

NCF Annual Review 2010  
Media Information

# NCF

# About the NCF

The National Care Forum represents the interests of 'not for profit' health and social care providers in the United Kingdom. The membership comprises 65 organisations including CEO's or, in the case of multi-divisional companies their Heads of Care Divisions.

Formed in 2003, but built on 10 years experience as the Care Forum, NCF have quickly become the leading voice in the sector, representing the views and concerns both of carers and those they care for.

NCF promotes the benefits of the 'not for profit' model of care services provision, to local and national government, as well as consumers and other health care bodies.

NCF member organisations are recognised as leaders in the provision of care services locally and nationally.

They have developed fair and sustainable contract relationships with service commissioners.

They are committed to assisting with research relevant to the service provided and to maintaining good working relationships with research institutions.

The NCF has a clear purpose to promote quality outcomes for people who receive care and support services.

This requires that service users are at the heart of any definition of quality.

The NCF will:

- Actively develop ways to involve, and get feedback from, service users
- Promote best practice in the delivery of quality care and support services
- Encourage the use of commissioning and contracting arrangements to improve service quality
- Support continuous service improvements and the development of quality systems
- Demonstrate a commitment to effective management and governance and encourage professional management development programmes
- Value and invest in staff
- Create opportunities for on going learning, development and training
- Encourage innovation to develop new services and new ways of working
- Share information and research findings to improve the quality of care and support services
- Ensure NCF members are at the cutting edge of service, development and best practice
- Promote the important role played by the 'not for profit' sector
- For further information about the NCF please visit:  
[www.nationalcareforum.org.uk](http://www.nationalcareforum.org.uk)

NCF Objectives:

- To speak as one "not for profit" voice on behalf of NCF Members at a national level
- To inform the Department of Health and other national bodies of the facts, potential solutions and to have a seat at the relevant policy forums
- To work as one body to develop improved standards for all service users as well as improved status, career development and recognition for staff
- To be acknowledged as a source of expertise in the care sector
- To work in partnership with local authorities and health services
- To improve the effectiveness of the NCF members through the provision of information, policy analysis, knowledge exchange and representation to develop and deliver care services

**NCF member profile:**

- 65 member organisations
- Providing care and support to more than 50,000 people
- At least £185 million of current investment in new developments in the last 12 months
- Have a combined turnover of more than £800 million per annum
- Have more than 26,500 places
- Have more than 900 registered care homes
- Provide services to more than 40,000 people in care homes and almost 10,000 care at home
- Spend more than £800m on care services

*NB. Figures estimated by the NCF*

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[www.nationalcareforum.org.uk](http://www.nationalcareforum.org.uk)

# NCF Annual Review

The 2010 edition of the **NCF Annual Review** will provide you with a great marketing opportunity. Schedule this publication into your 2010 marketing budget, as **last year our members spent more than £800 million on care services**. Make sure your company, products and services are in front of key decision makers - our members. 1500 copies of our Annual Review will be distributed to our members at our annual conference and at events and initiatives throughout 2010 so your investment will have a long shelf life.

To advertise or enquire about the opportunities available simply call **Pam Crodden** on **01293 851869** or complete the booking form overleaf and fax back on **01293 852375**

## Publication details

### WHAT WILL THE NCF ANNUAL REVIEW LOOK LIKE?

A5 in size, produced on quality paper, with a glossy cover.

### PROVISIONAL CONTENTS:

- Chairman's message
- Executive Director's message
- NCF committees
  - Extra Care and Domiciliary Care
  - Finance & IT
  - Human Resources
  - Marketing & Communication
  - Mental Health & Learning Disability
  - Older People and Dementia Care
  - Social Care Policy
  - Quality Assurance
  - Training and Development
- Features:
  - Quality & 'not for profit'
  - Member companies will showcase excellence
- Partnerships
  - Help the Aged
  - Dementia Care
- Member Listing
- How to join NCF
- Information on all NCF events
- Diary dates
- Up-to-date information and guidance
- Buyer's Guide for all care services

### WHO WILL THE NCF ANNUAL REVIEW BE CIRCULATED TO?

The publication will be circulated at the NCF annual conference and NCF Manager's conference scheduled to take place Autumn 2010.

1500 copies will be printed and distributed to the following people and organisations

- 1000 of the home managers within NCF membership
- 200 Directors/CEO's of NCF member organisations
- 100 Key influencers in the sector
- 200 Directors of Adult and Social Care Services in Local Authorities

### WHY ADVERTISE IN THE NCF REVIEW?

*Promote your company, products, brands and services by advertising and you will benefit from:*

- Introducing your brands & services to this rapidly increasing market
- Reinforcing your brands and services to this market
- All year round advertising to more than 1500 senior decision makers responsible for more than a £800 million spend across all care services
- No other annual publication can put your company in front of such a key group of current, named influential decision makers
- Becoming a preferred supplier to the care market

The NCF membership have a combined expenditure of more than £800 million



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# Advertising opportunities

## DISPLAY ADVERTISING RATES INCLUDE BUYERS GUIDE ENTRY

### Special Positions

- Inside Back Cover £1500
- Inside Front Cover £1500
- Back Cover £1500
- Half Page Advert £600
- Colour Page Advert £1000
- Double Page Spread £1650

## BUYERS GUIDE ENTRY

Logo, 50 words, contact details in Buyers Guide £300 + VAT

## NCF WEBSITE LISTING

Entry on the NCF suppliers website  
www.nationalcareforum.org.uk  
£200 + VAT



## MECHANICAL SPECIFICATIONS

We require digital files in an Apple Mac format either by CD with Quark documents or CMYK high-res pdf.

*Please ensure that Pictures and logos are CMYK 300 dpi*

## SIZES

### A5 Full page size

Bleed: 216mm height x 154mm wide

Trim: 210mm height x 148mm wide

Type area: 190mm height x 128mm wide

### A5 Half page size

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