:

-  Supported members
-  Advocate members
-  Investor members
-  Worker members
(paid workers, volunteers and peer supporters)

Supported members and advocates...
...can become worker members



Each member gets one vote  but...

...investor votes are weighted so that they only count for 10% of the final vote.

- Platform co-ops introduce economic fairness, training, and democratic participation in the running of online businesses.
- Platform co-ops give stakeholders a say in what happens on the platforms
- Investor Members also get a say and they have representation on Equal Care's board

If people getting support & people giving support have the power to decide their day **everything changes.**

Equal Care is the **first** social care platform co-op in the world.



We are **owned** by the **givers** & **receivers** of care and support.

Our purpose is to put their relationship **before anything else**, share power and allow care and support to **exist in abundance.**

The journey

We **raised £410,000 of community investment** in 2019. This allowed us to run a “people first” pilot in 2020 testing the model with a limited cohort of members, iterating quickly to develop the model, market fit and tech.

2018

Registered Equal Care, developed the model and grew our community

2019

Community investment of £410K as well as receiving grants of £150K

Development of digital platform begins.

2020

Grew our community team to 8 employees, 24 independent workers and 25 people getting support.

Launched Equal Care Bread Fund as a pandemic response.

Care Quality Commission Registered.

Provided 19,700 hours support to date.

2021

Growth stayed static this year due to ongoing pandemic challenges.

Provided 14,445 hours support over the calendar year.

Finally found the Software Engineer we'd been looking for!



2022

Platform development accelerates and we launch our Back on Track Community Share Offer.

Core team



Emma Back

Founder & Strategy Lead

Fundraising, model design & strategy. Background in tendering and service design. Focus on finance, systemic change, innovation, platform and future context. Care worker.



Kate Hammon

Founder & Operations Lead

Responsible for operations, regulation and people. Background in management, social enterprise and care. Equal Care's Registered Manager. Care Worker.



Adam McNichol

Platform Lead

Production and product management. Background in digital production for large, complex products. Also founder of AI wellbeing service Well Good and Leeds Digital Festival.



Matt Williams

Lead Software Engineer

Matt is our 'swiss army knife' of software development. He is an extremely experienced developer, having worked in a variety of startup and public sector environments spanning everything from NHS to fintech.



Luke Tanner

Strategy Lead - London

Luke has worked in a variety of care roles and social care settings. He has written a book on touch in dementia care and provides training and consultancy to care providers in culture change and relationship-centred care.

Supported by:



Our board skillset covers deep experience in finance, investment, business, healthtech, caregiving, voluntary & community services. Find our full board and employee teams [here](#).

The problem is that the care industry **isn't** caring.

“ She used to describe feeling like ‘meat on a conveyor belt’ being ‘processed’ at speed. ”

Daughter about mother living with advanced dementia.



People **getting support** are disempowered not just by the problems they face but by the services supposed to be addressing those problems.



“ In the previous agency I was seeing 15 clients a day! There’s no time to get to know the person. ”

Independent Care and Support Worker.

People **giving support** have no choice, control or say over their livelihoods and are the country’s working poor. Nearly half of care workers are on zero hours contracts.

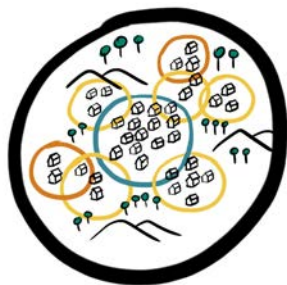
Why are the most important people in the caregiving relationship being systematically **exploited** and **ignored**?

Equal Care shifts power

De-centralised structure

“I really feel that this is working how it’s meant to work...There is a willingness and they can use their initiative and bring ideas. I think that’s very different to how most care companies operate.”

Daughter to mum with advanced dementia



Respect for the front-line

“I just feel so much more valued. I’ve felt so worthless in the past. In the Equal Care co-op there’s more money and you’re more in control, not told ‘I’ve added this to your rota here and there’.

Now I have a work/ life balance & feel like I could back out if there’s no rapport.”

Independent care and support worker

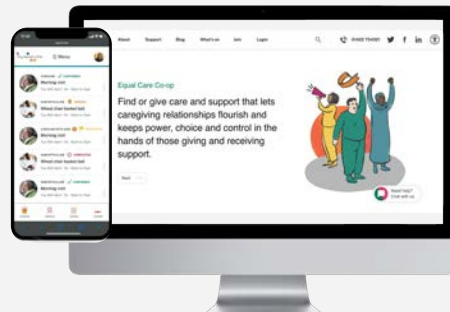


Digital platform owned by users

“Carers work out their own rota, working when they want to and with flexibility to move visits around within the team as needed, rather than never knowing where they are going to be ‘sent’ next, and we have visibility of that.

Notes are focused on the elements that *we’ve agreed with them*, meaning recording notes is a 5 minute job tapped into a phone, rather than 15 minutes of paperwork out of a 1 hour visit”

Family member



The user's journey



Tell us what you want.

Build you or your relative's Getting Support profile or your Giving Support profile with our help. You can decide to both give *and* get support.

Register online or off, entirely by yourself or with help and support from us (whether you're giving or getting support).

Building your Giving Support profile maps onto the interview and vetting process.



Stay in control.

Make decisions in collaboration with your Team, not at the mercy of a manager. Decide which of your Team members take priority for cover and backup.

People giving support can decide to be independent (self-employed) or opt to take up employment contracts.

Earn Care Coins (credit within Equal Care) through giving voluntary support.

Dedicated coaching support and training available to help solve problems.



Make your choices.

Choose who supports you or who you support, how and when.

Create or join your perfect team and find your best matches: people who fit your personality, interests and who have the skill set you need for your support.

Choose who can see what information and who has access to what.

What equal care **does.**

We **match** vetted care and support workers and volunteers with people looking for support.

They build their own, self-managing Team with the help of our **co-owned** digital platform.

The **digital platform** handles coordination, payments and protections required to enable safe, high quality and regulated care.

What makes us **different.**

People getting support.

- Choose who supports them.
- Experience consistent, nurturing caring relationships from paid workers and volunteers.
- Visibility over their care and support.
- Have ownership of the co-op and platform.
- Paid and voluntary opportunities.
- No more expensive than a local care agency.

People giving support.

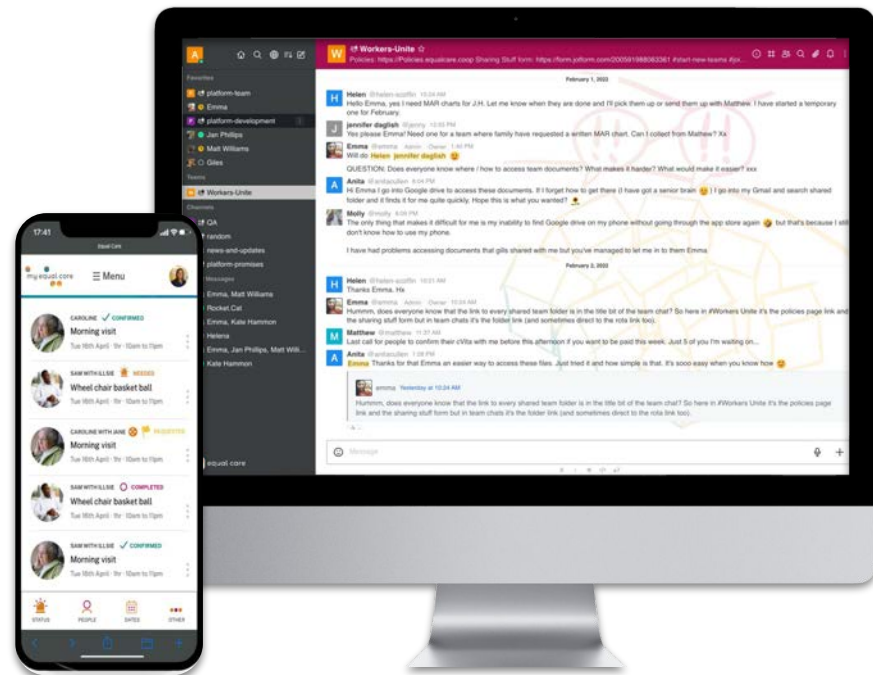
- Receive 35% above average pay for Care Workers.
- Decide their own schedule and who they support.
- Have a safety net for their work in the form of our Bread Fund.
- Have ownership of the co-op and platform.
- Provided tailored training, career development and support.
- Access to contracted employment opportunities.

A digital social care platform **owned** by its users

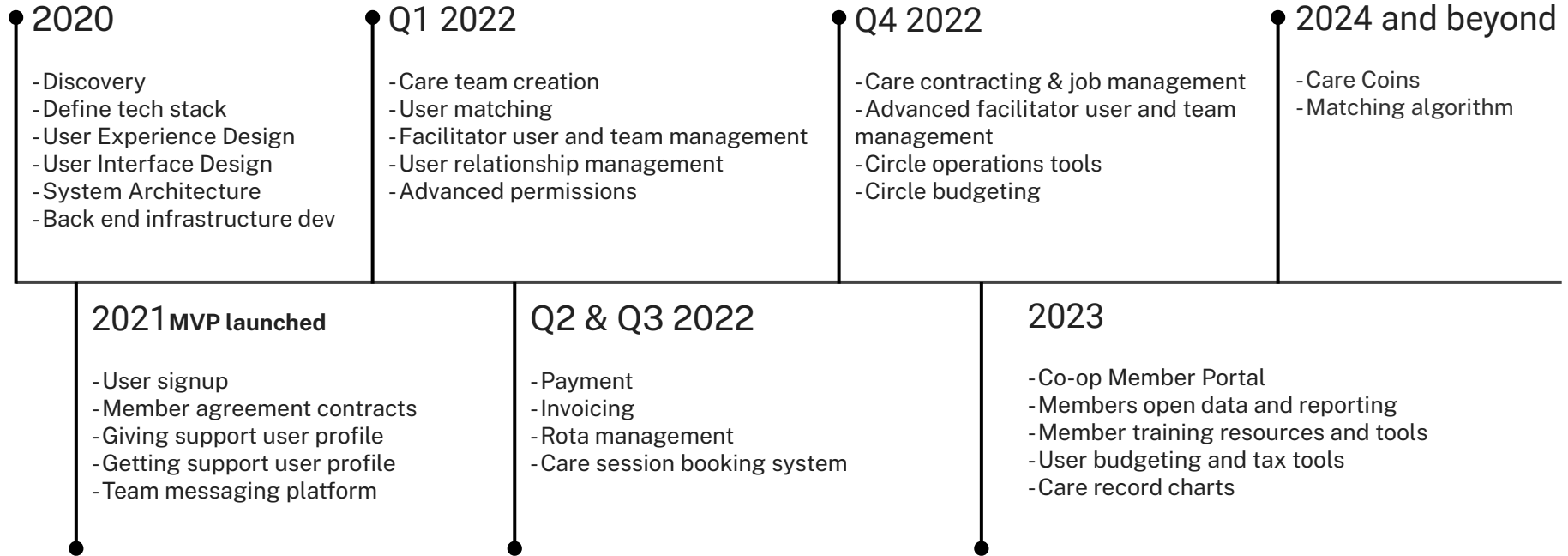
The Equal Care platform has been created to empower those in the caring relationship.

We use co-design to ensure that the platform meets the needs of those who require care, their families and the care workers themselves.

The system is designed to be exceptionally usable, accessible, robust, CQC compliant and secure.

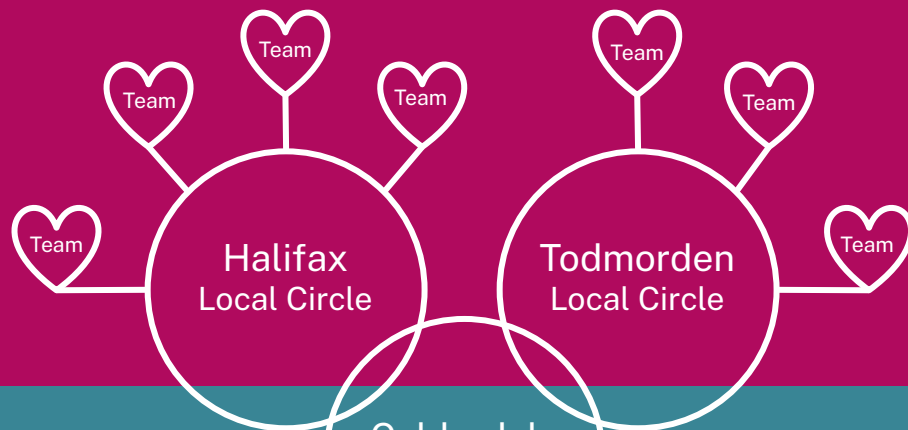


Product Roadmap



Teams

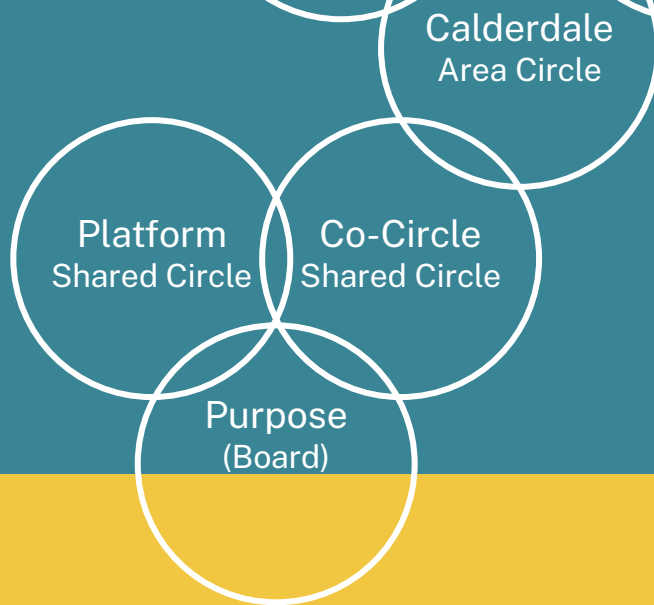
Equal Care Teams are responsible for the day-to-day care and support for a single person. They are led and owned by the person getting support, who chooses their Team Members.



Circles

Local Circles help new teams come together in their area, solve problems in existing teams and bring on new people.

Shared Circles support the circles responsible for helping new teams.



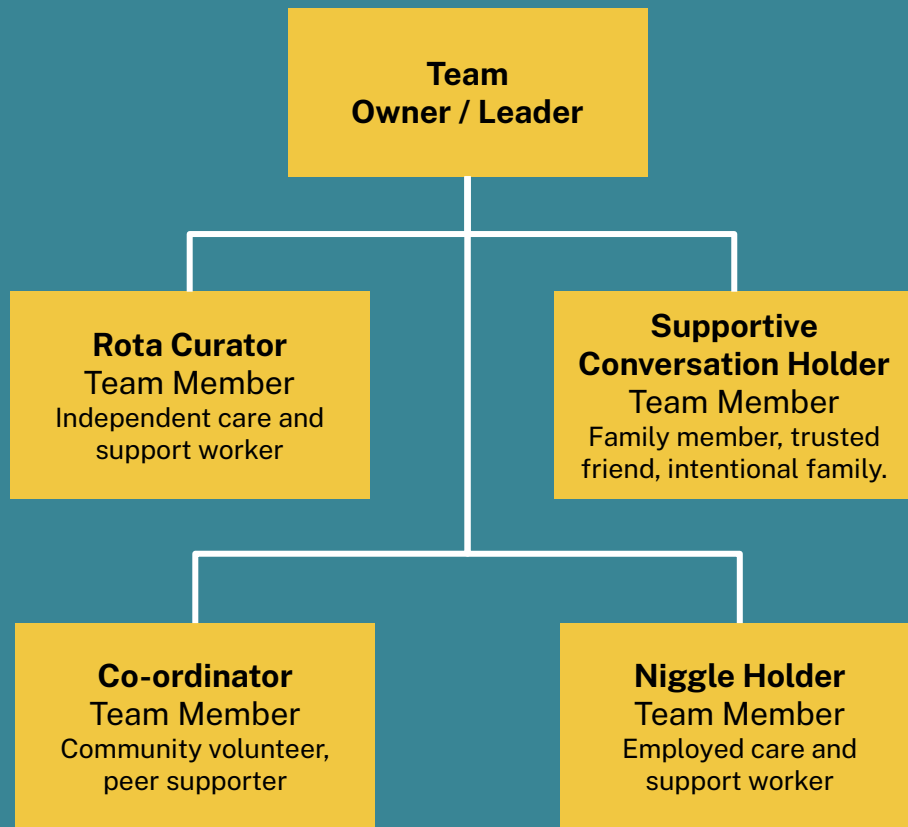
Co-op Membership

Teams

Our teams model works both for commissioned contracts by local authority or NHS and also for self-funded care and people with personal budgets.

Team members are a mix of vetted and trained independent and employed worker members, family members, volunteers and peer supporters. Each team is owned, and in many cases led, by the person getting support.

Team members create and wear 'hats' - different roles and responsibilities shared amongst the team, including the Team Owner.



The experience is different



Shez Greenwood ★ recommends Equal Care Co-op.

3h · 🌐

I've been an independent care worker now for coming up a year. I'm so happy I can be part of this organisation. I have family time now and I'm much much more comfortable income wise, meaning more time at home, I have been able to choose the hours I work and where. I have had great support from the Facilitators in some hard times and they are always there no matter what. Equal care is determined to be different and they have done that. I'm so happy and feel at ease being part of the teams. Much support and the carers MATTER 🥰. I love being with Equal and I love doing what I do x



Equal Care Co-op



“ The stress we experienced with previous care companies has not been there at all with Equal Care. I don't think you have any idea how much better it is than what we had before - it's just a different world. ”

Person supported by Equal Care.

Gig work

For-profit platforms have suffered legal challenges, investment and reputation losses due to poor treatment of their workers. As a platform co-op owned by our workers and people getting support - we practise ethical gig work.

- Self-management processes and distribution of responsibilities to share out the other operations of the platform (recruitment, onboarding, training, problem-solving)
- A mutual aid Bread Fund which workers and Equal Care contributes to to cover sick pay
- Career development opportunities
- Access to contracted employment opportunities
- A mechanism for preventing sharp drops in income for independent workers (distributed roles)
- Genuine flexibility and mutual consent for when and what work to take on
- Minimum charge requirement (workers cannot charge less than real living wage)
- Real Living Wage Employer
- Voluntarily extend key employment rights and protections to independent workers, such as Whistleblowing Protection and Problem-Solving Procedures
- Pay for workers insurance and diligence checks
- Support for workers with tax records and reporting, including accessing statutory payments such as maternity and paternity benefits and setting up a pension plan

A new way to contract care

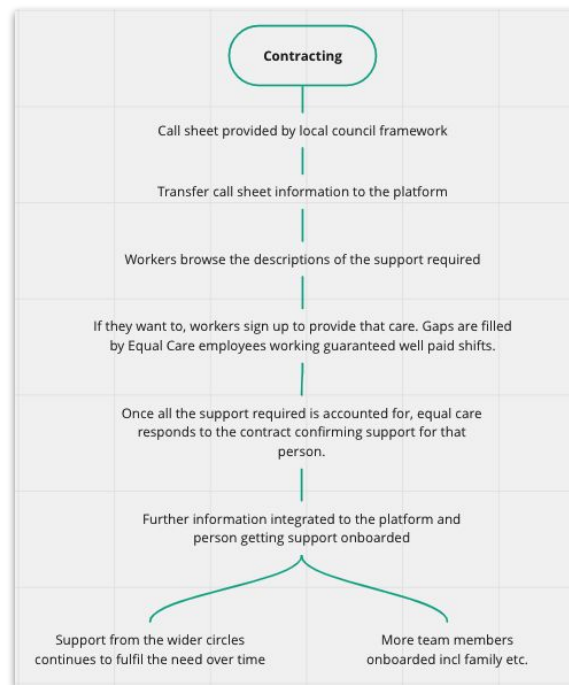
Council led care contracting is slow and inefficient leading to poorer outcomes for those getting support and the care workers themselves.

Equal Care is at the forefront of developing new digital first practice to address this problem.

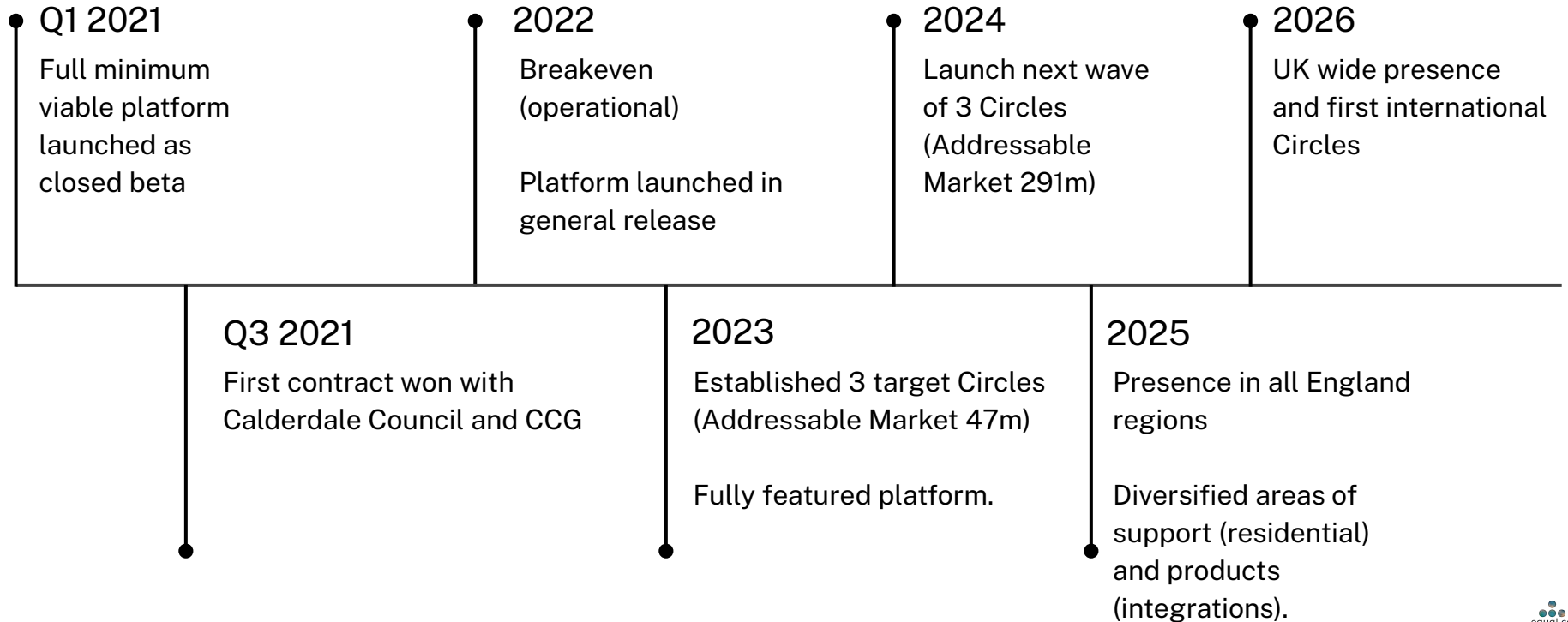
We will digitally integrate how our current contract frameworks are administered, then continue to iterate to improve the system.

Performance of the contract will be published and open on procurement open data frameworks.

Flow design for contracting



Roadmap



Customer groups

Private

£32.6bn spent last year.
Growing 4.6% per annum
in England.

People not eligible for
council-funded support who need
care and support at home



Public

£13.6bn spent by
Local Authorities last year.
Growth 1.6%.

People receiving direct
payments and personal budgets
from the Council or NHS



Social Workers managing a
budget on someone's behalf

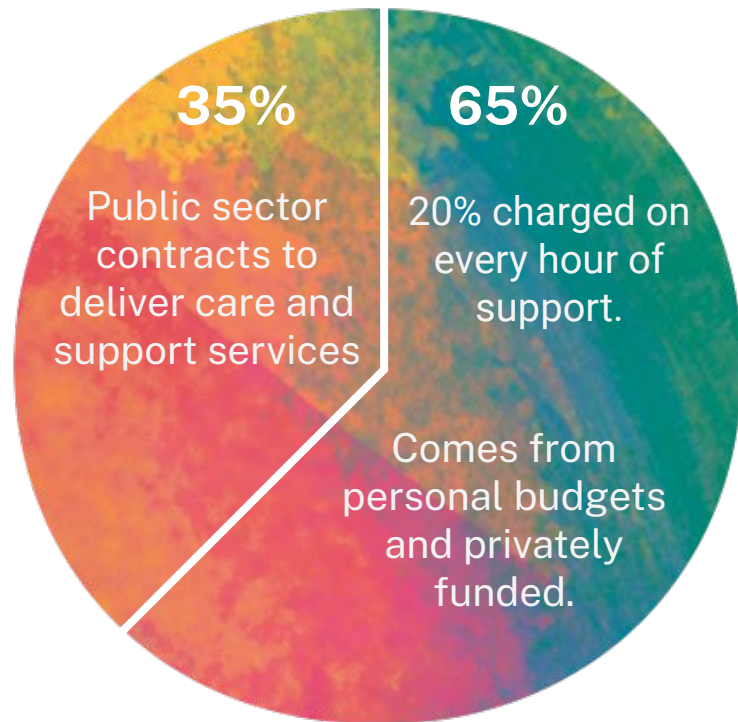


£3.3bn spent by
NHS in 2020.
Growth 0.7%.

Commissioners for Local
Authority & NHS



Revenue model



Metric	Number
Average hours of support per month per person getting support	85
Marketing spend to attract someone looking for support	£15
Worker acquisition cost	£60
Time to pay back	2 months
Time spent with us	18 months
Lifetime value	£3,223

Care and support paradigms



Institution-centered

dominant up to 1990s

Directing; Abstracting; Business logic

Command-and-control culture

Focussed on stereotyped needs and stock responses

Compliance and non-compliance: adversarial negotiation; us and them

'Done to': the system decides about the human

Systems apply pre-set operational and therapeutic templates applied by one group of humans to another group of humans.

Nurse Ratched(!)

Person-centered

current dominant

Personalised; Co-ordinated; Enabling

Customer service culture

Focussed on individual needs and strengths. Set activities delivered to meet individual needs and separating them.

Participation and involvement: 'give and take' is tacit

'Done with': the human decides with the system

Individuals getting support are unique, with unique templates for their support; staff are interchangeable and serve these templates interchangeably.

Carl Rogers, George Engel

Relationship-centered

emergent

Reciprocal; Power-focussed; Distributed

Mutual aid culture

Focussed on relational resilience and processes that enrich relationships.

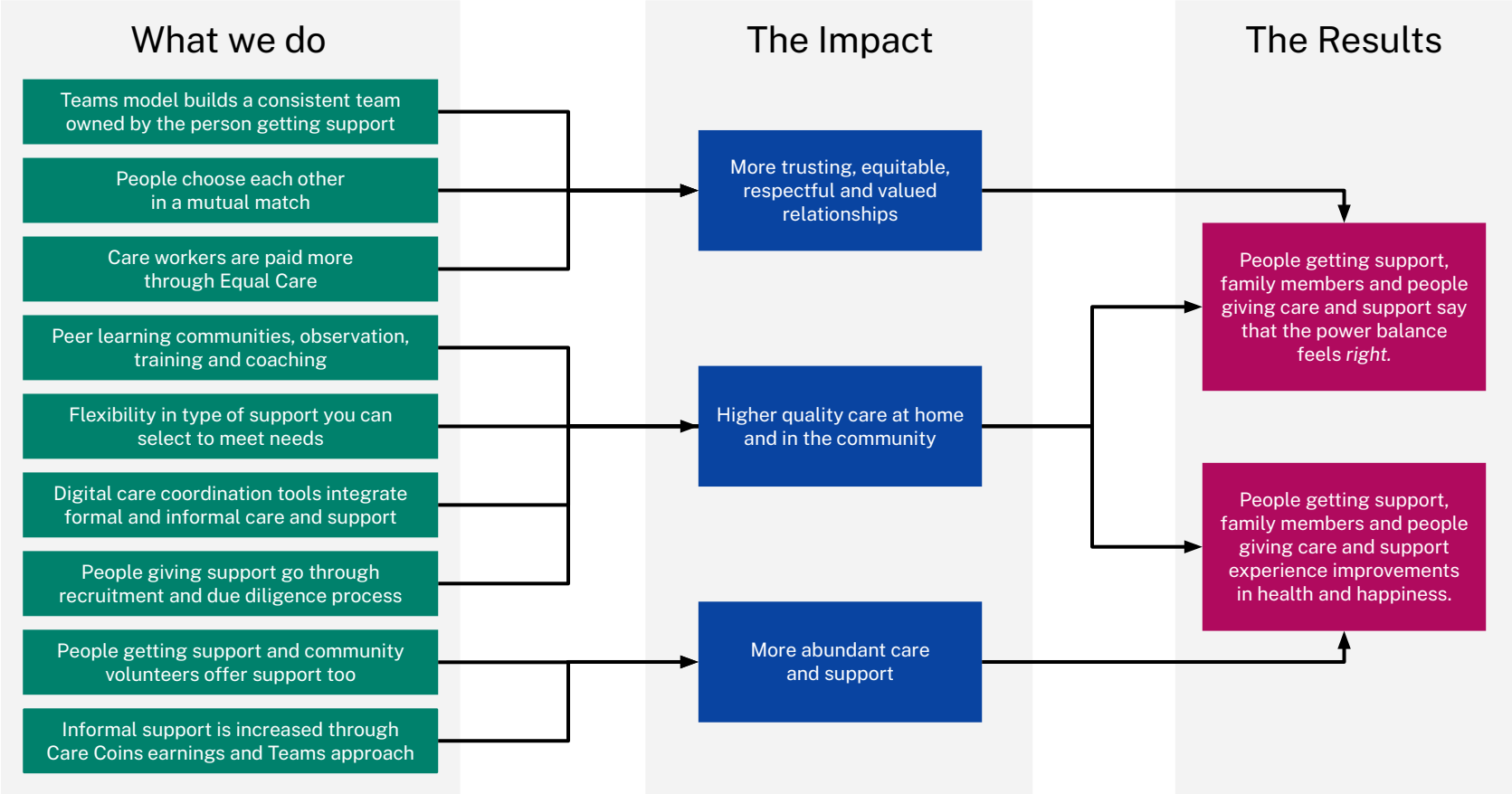
Collaboration, co-operation and compromise with consent: 'give and take' is explicit

'Done together': the human decides with the human

Relationships are unique, founded on unique agreements; no one is interchangeable.

Hilary Cottam, Sue Goss, Elinor Ostrom, Edgar Cahn

Impact Model



Become an investor member with equal care at equalcare.coop/invest

Our current investment round is targeting **£350K** and the starting investment is just **£100**.

This will:

- Accelerate our growth past breakeven.
- Provide 10,000 hours of care / month.
- Double our geographic coverage.
- Complete the digital product roadmap.



Thank you!



Let's begin...

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