

Business plan

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Rebranded Umbrella Business Plan

Updated January 2019

SQA Centre Number: 3019888

Founded in 2014 by Lynn Bell



01 Introduction

L-O-V-E is the rebranded name of the overarching organisation Love, the meaning of which is:

L – Life
O – Opportunities
V – Valuing
E – Everyone

L-O-V-E leads by example and altruism is central to our business strategy. We aim to instil this in every part of the business.

L-O-V-E is a registered Scottish Qualifications Authority (SQA) centre based in East Kilbride, South Lanarkshire. We have six sub-brands:

- Love Corporate
- Love @ Care
- Love Sport
- Love Publications
- Love Recruitment
- Love Learning (our charity).
- Love Finance Services

This umbrella business plan seeks to explain the relationships within the brand L-O-V-E. Each sub-brand has a separate, individual business plan with key objectives and outcomes. These are provided as appendices to this document.

Our main website is www.L-O-V-E.org, where all services can be accessed. We will continue to have sub-websites from the main site for the sub-brands. These can also be accessed independently.

This umbrella business plan sets out: the purpose and coverage of the overall organisation; its goals and activities; its planned impacts and future forecasts.



02 Our Visions and Values

L-O-V-E is a socially conscious, responsible brand. We work in multiple sectors and with different businesses, but our values and principles remain the same. Our mission is to create mainstream services that incorporate equality, justice, kindness, love and compassion. These services will contribute to mind, body and spirit, whilst delivering excellence and solutions to the mainstream sectors in which we work. This plan explains the relationship between our business and our overall vision.

We believe that services such as personal development, education, training, learning development, and social care should be combined and should incorporate values such as love, compassion and kindness. This ethos and culture that will help build resilience within our communities. From early years to end of life palliative care, we will apply these principles to daily work. This will help us to achieve maximum impact and assured quality throughout our strategic business planning.

We recruit passionate, strong and ethical individuals to support our cause and deliver services. We believe that change is required in a cultural or systemic way. Staff work as a Force of Nature in order to deliver positive social change. Love is the heart of everything we do; we use kindness and compassion to help others lead a full life.

Every programme and every business we run uses methods of personal development, mental fitness, mindfulness and meditation to aid individuals' growth. We apply this, too, to our corporate business and charitable beneficiaries. This in turn improves our educational outcomes. All our services are based on strong relationships with customers and service users.



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force of nature

we are bold and direct, getting to the heart of the matter and standing up for people that need our help.

ambitious

we go above and beyond to ensure everyone can access the support that they need to live fulfilling lives.

visionary

we empower individuals and drive change through innovative approaches and dynamic services.

passion

we care, a lot, and help nurture and build positive relationships that change behaviours and change lives.

equality

we believe everyone should have the opportunity to learn and achieve by giving them the tools to make change.



03 Rationale and Aim for L-O-V-E

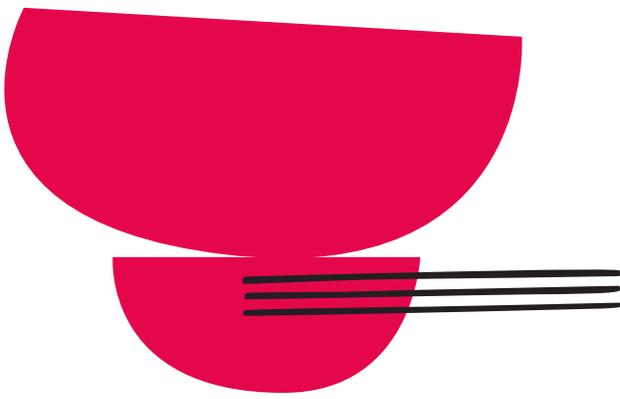
Our rationale is to Bridge the gap between health, social care and education. To achieve this, we will work as a highly-functioning, flexible business that maintains integrity and works towards social change. Our varied services and programmes will be delivered by passionate staff able to work across a number of disciplines. We will be innovative, but never lose sight of traditional, caring values. The revenues our businesses raise will fund a quality life for those who need it most.

We also aim to combine personal and spiritual development and educational and employment training to create opportunities across our brands.

Overall, we aim to provide quality, highly-valued services that will ultimately foster social change. The message we will spread is simple: that if we work with love, kindness and compassion, we can provide a full life for all.

Our Aims in Action – the Care Sector

An example of one of the issues we tackle in accordance to this ethos comes from the care sector. With an ageing population this is a growth area, but one that lacks efficient recruitment, sufficient budgets and suitable staff training. Further, staff retention levels are low. To tackle these issues, L-O-V-E has combined SQA-accredited training services and government employability funding with our aforementioned principles. We have, in effect, created a care company (Love @ Care) that can train, value and retain our staff. It is funded through government incentives such as ITA, and budget is applied to areas most in need such as training and in the delivery of meaningful services to the most vulnerable. We have repointed other budgets to increase staff salaries, benefits and to reduce stress.



04 Market Analysis: Products and Services

L-O-V-E currently combines:

- Learning and development
- Recruitment
- Training
- Health
- Wellbeing
- Social Care Services.

Within:

- Construction
- Engineering
- IT
- Retail
- Education
- Early Years
- Care.

Market analysis identified the needs of these sectors as:

- Retention
- Recruitment
- Education
- Training
- Delivery
- Quality assurance.

With innovation and by applying our principles we were able to offer solutions to each of these needs.

At L-O-V-E, we have an internal design and marketing team that assists across all of our services.

The following is an overview of our products and services:

Love Corporate

Provides staff training for external businesses and organisations. Training topics include project management, leadership, health and safety. We also offer construction and compliance awards (such as First Aid), and sector-specific compliance awards (such as SVQs). We can access government funding incentives to lower the cost of training provision for individuals.



Our training programmes are available in digital format; E-learning reduces costs and future-proofs what we offer. Our digital platform is managed by Titus Learning and can be accessed throughout our service platforms, from recruitment to care.

We also offer stress management packages that combine mental health, personal wellbeing and crisis support services.

Profits from Love Corporate are channelled into our charitable services.

04 Market Analysis: Products and Services

Love Recruitment

Offers recruitment consultancy services to external agencies. A core element of Love Recruitment's work is the provision of training packages for recruitment campaigns such as Brightworks Recruitment, Influx Recruitment and Euthenia Recruitment. We also provide a mainstream recruitment service and link with colleges and universities, and run recruitment services for corporate clients.



Again, profits are channelled to our charitable services, rendering our training and recruitment arms socially responsible in line with our Rationale.

We also provide an intensive employability/recruitment facility for the people who move through our charitable services. They can access opportunities for employment through our training and recruitment service. Our principles are imbued in all of our employability/recruitment packages.

Our recruitment training programmes are available digitally, again reducing costs for employers and individuals.

Love @ Care

A home care service for children, young people, adults and the elderly. Love @ Care is inspected by the Care Inspectorate and regulated by the SSSC. It offers home care services that are combined with compassion, kindness and love, and provide mental health crisis support, end of life palliative care, personal care and domiciliary services. As a training provider and recruitment service we can overcome sector problems such as retention, attrition, training budgets, low morale and funding gaps. We empower our staff to care with integrity, responsibility and compassion.



We offer new and innovative services combining employability and recruitment opportunities with home care services. We also provide unique training opportunities for families or individuals receiving care. This enables and promotes participation with families and individuals where it has not been previously available.

All of our care staff have access to e-learning CPD services. Our digital learning adheres to the standards of SSSC, the Care inspectorate and other awarding bodies such as SQA, ILM, ROSPA and City and Guilds. We value staff training as a priority.



04 Market Analysis: Products and Services

Love Publications

Creates printed products and learning resources that are sold and published on our e-learning platform.



Publications and resources include:

- Academic papers on compliance and learning development
- Children's learning resources that improve emotional and mental health. Personal development is central to what we do. From infancy, children can learn how to be happy, kind, compassionate and how to manage their minds
- Resources for parents, families, siblings or carers. Issues covered include Autism strategies and behaviour management, and a wide-range of support and advice
- Resources for teachers and professionals such as care workers and social workers.

Love Learning

Offers educational programmes and is the heartbeat of our rationale to bridge the gap between health, social care and education. Each of the abovementioned programmes and services exists to provide the profits that fund Love Learning. We are immensely proud of our work to help children and young people, excluded and vulnerable adults and those marginalised by poverty, unmet support needs or the criminal justice sector.



We offer intensive educational support, for children out of education, in partnership with social care workers. These young people may have found themselves in this situation for a number of reasons: mental health conditions; Additional Support Needs; social or emotional issues that may prevent a person from fulfilling a happy, healthy life. We also offer intensive employability services for those furthest removed from the mainstream.

Our hybrid workers are qualified in social care and then trained to provide education. This cost-effective, efficient approach avoids duplicating services. Please see appendices for a full business plan.

Love Corporate, Love Recruitment, Love @ Care and Love Publications fund these services. Furthermore, they create resources and opportunities for all who engage with the charity.



04 Market Analysis: Products and Services

Love Sport

Uses Sport as a vehicle for change for vulnerable people and communities. Love sport is an extension of our charitable services and was established in response to a deep need for mental health and educational services for athletes. Despite the glamour being a sports person appears to offer, many athletes struggle financially or mentally, not least in the period after retirement. We support the transition from sporting life to 'the real world' through education. This creates alternative career paths and builds resilience for future change.



Love Sport can be a responsive service. It offers intensive support for the mental health issues, gambling or drug and alcohol addictions that are prevalent in sport. We have a crisis helpline and 24-hour support for when it is needed most. Love Sport offers sport programmes to schools and community groups. We use sport as a tool to engage and as an agency for change. We currently have partnerships with the Professional Footballers' Association (PFA), Scottish Youth Football Association (SYFA) and the Scottish Professional Football League Trust (SPFL Trust). We also link with major sporting clubs which is an effective engagement tool.

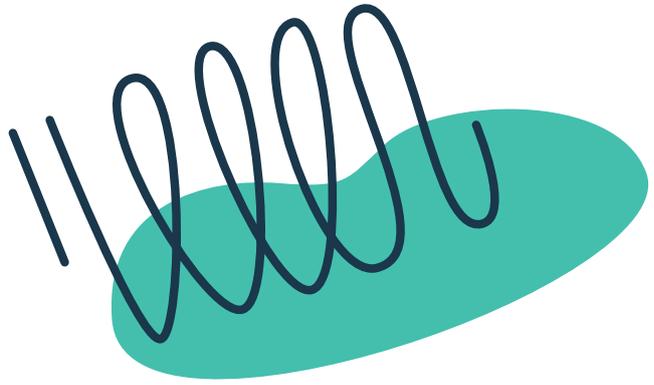
Our current programmes are 'The Next Step' and 'MasterChef', early intervention projects that work with academy level athletes.

Love Finance Services

Love Finance Services offers everything from financial inclusion, Support, Investment, Pensions, Mortgages and Insurances, to wealth management. These will be socially responsible financial services with ethical values at their core.



Our financial support service will allow people who are in debt or living in poverty to access services that will allow them to grow and progress. We will also offer services that manage Net wealth with access to 'Love Sport' athletes who require financial assistance. That maybe debt management or wealth management and investment. Percentages of profits will be reinvested back into the charity 'Love Learning'.



05 Delivering Success

Love has had great success in the last five years. Our corporate training and recruitment services continue to grow – in turn, the growth of our charity has snowballed. Our delivery model is innovative and unique, and it ensures quality outcomes are delivered. We are expanding this with the addition of @ Care, Publications and Sport. This increases our reach to help vulnerable people in all spheres whilst expanding the influence of our core principle: that L-O-V-E should be at the heart of everything we do, including work.

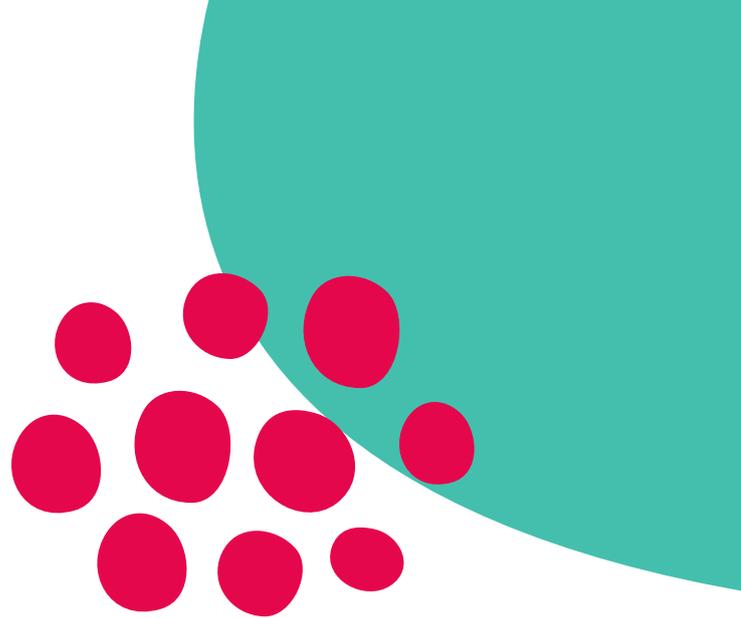
We have rebranded as a result of successful growth and expansion, in order to tidy and create a clear digital link between sub-brands.

06 Capacity Building

Social impact assessment and evaluation is a vital part of evidence gathering and learning. It assists to calibrate our performance, improve our services and refocus our priorities as appropriate. We regularly review and plan our services based on 'what works and how can we do better'. This evidence based 'challenge and build' approach will ensure that we strive for continued excellence within our services. All policies and procedures are reviewed yearly to ensure good practice, and discussed at annual staff and directors' learning events. We use a variety of evaluation tools and focus groups.

As a result of this growth we have successfully managed large contracts and funding that will now allow us to grow further in our capacity.

Our success and impact reports have established L-O-V-E, and as a result we are gathering a following of like-minded organisations and individuals who support our services and cause.



07 Operational Structure and Resources

L-O-V-E currently has premises in East Kilbride, South Lanarkshire. This provides a base for operations, learning activities and hosting partners and service customers. We have the resources, track record and further proposals to deliver our work successfully. We have a full set of policies, procedures and quality-assured processes and standards in place. The organisation was awarded SQA Centre status in November 2014, and City and Guilds, ILM and ROSPA centre status. All our policies and procedures, as well as staff qualifications, underwent intense scrutiny to ensure we were highly accomplished to deliver qualifications. We received a glowing report from the SQA, available on request. We continue to receive training, support and guidance from the SQA as part of our requirements and obligations. This is also part of our vision of excellence and continuous professional development.

The L-O-V-E team has strength in depth and a flexible model to meet the needs of our target clients in appropriate ways. Agility and innovation are part of our core values and essential in working with the needs of our client groups. We have a core professional team with a combination of appropriate professional skills and qualifications (including sport, social care, education, careers, economics, coaching, mentoring and leadership) to develop support solutions to provide the services that meet client needs, bridging the gaps between education and social care in a holistic and integrated way that generates additional outcomes and new capacity. This can be delivered for everyone, in any sector.

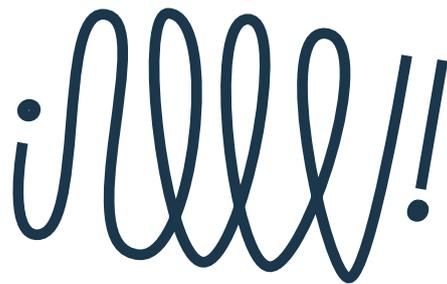
The L-O-V-E team and approach is unique in Scotland. We do not overlap or duplicate provision by the statutory services or other charities. We aim to bridge identified gaps and deliver additional outcomes and impacts that can result in positive changes in the entire system in the long-term. The team is led by Lynn Bell who brings a wealth of experience. Lynn is the founder of L-O-V-E and is passionate about educational services and social change for the vulnerable or excluded.



We have an extended and experienced management team. Staff resources give us the ability to cover a range of requirements as required for specific projects and contracts. Some of the roles are part-time and contract-based, augmented by volunteers, partner contributions and in-kind support. L-O-V-E staff cover a range of skill sets and bring many qualities and work experiences. We have two social workers, two teachers, an educational psychologist, four SQA assessors, two SQA verifiers and 15 project workers who are experienced in mental health, addictions, and meet all social care standards. We also have an office manager, design and marketing team, events and funding specialist, plus an evaluation and impact assessment specialist. We have a database with 150 trainers, consultants and assessors who go through a rigorous and safe recruitment process, ensuring quality.

It is important to note that all staff and volunteers contribute to the cause because of their own person-centred practice and shared beliefs. This is a great strength and provides constant inspiration, thirst for change and passionate support for our vision and delivery of our aims and objectives.

We have a social media strategy and team who deliver our messages, and use a PR organisation to deliver our communications strategy. We have current plans for 'Love Radio', where we will podcast on our digital learning platform, social media and websites.



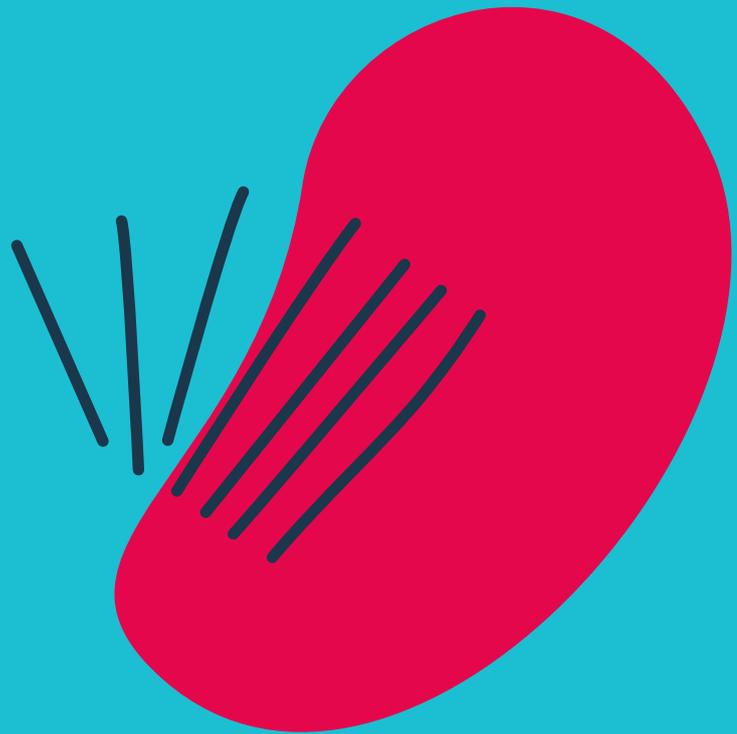
08 Financials & Forecasts

L-O-V-E have created a sustainable business model through learning, development and training. We provide corporate training and corporate recruitment services. This allows us to generate revenue that is pipelined back into the community. We have recently become the training provider for several multi-million-pound public contracts in North Lanarkshire, South Lanarkshire and Glasgow, and the STUC, PFA, The Priory and many more corporate bodies. This allows service users access to corporate opportunities, and exit pathways via employment and training. See attached spreadsheets on Financials & Forecasts in appendix.

09 Risk Assessment

L-O-V-E have a full risk management strategy. Please see appendices.



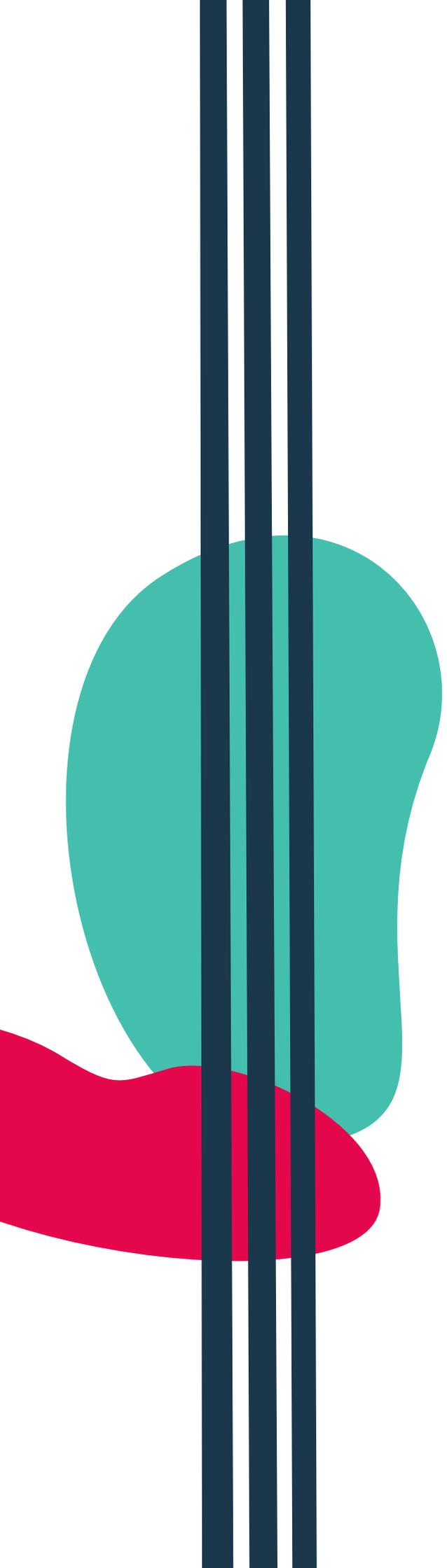


10 Executive Summary

L-O-V-E aims to achieve social change through researched methodology, and the provision of education and learning development. Academia is not a one-size-fits-all and we will strive to find ways in which there can be equality of life opportunities. Central to us is the personal development of individuals, which can be nurtured with mental fitness, mindfulness, kindness and compassion. We will achieve this in our own workplace, in the workplace of our communities and with individuals who allow us the privilege of being their business provider.

While we still focus on revenue-generating activity, L-O-V-E is creating an altruistic culture in business. We are leading by example and working for an inclusive, caring society of resilient communities.

Our radical approach is to combine business strategy, education, personal development, health and wellbeing with kindness and compassion. We want to be the Force of Nature that makes systemic change by helping individuals to take responsibility and act.



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