

Choice Unlimited.

Choice Unlimited is a UK wide road show on independent living and the first of its kind nationally. Aimed at disabled people, older people and carers, Choice Unlimited showcases the diversity of information, services, products, ideas and innovation that is available to support independent living all under one roof.

The event was created and organised by Leicestershire Centre for Integrated Living (LCiL). LCiL is a disabled people's user led organisation for Leicestershire. Choice Unlimited was created as an event led by disabled people to empower disabled people. It aims to enable personal budget holders to learn more about the services that are available to them in their local area. This empowers them to make the right choices to support independent living.

Changes in the health sector have increased the personal choice individuals' have on the services they can purchase using their social care budget. Individuals may be unaware of the full breadth of services that they can choose from and Choice Unlimited offers an opportunity to learn about those options allowing individuals to make the right choices for their needs and support them to live



independently. The event also supports them to learn about the implications of taking control of their personal budget and to offer advice on their specific circumstances.

The event aims to help support all of those involved including disabled people, carers, organisations that offer services and support for independent living and professionals that advise individuals that have personal budgets.

Disabled people, older people and carers have the opportunity to learn about products and services that are available locally to help them to live independent lives. It also offers them the chance to learn about relevant issues, including the HR implications of employing personal assistants, through the free workshops. Local government and health organisations also attend allowing attendees to learn about local policy and engage with decision makers.

Organisations that exhibit have the opportunity to showcase their work and products and increase awareness about their services to a local customer base.

Professionals are able to learn about the diversity of services and products available so they are better able to support their disabled clients.

Over 100 exhibitors cover a range of areas including:

- Accommodation;
- Domestic support;
- Education and training;

- Health and wellbeing;
- Lifestyle and leisure;
- Personal support;
- Repairs and maintenance services;
- Services for carers;
- Staying independent;
- Support and advice;
- Transport; and
- Work and voluntary support.

The event also offers a range of specialist workshops which support individuals on areas such as employing people to support and accessing care support.

Choice Unlimited has taken place in Leicester (attended by 1,200 visitors), Nottingham and Surrey (attended by 1,000 visitors). It is an important model to think about social care, support and independent living in an entirely different way.

LCiL offers a range of services including access audits, advice, brokerage, consultancy, reporting of hate crime, training, payroll and venue hire. As an organisation established by disabled people for disabled people, LCiL's mission is to empower disabled people, by promoting the benefits of disabled people. LCiL do this by providing or encouraging the provision of services that facilitate independence for disabled people in daily living activities and in active participation and full integration into society.

For further information on Choice Unlimited and upcoming events visit www.choiceunlimited.co.uk. For further information on LCiL visit www.lcil.org.uk.

“Choice Unlimited is now recognised in many areas of the Country by disabled people and disabled people’s organisations as a mechanism that truly delivers assured choice in these very difficult times.”

Steve Cooper, CEO, LCiL

“...our type of service can fall through the cracks in terms of marketing. Choice Unlimited was a success for our business as we engaged with over 20 services users and take to 60 professionals about our services.”

Managing Director, Aspiro