Press release

**Local special needs service is named as one of the top 7 best new businesses in the UK**

By Richard Curtis

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For immediate release

Southampton, Hampshire - Southampton based special needs service, The Root Of It has been named as a finalist in the Entrepreneur’s Circle Best New Business Award.

Founded by Richard Curtis, who grew up in Romsey, The Root Of It is a special needs service for schools in Sussex and Hampshire, called The Root Of It. They provide special needs professionals like therapists, psychologists and behav‎iour consultants to schools unable to obtain vital services from austerity hit local authorities. Since founding the team in May 2013 the team have expanded from just Richard to over 20 professionals, providing services to over 100 schools. Their website lists 18 different services that school, colleges and early years settings can utilise.

The Root Of It's workload has grown over 200 times in their first year and the team have achieved 92.7% successful outcomes. Aside from their support in schools, the team have also launched a national helpline for overworked school staff, providing them with telephone and email support and online learning. The Root Of It were nominated for Best New Business and Most Impressive Growth.

Richard is known to parents as The Kid Calmer, widely tipped to be the next supernanny and within three months of launching his parenting brand The Kid Calmer, Richard has featured on numerous radio shows, gained an international following and has is starting to be approached by TV companies keen to use his no-nonsense hands on approach on screen. He was nominated for Entrepreneur of The Year at the forthcoming Entrepreneur Circle's conference being held at the NEC on 20th and 21st September, hosted by Alistair McGowan and serial entrepreneur Nigel Botterill.

Richard says "Our team believe that children with special needs do not get the support they deserve and are passionate about making the difference to children’s lives. It is wonderful to be one of the top 7 best new businesses in the country and we are looking forward to attending the awards ceremony.”

Richard, who's three books 101 Tips for Parents, 101 More Tips for Parents and 101 Behavior Tips for Parents have been listed in bookshops across the UK and on Amazon, has been developing The Root Of It's services to help schools across the UK from their origins in Hampshire and Sussex and is continuing to help busy parents daily through his online membership site for parents The Kid Calmer Zone.

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**About The Root Of It**

The Root Of It was founded in April 2013 to help children with complex needs and disabilities succeed. Richard Curtis has brought together a team of professionals to provide a wrap-round service for schools that includes Clinical Psychology, behaviour advice, Social Work, family support work, Educational Psychology, Speech and Language Therapy, Play Therapy, Counselling and support for low attenders. They work directly in schools and homes and also provide support for school staff through The Vine, their phone and email support system. Richard says “Poor behaviour is a symptom of an underlying difficulty, just like good behaviour is a symptom that a child's needs are being met. The Root Of It work as a team to address the underlying difficulties.” The Root Of It provide support to schools, families, early years settings and organisations. For more information, please visit <http://www.rootofit.com>.

**About the Kid Calmer**

Child behaviour expert, Richard Curtis, helps families around the world with his no-nonsense approach to parenting online, through the media, his books and by giving presentations. He has published three books, 101 Tips for Parents, 101 More Tips for Parents and 101 Behavior Tips for Parents, plus also recorded hundreds of pieces of advice and techniques in The Kid Calmer Zone, an online resource for parents. He has been featured on the BBC and in numerous publications and is developing television concepts for his work. For more information please visit <http://www.thekidcalmer.com>.

**Contact for articles, comment and interviews**

Richard Curtis

richard.curtis@rootofit.com

02381 120 010