

# We have been BICS. We're going to be Here – a briefing for members ahead of the 18<sup>th</sup> May 2016 General Meeting

## Context and Purpose of this Briefing

We're in the process of changing our identity from Brighton and Hove Integrated Care Service (BICS) to Here. At the meeting of our shareholders on 18<sup>th</sup> May you will be invited to vote on the resolution to change our name. This briefing paper seeks to explain to you why this is necessary at this time. You can also find a fuller version on our new interim website [hereweare.org.uk](http://hereweare.org.uk)

## What are you being asked to vote on?

We are actually voting on changing the registered name to **Care Unbound Ltd**, as this will be in our articles of association. Subject to agreement we will register this at Companies House as a name that connects to our new purpose. We will trade and publically talk about ourselves as our new name – Here.

## How and why was the decision to change our identity taken?

The decision to change our identity and to become Here is the latest step in a journey we began more than 5 years ago as we developed our approach, our purpose and our reach into other communities.

Specifically in the last year more than 300 people – members, staff of BICS and our partner services - took part in a process of listening to what matters in our work, and sensing what our ambition could and should be. We also asked our friends, member-shareholders and wider stakeholders to take part in this work. And they helped us to explore and understand how the BICS identity was perceived in the healthcare community. We listened to what everyone had to tell us and further sought their advice on the best possible ways for us to express our purpose.

What was most inspiring in these reflections was the exciting possibility to reimagine the idea of care as it is currently known. Collectively we saw that care needed liberating from its current paternalistic way of being delivered. Together we redefined our purpose as:

“Care unbound. To create more possibilities for care in every moment.”

And alongside this we gave expression to [our beliefs and commitments](#) in relation to this new purpose.

It became clear that our current name doesn't fit this new purpose. Whilst BICS represents our heritage, it doesn't describe the fullness of who we are now in 2016.

## Why 'Here'?

We're called Here. It reflects how important it is that we are present in local communities, and in our individual interactions. We want to be present to the needs of others and with each other in the work we do.

We believe 'Here' speaks to this quality of being present: genuinely caring, being where we are needed and where it matters. We can only *create more possibilities for care in every moment* if we are genuinely here and present.

We want everyone we work with and care for to know and feel that we are here and grounded in the local community and present with the people we serve.

We can use this identity to communicate that we are Here

- For our partners, for people, for patients, for carers
- For healthcare
- In Brighton & Hove
- In West Sussex
- In Mid Sussex
- In Crawley
- In Croydon
- In East Sussex

You can find out more about the journey we've been on and the reasons for choosing Here as our new identity in this blog post on our interim website - [Why we're changing](#).

We're listening to feedback and answering any questions on the [FAQ on our interim website](#). Or you can let us know your thoughts or questions by emailing [BICS.Communications@nhs.net](mailto:BICS.Communications@nhs.net).