

FOR IMMEDIATE RELEASE

Elizabeth Hurley to launch UK's first "Care in the High Street" in Swindon's Brunel Centre



Photo Call: Thursday 23rd October – 12.00pm-12.30pm.

On Thursday 23rd October, Hop Skip and Jump patron Elizabeth Hurley is to launch a brand new respite care facility in the heart of Swindon town centre. The first of its kind in the country, 'Care in the High Street' will provide flexible and immediate care for children and adults with disabilities and additional needs.

"CARE IN THE HIGH STREET"

The unit, situated next to House of Fraser in The Brunel Shopping Centre, will provide quality care for local families with easy access to local amenities. Children will find a variety of fun activities at the new centre, with a soft-play area, sensory rooms and chill-out zone. The centre will have its own dedicated wet room and changing facility as well as a charity shop, with all proceeds invested in providing the highest quality care.

'This is an exciting innovation and a new concept of care' said Clarissa Mitchell, founder trustee of Hop Skip and Jump. 'We look forward to providing high quality support for the disabled in a high-profile town centre location. The Brunel Centre have responded marvellously to our vision for the future and we look forward to welcoming families from Swindon, Wiltshire and the surrounding counties, who can enjoy everything the shopping centre has to offer.'

Care in the High Street was launched at a prestigious event hosted by Samantha Cameron at Ten Downing Street and is soon to become a nationwide initiative with proposed centres in Bristol, Horsham and Cardiff. Designed to open up access for the disabled to shopping centres and high streets everywhere, Hop Skip and Jump are delighted to have launched the first Care in the High Street in such a prestigious location.

Steve Fawke, general manager for The Brunel, said: "Care in the High Street is an exciting initiative and we're very pleased that they have chosen Swindon and The Brunel Centre to pioneer this."

Sarah Addison, a parent who has used Hop Skip and Jump on a regular basis said: 'Having a Care in the High Street unit will benefit so many parents and carers, like me, who have disabled children. To be able to have some respite whilst they go shopping or for a meal and know that their child will be safe and cared for by professional and caring people who understand the plight of parents in this situation will make a real difference to their lives.'

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For more information, images or samples please contact Ian Cantoni at Hop Skip and Jump on: marcoms@hopskipandjump.org.uk or call 01453 836390/07972915919.

Notes for Editors

Hop Skip and Jump was established in 1982 to provide immediate and flexible respite care to children and young adults across the South West. In the thirty years since the launch of our first centre in Cheltenham, we have gone on to launch two further centres in Bristol and Swindon, with new centres in Wigan and Milton Keynes scheduled for the near future.

Hop Skip and Jump provide support for children with any additional need, from complex physical conditions to special educational needs and behavioural problems. HS&J offer thousands of placements every year; care and support for children with help and advice for their families. Through targeted therapy sessions - after school care, weekend respite, teens and twenties clubs - Hop Skip and Jump provide valuable support to our community.

Care in the High Street was launched by Samantha Cameron at No 10. Downing Street and aims to make respite care easily accessible to all. With centres across the country, Care in the High Street will help support families when they need it most. These units will offer parents the opportunity to have some time off from the responsibilities of care, give children a stimulating environment to play in that is safe and secure and encourage footfall to Britain's high streets by enabling parents who cannot otherwise go shopping the opportunity to do so.