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MEDIA RELEASE: Cartrefi Cymru Co-operative Unveils New Brand Identity Reflecting Its Evolving Mission to Support People with Learning Disabilities

Cartrefi Cymru Co-operative, a leading social care provider for people with learning disabilities and autism across Wales, is proud to announce the launch of its refreshed brand identity. This rebrand represents Cartrefi's deep-rooted commitment to creating a more inclusive, person-centred approach to care, and its evolving role as a pioneering multi-stakeholder co-operative.

The new branding symbolises a broader mission: to enable the people Cartrefi supports to live good lives in their communities, while fostering a co-operative spirit that brings together colleagues, the people they support, and community members. By redesigning its look and feel, Cartrefi reflects the organisation's values of honesty, trust, kindness, respect, and wellbeing, with an emphasis on empowering individuals and building stronger, more inclusive communities across Wales.

"Cartrefi Cymru Co-operative has always been about more than just providing care services. We are committed to creating communities where people with learning disabilities, autism, and other support needs are valued as active members of society," said Geraint Jenkins, CEO of Cartrefi Cymru Co-operative. "Our new brand captures the essence of who we are today – a forward-thinking, co-operative organisation that puts the people we support at the heart of everything we do."

As part of the rebranding process, Cartrefi engaged extensively with stakeholders, including the people they support and colleagues to gather feedback on the direction of the brand. With the help of branding consultant Jessica Roberts, these insights were incorporated into the final design to ensure it truly reflects the organisation's ethos and aspirations.

The refreshed brand is not just a visual update but an opportunity for Cartrefi to highlight the innovations and unique services it offers, including its use of Active Support, Positive Behavioural Support, and community-building initiatives. Cartrefi's work spans supported



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living, sessional and floating support, short breaks, and innovative home care models. It serves communities across Wales, providing services beyond basic care to create lasting impact.

Key highlights of the rebranding include:

- Updated messaging that focuses on person-centred care, social inclusion, and the value of community co-operation.
- A renewed focus on engaging all stakeholders, including the people Cartrefi supports, colleagues, families, and local communities.
- A new logo and visual identity that reflects Cartrefi's co-operative spirit and mission to empower individuals and communities.

The new brand identity will be rolled out across all Cartrefi's platforms, including its website, social media channels, and printed materials, as well as at its physical locations across Wales.

For more information about Cartrefi Cymru Co-operative and its services, visit www.cartrefi.coop.

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About Cartrefi Cymru

Cartrefi Cymru Co-operative was established in 1989 by a group of parents and activists. It's dedicated to supporting older people and those with learning disabilities to live a more fulfilled and independent life – and play a valued part in the community.

In 2016, it evolved into a groundbreaking co-operative. A move which allowed it to hand the decision-making power to the people it supports, its teams and the community.

It has now grown into an organisation that supports more than 650 people throughout Wales, through a team of 1200 colleagues, and thousands of friends, family and community supporters.

Everything this co-operative does is designed around the individual needs of the person – and can be as diverse as personal care, supported living, help with paying bills or social activities. And while most of this support is quite everyday, what it achieves is quite remarkable.

Cartrefi Cymru Co-operative. *Everyday remarkable.*