

# Welcome Home

Autumn 2017



Silverman

**Autumn Issue  
of Welcome Home**

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

**'Oh, We Do Like to Be  
Beside the Seaside'**

Avery Raises an amazing  
£5,250 for The Care  
Workers Charity!

**5-star Food Safety!**

Avery score a sector first  
by attaining a 5-star rating  
from the EHO for food safety  
standards in all locations.

**Puzzle Pull-out**

A 4 page, pull and keep  
mini-magazine with Word  
Search, Crossword, Sudoku  
and Spot the Difference

# Welcome



Welcome to the Autumn 2017 edition of Welcome Home, Avery Healthcare's in-house magazine for our residents, staff, their families and friends and for everyone involved with our super care homes nationwide.

As we prepare for the cooler days and colours of autumn, we reflect on the great summer here at Avery, with a fantastic Avery In Bloom competition for all of our residents, beach garden parties, summer fêtes, plus trips out in our minibuses to places of interest. As ever, you can keep up to date with all of our activities on the Facebook pages for all of our homes.

We've also had some fantastic charity days at all of our homes, where together we have raised thousands for good causes such as the Care Worker's Charity, Help for Heroes, Age UK, and the Alzheimer's Society. It never ceases to amaze us just how much effort our staff, residents, families, friends and local communities put in to raising funds for those charities that Avery supports, so we thank you one and all!

Avery have also gained a first in the care sector for a larger group, with independent recognition for the food standards in all of its kitchens; more on this and all the stories above are within this issue.

Welcome back to the care sector's leading magazine.  
Your magazine – Welcome Home!

Best regards,  
Mark.

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

Front Cover Image:  
Mel Swain – Concierge at Silvermere Care Home, Cobham.

## 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**  
**welcomehome@averyhealthcare.co.uk**

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



**It's great that you can join us once again for the autumn issue of Welcome Home!**

We constantly seek to move forward in all areas of our operations, and as a progressive company seeking to deliver the best in up-to-date care, we always have an eye on the future and how the latest developments

can help us to improve our care and services further.

One element that we believe will continue to become more fundamental in the care sector is that of technology, and whilst many solutions have been brought to the market already we have decided to let some of the technologies mature, to avoid the challenges of experimentation that have caused others to experience difficulties.

Confident that we are now able to implement stable and robust systems that will add real value to how we deliver the best in care, Avery is embarking on a programme over the next

12-18 months to deploy EMAR (medicines records) and to pilot electronic care planning. It certainly will be an exciting step forward, and one that Avery will not rush but will get right.

Since we last published, we are excited to have opened two new fabulous care homes in Bracknell and Bristol, both of which have opened to a stream of enquiries and created quite a buzz in their local communities; you can find more about these two new lovely homes on-line.

Finally, I'm pleased to have been able to award two MD's awards in recent weeks, for members of staff that have been nominated by their peers for their achievements and for going the extra mile. To be recognised by colleagues is one of the best accolades you can receive, and you can find more later in this issue about Scott's and Davesh's achievements.

Going the extra mile is what defines Avery and all of its staff, so well done to one and all who do so to deliver the best in care.

Yours, John

**John Strowbridge, MD**



Lois Aspinall | Sr. Marketing Exec.

## The Managing Director's Award

**Two superstars shone brightly this Summer, being recognised with the coveted Managing Director's Award, given to recognise the service by members of staff to our residents that goes above and beyond the normal call of duty.**



**Davesh Kumar**

Davesh joined Avery in July 2015 as Head of Hotel Services, with a strong background in hotel management in premier hotels. He has

been responsible for developing the Avery 'Hotel with Care' concept, working closely with Home Managers and the housekeeping and culinary teams to further develop our premium service for our residents and the customer experience. Davesh is also driving our pilot projects with The CAP Awards and Hospitality Assured, with the objective to raise sector standards even further.

Davesh was nominated by housekeeping teams who expressed how fortunate they have been to gain knowledge from him and how his respect and strong commitment to his role inspire others.



**Scott Bland**

Scott Bland started at Highcliffe Care Home as a Team Leader in June 2015 and progressed through the ranks to the role of Deputy Manager, delivering strong

leadership qualities, strength of character and commitment to his residents and colleagues. When Home Manager Lesley Carr had to take unexpected leave, Scott managed Highcliffe for three months with confidence and professionalism, demonstrating excellent management skills whilst continuing with his own training role. He not only took on additional administrative duties, supported staff, handled new admission enquiries and built positive relationships with the regional teams, he also dealt with any urgent situations with mature initiative.

**Managing Director John Strowbridge gave out the certificates and congratulated both Davesh and Scott on their successes, thanking them for their commitment in their respective roles.**



# Care & Quality

**Nurse and care team member roles in health and social care are changing. At Avery Healthcare, we have been involved in some of these national discussions and have been planning ahead, so we can continue to provide the highest quality of care and attract and retain the best staff. Many external factors are driving these changes:**

- complex care that would have been carried out in hospitals has now moved out into the community and care homes
- health and social care need to be more integrated to meet peoples' needs
- technology is playing an increasing role
- funding is restricted and there is a need for greater efficiency
- expectations of care and service continue to increase
- people want to be much more involved in making personal choices and directing their own care plans
- there is a global and national shortage of registered nurses (the current estimated shortfall in the UK is around 42,000)
- many experienced care staff have demonstrated that they are able to extend their skills and are looking for new career pathways which support this.
- a UK pilot has just commenced for the new 2-year Nurse Associate role, which will be recorded on the Nursing and Midwifery register from 2019
- as people remain healthier and able for longer, there is a growing group who wish to undertake voluntary work, some of it in care homes

At Avery, we are already meeting these challenges with a highly successful **Advanced Senior Carer Programme**, which is undergoing independent accreditation; we are also working on a new **Avery Healthcare Nurse Strategy**. There is clear evidence that nurses make a difference to quality of care, but their role is also changing, as they are increasingly leading and directing teams with a wider variety of skills and carrying out more advanced roles. We are using technology such as **EMAR** to support safer medicines administration and using this along with more competency based training to support carers to extend their roles further. We already have over 86 volunteers working in our services through our partnership with **Attend** (a national charity that supports and expands the roles volunteers play in creating healthy communities) and we receive very positive feedback from residents about their additional contribution to their quality of life.

We will continue to support staff extending their skills and roles within Avery, some with new titles, uniforms and increased salaries. We believe that this is an exciting time with many opportunities for our experienced team members to develop their careers further while continuing to provide high quality care for our residents and their families. Watch this space!

Sandra Stark | Director of Care & Quality



# Have Fun with Facebook



**At Avery we love to share stories about staff and residents (with signed media permission forms) on our Facebook pages to show how much fun we get up to. We believe social media is a great way to stay connected with friends, family and local communities. In fact, our homes have some incredible stories about reuniting residents with past friends using the power of the internet!**

A very special post about Frank and Caroline's 70th wedding anniversary certainly caught everyone's attention. The beautiful photographs, taken at Seagrave House Care Home in Corby, reached over 15,000 people on Facebook, and

by lucky chance were also seen by past neighbours, former work colleagues and shopping friends of Frank and Caroline! Those commenting shared some great stories about the happy couple, who were also featured in their local newspaper following their social media success.

Clare Court Care Home in Birmingham also reunited old acquaintances recently. Resident Maggie became an online sensation when the home published a video of her boogie-ing to Elvis. The video received nearly 4,000 views and plenty of comments, including well-wishers from Maggie's past who recognised her. She was overwhelmed with the response from old friends and felt like a celebrity.

Our homes are really developing their own online communities, and it's great to see so many people taking our top tips on board, with lots of lovely photos being regularly posted.

**Our top tip this issue will help you build your online community. Take five minutes each week to 'Like' and reply to positive comments on your care home's Facebook page. It will make family and friends feel appreciated, and it may inspire them to leave more comments, meaning more of our residents can get in touch with people from their past.**



# Well-being through the Ages

**You may have seen the recent Channel 4 television programme called 'Old People's Home for 4 Year Olds', about the transformative power that children's company has for older people. At Avery Healthcare, we have always invited local school children to join us for activities such as to sing or perform an end of term play, and have seen the benefits for everyone involved.**

In March 2017, we began a pilot programme in partnership with Oomph! Wellness, an award-winning social enterprise dedicated to enhancing the mental, physical and emotional Well-being of older adults. The aim of the project was to identify the key elements that lead to successful intergenerational activities and how we could increase the number of people in the community who see a care home as somewhere that contributes to the community (and not just the other way around). We also sought to further improve resident self-esteem by supporting them to become more active members of the local community, demonstrating the unique value and contribution that they make.

Taking place within Alder House, Nottingham, the three-month project was led by Claire Harne, Regional Well-being & Activity Coordinator, with support from Ellie Parker, Team Leader. Two of the key initiatives involved setting up a **Mums and Tots group** within the home and also inviting residents to share their individual **Words of Wisdom** both within the home and in the wider community.

## **Mums and Tots Group**

This weekly group was introduced and residents now enjoy singing along with the toddlers and their parents, providing a chance for much closer one-to-one engagement between the generations. The children bring a real energy and buzz with them as well as fun and laughter. Many residents who have been relatively passive become actively engaged and reconnected with daily living skills such as parenting. The

events were rated very highly by parents and residents and the first event was viewed by over 26,000 people on Facebook.

## **Positive benefits were reported by:**

92% of parents | 92% of children | 100% of residents

## **Words of Wisdom**

Residents have considerable life experience and wisdom to share with the younger generations and just collecting these words resulted in more quality time being spent between residents and staff. The staff also found them to be a good way to encourage conversations, to get to know residents better and learn from each other, realising just how much they have to share. 73% of residents contributed at least one wisdom, with a total of 110 wisdoms received including some from visitors, staff and their families. There was real enthusiasm with the activity supporting greater mutual understanding and respect. Words of Wisdom were shared on Facebook as #AveryWOW.

- *"It's funny, day by day nothing changes, but looking back everything changed."* Resident FM
- *"Don't take life for granted."* Resident G
- *"Be patient and wait and if you are patient it will come if it is right for you."* Resident AH

Alder House already has many community connections and these initiatives have given a new energy to this. "Both activities have generated a mindset shift among residents, our friends in the community and staff", according to Claire Harne. 83% of staff also felt that the initiatives have increased their job satisfaction. New friendships and links have been formed, with residents feeling more valued by the wider community and with their unique contributions recognised. These links continue to develop and, given the positive results, we will be extending the Alder House experience throughout the Avery Group.

Julie Drew | Head of Well-being & Activity & Claire Harne | Regional Well-being & Activity Coordinator

Julie Spencer | Head of Care &amp; Jo Crossland | Head of Dementia Care

# The Value of Pets

The UK is a nation of pet lovers with around 11 million (40%) of households in the UK having some kind of pet (PFMA, 2016). They bring significant value to people's physical, psychological and social well-being and this includes those living in a care home or in a retirement living community. Benefits include a calming effect, lowering blood pressure, providing comfort, decreasing anxiety, improving sleep patterns and increasing social engagement.

Animals bring unconditional love and friendship and their playfulness often bring a smile; caring for a pet can give a person a great sense of purpose, with older owners more likely to exercise by walking or playing with their pet.

## Pets assisting Dementia

Contact and interactions with animals can enable residents with dementia to connect and engage in a way that doesn't rely on the ability to communicate verbally. For many people with dementia, a pet may have been a constant and ceaseless source of companionship and love in a world that has become increasingly unclear. Moving into a care home can be additionally stressful for a person with dementia and a pet can provide comfort and friendship as an individual adapts to their new home.

## Pets at Avery

When someone is making the decision to move into a caring environment this becomes more difficult if they have a pet. Research by the **Blue Cross** charity found that around two thirds of older people that they surveyed said they would be devastated to give up their pet to move into a care home.

At Avery Healthcare, we strive to be 'Pet Friendly' with many services having their own animals such as goldfish, birds, cats or dogs.



We encourage nature through our Well-being Programme with bird feeders, bird boxes, wildlife areas to encourage hedgehogs and butterfly and bee friendly plants. We support new residents with pets moving in although there are some limitations (sorry no large dogs!). We have to consider aspects such as size, the person's ability to look after them, the wellness of the pet and if it is well-behaved.

We also work closely with the **Pets as Therapy (PAT)** scheme who bring dogs and other animals into the care homes to visit and spend time with residents on a regular basis. We encourage pets to help support quality of life and welcome your best Avery photographs which we may publish in future editions of the newsletter.

Julie Drew | Head of Well-being & Activity

# Avery In Bloom

**We had a fantastic response to the Avery in Bloom competition this year with the entries clearly demonstrating the immense gardening talent and artistic flair and ability of residents in all our homes and retirement living communities.**

The competition was in-keeping with the Avery 2017 outdoor theme, promoting the health and well-being benefits of outdoor living and activities. There were two award categories:

**Best First Impression** involved designing a creative floral display around the main entrance to the building.

**The Fancy Flower Pot** category invited entrants to decorate a terracotta flowerpot containing a plant that could be used as a table decoration or outside in the garden.

Judging was never going to be an easy task and the winners were selected based on their combined originality, creativity, visual appeal and evidence of resident participation.

In the **Best First Impression** category, First Prize (winning £100 of Garden Vouchers) went to Grove Park Care Home in Leeds where residents and staff created a 'Flower Bed' complete with a 'pillow' featuring the Avery logo. Second prize (of £50 Garden Vouchers) went to Cliftonville Care Home in Northampton where the focus was on the Boot and Shoe heritage of the town. Third prize (of a Giant Chess set) was awarded to Silvermere Care Home in Cobham for their eye-catching floral bower constructed by residents and staff.

In the **Fancy Flower Pot** category, First Prize (of £100 of Garden Vouchers) went to Pemberley House Care Home in Basingstoke who created a couple of fun flowerpot characters with a Hawaiian theme for their Beach Party. Second prize (of £50 of Garden Vouchers) went to Sunderland's Highcliffe Care Home whose bright and cheerful sunflower pot featured a painted beehive and owl design. Third prize (of Giant Garden Draughts) went to the residents and staff of Rowan Court Care Home in Newcastle under Lyme who enjoyed creating a colourful flowerpot character for all to enjoy.

Additionally a **Highly Commended** award went to a resident at the Hawthorns Independent Living Community in Braintree for a whimsical Fairy Garden in which each ornament was



lovingly handcrafted – a wonderful talking point with the resident's and their grandchildren.

Avery would like to thank Hayeswood Landscapes, Master Gardens and SGS Ltd. for supporting this event with prize donations.

The competition was a great opportunity to bring residents, relatives and staff together, to connect with nature and work as a team on a shared project. Congratulations go not only to the winners, but to all those who participated in this competition. We hope you all enjoyed taking part and that this event inspires you all to continue to make being outdoors an important part of everyday living.



Darwin Court



Highcliffe



2<sup>nd</sup> Prize Highcliffe -  
Fancy Flower Pot



3<sup>rd</sup> Prize Rowan Court -  
Fancy Flower Pot



Priory Court



2<sup>nd</sup> Prize Cliftonville -  
Best First Impression



Grove Park



2<sup>nd</sup> Prize Cliftonville -  
Best First Impression



Clayton Manor



Darwin Court



2<sup>nd</sup> Prize Cliftonville -  
Best First Impression



3<sup>rd</sup> Prize Silvermere - Best First  
Impression (Garden Game)



**Food  
Standards  
Agency**  
food.gov.uk/ratings

This scheme is operated  
in partnership with your  
local authority

# FOOD HYGIENE RATING



**VERY GOOD**

# Avery 5-star Kitchens

**In June, we were very proud to announce that all of our 50 care homes and 4 retirement living communities had achieved a sector first for a larger care provider, by attaining a 5-star rating from the Environmental Health Officers (EHOs) for food safety standards in ALL of our locations.**



EHOs are responsible for carrying out measures for protecting public health, including administering and enforcing legislation related to environmental health and providing support to minimise health and safety hazards. They inspect all food producing facilities unannounced and provide a star rating, with a five-star award being the highest level achievable.

It is of paramount importance that we have a consistently high level of food hygiene and food safety; Avery has invested greatly in recent years with high quality commercial kitchens, along with the recruitment and ongoing training and development of highly skilled Head Chefs and culinary teams.

For all of our services to achieve the highest five-star award is a real credit to all the teams who have worked tirelessly to embed the Avery Food Safety Management System, and maintain those high standards. Huge congratulations and thank you to all involved.



Simon Lawrence | Group Culinary Manager



# Culinary Workshops

**The Avery Healthcare Culinary workshops that we run across the country are now in their second year and continue to go from strength to strength.**

Last year saw the introduction of the Hotel Services Concept Brief and the Avery Culinary Concept, with the workshops being a fabulous way of bringing this to life. These briefs detail the standards, level and style of service that we are working towards in all of our services. The workshops are a great source of interactive learning and team building, whilst supporting the development of new craft skills, increasing confidence and introducing new team members to the company. They are also a good way to receive feedback from our Head Chefs, enabling us to continually support their departments in the best way possible.

Avery have built a strong relationship with Unilever who have hosted several of our workshops at their fabulous purpose-built Unilever Development Kitchen in Leatherhead, Surrey. The latest workshop was attended by our Managing Director John Strowbridge and a film crew, so no pressure for the Head Chefs that attended that workshop!

It was a great opportunity for the Chefs to meet their Managing Director and spend time showcasing their culinary skills whilst discussing their everyday challenges within their peer group. A variety of topics were covered from calorie boosting, catering to support wound and pressure ulcer healing, quick easy finger food and alfresco dining nibbles. We also looked



at developing thirst quenching flavoured waters as a key part of our approach to ensuring good hydration.

The workshops involve interactive discussions, live demonstrations, food tastings, product testing, plus practical sessions, where Chefs have to quickly adapt, work in groups, think on their feet and produce dishes in a set amount of time – just like MasterChef with a twist!

The workshops have been a huge success with a variety of innovative dishes and hydration drinks produced by a group of very talented individuals. We will be sharing these recipes with all our teams going forward.

John Strowbridge commented “At Avery Healthcare, we want to offer a better service than just cooks in care homes; we’re determined to offer properly qualified, talented chefs who provide hotel quality food”

Simon Lawrence added “I am very proud to lead such a talented group of individuals; we have several award-winning chefs and a vast amount of experienced, passionate culinary teams who deliver some stunning dishes that would not look out of place in any high-quality restaurant or hotel”

Simon Lawrence | Group Culinary Manager & Davesh Kumar | Head of Hotel Services

# Avery Angels!

**Avery Angels did it! Sharon Winfield, Avery's Director of Operations, led twenty-three 'Avery Angels' in the 2017 Thames Bridges 25km Trek, crossing sixteen bridges in London on the 9<sup>th</sup> September.**

In brilliant sunshine and dressed in Avery and Alzheimer's Society T-shirts, blue trilby hats and bright blue tutus, they met at the starting line in Bishops Park, Fulham where the warm up party began. The Angels were kitted out to pound the streets of London with their individual bib numbers and route maps before the countdown began. They headed east towards the City with Putney Bridge being the first to cross, and Tower Bridge being the last.

All the Angels that took part completed the course and a few more athletic members stepped out in front, with Tim Moore completing the challenge in only 3 hours and 35 minutes – a fantastic achievement coming 14<sup>th</sup> out of 2,487 competitors! In the spirit of great team work, those Angels who had completed the trek in good time waited patiently at the end, supporting and cheering their colleagues on as they crossed the finish line, where glasses of bubbly and medals were waiting for them. A fantastic day was had by all the team and at the last count Avery Angels had raised over £6,000 for The Alzheimer's Society - which will go to help funding the great work that they carry out.



Robert Prince | Recruitment & Engagement Manager

## « MOVERS 'N' SHAKERS »

As we continue to grow our portfolio of homes, Avery are always looking for new colleagues to join our teams who can support us to make positive changes, bringing creative ideas and innovations, building upon our prior successes, further enhancing the delivery of care to our residents. We are delighted to welcome our new colleagues and announce a few notable changes:

**Michael Redman** – Michael joined Avery on August 7<sup>th</sup> as Quality Manager and brings a wealth of sector experience.

**Lee Atkinson** – Lee joined Avery on August 14<sup>th</sup> as Clinical Training Officer joining our training team Lee will facilitate the delivery of extended training for our staff.

**Linda Simpson** – Linda joined Avery on August 14<sup>th</sup> as Home Manager for our Acer Court Care Home in Nottingham.

**Ann Wood** – Ann joined Avery on July 31<sup>st</sup> as Regional Administrator. With a great deal of sector experience, Ann will provide support to our homes and existing administration teams.

**Lance Bosmans** – Lance joined Avery on September 4<sup>th</sup> as Home Manager for our Derby Heights Care Home in Littleover.

**Alison Mulligan** – Alison joined Avery on September 11<sup>th</sup> as Home Manager for our Albion Court Care Home in Birmingham.

**Rachael Adams** – having been a Regional Support Manager for a number of years, Rachael has taken the opportunity to become Home Manager for Rivermere Care Home in Sevenoaks.

**Linda Donnellan-Beevers** – having been a Regional Support Manager for a number of years, Linda has taken the opportunity to become Home Manager of Amarna House Care Home in York, effective 1<sup>st</sup> September.

**Gemma Boot** – with Nina Khan soon to retire as Manager of our Hanford Court Care Home in Stoke we are pleased that Gemma Boot has gained a promotion, initially to Junior Manager, effective 1<sup>st</sup> August.

**Julie Le May** – previously a Business Development Manager at our Silvermere Care Home, Julie has gained a promotion to Home Manager at Kingsmere Care Home, Wimbledon.

**Karen Williams** – having been a Regional Support Manager for a number of years, Karen has taken the opportunity to become Home Manager of Aran Court in Birmingham

### Opportunities

If you would like to become part of Avery's growing team and have a passion for improving the quality of people's lives through experience, innovation and care, we would love to hear from you.

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

# George White spreads a little sunshine

**One amazing resident at Aran Court is really paving the way when it comes to getting involved with his home and resident community. George White is a popular and active gentleman who generously shares his talent and enthusiasm for the benefit of his fellow residents.**

George was born and grew up in Birmingham, the eldest son of hardworking parents. He enjoyed a range of experiences in the Army and developed particular passions for Boxing and keeping pigeons. It seems though that George's biggest talent is gardening, recognised by his winning no less than seven prestigious gardening



competitions, one of which was personally awarded by the local Major.

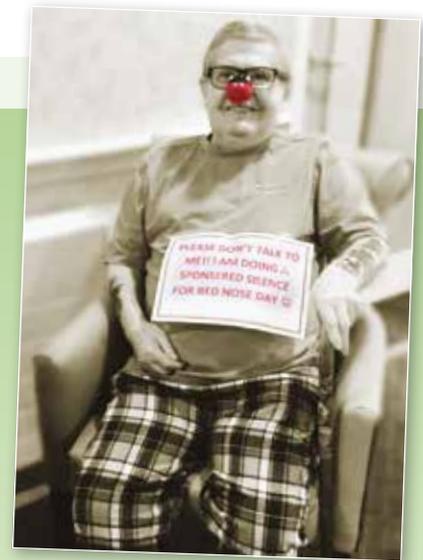
## **Encouraging Others**

Aran Court Well-being Activities Coordinator, Loraine Young, told us about George's outgoing personality and how he loves to tend to the gardens, encouraging other residents to join him outside in the fresh air to grow flowers and vegetables. Loraine said, "George is a very caring person, often found encouraging even the shyest residents to join in with planting and growing seeds in the garden." George also raised money for this year's Red Nose Day by holding a sponsored silence whilst sat in reception being regularly tempted to speak by visitors.

## **Always Planning Next Season**

George is always keeping active and when he's not attending Residents' Committee Meetings sharing his ideas, he is found preparing and planning the flower borders for the season ahead. He truly believes in the benefits of enjoying the beauty of plants and personally introduced hanging baskets outside the windows of residents who are not well enough to venture outside. Now they can look out of their windows and enjoy colourful displays every day.

Dancing and music is always popular



in Aran Court and when local singers and musicians visit, George will be found whisking fellow residents around the floor at every opportunity, helping to keep everyone active and having fun.

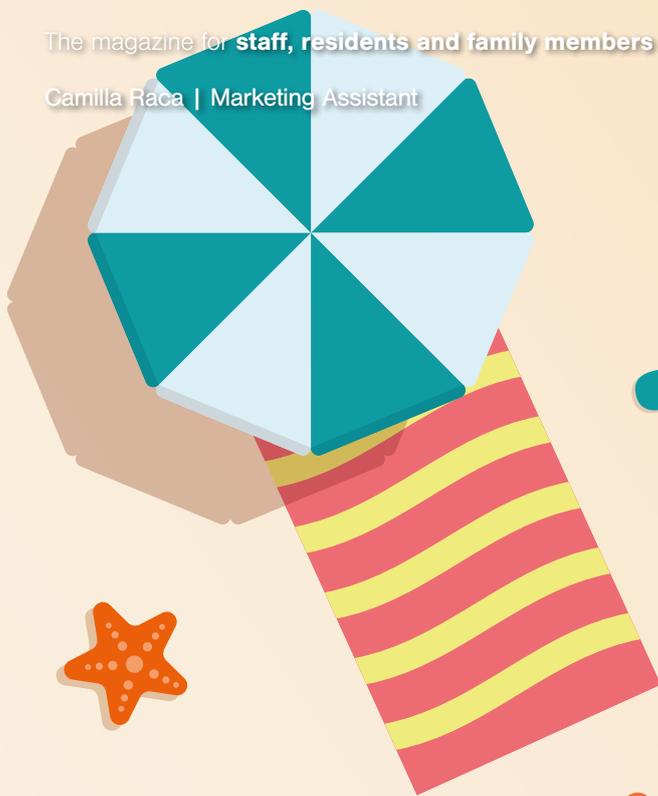
## **Helping With Recruitment**

Mike Wilson, Regional Manager, explained that George has also been an integral part of the recruitment process, helping out at an official Recruitment Day at the home, where he invited many candidates to visit him in his room and talked to them about his experiences. In fact, he was so helpful that George and two fellow residents, Ronald Markham and Brenda Martin, were subsequently invited to join an interview panel at the new Avery home in Bournville in Birmingham, helping to take part in face to face interviews for new carers and a Well-being Coordinator.

Robert Prince, Recruitment and Engagement Manager for Avery, explained that the process of involving residents when recruiting staff adds real value, as they can assess candidates from personal experience helping to create a highly successful team.

Loraine Young summed it all up. "George really is a 'cheeky-chappy' and brings a ray of fun and sunshine into our home - when he's out on a trip we really miss him".





# Oh, We Do Like to Be Beside the Seaside

Supporting



the  
care  
workers  
charity

**Throughout the year we have supported various charities across our Avery homes, from the larger organisations such as the Alzheimer's Society and Macmillan, to smaller local charities. On August 5th, our homes once again welcomed in family, friends and the local community to help raise money for The Care Workers Charity (CWC), raising an amazing £5,250!**

The Care Workers Charity is known as 'A Rainy-Day Fund For Everyday Heroes' and they support current, former and retired workers in a time of need. There are nearly 2 million care workers in the UK working hard to provide high levels of care to those in society who need that extra level of care in their later years. These everyday care heroes work exceptionally hard during their day or night shifts, need to be physically and mentally alert and give 100% to the residents they care for. As a result, it's all too easy for illness, or other unforeseen circumstances, to push them beyond their financial limits, so the Charity gives a little bit of care back.

## Down At The Beach

This August saw our first themed event roll out across the Avery Homes. With the orange CWC logo, Avery decided to focus the event as a summer beach party to bring a little bit of sunshine throughout the UK. Together with the CWC, we sent out fun activity packs to each home, consisting of seaside puzzles and quizzes, badges to purchase, bunting and thirst quenching refreshment recipes for mocktails including a fabulous 'Cheeky with a Cherry' cocktail.



## By The Sea

Each home had such fun as they fundraised in their best Hawaiian shirts, putting on a huge range of activities which included building sand castles, Hook-a-Duck, Coconut Shy, treasure hunts and foot dips in the paddling pool. We saw some great selfie pictures with palm tree backdrops and funky sunglasses; we even witnessed a visiting therapy dog donning an exquisite flowery Lei! The food was fabulous, with BBQs, chip cones, candy floss and ice-creams, and we were thrilled that everyone had so much fun participating, we definitely felt like we were by the sea!

## Charity Says Thank You

Alex Ramamurthy, Care Workers Charity CEO stated: 'The Beach Parties held across the Avery Healthcare homes looked such fun, and were very well organised by the homes. We thoroughly enjoyed working with Avery to design the beach themed activities pack, and were thrilled to hear that £5,250 was raised on the day. These funds will allow us to help more care workers across the UK who find themselves in a crisis and need support. Partnerships like the one between Avery Healthcare and the CWC are crucial to raise awareness of the cause, raise the necessary funds to allow us to continue our work, and develop further services for care staff.'



# Home of the Quarter

## Cliftonville Care Home in Northampton really turned up trumps when they were awarded a very near perfect 96% in their recent CCG assessment.

Clinical commissioning groups (CCGs) are clinically-led organisations at the heart of the NHS system and NHS England has a statutory duty to conduct an annual assessment of every CCG. After a recent inspection, Cliftonville Manager Alison Moore was delighted to learn that the home had been awarded 96% overall, endorsing that not only does the home deliver first class care but that it delivers Avery's robust policies and

procedures throughout.

Alison commented, "We really have a special team here at Cliftonville; our experienced staff, in all areas of the home, work diligently 24/7 to take good care of our residents and there truly is a family feel within the home." Alison also believes that leading from the front is essential for effective management in a care setting and explained that her everyday involvement and regular checks on all floors of the home supports the high standards. "The whole team are all very proud of this recognition and success and to be a part of this lovely home." added Alison.



Pictured from Cliftonville Care Home are (left to right), Anne Bentley, Lucie Bagnall, Alison Moore, Heidi Smith, Suzanne Beal and Ruksana Begum

Retain and Regain | Paul & Sandra Tripney | General Managers | The Hawthorns Braintree



# The Hawthorns *Retire with Style*

"The First wealth is health."  
Ralph Waldo Emerson

Here at The Hawthorns in Braintree we energetically promote the importance of "Retain and Regain" as a way of maintaining independence and quality of life - retaining what you have and regaining some aspects of former physical health. Our amazing residents are very keen to do this and the Braintree team are very much there to provide help and support as part of our ongoing Well-being programme.

Retain and Regain classes are available three times a week, led by a fully qualified fitness instructor; the aim is to improve balance, mobility, flexibility, muscular strength and decrease the risk of falls. Each exercise (where possible) has seated and standing versions, to help everyone participate. It contains variety to maintain interest, with full explanations to relate them to real life situations. Sensory and resistance training equipment is used together with daily scenarios, with exercises not adapted for participants age, but where resistance levels are matched to the person.

Being such an important topic, we hold an annual Retain and Regain day, used to promote well-being and provide health education, not just on physical health but also mental and social wellness. We have visitors on the day from the Citizens Advice Bureau, a local pharmacy, plus charities connected to health and well-being; they have stalls and provide information to the



*Retain and Regain*



*Retain and Regain*

residents and public and have the time to talk about an individual's circumstances. This day is also a time to open up our building and share our facilities with the local community.

On this day, we hold demonstration sessions on the Retain and Regain classes, such as Tai Chi and Yoga, as well as providing games and puzzles to stimulate and interest the mind. Our talented Chefs also prepare delicious and healthy food samples for all to try. All of these activities encourage more participation with the other regular activities available each week at Braintree and are promoted in our monthly newsletter, The Independent.

This is Well-being through information, on-going support, plus facilitating activities and events to support our residents. The success of this has led Retain and Regain to now spread to the other Hawthorns communities.



# The Power of Interior Design

**Interior design is all about how we experience spaces. It's a powerful, essential part of our daily lives and affects how we live, work, play, and even heal. Even though homes provide functional spaces they offer the opportunity to create beautiful areas that anticipate our needs and appeal to our emotions. The best interior designers make it look easy!**

Avery outsourced interior design until November 2015 and as the portfolio has grown to 52 homes we now have an in-house Interiors Department, which comprises Commissioning Design Manager Alison Jones, two project managers and administration. The team are involved at the start of every new home or refurbishment, right from the initial planning and at every stage of the building and complete fit out. The Interiors Team ensure the residents surroundings are stylish, practical and enjoyable to live in.

Much consideration is put into designing and developing beautifully coordinating colour schemes that also provide colour contrast, supporting residents with ageing eye sight. Access is paramount and all our homes cater for this with extra width

doorways, ramps and lifts with spacious interior design for easy manoeuvrability. Another key consideration is the provision of comfortable seating

at different heights to provide resident choice and ease of use.

Avery Avonmere Care Home opened in late August and is situated in Downend near the city of Bristol. The purpose-built building consists of three floors, one of which dedicated to Memory Care, and is surrounded by a large landscaped garden full of acers, silver birches and hydrangeas.

Avonmere is built to a very high specification and is filled with light with a large glass atrium and a cedarwood canopy that leads into a communal café area. A stunning balcony leads out from the lounge and dining area and overlooks the rear gardens.



### Spa

We have designed the Spa, with warm tones of wallpaper and textured walls of slate as we want the residents to experience relaxing massages; relieving stress, muscle aches, pain and gaining a general feeling of well-being, in beautiful surroundings.

### Cinema

The cinema was designed to give the residents an authentic experience of visiting the movies to watch their favourite films. The room is accessorised with luxurious and comfortable chairs, a Sweet Bar and the walls are decorated with famous Hollywood film stars to help create reminiscence.

### Hair Salon

The hair salon is highly stylish, aiming to give the residents a feeling of visiting a premium salon – this change of environment, is important to the residents and their Well-being.

### Corridor

Even our corridors are thoughtfully designed with lots of space and with warming wallpaper to create a homely environment. Interesting artwork is carefully displayed and spacious end-of-corridor areas are created, so residents can sit and relax, perhaps to read a book or just watch the world go by. The Memory Care floor is accessorised with artwork chosen for the residents to encourage reminiscence, items such as old holiday pictures, classic car models, retrospective images of travel, and historical adverts, all to get the residents talking and remembering the old days.

### Private Dining Room

A special private dining room has been designed to be elegant with a feeling of grandeur, yet cosy so that residents can host family and friends to enjoy a meal in quiet surroundings, ideal for a birthday treat or family celebrations.

### Bedroom

Spacious bedrooms encourage a sense of calm, especially when combined with beautiful furniture and bedlinen. The premium rooms are even more generous and can be set up to provide a really comfortable living space for couples residing together.



# Avery Healthcare Directors



## Matthew Proctor

**Matthew Proctor is Chief Financial Officer at Avery and has worked for the company since May 2012, joining the company with considerable business experience at Director level.**

Having qualified from university with a degree in Accountancy, Finance and Business, Matthew commenced his working career with Price Waterhouse Coopers in London, specialising in acquisitions, disposals, flotations and business improvement. Moving from strategic work in an accountancy practice to implementational work on the client side with Gala Leisure, Matthew experienced all aspects of planning and controlling multiple businesses, essential for his current role with Avery Healthcare.

Outside of work, Matthew is very keen on house renovations and has been known to tackle some challenging building and decorating projects; he also has a passion for Chelsea Football Club, classic aircraft and trains.



## Adrian Doyle

**Adrian Doyle is Avery Healthcare's Director of Property and Developments and has been with the company since 2010. With over 30 years in the construction sector, and experience of developing more than 40 bespoke care facilities from the ground up, Adrian has extensive knowledge in providing sector-leading properties for the adult care sector.**

Adrian is responsible for managing Avery's current estate and also oversees the new build programme, with plans in place to build at least a further six homes in the next two years. Adrian ensures that all homes are built to very high specifications and leads his team to produce the best possible environment possible for Avery residents, whilst supporting the local economy by creating jobs and employing local tradespeople and suppliers wherever possible.

When Adrian is not hard at work, he can be found enjoying outdoor sports such as skiing and watching his local rugby team - Northampton Saints.



## Our amazing people - Claire Shore

**Claire Shore is a Customer Service Manager at Derby Heights Care Home, responsible for taking care of enquiries and social media as well as planning and organising the busy schedule of events for the home.**

After starting her working career as manager of two canine

beauty salons, Claire took a dramatic change in her career by becoming a care assistant, taking on a wide variety of roles within residential care.

After coming across the Derby Heights Facebook page, Claire was impressed and in January 2016, she applied for the role of Receptionist and was delighted to be selected! Claire quickly embraced taking on the organisation of day to day reception duties, hosting visitors and providing a warm welcome to everyone who came through the door.

Only a few months later, Claire felt drawn to a new role of Customer Services Manager (CSM), she applied and was successful. Rita Flanagan, Regional Manager, explained, "Claire is a very valuable part of the team at Derby Heights. From the initial enquiry and throughout the person's stay she has involvement in their care and well-being, always maintaining a professional approach".

Claire explains that she starts her day at 8:45am, reading the handover books and catching up with events including updates on new residents. Claire actively visits new residents to make sure they have settled in, walking around the building

to make sure all the show rooms are beautifully presented and kept to the high standards of the care home; she says good morning to all the residents that are up enjoying their breakfast on her way round. A daily team meeting comes next to discuss all upcoming tasks. Claire ensures she completes all enquiries, answers emails and also has creative sessions to come up with new ideas. "I have a busy role and have to stay organised. I constantly use post-it notes and have a white board that I write all the events on."

Part of the CSM role is involvement with day-to-day activities at Derby Heights gaining feedback from the residents about future activities. Claire uses these insights to help to organise lovely trips out and create new activities within the home. Said Claire, "I have arranged a canal boat trip, visits to the Bass Brewery Museum and organised friends from the Guide Dogs Association to pay us a visit at the home. I love this part of my job; it's a privilege to get the chance to make people smile"

Rita said, "Claire has put together some really amazing events and entertainment at the home which the residents and their relatives continue to talk about long afterwards. She is a real asset!"

Claire loves keeping busy and not only is she married with two children, in her spare time she loves ballroom dancing, crochet, cruise holidays and taking care of her chickens. Excitedly Claire explained that Derby Heights will soon have some new residents as she is organising a trip to a local livestock auction where residents will choose some Pekin Bantams that will be coming home to live in the garden at Derby Heights. Said Claire "I love working at Derby Heights and I consider myself to be very lucky to have the opportunity to work in such a beautiful home. It is an honour to be trusted with peoples' loved ones and have the privilege of spending time with each and every one of our residents daily, to make sure they have a smile on their face."



*Pekin Bantams*



Overall  
Good

# Five Avery Homes Score CQC Good in All Categories



## Crispin Court Care Home

After only launching last year, Home Manager Lorraine Ford and her team have driven Crispin Court to a successful first CQC rating! The CQC awarded Crispin Court with a Good in all categories after observing how well residents were supported and were treated with dignity and respect by staff.



## Hanford Court Care Home

Hanford Court have worked incredibly hard maintaining their Good in all categories for a consecutive time - a great way for Nina Khan to retire from the post of Home Manager. The CQC were impressed by positive relationships with the staff who were caring and treated people with respect and kindness.



## Knowle Gate Care Home

Recently acquired by Avery, Knowle Gate has hit the standard straightaway with a Good in all Categories at it's first inspection! Home Manager Tina Walstrom has worked hard with her team, which was evident to the CQC, who witnessed great team work and communication between the staff and their managers. Well done Knowle Gate!



## Acacia Mews Care Home

Acacia Mews is another home that showcases consistency with positive CQC results. The CQC were taken with the staff's compassion and were similarly impressed with the great team work and how staff were all positive about the home. Home Manager Julie Ricci and her team have accomplished a well-deserved Good in all categories... again!



## Clayton Manor Care Home

With a fresh refurbishment, Clayton Manor has really flourished in their first inspection under Avery Healthcare. The whole team have worked hard and closely together to score a Good in all categories! CQC commented on how well organised and forward-thinking the home is, a home where resident's needs are put first.