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**By:** Kevin Harlock, Director of Commercial Services  
**To:** Trading Activities Sub Group – 17 May 2010  
**Subject:** Launch of Kent County Supplies Ltd T/A as Simplicare.  
**Classification:** Unrestricted

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**Summary:** This report confirms Kent County Supplies Ltd, T/A Simplicare commenced trading on 6 April 2010 .

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### **Report:**

In accordance with the Business case and Business plan presented at the Trading Activities Sub Group on 1 December 2009, Kent County Supplies Ltd, T/A Simplicare commenced trading on 6 April 2010. Progress is as follows:

2000 catalogues have been printed and distributed to Care Homes and the third sector in Kent. A further 1000 catalogues are ready for distribution to potential customers beyond Kent as sales activity rolls out.

A combined website and webshop have has been created and can be found at [www.simplicare.co.uk](http://www.simplicare.co.uk)

Meetings have been held with Improvement and Efficiency South East and two County Councils who see the advantage of this new business and discussions continue with them regarding joint business opportunities.

Business activity levels are in line with the Business plan.

### **Recommendations**

Members are invited to note the activity, one month in.

### **Author Contact Details**

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