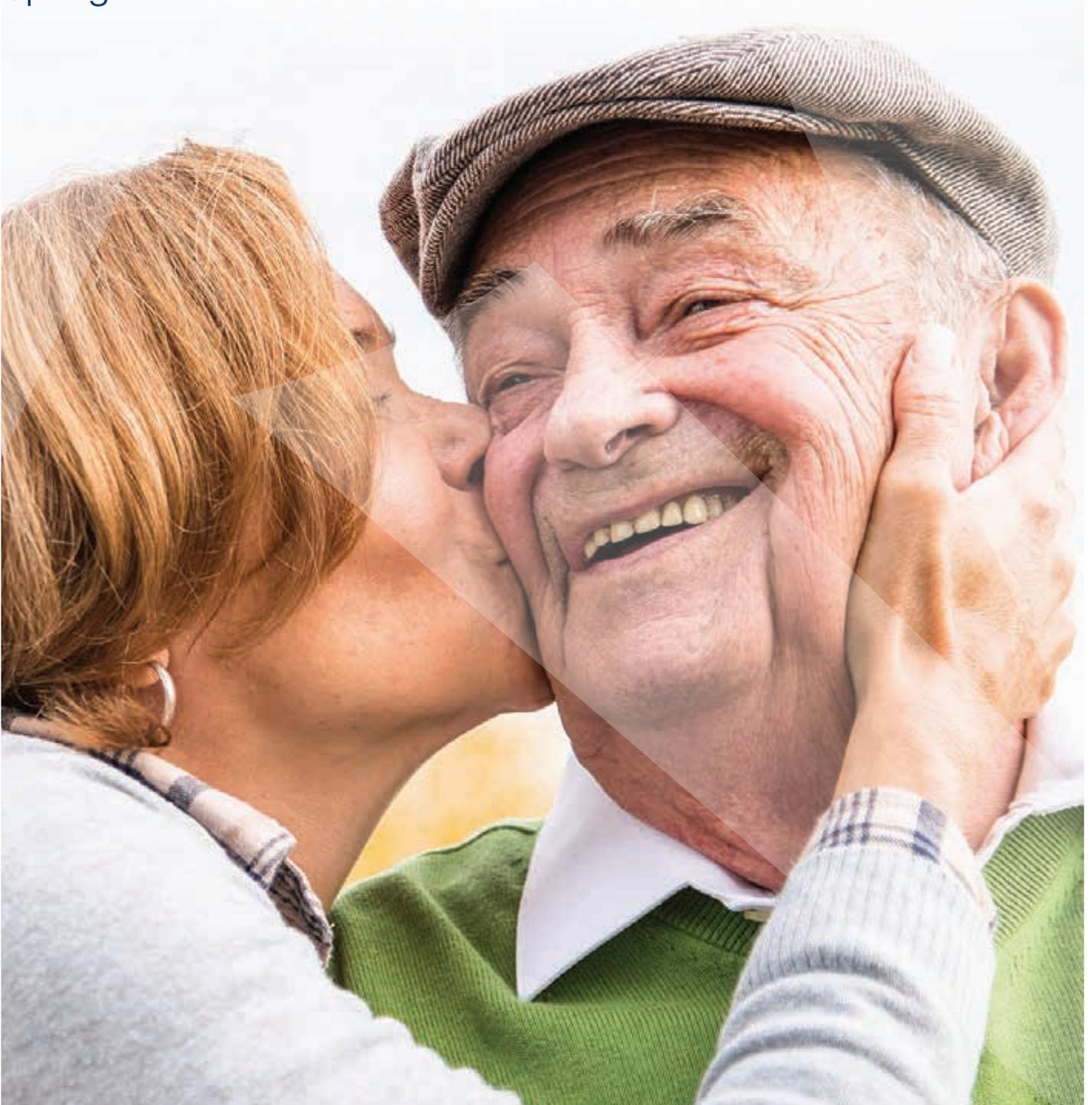


# Welcome Home

Spring 2017



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**Exciting first issue of  
Welcome Home**

News, features, updates  
and more from award  
winning Avery Healthcare

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**CQC Round Up**

How are we performing?  
Focus on Birchwood  
Grange, Acorn Lodge  
and Lavender Lodge

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**Feature: Nurture, Nature**

A view from the  
Avery kitchens by  
Simon Lawrence and  
Davesh Kumar

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**Event Days**

Supporting communities,  
supporting charities,  
supporting you and  
your next event

# Welcome



Hello and Welcome to the first edition of Welcome Home, Avery Healthcare's new in-house magazine for all of our residents, staff, their families and friends and for all those connected with our great care homes across the country.

Avery is one of the most progressive and active care home groups, delivering the best in care along with a market-leading Well-being programme. There is always so much going on in this fast-growing organisation that we wanted to share all of this with everyone connected to the company in a way that complimented our communications on Facebook, other social media channels and our website.

Welcome Home magazine will reflect views, comment and stories from all levels and areas of the company, and will showcase the very best of what we do. Avery is the fastest developing brand in the care sector for good reason – we do it better than anyone else. Welcome Home magazine will bring this to life in its pages and proudly display the great work that our staff deliver every day.

We want to hear from you as well. Do you like your new magazine, have you any suggestions as to articles or topics that you would like to know more about, or do you have some insights and views that you would like to share with everyone? All you need to do is call the Marketing Team at Group Support Centre or e-mail us at [marketinginternal@averyhealthcare.co.uk](mailto:marketinginternal@averyhealthcare.co.uk). We'd love to hear from you.

Welcome again to the care sector's new leading magazine. Your magazine. Welcome Home!

Best regards,  
Mark.

**Mark Danis**  
**Commercial Director**

# Talkback

Welcome Home is your magazine. It's a place to share your stories, your news and a place where together, we can share the success of what we fondly know as 'The Avery Way'!

**So let's get sharing, please email us at [welcomhome@averyhealthcare.co.uk](mailto:welcomhome@averyhealthcare.co.uk)**

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## View From The Top with John M B Strowbridge | MD



I'd like to personally welcome you to the first edition of the Avery in-house magazine and hope that you find it interesting, informative and enjoyable.

We wanted to provide such a publication to add to our regular communications to all our stakeholders, be they residents, staff and the families and friends of both, as well as visitors to our homes and those partner companies that supply to Avery or those individuals or groups that give of their time to provide entertainment or services to our homes.

Everyone involved with Avery in whatever form will know that we strive for the highest standards in all that we do, but in particular for the care and well-being of our residents. The range and depth of articles and content within this new magazine is intended to reflect that culture, whilst at the same time continuing to be an engaging and light read. Insights and

thought leadership will be contributed from all of the senior team from within Avery, on the company, its activities and the care sector within which we operate. I am sure that they will welcome feedback and further comment that could be included in subsequent issues.

My articles in forthcoming editions will focus more on specific topics that have an impact upon the company and the sector and how this may inform our decisions as to changes that we may make. In the meantime I would like to welcome you all to this additional view on Avery, to add to all the existing information that can be found on our website and our social media pages.

We have a great care company, lovely residents, fantastic staff and wonderful support from families and friends alike. Let's celebrate all of that within these pages.

Yours, John

**John Strowbridge, MD**

Adrian Doyle | Director of Developments

## Two More Openings For 2017

Avery Healthcare's Estates Team is excited to announce that its two latest developments are on schedule to open in Bristol and Bracknell this summer. The home launches are in addition to the recent opening of the luxury Kingsmere Care Home in Wimbledon, and with the long awaited The Hawthorns in Northampton on target to open in early 2018; it's been a busy couple of years for the Estates Team headed by Adrian Doyle.

To support the increased investment in new developments the department recently appointed a Small Works Team to complement its existing 17 strong workforce, made up of a team of Project Managers, Construction Managers, an Interiors Department and an Admin team.

The Bristol and Bracknell care homes will offer premium services with care and support delivered to the company's care and Well-being model. Bracknell is being built by Natta and Bristol by Halsall.

The £7m, 64 bed care home, Astbury Manor (Bracknell), will open in June, with the £8.7m, 76 bed home, Avonmere (Bristol), opening in August. Both schemes will have very



spacious bedrooms, landscaped gardens, sun terraces, a cinema, therapy rooms, lounges, libraries, elegant dining rooms, as well as private dining facilities.

The Hawthorns in Northampton, due to open in early 2018, has seen an impressive £14.5m invested in the build.

It's looking likely that both 2017 & 2018 will be stellar years for the Estates Team.

Sandra Stark | Director of Care and Quality



# Care & Quality

Quality is at the centre of all that we do at Avery and we have built our excellent reputation by providing 'Care with a Difference' and also supporting some of our residents to 'Retire with Style'. This relies on each and every one of us playing our part to ensure that our residents and their families receive the best care and service 24/7.

Care homes are often in the news, although this is usually for the wrong reasons, and so it is very important that we celebrate and share all the good work that we do and can evidence this not only to our customers but to our regulators, including the CQC and our local commissioners. As part of providing this evidence we are the first in the sector to implement an integrated governance system which builds on our Optimise Quality Assurance programme and which helps us focus on all the aspects of good governance that Avery Healthcare needs to be safe, effectively run and customer focused. More about this in future editions.

Last month I was proud to be invited to attend The Chief Nursing Officer for England 2017 Summit which brought together senior nurses from across England to discuss how we can improve care. Delayed discharge was topical and I was struck by the finding that 1,000 days is the average time that an older person has left on discharge from hospital. We all play an important part in helping to make this time the best it can be and I strongly recommend that you watch the video 'The Last 1,000 Days' at <https://www.youtube.com/watch?v=HynytVepxZc>. It highlights the importance of focusing on truly person centred care which considers not just the physical but all aspects of 'mind, body and soul'.

Our new sector leading Well-being programme (see elsewhere) which has just been launched helps us all to enhance our residents' quality of life and we look forward to working with you to develop this further over the coming months.

## CQC ROUND-UP



**Birchwood Grange.** With a Good overall rating including an Outstanding in the category for Care from the CQC, Manager Mark Bird and his team have taken Birchwood Grange, the largest home in the Avery portfolio and one acquired by the company in late 2014, from a home that was struggling to one that is now held in the highest possible regard by family and local care professionals alike.

**Acorn Lodge.** A third consecutive thumbs up from the CQC, this home is nothing if not consistent. This is the third inspection for Acorn Lodge, each one has been Good in its overall assessment of the home. Manager Sharon Whitehead was previously the home's Deputy and became Manager in late 2016. The CQC were impressed with the professionalism of the staff and were equally taken with the quality of the interaction between staff and residents.

**Lavender Lodge.** In January Lavender Lodge was inspected and was found to be Good overall with an assessment of Outstanding in the category for Leadership. The home has come a long way in the two years since it was last inspected, just before it was taken by Avery. Rated then as Requiring Improvement, manager Gigi Despojo, appointed from Deputy Manager shortly after the last inspection, supported by her outstanding team, have turned the home around.

### Birchwood Grange

#### CQC Good in All Categories

<b>Overall Good</b>	Safe	<b>Good</b> ●
	Effective	<b>Good</b> ●
	Caring	<b>Outstanding</b> ★
	Responsive	<b>Good</b> ●
	Well-led	<b>Good</b> ●

### Acorn Lodge

#### CQC Good in All Categories

<b>Overall Good</b>	Safe	<b>Good</b> ●
	Effective	<b>Good</b> ●
	Caring	<b>Good</b> ●
	Responsive	<b>Good</b> ●
	Well-led	<b>Good</b> ●

### Lavender Lodge

#### CQC Good in All Categories

<b>Overall Good</b>	Safe	<b>Good</b> ●
	Effective	<b>Good</b> ●
	Caring	<b>Good</b> ●
	Responsive	<b>Good</b> ●
	Well-led	<b>Outstanding</b> ★



# Have Fun with Facebook

f Every month at Avery we share the most popular Facebook posts throughout our care homes, to encourage everyone to get involved in posting the best stories about our residents online.

A favourite recent story came from Priory Court Care Home in Stamford, who had not one but an amazing three stories in our top ten most responded to posts for February! They celebrated resident Edna's 107<sup>th</sup> birthday and received over 1,600 Facebook Reactions from well-wishers from around the globe.

Also at Priory Court, senior healthcare assistant Jessica regularly chats with resident Jim on her night shifts, and enjoys hearing about the adventures he and his late wife Sheila had together. Jim said he had once been hiking with Sheila when they came across a balloon with a love message attached, so with Valentine's Day approaching Jessica decided to do something really special for Jim. She helped him send a Valentines message in memory of Sheila by writing a lovely



message on a heart-shaped balloon and setting it free into the sky!

Next time a resident shares a story, think how you could re-live or record their memories. Perhaps, like Jessica, you could bring their story back to life with a special tribute or caring act. Writing down their memory and posting it with a picture of the



resident on to your home's Facebook can be a great way to share with them; we have so many residents with fascinating life stories to tell.

*This issue's top tip for producing a great Facebook post – spend time with your residents and learn something about their lives, then find a creative way of posting that online with help from a colleague if required.*

f | Visit our Facebook pages by searching for your Avery Care Home name

## Millie Skinner wins Local Hero Award



Millie Skinner, a resident at St Giles Care Home, was honoured with the Local Hero Award at the Solihull Together 2017 Awards, after her 63 years of dedication and fundraising for Solihull Hospital.

In 1953, Millie was a Matron at Solihull Hospital, which was in desperate need of

a lift to move patients to the upper floors. The NHS was unable to fund the £9,000 needed so Millie took matters into her own hands. With help from the hospital's doctors and nurses, Millie founded the Friends of Solihull Hospital Association. This proved to be a huge success, raising the money needed to get the lift installed, to the delight and gratitude of staff and patients at the hospital.

But Millie didn't stop there. In the sixty years that followed, the Friends of Solihull Hospital went on to raise over £2 million to fund more vital equipment. Even at the age of 101, Millie was still involved in monthly meetings to promote the Association.

The judge of the Local Hero Award, Chris Willmott, said "For me, Millie Skinner is the epitome of a local hero. A lady who has dedicated her life to caring for people – not only through her work, but in her spare time too. A lady of real gumption". The Solihull Together for Better Lives Awards were established in 2015 to celebrate outstanding work by individuals and organisations from across the borough that support and improve the lives of vulnerable people in Solihull.

Millie has dedicated her life to changing the lives of others. She was delighted to receive the award, saying it had, "Really made my day".

# Food

## *Avery Food Facts*

We use as many natural ingredients as possible, and we look for those that are packed full of vital nutrients, vitamins and minerals including:

- Pecans - high in healthy unsaturated fat and contain more than 19 vitamins
- Walnuts - full of vitamin E and folate
- Dried apricots are a great source of iron and high in potassium, a mineral needed by our muscles to function properly
- Our ginger and rhubarb possets are a great source of calcium and fantastic for the immune system.



# For Thought

Guest Contributors | Simon Lawrence and Davesh Kumar

## Nurture, Nature A view from the Avery kitchens

We know there are many health benefits to spending time outdoors and as the longer, warmer days motion us toward enjoying more time in our gardens in the sunshine, there is no better time for our culinary team here at Avery Healthcare to launch its Nurture, Nature food initiative.

The Nurture, Nature concept is the brainchild of Group Culinary Manager, Simon Lawrence and Head of Hotel Services, Davesh Kumar, who have crafted our appetising new Spring/Summer menus which promote the use of as many natural ingredients as possible in the recipes. Simon and his team of chefs look to use ingredients that are packed full of vital nutrients, vitamins and minerals when designing menus and the idea of reconnecting the food on our plate with outdoor dining is one that he believes offers many benefits.

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*“One 150ml glass of fruit juice counts as one portion toward our five a day, and smoothies that contain at least 150ml of fruit juice and 80g crushed/pulped fruit count as two portions”.*

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“At Avery, we actively encourage residents to join in outdoor activities, especially those such as our gardening clubs where many of our homes are producing their own food which is then used in the kitchens. It’s great to eat

what we grow; it’s not only good for the environment, it reduces food transport costs and is a great social activity for the residents. Outside activities help physical exercise and give the residents a real sense and feeling that they are making a valued contribution to our menus and to the running of the home”, said Simon.

Simon can be described as a foodie purist; he is a strong believer in reducing the use of processed, refined and de-natured foods that lead to poor health outcomes, which is evidenced in his new menus. “Dining is one of the highlights of the day at Avery homes; it is a time when residents come together and socialise in our restaurants, dining rooms and now in our outdoor spaces. We have thoughtfully designed this menu to incorporate more vitamins, minerals and enzymes in their most natural form. The spiritual relaxation of dining in the gardens and enjoying home-grown produce will only be of benefit to residents.”

So, what can we expect to see on this new menu? Starters include Goats Cheese Rounds with Honey, Rocket and Walnut salad and Blue Cheese Filo Bites with Pears and Pecans. Mains include Smoked Mackerel and Sweet Potato Fishcakes with a homemade Horseradish sauce, Chicken Basil and Parma Ham Roulade with Crushed Baby New Potatoes, and the new dessert menu includes a Ginger and Rhubarb Posset. An exciting and fresh new healthy menu all packed full of goodness and flavour.



Simon has also been looking at improving ways of keeping residents hydrated too. “Our body is nearly two-thirds water and so it is really important that we consume enough fluid to stay hydrated and healthy”, says Simon. “If we don’t get enough fluid we may feel tired, get headaches and not perform to our best, which can result in falls and infections, so we are introducing a new range of teas, juices, flavoured waters and smoothies.”

When it comes to Well-being our team at Avery Healthcare is known for its creativity. We encourage a life style for our residents where they have as many opportunities as possible to be close to nature, and Simon’s new Nurture, Nature menu reconnects residents with the outdoors through promoting healthy alfresco dining whenever possible.

# Improving Medicines Management

Julie Spencer | Head of Care

It is estimated that in addition to the harm caused to individual residents, the annual cost of medicines errors in the UK is a staggering £2.5 billion. Every day we administer tens of thousands of medicines across our care homes and we are always searching for methods to help make this safer. Towards the end of 2016 we began piloting the Omnicell EMAR system at Hanford Court and Cliftonville Care Home and are pleased to say that results have proved extremely positive, not just from a safety perspective helping staff to avoid errors but also releasing staff time spent on such aspects as checking in medication.

We continue to work with Omnicell to develop the system further in areas such as management reports that enable Home Managers to ensure that all medicines have been given and to identify any issues at any time from their computer. We are now



working with Rowlands Pharmacy and Omnicell to introduce the system to a further six homes over the next three months and will then consider it for the rest of the group. If you have any queries about this project please contact Julie Spencer, Head of Care.

Recruitment | Robert Prince | Recruitment & Engagement Manager

## « MOVERS 'N' SHAKERS »

Welcome to Avery. It's been a busy period for the Recruitment Team, as the business grows so does our search for the very best people to join us at, what we believe, is the very best care company around!

We would like to take this opportunity to welcome the following colleagues to the Avery team. We look forward to sharing in your success and supporting you through your Avery career journey:

**Michael Berkley-Blezard** joined us on 6<sup>th</sup> March as Home Manager of the soon to open Astbury Manor in Bracknell.

**Sharon Wassing** joined us on 27<sup>th</sup> March as Home Manager of Scholars Mews in Stratford-upon-Avon.

**Michelle Poole** joined us on 27<sup>th</sup> February as Home Manager of Spencer House in Northampton.

**Beverley Aldridge** joined us on 20<sup>th</sup> February as Home Manager of Newcross in Wolverhampton.

**Jennie Mannion** joined us on 30<sup>th</sup> January as Home Manager of Horse Fair in Rugeley.

**Rachel Walker** joined us on 20<sup>th</sup> March as Home Manager of Birchmere in Knowle.

**Heather Bishop** joined us on 20<sup>th</sup> March as Home Manager of BournView in Birmingham.

**Tracey Jary** joined us as Regional Manager on 6<sup>th</sup> February

**Pam Brown** joined us as Regional Manager on 3<sup>rd</sup> January

### Opportunities at Avery

Avery really is a great organisation; a place where people want to come to work. If you want to feel part of something, and feel that you are truly able to contribute to improving the quality of people's lives then we want to hear from you. We currently have a number of great opportunities to join the teams within our homes, with a particular focus on recruiting Registered Nurses.

Do you know someone who is looking for a new challenge? Avery Healthcare is the place to develop your career, gain experience and learn new skills.

**For details of our current vacancies visit:**  
[jobs.averyhealthcare.co.uk](http://jobs.averyhealthcare.co.uk)

# Outstanding Managers



At Avery Healthcare we support our people in the same way we do for our residents, encouraging their personal development and celebrating their successes.

In this first issue of Welcome Home we commend the achievements of two extraordinary Home Managers: Mark Bird of Birchwood Grange and Gigi Despojo of Lavender Lodge.

When Avery took over Lavender Lodge in November 2014, Gigi had been recently promoted from Deputy Home Manager to Home Manager and faced the challenge of turning the home around from a Requires Improvement CQC inspection and the transition into an Avery home. With the dedication and commitment of Gigi and her team, the most recent CQC inspection rated the home as Good overall with an assessment of Outstanding in the category for Leadership.

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*“Gigi and her team really have created a home. It is an inclusive community where every resident and member of staff feel they are contributing to creating a place that is unique and extremely special”.*

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Lisa Soper (Operations Manager, South) believes the atmosphere and sense

of ‘home’ at Lavender Lodge is truly a reflection of Gigi’s personality and her enthusiasm and passion for care. “Gigi and her team really have created a home. It is an inclusive community where every resident and member of staff feel they are contributing to creating a place that is unique and extremely special.”

Lisa goes on to describe Gigi as “A natural leader who has empowered her team; she is effervescent with an infectious positive personality. Well respected by her colleagues, residents and families alike she possesses her own unique style of working and we can only describe her an Avery Starlet who we will continue to support throughout her career at Avery.”

Birchwood Grange is the largest home within Avery’s portfolio with 150 beds. Running a home of this size is no easy task and with it come many challenges, but Mark Bird takes it all in his stride.

Avery took over the home in late 2014, as part of a wider acquisition. Mark and his team have since taken the service forward and the home now enjoys a Good overall rating including an Outstanding in the category for Care. **It is the largest care home in the UK that has attained an Outstanding in any of the assessment categories.**

A creative and innovative leader, Mark’s vision of modern care has won him praise

from his colleagues and commissioning professionals alike. His extraordinary talent has seen him create a home that supports the rich cultural diversity of each and every person living there, one that reflects and engages with the local community, and a home that denies any disability or condition as a barrier to living a fulfilling life and achieving personal success.

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*“A creative and innovative leader, Mark’s vision of modern care has won him praise from his colleagues and commissioning professionals alike.”*

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One of Mark’s stand out achievements has to be in securing volunteering opportunities for several residents living with dementia to work in local charity shops; he refuses to accept the idiom that people cannot lead a normal life with dementia or other conditions.

Lisa Soper says of Mark: “Mark doesn’t stand still – he is an innovator, creative, determined and passionate. His vision for improving the lives of residents knows no boundaries. He has transformed Birchwood from an institution in to a community over the last three years and I feel truly privileged to work with him”.



# Kingsmere Grand Opening

Broadcaster and Journalist Angela Rippon, Ambassador for the Alzheimer's Society, was our special guest at the Grand Opening of our newest home, Kingsmere in Wimbledon which took place on Saturday 1<sup>st</sup> April.

Angela cut the ribbon to officially open our home and commented: "Kingsmere is a wonderful home, just look around at the support the home receives from friends and family. There is singing and dancing and all the things you need to remain active mentally and physically. I also hear that the home has a productive relationship with the primary school next door, Our Lady Queen of Heaven. Inter-generational sharing is so important and it is lovely the home encourages this. There is even a door that connects the home with the school."

The champagne and canapé reception was attended by 150 people, with friends and families joining the residents and many other guests. Entertainment was provided by a String Duo and Classical Singer Rebecca Burraway and guests enjoyed ballroom dancing. A magician captivated his audience with his magic tricks and there was a flurry of excitement as Doves were released to commemorate the opening of Wimbledon's newest and most luxurious care home.

Our exquisite £20m Kingsmere Care Home is purpose built to exacting standards. We are renowned for the quality of our homes at Avery and Kingsmere is no exception as it continues that tradition.

The home offers luxury suites and bedrooms that are spacious and furnished to a high standard. Each has a three-quarter bed for single occupancy and a choice of twin beds or doubles for couples, with en-suite and a flat screen TV, free WiFi and the companion suites are ideal for couples looking for that added independence. The home has elegant lounges, a cinema, private dining for those special occasions and a nail bar, beauty salon a hairdressers and barbers.



Kingsmere's stunning gardens are tended to by a team of gardeners who have designed a space that offers something for everyone, with a kitchen garden, mature trees, shrubs and flowers for all seasons. With its raised beds, bird feeders, chimes, herb planters and timber summerhouse, the garden is ideal for those green-fingered residents, who through our Gardening Club, can enjoy tending the plants and growing produce for our kitchen.

Kingsmere is the first of Avery's new developments to open in 2017. Two further homes in Bristol and Bracknell are on schedule to open this summer with a The Hawthorns due to open in Northampton early 2018.



# Home of the Quarter

**Rivermere Care Home is situated in the charming Kent market town of Sevenoaks and was taken over by Avery in December 2016. The modern, purpose built care home with 82 beds had been rated as 'Overall Inadequate' under a previous operator; with a number of breaches of regulation the incumbent management company subsequently elected to deregister for nursing care prior to Avery taking over.**

Less than four months later, and under the leadership of Lisa Soper and her management team, Rivermere was once again inspected by the CQC at an unannounced visit. All breaches of regulation were removed and the home rated Good in both Safe and Caring.

Rachael Adams commented: "Our staff training and development programmes were deployed immediately we took over Rivermere. No one wants to be part of a failing team – it's bad for morale it's bad for self-esteem and it's especially bad for the residents. We encouraged and

supported the team to bring out the best in everybody and we are extremely proud of the hard work and commitment shown by all."

*"We encouraged and supported the team to bring out the best in everybody and we are extremely proud of the hard work and commitment shown by all"*

Lisa Soper, who led the transformation said: "At Avery we operate a policy of openness, accessibility and transparency meaning we are able to quickly improve relationships with commissioners and regulators. We are a leading provider of high quality care homes and as such we work closely with all authorities to ensure that we raise standards and deliver exceptional care to all of our residents. The team at Rivermere has



worked incredibly hard to turn this home around – we will continue to support their work and congratulate them on their achievements."

The team is enjoying its success and has firmly set sights on attaining Good throughout to match the majority of homes in the Avery portfolio. Rivermere's doors are due to re-open at the beginning of May for Residential and Dementia Care.



## The Managing Director's Award

The Managing Director's Award is awarded to recognise service, by a member of staff, to our residents that goes above and beyond the normal call of duty. Recent awards were made to:



**Steve Arrowsmith**, Maintenance at Acacia Mews. Winner of the MD's Award February 2017. Steve received The Managing Director's Award in recognition of his consistent professionalism, commitment and dedication. Steve is described as showing care, courage and commitment. He is someone who always goes out of his way to understand processes and shares his learning with the staff. Steve was nominated by the home's Construction Manager and Home Manager, Teresa Torres.



**Samantha Litchmore**, Trainer at Clare Court. Winner of the MD's Award September 2016. Samantha was awarded in recognition of helping the home to achieve a 100% pass in a training audit (a company first) and for raising the training statistics across the home. Samantha has proved to be a real asset to Clare Court and indeed the Avery Group, with her consistent professionalism, excellent training skills and dedication.



# Training &

## *The Benefits of Apprenticeships & Training*

- *Apprenticeships bring a flexible approach to work base learning*
- *Apprenticeships are available to anyone from 16 years of age*
- *Advanced apprenticeships support leadership skills which are essential to deliver a high quality service*
- *Training drives up skills, knowledge and performance of individuals and improves care delivery to our residents*
- *All help with staff motivation, retention & development*
- *Employees feel valued when an employer invests in them.*



# Achievements

Shelley Parker-Wain | National Training and Development Manager

With over 4,000 staff and nearly 50 care homes, Avery Healthcare has a progressive strategy to attracting and retaining the best employees, looking beyond just formal skills when it comes to recruitment.

Shelley Parker-Wain, National Training and Development Manager for Avery sheds some light on the company's staff training and development strategy by sharing her views with Welcome Home.

"In order to attract and retain the best quality staff we are committed to an open policy where interpersonal or people skills and positive non-verbal communication skills are as important as formal qualifications. We aim to recruit exceptional people and that can mean someone who has no experience or NVQ can still be considered, because we recognise qualities inherent in their personality; we look to recruit people who are sincerely interested in helping others. Our Apprenticeship Scheme, alongside our Training & Development Programmes, will facilitate the qualifications, but an Avery person must display a genuine interest and compassion for older people. There's a certain quality we seek in people, we call, 'The Avery Way'".

Avery has seen over 700 staff enrol on different apprenticeship programmes linked with their chosen career. The company's market-leading Youth Apprenticeship Scheme launched in 2013 has seen more than 100 people aged between 16 and 18 successfully trained, with a retention rate of 75%. The scheme enables each apprentice to receive a structured programme of learning either through a care or



hospitality pathway and by working through various departments within the business. It was designed to meet individual needs, give confidence and build positive attitudes to the opportunities available to learn and enhance skills in the care sector today.

Shelley Parker-Wain who initiated, structured and continues to manage the Avery Youth Apprenticeship Scheme with partners Qube Learning, said: "I find many young people unable to decide the direction their career should take. Our unique scheme allows them to experience a wide range of roles across various departments within a home. We want to ensure the success of every individual through providing a skills development pathway with on the job learning. We look at the person not the job and that applies to all of our people; there are no stereotypes or barriers at Avery for people willing to learn."

Just two years after establishing its Apprenticeship Scheme, Avery launched its Advanced Senior Carers Programme in 2015; designed to deliver highly trained lead carers that provide enhanced support to nurses to enable them to focus on increasingly

complex care needs. The programme is delivered through face-to-face training, mentoring, competency assessment and distance learning.

"It is a detailed five month programme that helps to bridge the accepted skills gap in the care sector and has created a new opportunity for senior care staff to develop their skills and improve the quality of care for residents." said Shelley. "Avery senior carers say it has enhanced their practice, made them want to learn more and has significantly boosted their confidence in caring for residents and mentoring other care staff. They have also found it enjoyable."

Shelley believes this initiative is once again upskilling Avery's people and raising the standard of care and skills. Avery is an award-winning company renowned for its investment in its people through its diverse staff training programmes, from an acclaimed Apprenticeship Scheme and its Advanced Senior Carers Programme, through to nurse revalidation, clinical practice and leadership and management career pathways. It enables its staff to develop to their full potential.

# Aspire

ASPIRE is the name for the new Avery Healthcare blended learning approach recently launched across the group. This will provide all staff members with the opportunity to improve their skills, gain more qualifications and support progress with career pathways. It will also ensure that our residents receive great care from skilled and knowledgeable staff with the right competencies.



Following a very successful pilot at the end of 2016 we are on the final Phase 4 of roll out of the learning platform to the remaining homes which will go live on Aspire on May 2<sup>nd</sup>.

Shortly after this launch we will be adding ten more bespoke modules which will complement the Care Certificate that our care staff have to complete on their Induction. Once these final modules are in place it will enable our Home Trainers to have

greater flexibility to deliver more varied face to face training programmes and to concentrate on mentoring and working alongside new staff to support their competencies. The Aspire platform is supported by our learning partner The Virtual College who have worked with us on developing the bespoke training packages to ensure that the Avery values and ethos are embedded throughout the training programmes and match the different learning styles of our staff.

## Avery Raises Record Funds For Charity



Since the start of 2017, staff and residents across all Avery care homes have worked incredibly hard to support two very worthy charities.

We supported Dignity Action Day (#DAD2017) in February, which managed to raise over £1,200. The day promoted a positive experience of care, bringing the public together to uphold people's rights to dignity and provide a truly memorable day for those who use care services. As part of Avery's Dignity Action Day, there were afternoon teas, musical entertainment and several homes created Dignity Trees where residents placed messages they had written on a special tree, highlighting what dignity meant to them.

Jan Burns MBE, Chair of the National Dignity Council was delighted, commenting: "This fundraising cheque is the largest single donation we have ever received and will help us to continue our campaign to promote dignity as a human right, accessible by all."

In March, our homes proudly supported the Dementia UK charity, raising a total



of £3,207. The homes organised 'Time for a Cuppa 2017' events which featured activities from cake competitions and sales, to raffles and tombolas with plenty of fun games.

Darwin Court Care Home in Lichfield even had celebrity crooner Tony Christie visit to give a special performance of his hit song Amarillo.

Sarah Chambers of Dementia UK was delighted with the donation. "A huge thank you to all residents and staff who took part



and helped raise this incredible amount. Your support will help us provide more Admiral Nurses to families who need their specialist dementia support".

The next big fundraising event will be on 20<sup>th</sup> May, where Avery homes will be supporting the Alzheimer's Society. Our homes will post up plenty of pictures of their charity support days on their Facebook pages, and they are well worth a look.

# A Revved up Reunion

Robert, known as Bob to his friends, lives at Scholars Mews Care Home in Stratford-upon-Avon. Following a surprising coincidence, Robert's exciting career has led to an unexpected reunion. During his career, Robert made quite a name for himself working for the Vandervell team on the famous Vanwall F1 racing car, which became the first British company to win the F1 constructors Championship in 1958. He also worked with one of the greatest British racing drivers; Sir Stirling Moss. Gail, our hardworking Recreation and Leisure Co-ordinator at Scholars Mews, often spends time watching videos of famous car races with Robert, who lives with dementia.

Whilst talking to another visitor, Gail mentioned some of Robert's interesting past. As luck would have it, the visitor's husband, Tim, had also worked with Sir Stirling Moss and the story continued to unfurl. It turned out that Robert had been Tim's first boss and the two hadn't seen each other for many years. The home soon arranged for Tim to visit Robert and to have their first reunion in over thirty years.

Through this chance encounter, Tim helped to fill in some more details about Robert's fascinating past. Robert had been involved in testing two of the most globally iconic racing engines of the time; the Cosworth DFV F1 and the Porsche 917 Le Mans engines. He also led the project to build GKN 47D; a unique one-off high performance road car based on the Lotus Europa sports car, which remains an classic car of its time.



Gail said "It was lovely to see Tim and Robert spending quality time together, reminiscing about the good old days of motor racing, looking at old photos and racing car books". The two now have regular visits together as they reignite their friendship.

You can read more about Robert's story on the Avery Healthcare website.

*Pictured: Robert (far right), explaining to Sir Stirling Moss (second on left) why the engine wasn't working*

## Crispin Court Fundraises for Red Nose Day



**After a ten hour bikeathon, a cake sale and a sponsored leg wax, Crispin Court Care Home in**

**Stafford raised an astounding £500 for Comic Relief at their energetic Red Nose Day event.**

In a bid to keep their fitness bikes' wheels spinning for a full ten hours, staff, family and friends joined in with Crispin Court's bikeathon as the donations

mounted. The home even got the public involved when Rev. Elaine of St. Bertelin's and local councillors, Bryan Cross and Jonathan Price, all joined in with the pedal pushing.

Alongside the bike ride, Crispin Court's cake-sale was a huge success, where residents participated in a themed bake-off. Plus, three brave male staff faced the pain in a sponsored leg wax and the afternoon was blessed with lovely weather, Crispin Court hosted an afternoon tea with entertainer Becky singing a range of

songs from musicals and the 50's.

Lorraine Ford, Crispin Court's Home Manager, commented: "We are delighted to support such a worthwhile cause. Our residents really enjoyed getting into the spirit of the fun and activities. A special 'thank you' to everyone who donated and took part in this event and to our local gym, Elite 2000 Fitness Centre, for kindly lending Crispin Court the bike."



# View of an Apprentice

**Elizabeth Whitehouse, Seniorcare Assistant at Newcross Care Home in Wolverhampton is celebrating her recent win of 'Outstanding Achiever' Award at the glittering Qube Learning's 2017 'Inspirational Learning' Awards, held at the iconic Waldorf Hotel in Central London in March.**

Elizabeth who was nominated by her manager Kerrie Bryceland won one of four awards scooped by Avery at the Awards Ceremony.

Her story begins nearly five years ago when she enrolled on the Avery Healthcare Apprenticeship Scheme, run in partnership with training partner Qube Learning, she was just 18 years old and joined as a Health and Social Care Apprentice. Having grown up in a large family where caring and nurturing was a priority, Elizabeth recognised it was perhaps a career path she would like to pursue.

"I liked the idea of a more practical programme which would enable me to gain life experiences and knowledge whilst being supported throughout the Apprenticeship Programme. I was attracted to the Avery Apprenticeship Scheme as it offered me the opportunity to work through the various departments within the home. I started off in Recreation & Leisure which I really enjoyed".

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*"I liked the idea of a more practical programme which would enable me to gain life experiences and knowledge whilst being supported throughout the Apprenticeship Programme".*

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The Training and Development Programme at Avery has allowed Elizabeth to progress onto her level 2 and successfully achieve her qualification. Elizabeth was then promoted to a role supporting the senior staff and became a 'step-up senior' which gave her the opportunity to progress onto her level 3 diploma in Health and Social Care which she achieved and became a Senior Care Assistant.

"The 24 month Apprenticeship Scheme allowed me to work through Well-being & Activities, Kitchen, Reception/



Administration, Housekeeping and Care. I then went on to become a Healthcare Assistant here at Newcross Care Home. My aim is to become a Care Home Manager or a Nurse and I know that Avery will support me in achieving this".

Newcross Deputy Manager, Kerrie Bryceland, commented: "Elizabeth has faced some personal challenges whilst on the Apprenticeship Scheme, losing her mum whilst she was on the programme. It was an extremely difficult time for her and she questioned her ability to do her job and support her family. Whilst grieving for the loss of her mother this amazing young woman with her passion, determination, vigour and the support of everyone around her, continued to work through her apprenticeship, she carried out her responsibilities in caring for others with professionalism and dignity. She is an inspiration to us all".

"The apprenticeship route was definitely the right one for me" said Elizabeth. "I never dreamed I'd be a Senior Care Assistant when I embarked on the Scheme, yet here I am today!"

"Working here has changed my life and I feel privileged to have been given this opportunity. I feel I complete my work to high standards and always give my very best. I am about to start my Leadership and Management qualification and I am confident I will continue to progress within Avery and fulfil my career dreams".

# Our Care Home Portfolio From The Air – Just Don't Look Down!



We are all used to seeing our care homes up close but have you ever wondered what they are like from above? Drone based photography certainly presents them in a new light, especially when the home has its very own rooftop garden, bowling green or enjoys an adjoining lake, woodland or open, expansive common land.

One of our favourite homes to see from the sky is Silvermere Care Home, which overlooks Silvermere Lake. Residents often pop over for a round of golf and a drink at the 19th, which overlooks the lake.

At The Hawthorns Aldridge, you can see a long bowling green, giant chess set and plenty of tables and chairs. The glass panels provide protection but don't spoil the view and it is certainly popular in the warmer months. The same can be said for Avalon Court's popular rooftop



garden, which has splendid views of Tile Hill Woods under a wide expanse of sky.

Grove Park in Headingley is one for the rugby fans, with its grandstand view of the local rugby pitch. The home also has a beautiful sun terrace and, although it's not pictured, Grove Park has also got the best topiary you will ever see in a care home, which has been lovingly crafted by the home's residents.

Merlin Court Care Home adjoins the historic Marlborough Common where



Marlborough College play rugby, but it is still only a few minutes' walk from the town centre.

We're sure you'll agree, seeing the care homes in their broader context with adjacent natural features shows that there is far more to our care homes than just bricks and mortar.



## Is this the way to Darwin Court?

**Darwin Court Care Home in Lichfield was proud to welcome special celebrity guest Tony Christie as part of their 'Time for a Cuppa' event in aid of Dementia UK. Not only did the local legend sing for Darwin Court residents, but he also starred in Darwin Court's very own music video 'Is this the way to Darwin Court?'**

After the huge success of Clare Court's vintage Mannequin Challenge video, the team at Darwin Court came together to discuss a creative and uplifting way to acknowledge Dementia UK week. The team knew they wanted to show residents and staff having fun together, so they decided to re-create the music video to Tony Christie's 'Amarillo'. The home even wrote their own lyrics for the video, which was sung by Senior Carer, Archie Hyndman, to represent Darwin Court and all it has to offer.

Staff and residents were so excited that they reached out to local star Tony Christie to see if he would visit the Avery

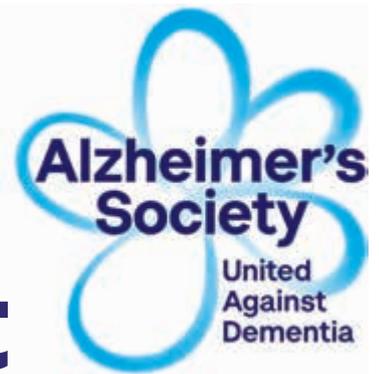
home and support Dementia UK. Tony Christie kindly attended and sang to the residents as well as signed autographs for them: he even participated in the Darwin Court video itself!

Emma Miles, Darwin Court's Home Manager, commented: "We were delighted to be able to have such fun with our residents! We recorded all our clips during the week to support Dementia UK and it is great to see what you can achieve when you come together as a team. A special 'thank you' goes to Tony Christie for supporting Darwin Court and Dementia UK, he was fabulous."

To see Tony Christie singing to the residents of Darwin Court and to watch Darwin Court's creative video, please visit: [www.facebook.com/DarwinCourt](http://www.facebook.com/DarwinCourt)



# Are Your Plans in Place for the Next Group Event



**The next event that all homes will support is on Saturday 20<sup>th</sup> May from 2pm, within Dementia Awareness Week, in aid of the Alzheimer's Society. This is the one day chosen for Avery group activity by Sharon Winfield.**

Jo Crossland, Head of Dementia for Avery, encourages engaging with residents living in the memory care suites in all aspects of the event wherever possible, by involving them and making them part of organising the event, or for those residents who may not be able to fully engage to that degree, by facilitating reminiscence groups around the sorts of things the residents used to enjoy.

All homes will be raising funds for the Alzheimer's Society charity, from raffles, tombola's, cake bake sales or other means.

## Request a Fundraising Pack

Get a head start and request your Dementia Awareness Week 2017 Fundraising Pack now.

Visit [www.alzheimers.org.uk/forms/form/266/en/dementia\\_awareness\\_week\\_2017](http://www.alzheimers.org.uk/forms/form/266/en/dementia_awareness_week_2017)

You are invited to

# Forget Me Not

**Saturday 20<sup>th</sup> May  
From 2.00pm across all  
Avery Care Homes**

An afternoon of activities, entertainment and refreshments in support of Dementia Awareness Week.

We will be handing out Forget Me Not seeds - grow your own memory of the day!

Tea on the Terrace, with traditional varieties and herbal infusions and more innovative hydration drinks.

In aid of







# A Sense of Well-being

Well-being is a word that is gaining in popularity and is used widely in advertising and the media. However it is often unclear as to what it really means and how it can be successfully applied in practice in health and social care to the benefit of residents.

With this in mind, we have spent eighteen months developing, and have recently successfully launched, our own innovative Well-being Model and associated programme for Avery. Defining well-being as 'an overall feeling of happiness and satisfaction with life', the Avery Well-being Model is designed to enhance residents' quality of life by making it more enjoyable and fulfilling. It recognises that well-being is unique for each individual and their different interests, skills, abilities, needs and ambitions built through their life history and their choices about how they wish to live.

The model has been built on a strong research evidence base which recognises that well-being isn't defined purely by the maintenance of physical health, but that overall well-being actually involves securing both psychological balance and social connectedness, or a balance of body, mind and soul. Evidence also suggests that achieving well-being involves positive engagement in a balanced range of activities that meet an individual's personal needs, i.e. they are meaningful.

The 15 Factors identified by Avery that contribute to achieving an overall sense of well-being are detailed in the model: these can be used to guide the selection of activities that support residents with opportunities and experiences that offer individual meaning and purpose to each day. These activities should not only include a person's daily preferences and routines, but also opportunities to take part in interesting and new experiences, hobbies and events. This links with the Avery InterACTION manual and training programme specifically for Well-being and Activity Coordinators which outlines how best to design and deliver an effective programme with residents.

The Avery Well-being model also highlights the importance that the environment plays in influencing and supporting the 15 Well-being factors. This includes the internal surroundings such

as the home, the gardens and the staff team, and the external community such as shops, parks and other people who provide these services. We all recognise that homely, well designed, and comfortable environments can make us feel better, and there is

increasing evidence about the importance of connecting with nature to our health. At Avery we have an ongoing refurbishment programme to ensure that our environments are maintained to a high standard and we place a large focus on gardens and outdoor areas for activities, relaxation and recuperation.

All our staff teams play a vital role in providing social support to encourage residents to participate in their chosen activities. Well-being is much more than the role of the Well-being & Activities Coordinator; it may involve the maintenance person helping a resident put together a bird box, or the housekeeper guiding a lady living with dementia as she assists her to dust her room and maintain her life skills.

The Avery Well-being Measures, for residents with more physical needs and for those living with dementia, have been designed to provide a measure of a resident's overall well-being at a particular time. They are helping to identify areas of care and support that are helping to achieve positive outcomes and those that require more development. This aids the formation of an individual's Well-being Plan that further supports positive resident well-being – the ultimate goal of all care and support in our services. It advances person-centred care and helps all the staff to support residents to live life to the full. Engagement in activities that promote an active lifestyle, mental stimulation and social engagement not only increases levels of independence for residents but also the opportunity to live enjoyable and rewarding lives.

