

Press release

For immediate release

Seaford company wins backing of major investor

A Seaford company that brings hope, happiness and independence to more than 300 elderly people living on the south coast is set for expansion.

Award winning Prime Care Community Services (Prime Care) has beaten the credit crunch blues by winning the attentions of a major City investor.

Close Ventures Ltd has agreed to invest up to £5 million in Prime Care to help it deliver its unrivalled care in the community throughout the south east of England.

The cash injection over the next five years means Prime Care will be able to expand by opening new branches and buying existing care companies.

Formed in 2001 by husband and wife team Steve and Nicki Allen, Prime Care now has offices in Seaford and Brighton and employs more than 100 care workers who help older and disabled people stay independent in their own homes.

The company believes that with the new financial backing of Close Ventures, Prime Care will be able to help more people in a wider area but without compromising its high standards of care.

Prime Care Managing Director Steve Allen said: "Delivering a consistent and excellent care service in the community takes resources, time and money – especially when you are keen to provide an even higher level of service to an even wider group of people.

"I'm delighted that we have found an exceptional and trusted partner. Close Ventures will allow us to maintain our quality standards as we grow, so that we can continue to deliver a first-class flexible service that gives people more choice and a louder voice."

In March this year, Prime Care won the South East England Development Agency (SEEDA) Business Award for Excellence in Skills & Development and it was the first social care organisation in the UK to be awarded the advance Investor in People accreditation.

The company is rated as "excellent" by the Commission for Social Care Inspection.

Ends

Note to editors:

Prime Care is a provider of a wide range of community-based social care services to private clients and local government organisations. It provides social care workers and support staff 365 days a year to help older people needing assistance to live as independently as possible in their own homes. The company's reputation is built on providing excellent care backed by professional values, a personal approach, hard work and a commitment to the people they care for.

Please see www.primecare.uk.com for more information.

Close Ventures is a member of Close Brothers plc and is one of the market leaders in the area of venture capital trusts with net assets of £240 million. Close Ventures has an extensive record of investment in healthcare and has past experience in the care sector through its investment in Careforce Group.

For further information contact: Tim Cobb, Cobb PR, on 01323 416999 or tim@cobbpr.com