



## JOINT PRESS RELEASE

### Broadening Choices for Older People (BCOP)/Heart of England Care (HOEC)

Date: 28 January 2011

#### Local Charitable Care Providers to merge

The Boards of Trustees of Broadening Choices For Older People (BCOP) and Heart Of England Care (HOEC) have announced their intention to merge the two organisations.

This will be a two stage process. From April 2011 HOEC will become a subsidiary within the BCOP Group structure. It is then the intention to work towards a full merger by September 2011.

HOEC is a charitable care provider that has been operating nursing and residential care homes in the Birmingham area since 1990. The Chair of HOEC, Lynn Kemp, said *"This is very good news for us. Our longstanding General Manager Phil Bell has decided to retire in March and the Trustees have been considering the best way forward for the organisation. We recognise that in the current challenging environment for the care sector, it is important we strive to maintain the values and quality achieved under Phil's stewardship"*.

She went on to say *"By working to merge with BCOP we will be cementing an already strong relationship with another local charitable care provider that shares the aims and values of HOEC. This will ensure continuity and certainty for our residents. The HOEC Board is confident that these proposals will provide a secure and positive future for both organisations."*

BCOP is a charitable care provider that has operated in Birmingham for more than 50 years. The Chair of BCOP said 'This is excellent news for both organisations. We have expertise across a range of care services for older people but the core of our work is developing high quality nursing care. Merging with HOEC will bring together two organisations that share the same values and are committed to providing the highest quality of care for vulnerable older people.'

**Chair:** Lynn Kemp  
**Deputy Chairman:** Michael Stratford  
**Trustees:** Graham Ballinger, Derek Boulit,  
James Leach, Joyce Middle, Nigel Milne,  
Robert Moseley, Pam Whitehead



INVESTOR IN PEOPLE

**General Manager & Company**  
**Secretary:** Philip Bell  
**Patron:** Dr Carl Chinn  
**Company Registration:** 2535393  
**Charity No:** 1002167