

Registered and regional office

3rd Floor Tower Point 44 North Road Brighton East Sussex BN1 1YR

T: 01273 677 019 F: 01273 693 183 E: south@cgl.org.uk

W: changegrowlive.org



March 2016

Dear Sir/Madam,

I am writing to inform you of our intention to change our name from Crime Reduction Initiatives (CRI) to **change, grow, live (CGL)**. There has been a huge amount of activity over the last 6 months preparing for the changeover, and this change will formally take effect from 1st April 2016.

While CRI has served us well, the Board of Trustees and I have agreed that we need to ensure the charity has a 'brand identity' that more clearly communicates the work we currently do but also encompasses our strategic plans to further develop our work within healthcare. We are keen to use our significant experience and expertise gained in substance misuse and behaviour change to help deliver positive outcomes in respect of additional healthcare challenges such as smoking cessation, weight management, mental health, and general healthy living both within our communities and in prisons. We hope our new name will not only communicate our organisational ethos, but also help encourage refreshed and broader partnership working.

I also want to clarify how this change will impact on our local services. First of all, I would like to assure you this will be sensitively applied and promoted positively.

Local services will be retaining their brand names, with the major changes relating to the styling and font along with the addition of the **change, grow, live (CGL)** logo. The reasons for making these changes are as follows:

- There is a need to ensure that all of our services are as efficient as possible. The consistent look of the new brand has enabled us to install a system that takes care of all of our design and print in one place, this will allow us to reduce the need for designers and ensure we achieve greater cost efficiencies on our printing.
- The new brand has been developed with a digital presence in mind, to ensure we make more effective use of digital operational and communication methods.

I would like to add that while we are changing our name and branding to ensure it is more in line with our current and future operations, the constitutional elements of CRI will remain constant. We will retain the same Board of Trustees, Management Team, Governing Document and Company/ Charity Registration numbers. As such, all of our current contractual obligations under CRI will remain unaltered without the need for a formal contract variation.



Our goal is to help service users regain control, change the direction of their lives, grow as a person and live life to its full potential.

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All contracts signed after 1st April 2016 will be signed as **change, grow, live (CGL)**, but all contracts signed as CRI up to the 31st March 2016 remain valid and the contractual obligations unchanged.

If there is anything else you would like to know about the contractual arrangements, or anything you wish to discuss further, I would ask you to contact Steve Bolland who is our Contracts Manager. Steve can be reached at contracts@cri.org.uk.

If you would like to know more about our name change in general, please contact our marketing team at marketing@cri.org.uk.

Alternatively I would be more than happy to discuss with you any issues you may want addressing.

Kind Regards,

A handwritten signature in black ink that reads 'David Biddle'.

David Biddle
Chief Executive



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