

The magazine for staff, residents and family members

Avery

Welcome Home

Winter 2018



**Winter Issue
of Welcome Home**

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

**Alzheimer's Society walks
off with major donation
from Avery Healthcare**

Memory Walks across all
homes raised over £12,300!

Double CAP Gold Award

Crispin Court Care Home
won a double
Gold Award for both
Housekeeping & Catering

Puzzle Pull-out

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

Welcome



Welcome to the Winter 2017/8 edition of Welcome Home, Avery Healthcare's in-house magazine for all of our residents, staff, their families and friends and for everyone involved with our leading care homes nationwide.

It's great to be involved in an organisation that is thriving despite challenges in the care sector, and for one that is constantly looking to improve its care services and the quality of everything that it does. That is the way that we truly fulfil our promise of Care With A Difference, which ensures that our residents enjoy the very best experiences and lifestyle, whatever their level of needs.

In this issue we have an amazing array of success stories and sector firsts which we are really excited to share with you. You'll find more detail on all of these throughout this issue.

We are the first care home group in the country to have been awarded Gold CAP awards in both Housekeeping and Catering; an outstanding achievement for Davesh Kumar and Lorraine Ford. We are also the first care group to have an Advance Senior Carer qualification accredited by none other than City & Guilds, delivering a great acknowledgement to Shelley Parker-Wain and her training team for the quality of the training programmes we deliver for our staff.

Finally, The Hawthorns independent living community in Eastbourne has been awarded with Hospitality Assured, again a recognition of consistent quality, and another success for Davesh Kumar and his team plus Ian Turnbull, Eastbourne General Manager.

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
welcomehome@averyhealthcare.co.uk

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View From The Top with John M B Strowbridge | MD



It is a privilege to head such a high performing company as Avery, and work with the best staff in the sector who are then recognised in both regional and national awards.

It is not just in care roles that Avery has stood out from the rest; in the recent National Care Awards

we had winners in both the Well-being & Activities and Housekeeping categories, as well as a finalist in the Head Chef of the Year category. This underlines our commitment for the quality of our care homes to extend to all functions, to provide a first-class lifestyle for our residents as well as the best in care, in a great place to work for our staff amongst high performing teams. Our focus on training and staff development underpins much of this, and we are keen to invest to make our good people great.

Within Avery we also recognise exceptional performance with our own MD's awards, for members of staff nominated by their own colleagues for their dedication and contribution,

a true measure of acknowledgement; you'll find more in this issue on all of our winners in the last quarter.

The performance of the whole staff group also helps propel Avery's standing to the forefront and recently led to four of our senior team being placed in the top 50 most influential contributors to the care sector; I was fortunate to be in this group of four and acknowledged as one of the top 5 influential leaders in the sector, a recognition I would not have received without the combined effort of the company and all its staff behind me, so thank you one and all for that.

The winning theme continues in this issue with accreditations from City & Guilds, the CAP Awards, Hospitality Assured, all following on from a 100% clean sweep of EHO 5-star ratings for all of our kitchens. Fantastic achievements driven by hard work, dedication and leadership, and again there's more on all of this throughout this issue.

Striving to be the best marks out our staff and collectively our company, and we win together.

Yours, John

John Strowbridge, MD

Lois Aspinall | Sr. Marketing Executive

The Managing Director's Award

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



Swapnil Shinde

Swapnil Shinde has worked at Kingsmere Care Home for just over a year as Hotel Services Manager and is very popular with residents and consistently ensures

that everything runs smoothly with nothing being too much trouble. He is willing to help in every way, dresses smartly and is always smiling – he's a real pleasure to have around. Swapnil also goes the extra mile and recently helped to organise a resident's birthday party with which the family were absolutely delighted.

Swapnil is extremely efficient and has been a great addition to the Avery family, with positive feedback on his commitment to the home and group ever since he started working with us.

Swapnil received his award from Managing Director John Strowbridge in October.



John Barker

John Barker has worked at Rowan Court since 1999 as the Maintenance Person and he is known for going above and beyond his duties and for whom

nothing is too much trouble. John has made a bird feeder for a resident who loves watching the birds, made children's garden furniture out of old wooden items that were going to be thrown away, and even repurposed a pond into an accessible raised flower and vegetable bed to help the residents get outside and enjoy gardening.

John has a love of motorbikes and has spent time reading motorbike books with a resident who shares his passion, even making a memory story board with him.

John was delighted to be presented with the Managing Directors Award in November.

Managing Director John Strowbridge gave out the certificates and congratulated both Swapnil Shinde and John Barker on their successes, thanking them for their commitment in their respective roles.



Integrated Governance

To deliver 'Care with a Difference' and ensure that quality is at the centre of all that we do at Avery, we need to recruit and retain great staff and have robust company systems, policies, tools, processes and training in place. Behind the scenes a lot of hard work goes on, largely unseen, to ensure that we deliver excellent care and service every day, that families have the confidence that Avery is well run and able to care for their loved ones.

We are the first in the sector to have developed and introduced an Integrated Governance Model that includes all the aspects of good governance that we need to be safe, effectively run and customer focused. It requires all parts of the company to work together in an integrated or complimentary way and supports information flows from 'floor to Board'.

Integrated Governance is now seen as the model to aspire to for health and social care organisations as it joins up clinical and corporate governance. In the Avery model this includes finance, estates and maintenance, staff management, IT, risk management, quality assurance (via our Optimise QA programme) and customer experience from satisfaction surveys and suggestions. It is also about the company culture and how we embed our values and work with our residents, families and other stakeholders in an open and transparent way; we strive to continuously improve our quality, whilst ensuring we are financially sound and able to grow and to invest in upgrading our homes and provide new equipment. We have found that integrated governance has embedded our quality focus and provided a strong platform for us to deliver excellent care and services, some of which are detailed in this newsletter. We all have much to be proud of as we go forward into 2018.

Julie Spencer | Head of Care

Significant Event Reporting

Incident reporting is recognised as important for improving safety in health and social care. Living life involves risk and at Avery we aim to support balanced risk taking to help residents live as an independent a life as possible and to make their own lifestyle choices. As part of this, we accept that accidents and incidents may happen, such as slips, trips and falls, so we aim to reduce the risks as much as possible. Where they do occur,

we review and take any action required to prevent recurrence. This open and transparent approach enables the company to learn from incidents, as part of ongoing quality and safety improvement and good governance processes.

We have just launched a new internal process for reporting Significant Events, which includes a new policy with clear guidance on the type of event that needs to be reported; it is a new, more intuitive and easy to complete online form with a traffic light system for severity rating, plus an escalation pathway to senior managers if required. We encourage all staff to read the new policy which is available on the Avery Intranet and to support our aims of continuous improvements in quality and safety.



Have Fun with Facebook

f At Avery we love to use our social media to share stories and special memories about our residents. From entertainers to families and friends, the residents really appreciate having visitors to our homes, but it's our intergenerational activities that really draw the biggest smiles!

When Avonmere Care Home in Bristol shared some beautiful photos of residents and children from Great Expectations Day Nursery, we knew it would be a hit with our Facebook community. The photos and text worked in harmony to highlight the home's positive message on intergenerational activities, reaching over 7,000 people and gaining over 180 Reactions and plenty of comments, making a real impact on the residents. The home also gave some extra special insight into how much the residents enjoyed the experience, quoting resident Jim who said "the visits make my week!"

Crispin Court Care Home's 'Don't Dance Alone' video was another great Facebook hit. Short and sweet, the clip amassed over 10,000 views and 340 Likes and Reactions within 5 days of being posted! The video supported Age UK's 'Don't Dance Alone' campaign, where residents and children from Yarlet School in Stafford had a boogie together. The home received



many comments, including ones from people who hadn't even visited the home, who all supported the fantastic fun in the clip!

Facebook is a great way to showcase these events and friendships and reveal to everyone how much we get involved with our local communities (and don't worry – we always remember to ask permission of anyone we take photos of in our care homes, especially if they are groups or children).

This issue's top tip is about the text to go with your high-quality photos and videos. If you're stuck for ideas remember to include the who, what, where, when and why you did an activity or trip out. You can 'tag' local places you visit, include your residents' opinions or even use a motivational quote. This way your audience will know a little more about the fantastic things you do!

Avery Attend the Duke of York!

On 9th November, a group of Avery staff along with some of our volunteers were invited to an intimate reception with the Duke of York at the ATTEND offices in London. As part of his role as Patron of Attend he is also the patron of the Friends of Care Homes Group and interested in the work that the volunteers do in our homes and was delighted to hear of the progress.

ATTEND is a national charity that supports and expands the role of volunteers and they have established Friends Groups at seven of our homes so far; Amarna, Alder, Acer Court, Horsefair, Newcross, Acacia Mews and Acorn Lodge.

The Friends Groups are supported by the ATTEND volunteering scheme, which aims to improve the quality of life of the residents in our homes by working with staff, relatives and residents to provide volunteering opportunities and deliver bespoke projects that explore new ways for helping to have a positive impact in our homes.

The volunteers have become a great resource that impact positively upon the quality of life for our residents and we are making the most of this precious asset as a connection to the local communities. We currently have 65 active volunteers across the six sites with another 33 volunteers starting soon. These caring,



friendly and compassionate people offer regular time to bring friendship and companionship to our residents, supporting social

interaction with energy and enthusiasm to enrich the lives of our residents. Just a little bit of their time makes a huge difference! We will update you on some of the projects which the volunteers are supporting, such as the end of life sitting service at Acacia Mews in future editions of this magazine.

Claire Harne – Regional Well-being and Activity Coordinator

Music in Memory Care

Most of us have experienced the positive feelings and memories that hearing a much-loved piece of music can evoke.

Although used informally during activities and to entertain residents in care homes for many years, music as a therapeutic intervention has now become increasingly recognised for its benefits to residents living with dementia. These include: greater overall well-being, improved communication, greater confidence and self-esteem, plus the ability to unlock positive memories and reduce distress as a 'side effect free' alternative to anti-psychotic medication.

Understanding the types of music a person may have enjoyed listening to in the past can prove invaluable in helping to engage in ways that do not rely solely on spoken words. Knowing the significance of individual pieces of music, such as a song that was played at family gatherings, can help relatives and the care team to connect and re-connect with a resident in ways that are enjoyable and meaningful for everyone.



Music based activities can vary widely from listening to music that is being played, to singing or playing an instrument, all with the focus on resident participation. We are currently working with several organisations including Live Music Now and Playlists for Life to further develop the use of music in our homes in a way that maximises the benefits to residents. This forms part of our new ReConnect Dementia Care Strategy which will support our teams to deliver the very best care to all of our residents living in memory care communities.



Another Care Sector First!



Accredited
Programme

Avery Healthcare has notched up yet another first for the adult social care sector with the official Accreditation of our Advanced Senior Carer (ASC) Training Programme by City & Guilds. The course enables senior carers to extend their skills and to further support and assist nurses to ensure that high quality care is provided for residents.

City & Guilds (C&G) is the leading skills development organisation, providing services to training providers, employers, and trainees across a variety of sectors to meet the needs of today's workplace. C&G qualifications are valued by employers across the world, helping individuals develop their talents and abilities for career progression.

At the Leading Edge

Avery's ASC Programme is at the leading edge of sector development, helping to raise standards in care and enhancing the knowledge and skills of our senior carers to take on a specific nurse support role. It provides a clear career pathway for Senior Carers to progress.

The intensive five-month programme is delivered on a blended learning basis, and is comprised of nine clinical modules and two management modules. A wide range of resources support the learner, with the focus on practical hands-on training, work-based competencies and evidence-based practice on all modules. Course graduates clearly demonstrate increased practical and leadership skills along with greater confidence, freeing up our nurses to spend more time supporting those residents with more complex needs.

Achieving City & Guilds Accreditation requires a consistently high standard of performance and quality that demonstrates to learners, customers, other professionals and stakeholders alike the excellence and relevance of the Avery Healthcare ASC Programme. C&G has provided Avery with invaluable industry benchmarking and support to maximise the value of its programme.

An Effective Learning Environment

All the Avery Programme trainers are care sector experienced and also hold a formal Adult Teacher Training qualification. They create an effective learning environment, ensuring a wide range of support for learners including teaching, mentoring, marking, feedback and quality assurance processes.

In their report, the External Quality Assurer from the C&G noted the positive impact that the programme had to the

business for both care standards and the retention of staff, that there are good HR and CPD activities in place at Avery, with excellent resources made available to trainers and learners. It further noted that excellent administration systems, equal opportunities and removing barriers to learning are all in place.



Developing our Future Talent

Shelley Parker-Wain, Head of Training and Development for Avery confirmed that we plan to increase the number of Advanced Carer graduates we develop in future. She stated, "I am delighted that City & Guilds recognise the value of the Avery Advanced Senior Carers Programme. It is very rewarding to see learners flourish, improving their skills and knowledge, which will further enhance the high standard of care delivery to our residents. Our Senior Carers can draw confidence from this Accreditation that the programme is of a high standard, and that it will develop them further on a solid career pathway within Avery. This valuable partnership working with the awarding body will continue for many years, enabling many more learners to achieve their career goals and for the standards of our care to improve further".

Pictured receiving the award from Amanda Kilpatrick from City & Guilds (left) Shelley Parker-Wain, Head of Training and Development at Avery Healthcare.

Avery Team Mem



CLAIRE HARNE

On Friday November 24th, at the Hilton London Metropole, Claire Harne won the coveted title of National Care Awards Activities Coordinator for 2017. The National Care Awards are the longest established awards celebrating the very best people in the care sector, highlighting excellence and rewarding those who work tirelessly to provide consistently outstanding care.

Claire started her career at Avery Healthcare in 2001 as an Activity Assistant; she was quickly promoted to Coordinator and has recently been appointed Regional Well-being & Activity Coordinator for Avery - a new role that involves supporting activity teams within in the group.

She was judged to be highly skilled in building innovative and inspiring well-being and activity programmes that are based on the residents' individual interests, as well as offering residents the chance to learn something new such as Drum Therapy, Creative Arts Classes, Flower-Arranging, Garden Craft or Well-being Choir.

Claire is held in very high esteem by both residents and relatives alike as she often goes the extra mile to increase her understanding of a resident's abilities. She is a master at building trust and rapport with residents and strong meaningful relationships.

Relatives also appreciate Claire's efforts as she ensures their involvement in the life of the home. Only last month at very short notice she created a fantastic 100th Birthday Party for a new resident who had just joined the home. In keeping with the resident's wishes, the party had a 'Benidorm' theme complete with cocktails.

Julie Drew, Head of Well-being and Activity at Avery said "Claire truly deserves this award. She gives 100% to all she does and uses her ability to ensure that all residents fill their days in a meaningful way and that they live happy and fulfilling lives."



JASON MOTTRAM

Hanford Court Care Home's Head Housekeeper was delighted to be awarded with the prestigious 2017 National Care Home Award for Housekeeping, a fabulous recognition of his attitude, skills and knowledge.

Jason joined Avery in 2012 and along with managing Hanford's requirements as Head of Housekeeping he is the first point of contact within his region as an area specialist; providing support and guidance to colleagues in the ten homes. He inspires and motivates his own team by leading by example, consistently and diligently working to exceed expectations, going that extra mile for the residents and placing their needs first.

Jason is professional and approachable and is highly respected; he uses his personal skills along with his clear understanding



Staffers' Rise to Fame

of Personal Centred Care, Respect and Dignity to ensure that residents receive five-star hospitality. He has established excellent relationships with residents and each has their bedroom serviced and maintained with their needs and preferences in mind. Relatives and friends see just how special such touches make them feel.

Davesh Kumar, Head of Hotel Services at Avery said "Jason has developed a team that is consistent, dependable and has a culture of working to exceed expectations. His approach makes residents very happy which contributes to making the home a warm and welcoming place to live."



PHIL MEYER

Our talented Head Chef at Kingsmere Care Home and a finalist at the 2017 National Care Home Awards; the award in Phil's category is made to a chef in a long-term care setting who shows exceptional ability in providing well-balanced, nutritious and delicious food.

Just to get to the finals is a huge achievement and recognised that Phil has embraced the challenges that a new care home can bring, whilst building a team of like-minded professionals in the kitchen. Phil was recognised for his hard work, passion in providing excellence, as well as a focus upon making meal times an integral, sociable and enjoyable part of the residents' day.

The judges were impressed by Phil's leadership and responsibility, encouraging feedback from residents and always maintaining a presence in the dining room. Phil uses fresh, locally sourced produce where possible to help support the local economy and his food is always beautifully presented and tastes delicious.

One comment received as feedback was "Best Restaurant in Wimbledon". Praise indeed from discerning residents and family members – well done Phil!



HELEN ABBOTT

Our star Well-being and Activities Coordinator at Birchwood Grange Care Home who on Friday 10th November, to thunderous applause, received the Great London Care Award for Home Activities Co-ordinator.

The Great London Care Awards are part of the Great British Care Awards, a series of nine regional events, celebrating excellence across the care sector. Helen was selected as the winner after the judges listened to her amazing commitment to the residents at Birchwood Grange and were impressed that she also carried on with her own volunteering following the passing of her mother.

Mark Bird, Home Manager, said, "Helen has transformed the lives of so many residents with her commitment, warm smile and sensitive approach to all she comes into contact with, she is one in a million and truly deserves this award".

Helen is now through to the UK national finals in Birmingham in March 2018, competing against nine other regional winners. Everyone at Avery wishes Helen all the very best.



Avery Get Their Chocolate Fix

The Avery Culinary Department works with some of the best suppliers in the world to source high quality and versatile ingredients. One such company is Barry Callebaut, one of the largest chocolate manufacturers in the world, based in Switzerland with over 93,000 employees.

Recently, some of our talented Avery chefs were fortunate to be invited to attend The Barry Callebaut Chocolate Academy in Banbury for a full-day 'Working with Chocolate' course, to learn new chocolate techniques and how to get the best out of the cocoa ingredients we use in our homes.

The morning commenced with a fascinating introduction to the company and their wide range of high quality, chocolate and cocoa brands. Chefs then learnt about the 'Bean to Bar' process, expertly delivered by the Chocolate Academy's own Pastry Chef, Julie Sharp.

The morning's interactive presentation offered the chefs the chance to taste some of the Barry Callebaut chocolate in its early stages, including the cocoa bean before it had been processed. The fun then really began when the chefs were invited to take part in a practical Chocolate Workshop where they learnt new, easy-to-produce but intricate recipes for a wide array of delicious desserts and tasty treats; mousse, ganache, brownies, beer sponge, chocolate sauce, hot chocolate, fondant and cheesecakes.

The afternoon included a riveting exercise with chocolate tempering - an essential step for making a smooth, glossy, coating for dipped chocolates, producing a crisp, satisfying snap when you bite into it. This experience gave the chefs added confidence and inspiration for new creative techniques.

Simon Lawrence, Avery Group Culinary Manager said: "The resulting cakes were mouth-watering. It really was a day full of chocolate indulgence that was fun, educational and delivered with passion. Look out for some very exciting new desserts on our menus and a variety of chocolate delicacies in our café areas!"



Simon Lawrence | Group Culinary Manager



Double Gold Award for Crispin Court



In a first for the adult social care sector, Avery Healthcare in collaboration with the CAP Awards (Continuous Advancement Programme), was delighted that Crispin Court Care Home in Stafford won a double Gold Award for both Housekeeping and Catering.

The CAP Awards promote and reward excellence in Catering and Housekeeping, in hotels as well as care homes, schools and hospitals. Its aim is to raise standards in service and performance and to support the development of services for the benefit of the end user. The awards are based around a series of assessments and an unannounced visit to the service, with the primary focus being the standard of front line service delivery, and compliance to legal and regulatory best practice.

Unannounced Visit

In late September, an independent CAP assessor made an unannounced visit when both teams were robustly inspected. Both Catering and the Housekeeping Team scored highly and were considered to have gone beyond expectations to ensure attention to detail in each and every task. The results were announced in early October with both teams securing a Gold Award.

Davesh Kumar, Head of Hotel Services explains: "Only 15% of participants in the CAP Award Programme achieve a Gold – so we are extremely proud and delighted. The investment of time and effort, and the commitment of the team at Crispin Court cannot be understated. The Housekeeping, Food and Beverage service and Culinary teams play a pivotal role in supporting daily operations and contribute to the well-being of residents. We congratulate them on their success on achieving a double gold award particularly as this was their first assessment. Well done to the team".

Thriving Care Homes at Avery

The project was overseen by Crispin Court Manager Lorraine Ford. Lorraine has an exemplary record of establishing and developing thriving care homes at Avery and has overseen the development of Crispin Court from launch. She was delighted with the achievement saying: "The two Gold Awards are fantastic recognition for all the staff involved. The Housekeeping and Catering staff contribute so much to the success of the home and the high standards which we provide for the residents. We are looking to the future now with a commitment to maintain the Gold status for the next three years, to achieve a Platinum status".

Avery are planning to extend the CAP programme to other homes to build on this outstanding achievement. As with many other initiatives that Avery has pioneered, this will be yet another where we set the standard for other providers in the sector to follow.

Mark Danis | Commercial Director

Alzheimer's Society walks off with major donation from Avery Healthcare



September 2017 was the 6th World Alzheimer's Month campaign, with Alzheimer's Associations around the world focused on advocacy, public awareness, information provision and raising much needed funds to support all their work through Memory Walks. The numbers of people living with dementia are increasing each year and are set to more than double in the next thirty years, so work to help detect cases earlier and support accordingly is vital.

As a provider of dementia care, we organised memory walks at all of our care homes as well as other walking events throughout the autumn, and were pleased to be able to present a cheque of over £12,300 to the Alzheimer's Society. Residents, staff, and families and friends from all of our homes took part in walks of varying lengths for all abilities.

One of our homes, Elvy Court in Sittingbourne, raised £1,700 alone from their seven-mile walk – a fantastic effort from the staff group led by Rhiannon Mount, Well-being and Activities Coordinator.

Another staff group from head office also took part in the London 2017 Thames Bridges 25km Trek, crossing sixteen bridges in London on the 9th September. The group called themselves the Avery Angels' and the twenty-three were led by Sharon Winfield, Director of Operations, with Tim Moore striding out to finish 14th out 2,487 entrants!



Pictured are Lloyd Butcher from the Alzheimer's Society, receiving the cheque from Avery's Regional Manager, Celia Lee.

Mark Danis | Commercial Director

Robert Prince | Recruitment & Engagement Manager

« MOVERS 'N' SHAKERS »»

It has been a busy year for Recruitment here at Avery, supporting the continued growth of the business in 2017; we have welcomed many new colleagues who reflect our values and quality of care. We now look forward to the New Year, to continue recruiting and retaining the very best talent in the sector, to join our friendly, caring and welcoming teams.

Carole Evetts – Carole joined us on 25th September. Carole joins our training team as Clinical Nurse Trainer (South)

David Seward - David joined us on 25th September. David is the General Manager for our newly developed Hawthorns residence in Northampton, opening February.

Rosie Eagleton – Rosie joined us on 9th October. Rosie is the Home Manager of our Knowle Gate Care Home in Solihull.

Tim Somer – Tim joined us on 9th October. Tim is the General Manager of our Hawthorns residence in Clevedon.

Debbie Bantick – Debbie joined us on 13th November. Debbie joins us as Regional Manager for the Southern region.

Lianne Sturmeay – Lianne joined us on 20th November. Lianne is the Home Manager of our Bourn View Care Home in Bournville.

If you, or someone you know would be interested to become part of Avery's growing teams and have a real passion for enhancing the quality of people's lives, we want to hear from you.

For details of our current vacancies, visit jobs.averyhealthcare.co.uk



Spotlight on a Resident | Helen Bates | On-line Marketing Assistant

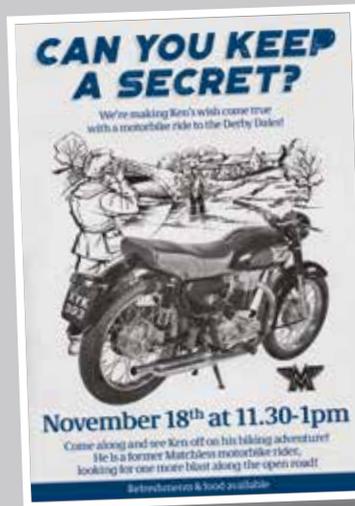
KEN'S MOTORBIKE SURPRISE AT ACER COURT

Lifelong motorbike fan Ken Wilson had his dreams come true when Acer Court Care Home in Nuthall organised a huge surprise for him to relive his biker days. The home gathered 100 bikers to join Ken on a special convoy to Matlock Bath on a Rover V8 trike, all kept secret from Ken until the last minute.

The event was born from Acer Court's new scheme 'You're Never Too Old to Wish Upon a Star'. Its aim is to fulfil residents' dreams and wishes, giving them the chance to do something they missed or that they had never done before. The scheme started this October and Ken's name was the first to be chosen.

It was then up to Well-being & Activities Coordinator Beckie Gingle and maintenance man Stuart Perry to organise the surprise. The turnout for Ken's surprise was incredible, with many from the local community coming together to make Ken's wish a reality. Ilkeston Tesco kindly donated sausages and burgers for the hungry supporters before Ken zoomed off on a trike driven by 'Big Dave'.

Four generations of Ken's family came to cheer him on including his nine children and more than 30 of his grandchildren, great grandchildren and even great-great-grandchildren. His eldest daughter, Janet Wheeldon, said "Riding motorbikes is what he always wanted to do. This is his dream come true". Paula Tuckwood, another daughter, said "It was amazing when we found out they were doing this for him, because he just loves motorbikes! We never imagined he would do anything like this when we took him to a care home, but they are brilliant here. He is a fantastic dad and very deserving of all this attention".



Ken, a retired handyman from Bulwell, has owned many motorbikes in his time, once even riding the whole length of the country on one. However, he gave it all up to look after his family, not having ridden a motorbike in more than 40 years.

After his whirlwind ride Ken said "I am very happy that this has happened. I do not know how they have organised it but it is great, I never expected anything like this! I like the speed of a motorbike... I would want to go riding when I'm 100!".

A big thank you goes to all the team at Acer Court for organising this fantastic event, as well as the bikers and everyone who turned up. We're excited to see the next wish!

Camilla Raca | Marketing Assistant



World's Biggest Coffee Morning

A Great Excuse for Cake!

In aid of
Macmillan
Cancer Support

WE ARE
MACMILLAN
CANCER SUPPORT

Avery's charity days raise a great deal of money for many wonderful causes and once again all our homes put their full support behind the Macmillan Coffee Morning and raised a staggering £6,671!

There are currently 2.5 million people in the UK living with cancer and as more people live longer with their conditions Macmillan state that this number is set to grow to 4 million by 2030. With that in mind, their mission is to make sure that they can provide the best support to everyone who needs it and to help people affected by cancer feel more in control of their lives; after all living life with cancer is still living life!

We were proud to run a coffee morning across our all of Avery Homes and also in our Hawthorns independent living residences to help the Macmillan cause. Each home had a great morning fundraising; the staff put on raffles, quizzes, music, stalls, games and some even donned fancy dress! Residents had a wonderful time, from helping with the baking, to spending quality time with their friends and family with a slice (or more!) of scrumptious cake. It was lovely to see everyone come together and support such a worthy cause.

Fabulous Cakes & Bakes

Something that makes our charity days so successful and such fun, is that all the staff get involved, from the care teams, to the well-being and activities coordinators, and of course the professional chefs who deliver the cakes and biscuits. Each kitchen team created fabulous and tasty treats so that residents and staff and their respective families and friends, plus visitors from their local communities, could enjoy a most sociable and delicious morning.



From left to right: Shweta Menden - Home Manager, Ashurst Mews Care Home, Ellen Finn - Fundraising Manager, Macmillan, Mark Danis - Avery Commercial Director, Jenny Lawrence - Well-being & Activity Coordinator Ashurst Mews Care Home.

Making a Difference

A huge thank you goes out to all Avery and Hawthorns teams for supporting such a significant event. It was great to see the variety of mouth-watering cakes and biscuits in each home as well as the great entertainment they put on. We also have a special thank you to the Hawthorns in Aldridge who also took cakes to staff at Walsall Manor Hospital A&E Department.

Ellen Finn, Macmillan Fundraising Manager said, "Macmillan are incredibly grateful to Avery Healthcare for once again taking part in our World's Biggest Coffee Morning, and raising an amazing amount of money. With the numbers of people being diagnosed with cancer each day, we need these vital pounds now more than ever."



Home of the Quarter

Acorn Lodge Lead the Way...

Acorn Lodge Care Home in Warwickshire are leading the way with many volunteer projects and have become strong advocates for the value and benefits these activities offer.

Attend is a national charity who introduce volunteers into care homes, with the aim to enrich the quality of life for residents by working closely with them and the staff within the home.

Acorn Lodge became involved with the Attend volunteering scheme as part of a pilot project for Avery and they have been working with the home's Prince's Trust Garden Project, arranging funding to help create a wildlife and sensory project. A number of the residents wanted to get involved with this outdoors project which offers benefit for improving health and well-being.

Intergenerational Activities.

The home didn't stop there. Not only did Home Manager Sharon Whitehead support the pilot with Attend, she also proactively sought to bring in more volunteers of different ages by approaching relatives of residents, local community places and recruiting from 6th form colleges and comprehensive schools. Sharon also initiated a 'Line Project' where the home welcomed a volunteer to visit for music and movement activities with residents, family and friends. Everyone loved dancing together and having fun, bringing together the old and young, really supporting the residents' sense of well-being.

Benefits for the Residents

It is easy to see the remarkable benefits of these projects and the hard-work from the volunteers. Our staff have noted the



*Top picture:
Sharon Whitehead,
Home Manager,
Acorn Lodge
Care Home.*

immediate improvements of having them visit the home, with the residents having even more people who are able to take time to sit, talk and play games with them. The residents also benefit from having one-to-one time that isn't interrupted, a little extra support when they need it, and more time to take part in activities.

New Dementia Café

We know that face-to-face interaction is important for residents in our homes and

volunteering has a powerful role to play in care, and through the relationships they build, volunteers help residents to make even more of their lives. Acorn Lodge have become strong advocates for volunteering schemes and are now currently exploring the possibility of opening a new Dementia Friends Café to encourage the community to get even more involved.

We can't wait to see what Acorn Lodge get up to next!



Look good, feel great.

Lois Aspinall | Sr. Marketing Executive

To be in good company, especially if you're doing something fun or rewarding, helps us to keep a positive outlook on life. Being with others who have similar interests helps us feel as though we belong and for those who may have lost a partner or a close friend that need may be even more important.

Positive Self Esteem

Our sense of attractiveness is strongly connected to confidence and positive self-esteem with many men and women associating confidence with feeling good about themselves. Holding your head up high with self-confidence is probably the number one quality that women say leads to feeling and looking beautiful at any age, and that confidence helps you to be happy on the inside as well.

Following a person's smile, eyes and skin, their hair is often the next feature people notice on first encounters. Hair frames the face which is considered most important in terms of first impressions, and the idea that our hair can define us as young or old may be at the heart of our society's current preoccupation with having a "good hair day".

The Benefits of Hair and Beauty

The benefits of beauty treatments are wide ranging, with spa and massage therapies known to relax muscle tension, ease headaches and aching joints and generally increase a feeling of good health with increased energy levels. For many, being pampered can also be an incredibly enjoyable, sociable experience, an opportunity to meet new people and share appointments with friends.

Traditionally it has been women who were the mainstay of clients, but men are now becoming much more aware of

well-being and taking an interest in spa treatments. The Global Wellness Institute tells us that the Global Wellness Economy has grown by 10.6% since 2013, so we can see that this is a positive trend.

Avery Salons

As with many innovations within the care sector, Avery has been at the forefront in satisfying this increasing demand for spa treatments; we are focused on providing high quality hair and beauty treatments for residents, with an opportunity to plan special spa days with friends and families too. Alison Jones, Head of the Avery Interior Design Team, explains that Avery offer fabulous facilities, with purpose built salons, spa's and nail bars.

"By creating authentic hair and beauty spaces, we invite our residents to experience luxury high street treatments in beautiful, relaxing spaces on their doorstep." said Alison.

"Avery salons all have professional salon equipment, from comfortable backwash sinks, hydraulic styling chairs, beauty couches and full height mirrored dressing out positions. Décor is specifically designed to enhance a true salon experience with warm and calming colours, adaptable lighting, gentle music and themed accessories; so you can see, Avery really invests in offering a true salon experience".



“Our sense of attractiveness is strongly connected to confidence and positive self-esteem with many men and women associating confidence with feeling good about themselves”.



Happy Retirement

Goldie Tripney

After sixteen years at the helm of The Hawthorns in Clevedon, the residents, staff and their family and friends gathered to say to their goodbyes to General Manager Goldie Tripney at her retirement evening at the North Somerset retirement living community.

The evening was attended by over eighty guests who shared a delicious silver service dinner based upon a selection of Goldie's favourite dishes, with entertainment provided by a popular Neil Diamond tribute act, another favourite of Goldie's.

A presentation was made by The Hawthorns Director of Retirement Living, Sandra Stark, and Goldie shared that she is looking forward to having the time to get a new border collie puppy to enjoy long walks with and to the adventures that retirement will bring with her children and grandchildren.

Goldie will be sadly missed by all that have had the pleasure to get to know her and everyone at The Hawthorns and the wider Avery Group wish her the best of luck for the future.



Marilyn Bulmer

Marilyn Bulmer first became involved with Avery Healthcare in early 2006 when the company acquired The Cedars Care Home in Salisbury, where she was the Home Manager. A qualified nurse by profession, Marilyn then became a key player in the subsequent project to extend and modernise The Cedars and went on to help create a successful, modern purpose-built care home for the Avery Group.

Marilyn went on to become a valued and trusted member of the Avery Operational Support Team, helping other Home Managers to develop their quality and approach to community links and marketing. She provided wise counsel and support for many and was well respected and liked by staff as well as residents and their families. She often described herself as

an 'old school' style of nurse, with her kindness and compassion balanced by a common sense and straightforward approach.

After 11 years with the company Marilyn took the decision to retire in October this year and received a presentation from the Directors at her home in Scotland. She will be greatly missed by the Avery team and we all wish her a well-deserved and happy retirement.



Avery Healthcare Directors



Sharon Winfield

Sharon Winfield is the Director of Operations for the Avery group and has been with the company since 2006. She now leads a team of nine regional managers covering a group that currently stands at 50 homes.

Sharon began her career in the sector in 1992; after studying at Teeside University, Sharon has gained broad experience in the public, charitable, and private sectors.

Passionate about quality, Sharon has achieved numerous quality framework accolades over the years and has helped commission around fifty new homes. Sharon's current role at Avery oversees the continual development of systems and processes and directing operational efficiencies through strategic planning.

Sharon is married with three children and lives in County Durham. In her spare time, she enjoys walking in the Cumbrian Lakes and other travel.



Mark Danis

Mark Danis is the Commercial Director at Avery and joined the group to support the expansion in 2014; he holds an MBA from a UK business school gained in 2000.

Prior to this he had a first career in property and finance in the UK before moving in to IT and working for some of the largest global providers in positions of international management and responsibility for a range of business divisions, covering operations, sales and marketing.

Mark now leads a team that ensures that the Avery group and brand are top performers, a leader in digital channels, and that the Avery qualities are effectively promoted into the sector.

Mark is married and lives in Northamptonshire and outside of work enjoys motorbikes and supporting Northampton Saints.

Christmas came Avery Annual

At Avery Healthcare we love to show off the talent and artistic flair of our residents and so for Christmas we decided to hold a Table Decorating Competition - open to all our homes and retirement living services and a great opportunity to bring residents, relatives and staff together as teams.

The competition invited each team to make a table centre piece with a festive theme for the annual Avery Conference, held early in December. The only guidelines given were specific dimensions based upon an ideal size for a table and to have a wow factor.

Creativity abounded, with stunning creations, some even accompanied by video and music! The judges had the tricky task of selecting ten lucky finalists whose centre pieces were then sent to decorate the tables on the night of the conference.

Sharon Winfield and Sandra Stark judged these fantastic table decorations and declared the winning entries as:

- 1st Place - Astbury Manor**
- 2nd Place - Darwin Court**
- 3rd Place - Alder House**

The winning creation, a beautiful glass and winter snow scene, was designed and made by the team at Astbury Manor in Bracknell. Home Manager Michael Berkley-Blezard was delighted with the outcome: "The Christmas decoration was a real group effort and all at Astbury Manor are thrilled that the hard work and creativity of the residents and Well-being Team has been recognised in this way. Thank you to everyone for their support."

The other finalists were Ashurst Mews, Avalon Court, Alma Court, Hanford Court, Milton Court and Newcross Care Homes, and The Hawthorns Eastbourne.



1st Place - Astbury Manor

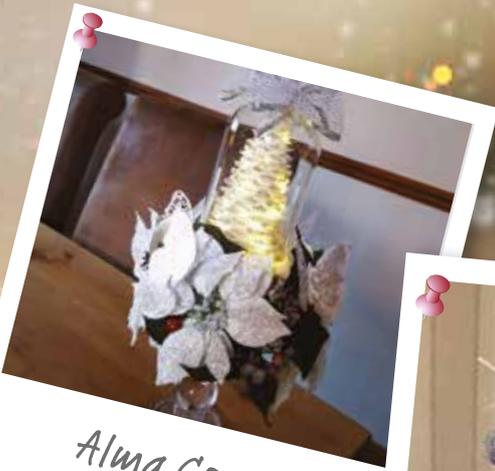


2nd Place - Darwin Court



3rd Place - Alder House

Decorate early at the Conference



Alma Court



Avalon Court



Newcross



Milton Court



The Hawthorns Eastbourne



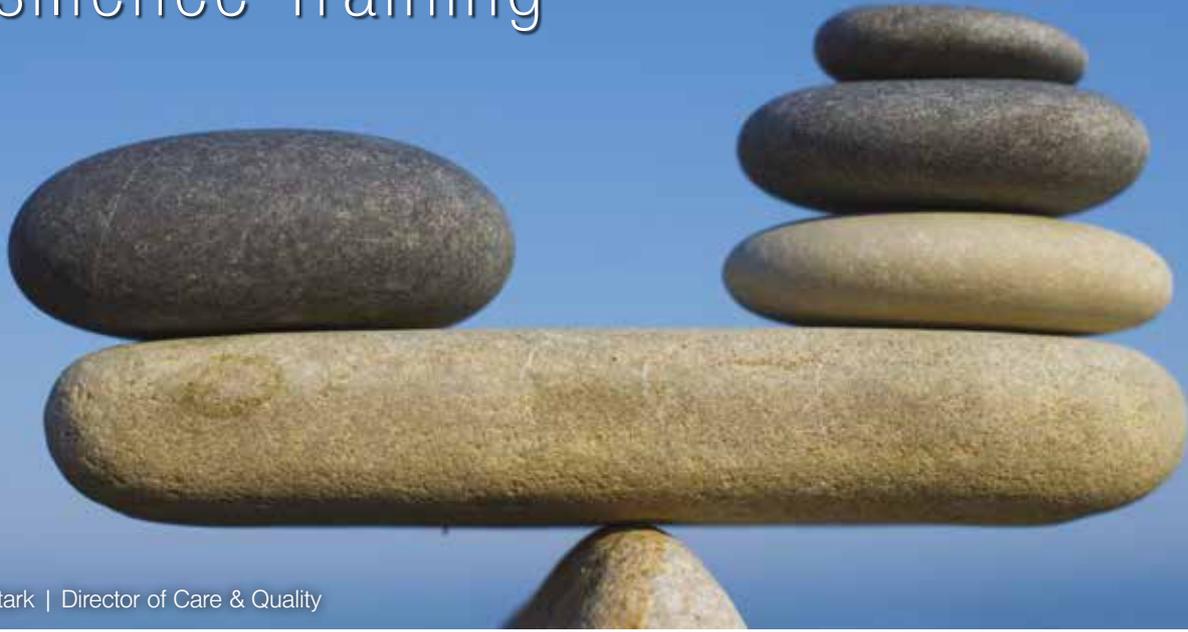
Hanford Court



Ashurst Mews

The Challenge of Change

Resilience Training



Sandra Stark | Director of Care & Quality

In November 2017 all General and Home Managers from the Avery Group, along with the operations, support and development teams attended an excellent and inspiring session on personal resilience, as a part of effective transformational leadership. This further investment in our Avery managers' health and well-being followed a taster session at the 2016 Managers Conference which was highly rated by the attendees.

The Challenge of Change resilience training programme was developed by Dr Derek Roger, one of the world's leading experts in the field of resilience and stress management; it grew out of his work at the University of York and continues to this day at the University of Canterbury in New Zealand. The programme has consistently been shown to reduce both sickness absence by up to 43% as well as staff turnover, while increasing job satisfaction and levels of personal resilience. This is increasingly important as we seek to manage the many current challenges in the care home sector.

Before attending the course all managers completed a validated personal resilience profile on-line which helped to identify their current strengths and development needs in this area. The Petros team led by Professor Jo Clarke then delivered a thought provoking and enlightening programme through which we learned;

- Resilient people can respond and adapt to whatever comes their way. Even when emotions are high, they have the skills to keep perspective, think clearly, focus on the main issue and remain optimistic.
- There is a clear distinction between pressure and stress, rather than the misleading idea of good and bad stress. Pressure is undoubtedly useful and motivating, but all that stress offers is a possibly shorter, definitely more miserable life!

- We should avoid ruminating - going over and over all the things in our lives that we can't change or might never happen. Reflection is a more positive alternative to rumination.
- The four steps to enhancing resilience – wake up, control attention, become detached and let go.
- Strategies for relaxing body and mind and improving well-being

“People who are resilient work smarter and can successfully negotiate the inevitable changes that are the one certainty of life”

Dr Derek Roger

We used practical tools to increase personal resilience and discussed mindfulness and the importance of “stepping back” when making important decisions.

The feedback from the training has been overwhelmingly positive and we will be carrying out a further evaluation in three months when everyone has had the chance to practice the techniques learned on the course. And for those who attended the programme – remember the monkey and the peanut!



The Hawthorns *Retire with Style*

**Hospitality
assured**



Hospitality Assured Award

We are delighted that The Hawthorns Eastbourne retirement living community has been accredited with the prestigious Hospitality Assured Award, a national standard for service and business excellence in the hospitality and service industry. This puts us right at the front of quality services for the retirement living sector. Well done to all our team at Eastbourne!

Through the Eyes of the Customer

Hospitality Assured is the quality standard created and licensed by the Institute of Hospitality, specifically for customer-led, service-orientated, hospitality focused businesses. The process enables and encourages businesses to look at their operation through the eyes of the customer at every level of the organisation, identify what is great about the customer service and what could be improved. There are nine steps to the standard, which forms the framework which the assessors use to measure service quality and to benchmark performance. Businesses then use this information to monitor their progress towards achieving customer service excellence and optimising organisational performance.

Nine Steps of Quality

- Customer Research
- Customer Service Promise
- Business Leadership and Planning
- Operational Planning and Standards of Performance
- Resources
- Training and Development
- Service Delivery
- Service Recovery
- Customer Service Improvement

Recognising Excellence

The award promotes and recognises excellence in overall hotel and support services which includes front of house, food and

beverage, culinary and housekeeping services. It is based around a series of assessments and a thorough audit of the business, with the primary focus on the standard of front-line service delivery and compliance with legal and regulatory best practice. In 2017 as part of The Hawthorns Group strategy, the Hospitality Assured award was identified as the opportunity to set a quality benchmark for the hotel services aspect in the retirement living sector.

Davesh Kumar, Head of Hotel Services for Avery explains: "We wanted to recognise the hard work of all the staff at The Hawthorns Eastbourne. General Manager (GM) Ian Turnbull leads a great team that delivers quality every day and contributes to the well-being of the residents. It's important that we recognise the hard work they do, often behind the scenes, and through the Hospitality Assured Award we can mark their important contribution to the success of the business and to raising the bar for standards in the sector."

Hospitality Assured's independent assessor Graham Walker inspected the entire site in Carew Road in early October. He undertook operations inspections, document checks and also interviewed members of our staff team including our GM, Ian Turnbull who has led the service from strength to strength since his arrival two years ago. He was delighted with the achievement saying: "The Award is fantastic recognition for all the staff involved. The team here at Eastbourne contribute so much to the success of the community and residents' well-being; what they do day in, day out, and their passion, is key to our community's success".

Future Plans

We have already started to extend the Hospitality Assured programme across the other Hawthorns communities to build on this outstanding achievement. As with many other initiatives, the Avery Group of which the Hawthorns is part has set the standard for others in the sector to follow.



Overall
Good

Avery Homes Score CQC Good in All Categories



Derby Heights Care Home

Derby Heights have put excellent teamwork into practise as they attained a successful first CQC rating! The CQC awarded Derby Heights with a Good in All Categories after observing how warm and welcoming staff were, and how the home and care is of 5* quality. Derby Heights have recently appointed new Home Manager Lance Bosmans, who will continue to keep these high standards.



Pemberley House Care Home

Recently acquired by Avery, Pemberley House made a stunning turnaround with a Good in All Categories awarded by CQC. Previously assessed as Requires Improvement under the former operator, Home Manager Janet Varndell and her team are another home to have worked hard and hit the standard straight-away. The CQC noticed how residents' lives were being filled with meaning and fun.



Spencer House Care Home

Spencer House have showcased great consistency with another Good in All Categories from CQC. The whole team have worked incredibly hard, under Home Manager Michelle Poole, to maintain this great score and it was noted that the staff had a good understanding of peoples' needs and preferences, and they protected people's privacy and dignity. Well done to all!

Latest News...

As we went to press, the CQC have reported that Avalon Court and Milton Court have also received Good in their latest inspection! Both managers and their teams have worked continuously hard to achieve great results!

STOP PRESS

