

The magazine for **staff, residents and family members**



Welcome Home

Spring 2018



**Spring Issue
of Welcome Home**

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

**Avery Scores Big with
2017 Mandatory Events.**

The total amount you raised
for various charities was a
staggering £34,430.77!

Thirst Quenching

Avery is on a culinary
mission to create new and
engaging ideas and recipes
to keep us all well hydrated.

Puzzle Pull-out

Four page, pull and keep
mini-magazine with Word
Search, Crossword and
Spot the Difference

Welcome



Welcome to the Spring 2018 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.

As I write this welcome we have just come out of a very cold snap at the end of the winter and are looking forward to the warmer months ahead and getting outdoors at our homes to do more with our residents. Due to the success of Avery In Bloom last year, with our residents delighting us with their horticultural prowess, we will be running a similar competition this year, supported by more al-fresco dining and hydration drink ideas, more of which you can read in this issue.

As always, we have great stories, wins and successes to share with you, and this magazine only really touches the surface of all that is great about the care and services we deliver at Avery. Delving in to the Facebook pages for each home reveals a wealth of events, activities, fun and love that defines what we do for our residents. I am particularly taken with the developing Avery Archive, which is documenting the real and interesting stories of the lives that some of our residents have led, and their achievements in their lifetime. It is a great way to celebrate this depth of experience that our residents have, and to bring to life what they have seen through their eyes. You'll find more on that on the main home page of our website (www.averyhealthcare.co.uk).

As always, if there's something that you'd like to hear more about in your magazine, then please contact the Marketing Team at marketinginternal@averyhealthcare.co.uk

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 marketinginternal@averyhealthcare.co.uk

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PUZZLE CENTRE PULL-OUT

Word Search
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View From The Top with John M B Strowbridge | MD



It is a privilege to head a team such as we have at Avery that continues to drive steady growth, and with two more services about to open we now have 55 locations across the country delivering the best in care and independent living. Such growth drives the need for other changes though, and with that in mind we are restructuring some of the organisation. This recognises the real achievements in the last year, not least of which on becoming the highest rated residential care provider as recognised in a recent Which? report.

During the last few months we have created the roles of Operations Manager North and South. Lisa Soper was promoted to Operations Manager South and we have appointed Joanne Elliot (who starts in the early summer) to the post of Operations Manager North. The Regional Managers will now report to these Operation Managers. During this period, our strategy has been spearheaded by Sharon Winfield, whom we are promoting to Chief Operating Officer, to recognise the

full responsibility of heading up our operations and enable her to lead our further growth whilst keeping her hand well and truly on the tiller.

Recognising the importance of the Hawthorns Group, Sandra Stark is appointed to the position of Managing Director of this division and Ian Turnbull is promoted to the position of Operations Manager. We have just opened a new Hawthorns location in Northampton and are keen to develop more, requiring focus to develop this brand and division. Ian's support will enable Sandra to continue to also devote time to her other critical role in the group of Director of Care and Quality. She will lead Avery into the next phase of development in to electronic systems and drive forward our systems for Dementia Support, Well-being and Activity and the Nurse Strategy; it is important that we continue to maintain our position as a leader in these areas.

I am sure you will join me in congratulating these colleagues on their increased responsibilities and provide them with your full support moving forward.

Yours, John
John Strowbridge, MD



Lois Aspinall | Marketing Manager

The Managing Director's Award

Two superstars shone brightly this Spring, 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.



Lesley Parker
Lesley Parker is the Chef at Acer Court in Nottingham and on 20th February was surprised when Managing Director John Strowbridge arrived at the home to hand

her the Avery MD Award for excellence in her role. Over the last year, Lesley performed fantastically well in her own job and went out of her way to support other Avery homes that have encountered staffing problems and illness.

Even though Lesley is not a Support Chef, she happily agreed to work with Derby Heights and Alder House when they faced unexpected staff shortages, arranging to cover her own role, as well as working on her days off. Lesley embraced every visit with enthusiasm and a smile, remaining professional throughout every situation. Well done Lesley!



Julie Ashford Martin
Julie is the Well-being and Activity Coordinator at Darwin Court in Lichfield, and on January 11th she was delighted to receive the Avery MD Award in

recognition for 'going the extra mile'. Julie comes into the home every day with the biggest smile on her face, full of energy and enthusiasm for her job. She thinks 'outside of the box' and since joining the Darwin Well-being Team, she has made it her mission to adapt activities for those residents who might normally struggle to join in.

Last summer, Julie was the driving force behind a memory walk that clocked up 22 miles raising a whopping £1,000! MD John Strowbridge agreed, Julie truly is what Avery is about. Congratulations Julie!

Managing Director John Strowbridge gave out the certificates and congratulated both Lesley Parker and Julie Ashford Martin on their successes, thanking them for their commitment in their respective roles.

Sandra Stark | Director of Care and Quality



CNO Summit



In March I was pleased to be invited again to attend the 2018 Chief Nursing Officer (CNO) Summit, where Directors of Nursing from the NHS and the independent sector meet to discuss the way forward for nursing and improving care. The many speakers included

Jeremy Hunt, the Health and Social Care Minister, Simon Stevens, Chief Executive of NHS England, Professor Jane Cummings, CNO for England, Elizabeth Iro, CNO of the World Health Organisation, patients and other senior nurse leaders from the UK and USA.

The key issues for discussion were staffing, use of information technology and resilient leadership – all challenges we face at Avery.

A national and a global shortage of nurses set against increasing demand means we need to encourage new nurses into the profession and retain those already here. Nursing was voted the most respected profession in the UK and yet, while the title Registered Nurse is protected, the title nurse is not, so the CNO announced legal steps to resolve this. Discussions also took place on the new Nursing Associate role, extension of nurse skills and how nurses can improve health outcomes.

At Avery we are developing a new Nursing Strategy that will include further expansion of our City & Guilds accredited Advanced Senior Carer Programme, plus development of a new Community Nurse model to support our nurses to extend their skills. We know from research and our own experiences that nurses make a difference to care and our Strategy will develop this.

Information technology can improve safety and free up staff time for more direct care. A national campaign to reduce medicines errors in hospitals and the community evidences that failings are reduced by using electronic systems. At Avery we are introducing the Omnicell EMAR across all homes this year following a very successful pilot. In April we also go live with our person centred Electronic Care Plan pilot, featured elsewhere in this magazine.

Whilst facing all these challenges there was recognition of the importance of personal resilience to effective leadership. All Avery managers recently attended a Resilience Workshop led by the University of York and the positive results of this were described in our Winter issue.

The summit was helpful to share good practice and learn from others as we continuously improve our systems and care. It is reassuring to know though that Avery are at the forefront.

Which?

Avery Tops the Tables!

Which?, the largest independent consumer body in the UK, has recently published a report on their best and worst care home providers by using data from the sector regulator, the Care Quality Commission. From these findings, Which? have recognised that Avery has 100% of its residential services rated as 'Good' by the CQC.

Avery's hard-working staff have driven excellent CQC results across the board and it is fantastic to be recognised by such a reputable, independent voice as Which? and have findings published from Laing Buisson.

John Strowbridge, Avery Managing Director, proudly commented, "We believe that all of these results demonstrate success in our objective to be a first-class provider of quality care that people can rely upon, and truly reflects the commitment and hard work that all of our staff bring to their roles. Without them these results would not be there, so Thank You to One and All!"

ENGLAND: BEST AND WORST

Provider	Total homes for older people	Rated 'adequate' or 'requiring improvements'	Rated 'inadequate'
1 Avery	14	0%	
= North Yorkshire County Council	13	0%	
3 Sunrise Senior Living	54	1.9%	
4 Greensleeves	20	5%	
5 Cumbria Care	26	7.7%	
= Quantum Care	26	7.7%	
7 B&M Care	23	8.7%	
8 Minster Care Group	29	10.3%	
9 Excelcare Holdings	28	10.7%	
10 Norse Care (Services)	18	11.1%	
11 Somerset Care	26	11.5%	
12 Royal Masonic Benevolent Inst.	15	13.3%	
13 Runwood	55	14.5%	
14 Sanctuary Care	75	14.7%	
15 Methodist Homes	74	16.2%	
42 Humberside Indep. Care Assoc.	12	33.3%	
43 Four Seasons Group	167	35.3%	
44 St Philips Care	14	35.7%	
45 Cornwall Care	13	38.5%	
= Wellburn Care Homes	13	38.5%	
47 Community Integrated Care (CIC)	18	38.9%	
48 New Century Care	16	43.8%	
49 Orchard Care Homes	44	45.5%	
50 Acadia	24	45.8%	
51 Burlington Care	15	46.7%	
52 Derbyshire County Council	20	50%	
53 Akari Care	20	60%	
54 Ideal Care Homes	16	62.5%	

Care Worker's Charity Programme



Avery are proud to be sponsors of the Care Worker's Charity, founded in 2009 originally as the Care Professionals Benevolent Fund, with the objective of supporting persons who are, or who have been, engaged in the care sector, by providing support to those who find themselves facing the burden of economic hardship. In 2017 Avery supported the charity as both a sponsor and a fundraiser, raising over £6,000 for their charity day.

The Charity makes one-off payments to meet the financial impact of one or more of the following circumstances; recent bereavement, illness, injury or loss of income, an unforeseen change in living arrangements or loss of home, or a recent relationship breakdown and/or domestic abuse.

Quite often these situations will not be reported to an employer, for fear of judgement or embarrassment. There are nearly 2 million care workers in the UK, contributing to one of Britain's largest workforces, and caring for some of the most vulnerable people in our society; with long hours and mentally and physically demanding work it's all too easy for illness, or other unforeseen circumstances, to push people into difficulty. As a country, we depend on care workers to be there for us; The Care Workers Charity is there for them, and Avery is right behind that.

Visit www.thecareworkerscharity.org.uk to find out more behind the charity day we will be supporting on July 30th, 2018. If you would be interested in becoming a Care Worker's Charity Champion for your home then visit www.thecareworkerscharity.org.uk/champions.

Angus Matthew | Senior Marketing Manager

Your Contributions Count!

f Working with Facebook means we are privy to some pretty special moments. It is great when the camera captures something that you just know is going to make a family really happy. Most of the time that camera is in the hands of our Well-Being Co-ordinators who work tirelessly to document everything they do for the benefit of friends, family and increasingly our staff, many of whom engage with Facebook as a way of sharing in the fun that our communities generate.

Last week Claire Harne, one of our eagle eyed Regional Well-Being Co-ordinators noticed that she had been messaged about some images that had been submitted to the Facebook page of our Nottingham home Alder House. She took a closer look and found what has quickly become one of our favourite images. It is quite unusual for us to receive what we refer to as 'user generated content' but we are mightily glad we did and now we would love to receive more of it!

When Wendy Feargrieve came to visit her Mum, Margaret, she took a photo of her with two of our care staff, Cheryl Horne and Melissa Taylor. We think the picture speaks for itself and the public would seem to agree, sharing the image across Facebook

88 times, showering it with over 1100 Likes and 36 glowing comments from strangers wishing to express their joy at seeing the picture.

So, thanks go to Wendy, for letting us use it to spread the message of good care, for Claire for finding and posting the image, for Cheryl and Melissa for doing such a great job and of course for Margaret for being, well, Margaret!

Any visitor to our homes can post their images onto the homes' page for us to review and share with our supporters. Similarly, you can add your own images to any comment you make on our pages. We welcome your contributions. Happy posting!



NACC Care Chef of the Year

Avery Healthcare is delighted that three of its chefs have been selected to compete at the regional final of the National Association of Care Catering's prestigious culinary competition, the NACC Care Chef of The Year.

The awards seek out the nation's best chefs working in the care sector and Avery Chefs Paul Burch from Dukes Court, Barry Bing from Bourn View and Martin McKee from Hawthorns Aldridge were all selected! Their entries were judged for innovation, costing, suitability for the environment, adherence to nutrition guidelines, taste and overall menu balance.

At the regional finals they will have 90 minutes to produce their dishes and demonstrate their skill set, illustrating nutritional understanding of the foods they were using, plus culinary flair through flavours, execution and presentation, all under the watchful eye of the competition judges.

The two highest-scoring competitors from each regional heat will secure a place in the National Finals in June where they will compete for the coveted title of NACC Care Chef of the Year 2018. Good Luck Chefs!



Julie Spencer | Head of Care

E-Care Plans

At Avery we have a real focus on person-centred care, which places the resident at the centre of all that we do.

The individualised care plan is the central document which supports this approach and we currently record all this information in a paper-based file of 18 sections for each resident.

With the move in the NHS and health and social care to using electronic platforms for record keeping, we have spent the last few years reviewing the many e-care plan platforms available on the UK market. We found that many systems reduce care to a series of tasks which is not the Avery approach. However, we are now pleased to announce that we are working in collaboration with Fusion4care systems (www.fusion4care.com) to design a bespoke person-centred approach to providing e-care plans for our residents (www.ecareplan.co.uk).

Benefits of using e-care

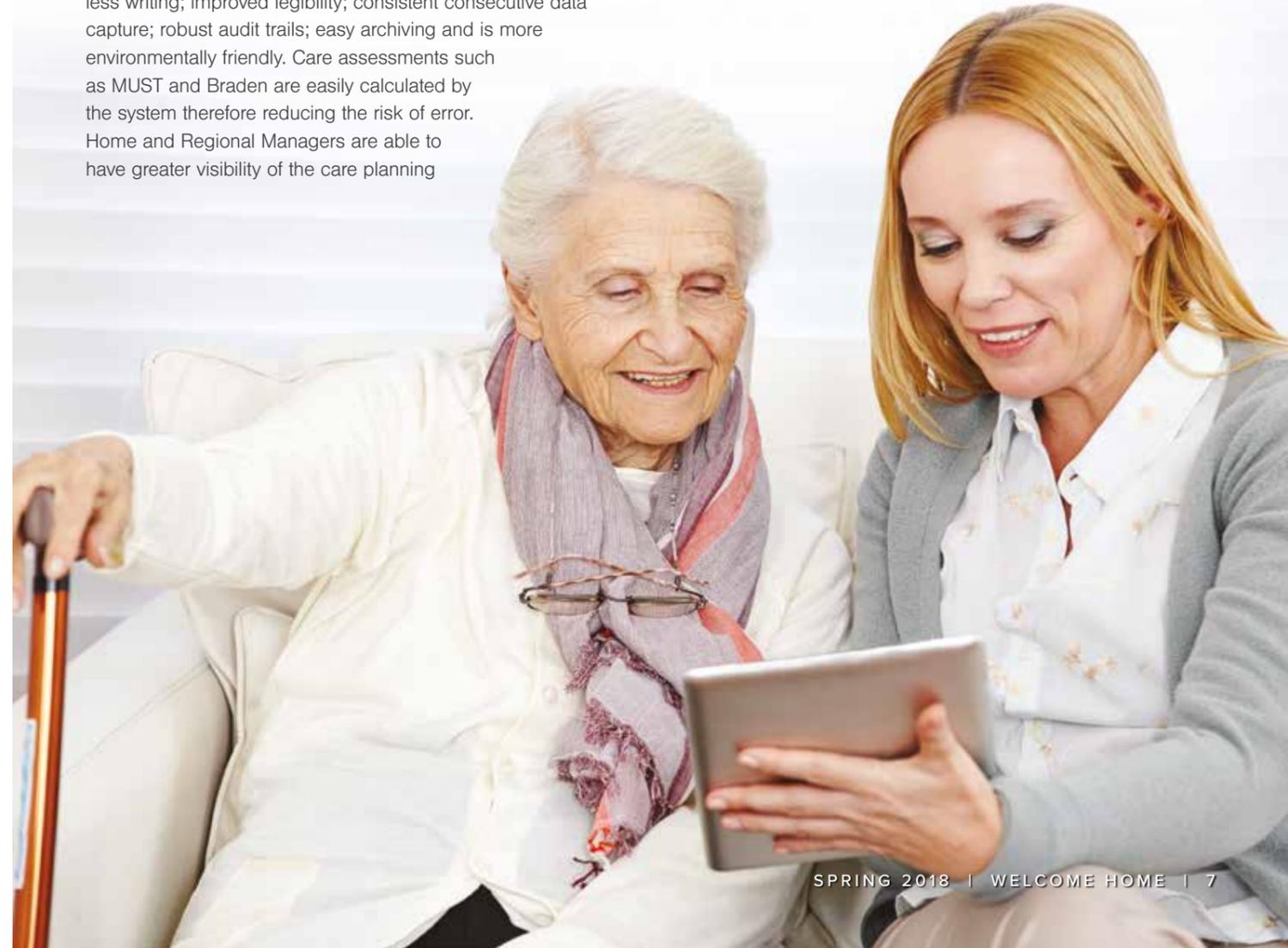
The benefits of using e-care plans are numerous and include: greater ease and efficiency of use; reduction in administration time, freeing up more time to care; less duplication and less writing; improved legibility; consistent consecutive data capture; robust audit trails; easy archiving and is more environmentally friendly. Care assessments such as MUST and Braden are easily calculated by the system therefore reducing the risk of error. Home and Regional Managers are able to have greater visibility of the care planning

process, and full person-centered care plans are available at the touch of a button. The new system also complies with the new GDPR regulation being implemented in May 2018, to ensure that resident data is securely protected.

The e-care plans will be available on a variety of mobile devices including laptops and tablets, which will ensure that residents and relatives remain involved directly in the care planning process. We are trialling a voice recognition system which allows for dictation of daily notes by staff and also enables residents to make entries into their own care plan by talking into the system.

The Pilot

The six homes in the pilot are due to commence in April this year, that will provide valuable and robust feedback from the staff teams and residents, which will ensure the system is built to the highest person-centred specification. Following a successful pilot, e-care plans will be implemented throughout all the homes within the Avery group.



Avery's Animal Family

Camilla Raca | Marketing Assistant

In our Autumn 2017 issue we learnt from our in-house care experts about the benefits animals can bring; for elderly pet owners they can help reduce stress, lower blood pressure, increase social interaction and physical activity, and help them learn. A new pet can inspire someone to read up on an animal or breed, which can be very mentally stimulating which is also important in later years.

Avery Healthcare nurtures and embraces this idea through the many visiting animals such as ZooLab, Pets as Therapy (PAT), Guide Dogs and many more. Lollipop ponies have also been a favourite amongst residents; when one of our residents, who struggles with sight, reached out and stroked a miniature pony, his face lit up and it was a truly magical moment. Many of our homes hatch chicks and ducklings throughout the spring and the excitement in the home is evident as it brings residents together.

Not only do Avery Homes have a vast array of visiting animals, but many of them have their own birds, goldfish and dogs with their own unique stories on how they came to live at Avery.

Pet Patrol

Birchwood Grange:

Birchwood Grange Care Home has always embraced pets. Residents love to walk rabbits Bobble & Hattie on leads around the home, or even to go outside to feed, pet and care for them. Home Manager Mark Bird (no pun intended!)



also brings in his dogs, Ben and Jerry, who are an absolute hit; they encourage the residents to go outside for walks and create a homely atmosphere. Recently, resident Mrs. Aich was welcomed into Birchwood Grange and she brought along her pet parrot. The parrot had become a partner and they were inseparable, so she looked for a home to move into where he could accompany her. After many homes refused, Birchwood Grange welcomed him with Mrs. Aich, so they could continue to live happily together and in the best of care. He has already become a fully-fledged part of the Birchwood family; he sits on staff's shoulders as they walk around the home and he has brought fun and entertainment to the daily life at Birchwood Grange.

Rivermere:

Rosemary, a resident at Rivermere Care Home, had wanted to get a companion dog for a while and asked Rivermere whether they would fulfil this wish for her. After much searching for the perfect pooch, Dee, a 7-year-old terrier cross came to live at the home. Rosemary was overjoyed and now socialises even more than before, gets out for walks and has the best friend she always wanted. The staff set up a special care plan for Dee and make sure they help walk her, and as with all animals within Avery Homes, Dee is a fantastic addition to home life.



the best of friends and go everywhere together round the home, on trips out and even during exercise classes! Percy brings happiness to Brenda and she wouldn't be the same without him; other residents have even started taking dog treats with them to the communal areas, just in case they bump into Percy.

Dukes Court:

Dukes Court Care Home's resident Molly gave up her Chinese crested hairless dog 'Gizmo' a few years back when she decided to move. Molly had been feeling agitated and unsettled every day as she missed Gizmo and wanted him to come and live with her at Dukes Court. After Molly let the staff and management know how desperate she was to have Gizmo back in her life, they arranged to

Rivermere Care Home - CQC Report January 2018

"One person told us they had been supported to get a dog to live with them in the home. They received support from staff to walk the dog and let it out at night. The person said having the dog "has changed my life."

They described how this had encouraged them to walk more and as a result their mobility had improved"

Hawthorns Aldridge:

Percy the Jack Russell is a well-known member at the Hawthorns Care Home in Aldridge, bringing fun and a wagging tail wherever he goes. Brenda, a resident at Hawthorns, rescued Percy from a puppy farm where he was so stressed that he had lost all of his fur. They soon became

bring Gizmo home to her. There was an emotional reunion when he arrived and Molly was thrilled; she has been smiling constantly and has felt settled ever since. Staff at Dukes Court registered Gizmo with the local vet, help walk him and enjoy having him around as he brings joy into everyone's life.

Robert Prince | Recruitment & Engagement Manager

« MOVERS 'N' SHAKERS »

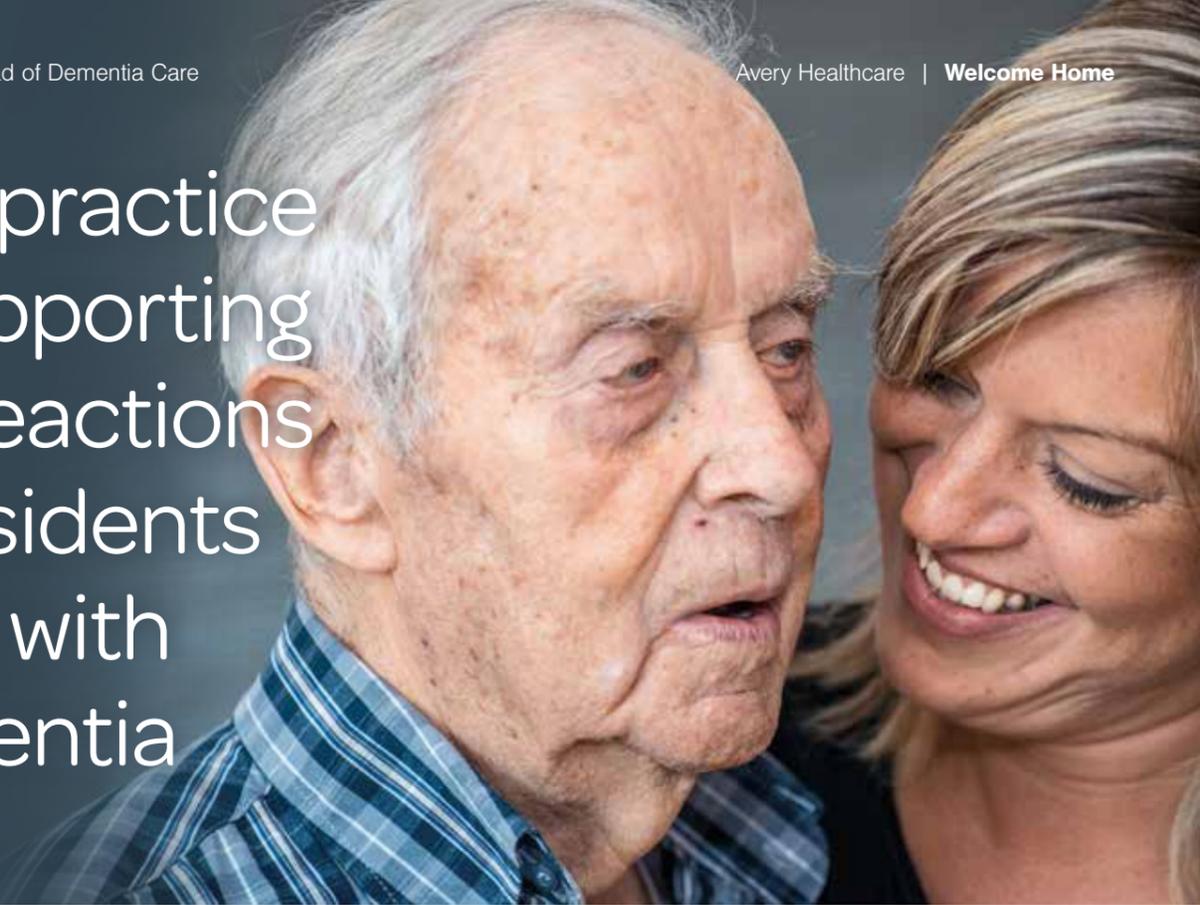
Following a busy 2017, we have seen no slow-down in the growth of the business, so we once again welcome an abundance of new colleagues and look forward to sharing their journey with Avery. We continue to seek and retain the very best talent in the sector to compliment the success of our friendly, caring and welcoming teams.

- Suzanne Baldwin** joined us in February as Regional Manager in the South
- Kerry Cattell** joined us in February as Regional Manager in the Midlands
- Hari Sehmbi** joined us in February as Home Manager at Elvy Court, Sittingbourne
- Scott Bland** was promoted in February from Deputy Manager to Home Manager at Highcliffe, Sunderland
- Linda Brooks** joined us in January as Home Manager at Clayton Manor, Congleton
- Susanne Stevens** joined us in January as Home Manager at Dukes Court, Wellingborough

If you or someone you know would be interested in becoming 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

Best practice in supporting the reactions of residents living with dementia



Astbury Manor Care Home

Grand Opening



On Friday 23rd February Astbury Manor Care Home had its Grand Opening, with special guest Sherrie Hewson from Loose Women, Benidorm and Coronation street fame! She revealed the opening plaque on the reception wall, along with Deputy Mayor Cllr Alvin Finch, Avery founding Director Ian Matthews, and Astbury House Home Manager, Michael Berkley-Bleazard.

There was also a ceremonial ribbon to cut by founding resident Joy, who was then presented with a bouquet of flowers from Michael. Many of the residents attended and had their photos taken with Sherrie, who spent time chatting and laughing with everyone. She even found

time to go and see some residents in their own rooms who could not make the party.

The home looked beautiful with fresh flowers everywhere, and the chefs put on a fabulous buffet lunch. Concierge Phil was busy offering around the fizz and teas and coffees, whilst classical musical accompaniment came from Bella Asbjornsen on the harp. After lunch the residents and guests were then serenaded by singer Albie J, who sang a wide range of songs and got the residents up dancing! A fantastic opening, with all the staff working really hard to make sure that residents and guests had the best of times.

Residents living with dementia may sometimes display a variety of different types of behaviour, dependent upon where damage to the brain has occurred or how the disease is affecting that person's declining cognitive ability.

For many years people living with dementia who exhibited what were regarded as extreme actions or reactions were referred to as having 'challenging behaviour'. This would be typically managed with heavily sedating antipsychotic or mood-altering drugs, which frequently had substantial and often severe side effects. While this approach generally made a person easier for the staff to manage, it rarely addressed underlying causes, often leading to an ongoing cycle of treating periods of escalating distressed behaviour with increasing doses of medication.

Minimal Use Policy

Although prescribed medication can sometimes be beneficial to a person with dementia who is experiencing such severe distress, the significant risks of using powerful antipsychotic medication or other mood or behaviour altering

drugs as part of the ongoing treatment and care of people with cognitive difficulties is now nationally recognised. When caring for a person with dementia who is experiencing any form of distress, non-pharmacological approaches and treatments should always be the first consideration when planning care and support. At Avery we have a "minimal use" policy for antipsychotic medication and we monitor and review its use every month at senior level via our quality indicator system.

Avery Re-Connect Strategy

As part of the new Avery Healthcare Re-Connect strategy, a more complete approach to supporting residents in distress has been developed to replace conventional behaviour monitoring charts, which have a tendency to focus on managing negative behaviour rather than supporting staff to develop person-centred ways of working. We recognise that a person's previous life experiences and individual personality traits, as well as current physical and mental health state, will all influence the responses that may be displayed as a resident living with dementia tries to make sense of a world that is becoming progressively unclear.

Reaction Support Tool Launch

The new Avery Reaction Support Tool provides a straightforward framework, which guides staff to work together to develop ways of caring for a resident, that reflects the valuable information that is contained within the person's life story. Over the past four months an initial pilot project has been carried out in three Avery homes where staff have been supported to replace the traditional 'ABC' charts with the new tool. Feedback has been very positive, with home managers identifying that the new approach enables staff to work together in a very different way to support residents who may experience periods of distressed behaviour, with staff being able to recognise potential triggers for individuals much earlier. This has led to an overall improvement in quality of life for residents.

Over the next few months we will be introducing the new Reaction Support Tool throughout our remaining homes, to ensure that all of our teams are able to continue to provide the very best person-centred care, avoiding the use of medication wherever possible for our residents who are living with dementia.

THIRST QUENCHING HYDRATION

As a fundamental element to maintaining the health and well-being of our residents and staff at Avery, we are on a culinary mission to create new and engaging ideas and recipes to keep us all well hydrated.

We are about to spring in to Spring, with the weather warming up, so it is essential that we intensify our focus on the importance of good hydration and the intake of fluids.

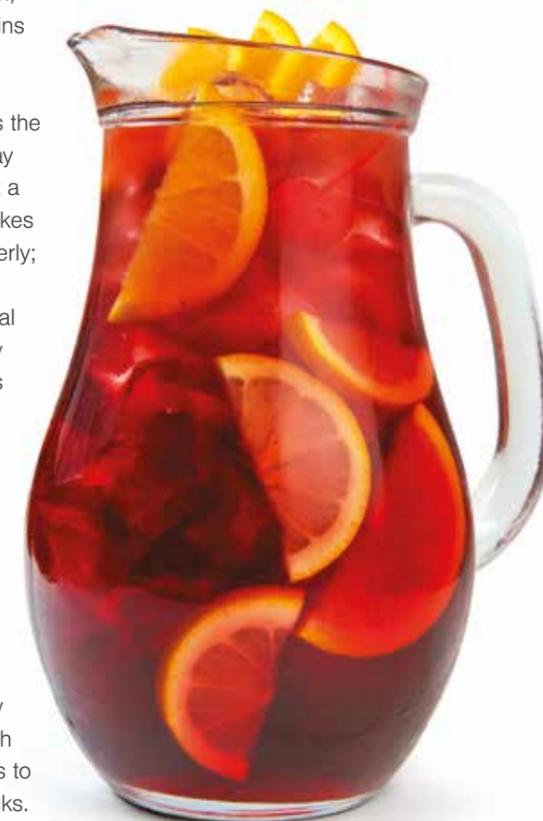
As covered in a previous article, good hydration is key for each and every one of us when it comes to our overall health. It helps to ensure proper circulation, keeps our body cool, removes toxins and supports healing processes from within.

Not drinking enough fluid makes the body dehydrated, which in turn may worsen any anxiety symptoms that a person may have. Dehydration makes the body struggle to function properly; concentration becomes poor and we may become confused, physical processes slow down and we may feel sluggish and tired. Endorphins that improve mood and a sense of well-being are less likely to be released properly, leaving an overall low feeling.

In order to promote hydration, we have developed a range of new recipes so our award-winning talented chefs can produce fabulous herbal teas and flavoured waters. This not only compliments our detailed approach to nutrition, it encourages residents to enjoy a wide variety of healthy drinks.

At the Avery Culinary Workshops, we have been demonstrating to our Head Chefs just how easy it is to make a selection of hydration drinks; we are now looking to produce beautiful Thirst-Quencher Drinks Menus that offer a selection of delicious flavoured waters that will be readily available in all homes across the Avery group.

Each homes' menus will be displayed in reception, restaurants, cafés, bistros and terraces.



Simon Lawrence | Group Culinary Manager

Our award-winning chefs have developed a range of delicious flavoured waters just for you.

Pomegranate, Lemon, Ginger & Lime

Water, Ice, Pomegranate, Ginger, Lemon, Lime and Honey

Saint Clements

Water, Ice, Grapefruit, Oranges, Lemon, Lime and Mint

Homemade Cloudy Lemonade

Water, Ice, Lemons, Raw cane sugar, Honey, Ginger and Mint

Apple Cucumber & Mint Refresher

Water, Ice, Cucumber, Apple, Celery and Mint





Avery Culinary Competition 2018

Emilio Pascucci of Astbury Manor wins the Avery Culinary Innovation Award for 2018!

On March 6th, five finalists competed for the Avery Culinary Innovation Award at Unilever's Chefmanship Centre in Leatherhead, Surrey. Emilio claimed the coveted title following more than two hours of intense competition.

Judges praised his "thoughtful and organised approach" and enthused about the flavours of his winning menu. His main dish consisted of a Wild Mushroom and Herb Risotto with crispy Parmesan biscuit, with a dessert of vanilla scented toffee and coconut cheesecake served with honeycomb and nut brittle.

Paul Wright, Development Chef, and Davesh Kumar, Head of Hotel Services, were part of the judging panel on the day. They said, "Our heartfelt congratulations go to Emilio – a worthy winner of the Culinary Award." Simon Lawrence, Group Culinary Manager at Avery added, "As well as celebrating the true talent across our group, this competition highlights the specific culinary knowledge, skills, flair and dedication required to ensure consistent excellence within our Avery culinary departments. This year's competition succeeded in doing just that."

Ricoh Pecho of Scholars Mews claimed second prize with Paul Burch of Dukes Court in third. The overall standard of entries was very high with entrants really pushing the boundaries and sharing best practice, culminating in a final that was a treat for all. The five finalists gave a real master class with their menus, showing creativity, thoughtfulness and craft skills, underpinned by a thorough understanding of the fundamental issues faced daily in a care environment – nutrition, budget balance, variety and the specific needs of the residents.

About the competition

Entrants were asked to devise recipes appropriate for a care environment and create a delicious and nutritionally balanced two-course menu that consisted of a vegetarian main course and a gluten free dessert. Innovation, costing, suitability, adherence to nutritional guidelines, taste and overall menu balance were the key attributes for assessment by the judges. The competition was generously supported by Unilever Food Solution.



Home of the Quarter

Birchmere House



Birchmere House in Knowle was acquired by Avery Healthcare in March 2017. Rated by the CQC as Requires Improvement in all categories in December 2016, it was desperately in need of the "Avery Touch".

One year later and under the direction of newly appointed Home Manager Rachel Walker, who had joined in May, the home has been transformed. Significant changes were quickly made to management practices, Well-being and Activities, Culinary and most importantly care and nursing procedures, culminating in an outstanding local CCG audit score of 98% in December 2017.

Deputy Manager Jacqueline Broatch reflected on the staff performance and morale since the home was incorporated into Avery. "I have worked at Birchmere

House for the past two years and now we have great cohesive working practices between the nursing team and senior carers." She praises the new concise induction packages for new staff, supported training with shadowing and buddying, and managers being empowered to run their departments whilst enjoying hands-on support and open communications with senior management.

As well as strong team work, close collaboration with residents has allowed staff to regularly adapt and improve the service to specific user needs. Daily meetings discussing personal preferences with residents means that the care, activities and culinary offers are tailored to the individual. With resident involvement, certain dishes were not as popular as others, so these have now been replaced

with different menu options and Chef Graham has never been so well liked!

Amongst a wealth of activities introduced by Doran Kennedy, the new Well-being and Activities Co-ordinator, the bi-weekly sessions with a professional physiotherapist have proved popular, with residents benefiting from more effective exercise.

Manager Rachel Walker said, "We have seen a noticeable increase in the happiness of our residents and look forward to meeting up with families, who now shake us by the hand and congratulate us on our efforts." With such a significant performance and a notable turnaround of this home, Avery Chief Operating Officer, Sharon Winfield, was so impressed with the Birchmere Team she felt they were a definite winner of the "Home of the Quarter".



NORTHAMPTON'S NEWEST LUXURY RETIREMENT COMMUNITY

The innovative new Hawthorns Northampton opened in April, providing a new standard of premium lifestyle retirement living.

A landmark building on the western approach into Northampton, The Hawthorns adjoins open fields, yet is close to shops, restaurants, a multi-plex cinema, a leisure complex with pool and a multitude of historic stately homes. It is easy to reach and enjoys partnerships with the local theatre, golf courses, schools and the stunning Althorp Estate.

Each luxury studio, 1-bed and 2-bed apartment offers spacious living and dining areas, with some enjoying private balconies opening onto the garden, courtyard or plaza areas and others having stunning westerly views across open countryside.

The sophisticated layout of the building offers residents a wide choice of beautifully designed interior and exterior spaces where residents can enjoy spending time with old and new friends. The social hub of The Hawthorns Northampton is

The Clubhouse, which caters for all needs with an in-house cinema, Elements Spa, salon, snooker table, bowling green and fully stocked bar. Residents can also spend time reading and relaxing in the library, stay fit and healthy in the gym or join in with the daily programme of activities to support mind, body and soul.

Pre-dinner drinks can be taken in the Althorp Lounge before enjoying elegant dining with full table service in the Churchill's Restaurant. The delicious menu is prepared daily by professional chefs with fresh, locally sourced ingredients. Homemade treats and refreshments can be enjoyed throughout the day in the Quinton Bistro of Café areas.

As you would expect of a modern facility, there is free Wi-Fi, Freeview TV with telephone points in each suite, as well as individually controlled heating, on-demand hot water, plus integrated safety and security systems. It is all staffed 24/7, enabling residents to live a full and independent life, whilst knowing someone is always at hand when needed.

David Seward, General Manager, has had an impeccable career in the luxury hotel sector, starting at the Victoria Falls in Zimbabwe and latterly at The Manor 4 AA Silver Star luxury retreat in the London countryside. In the past few months he has been busy appointing and training his new highly-skilled team, who are already setting the bar for this luxury service.

For more call **01604 553646** or search **'Hawthorns Northampton'** on-line or on Facebook.

Lois Aspinall | Marketing Manager

Camilla Raca | Marketing Assistant

Spotlight on a Resident

At Avery we recognise that reminiscence is a key component in health and well-being, especially for those living with dementia, and we embrace this enriching therapy across all our homes. Modern gerontologists have highlighted the benefits of recalling personal experiences from the past, as long-term memory is the strongest and the last to decline.

We began the 'Avery Archive' to learn our residents' life stories through their unique journeys and fascinating experiences; we record those memories as an audio archive that can be replayed by the resident, family or friends. Not only is this a fascinating archive for the enjoyment of other residents who may relate to specific experiences, but it also gives a detailed insight into a person's life story, a helpful aspect for supporting residents living with dementia.

Our life stories archive compliments our values for person-centred care; if you understand someone's past you understand the person, and it brings to life some amazing resident stories.

Cockney Girl to Country Girl

Grace Hughes, a resident of Milton Court Care Home in Milton Keynes tells her story as an evacuee during the Second World War. She relays her experiences with humour and an unflinching dose of reality, such as her heart-breaking moment



of departure into the unknown and the reception that awaited her in Somerset. Told as if it were just yesterday, Grace's recollections of her time in Chard are fascinating and reveal the sheer terror of the experience and the pain of separation that young people had to cope with during the wartime evacuations.



Listen to this and other residents life stories in our Avery Archive please visit averyhealthcare.co.uk/resident-life-stories



Mick Sheehan | Director of IT

GDPR

The new GDPR (General Data Protection Regulation) comes into effect on 25th May 2018, to update data protection laws for the digital age. Whilst the concepts and principals are much the same as the current Data Protection Act (DPA), it brings new transparency, greater rights of individuals to privacy, plus increased emphasis on the documentation which, data controllers (like Avery) need to maintain.

As a company, our awareness of how personal data is stored, where it came from and with whom we

share it is carefully mapped to ensure transparency. We are working hard to ensure that all our electronic and paper systems conform to the new stricter standards that are set out by the new regulations. This is over and above the current DPA that we comply with.

We will be providing new policies, training for staff and more information as we work our way towards the new standards. Residents and families may notice some changes to contracts and the consents which are required around data sharing, such as for care planning and medical records.

We are also committed to ensuring that all the approved

suppliers that handle our key data conform to the new regulations in order to continue doing business with us. Should you require further information regarding GDPR please e-mail us on weareready@averyhealthcare.co.uk



Lois Aspinall | Marketing Manager

A Night in at the MOVIES



Back in Time

It's a long time since the first commercial public screening of a short film which took place in Paris in 1895. 'Going to the movies' soon became popular with the first Nickelodeon opening in Pittsburgh, USA in 1905.

Original films were very different then, both silent and in black and white, but by 1916, Technicolor arrived in musicals such as *The Wizard of Oz* or *Singing in the Rain* and by the end of 1929, Hollywood productions were almost all-talkie.

During the 1980s, audiences began increasingly watching films on their home VCRs and most people will remember famous director blockbusters such as *Star Wars* from George Lucas and *Jaws* and *E.T. the Extra-Terrestrial* from Steven Spielberg.

British cinema was given a boost by David Putnam's *Chariots of Fire*, Richard Attenborough's *Gandhi* and James Ivory's *A Room with a View*. However, films that had been overlooked in cinemas were increasingly being given a second chance on home video, with people staying in to have a 'night at the movies'.

Relax, laugh and have a good time

We all know that film can provoke all kinds of emotions as well as entertain; it can make you laugh, cry and empathise, it can help you to connect or disconnect, relax and have a good time, and it can have a powerful influence over both mental and physical health. Researchers believe that watching and talking about a movie with other people can even give them individual strength to face their fears and problems, to drive their motivation and find energy in real life.

Do you remember the last time you laughed out loud whilst watching a movie? They can be rare moments to have a good uninhibited laugh, and we know laughter decreases stress hormones and increases infection-fighting antibodies, improving resistance to disease.

Laughter triggers the release of endorphins, the body's natural feel-good chemicals that promote an overall sense of well-being and can even temporarily relieve pain.

Movies also make for great memories. The story, the actors, the location, or even the person who watched with us, any of these can be a reason why a particular movie sticks in our memory. When people living with dementia watch a favourite movie or television show, it can both stir positive memories and inspire good feelings.

Avery Movie Zones

Avery Healthcare recognises the immense value of having in-house cinema in their homes and invests in state of the art, professional audio-visual equipment to create the very best movie experience. Most homes are appointed with either a high-quality screen in a dedicated 'movie zone', or themed cinema rooms; these rooms boast professional projectors, screens, acoustic panels, low level lighting and even have popcorn and sweetie trolleys – watching a movie with friends has never been so much fun in a care home!

Avery Well-being and Activities Coordinators really make the most of these facilities; Derby Heights Care Home for example has formed a Movie Club, and as well as showing films also screen popular and stunning documentaries such as BBC One's *Blue Planet II*, so residents can enjoy the full 'big screen' vision and sound experience.

A highlight of the month at Derby Heights cinema is a visit from the County Football Team, who bring film footage of past matches; residents get together with them to watch and reminisce about their memories and debate the merits of the teams and players.

Astbury Manor Care Home in Bracknell has regular 'seated ballroom' classes using an exercise DVD, as well as Horse Racing Days, Date Nights for couples and monthly pyjama parties where residents enjoy snacks and watch 'chick flicks' such as *Bridget Jones's Diary*.

Camilla Raca | Marketing Assistant

Big Event Days 2017 & 2018



Firstly, a big THANK YOU to all the staff, residents and their respective families and friends for all the fantastic efforts with the Mandatory Events that were launched in 2017. The total amount you raised for various charities was a staggering £34,430.77!

Throughout last year's events, it was evident from pictures on Facebook that the residents had great fun and entertainment, as well as the staff. It was lovely to see everyone come together; family, friends, children, local communities, and even animals to take part in some creative days. Through all the great Facebook posts we saw some delicious cakes and dishes, interactive games and smiling residents' faces, which is what these days are all about.

Thank you all for making these days special for the residents whilst helping great causes!

After reviewing 2017, we asked for your feedback on the Mandatory Days and for 2018 we are very pleased to launch the new AVERY BIG EVENT DAYS.

2018

Chief Operating Officer, Sharon Winfield, has again set out the criteria for the events and the themes have been communicated to the homes in advance. So, with six exciting days for the whole

year, homes should have more time to plan for each event, choose the time of day works best, and also have the space and time to arrange other event days individual to each home.

Avery Big Event Days are all about doing something extra special for the residents to enrich their well-being and to engage in different activities. The themes are there as a guideline, so we really encourage creativity for working with the residents to create opportunities for what they would love to get involved with – they may have some great suggestions!

Inter-generational activity is a prominent well-being theme this year, so we recommend that homes welcome friends, families, local schools and communities to join in. There will be wonderful culinary support from Simon Lawrence again who will help your chef teams with tasty food and drink suggestions; with the Well-being Team sharing some insightful, creative ideas with you too, it's all about the very best for the residents and for everyone to have fun together!

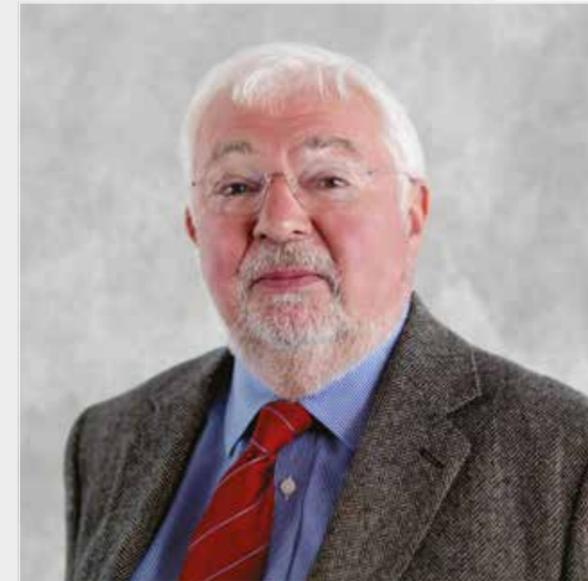
The March Tea Party kicked off our first event of 2018 and the Facebook posts look great – well done to everyone who persevered through that snowy week, and we look forward to seeing what each home gets up to on National Care Home Open Day on April 21st. Hopefully the sun will be shining on us all for that one!

GRAND TOTALS

Dignity in Action Day	1 st Feb	Dignity in Care	£1,209.62
Time for a Cuppa	1 st Mar	Dementia UK	£3,207.57
Forget Me Not	20 th May	Alzheimer's Society	£4,822.16
Alfresco Picnic for National Care Home Open Day	16 th Jun	Age UK	£2,005.72
Armed Forces Day	24 th Jun	Help 4 Heroes	£3,445.44
Beach Party	5 th Aug	Care Workers Charity	£5,284.37
Walk Down Memory Lane	21 st Sep	Alzheimer's Society & various local charities	£6,563.58
Macmillan Coffee Morning	29 th Sep	Macmillan	£6,671.53
Armistice Day	11 th Nov	The Royal British Legion	£1,220.78
			£34,430.77

Lois Aspinall | Marketing Manager

Avery Healthcare Directors



Ian Matthews

Ian Matthews co-founded Avery in 2005 with Managing Director John Strowbridge and has since led the commercial side of the business throughout its significant growth in the sector.

A chartered accountant by profession, Ian has previously worked for some of the biggest operators in the adult care sector, including Westminster Healthcare as Director of Operations and Barchester Healthcare with commercial, operations and regulatory responsibility.

Ian is the Avery Group's Nominated Individual with CQC and has helped drive the quality of services, embracing new ideas and ways to improve the quality of care provided and establishing a strong team to make Avery one of the UK's leading quality providers. In his spare time, Ian enjoys country sports and current and political affairs.



Sandra Stark

Sandra Stark is both Director of Care and Quality for Avery Healthcare Group and Managing Director of The Hawthorns retirement living division. Since 2015 she has led an expert support function team which includes nursing and care development, dementia care, hospitality, culinary, well-being and activity, and training and development as well as the development of The Hawthorns brand.

A registered nurse with an MBA in Healthcare Management, Sandra has worked in the care home sector for over twenty-five years in a variety of senior quality and operational roles. Her focus is on developing strategies and sector-leading initiatives and systems to support good integrated governance and ensure residents and their families experience excellent, safe and effective care, service and quality lifestyles.

Sandra is married and lives in Warwickshire. She enjoys an outdoor life and walking in her native Scotland with her border collie dog.

OUR AMAZING PEOPLE

STEVE GOODMAN



Avery Healthcare has expanded rapidly since its foundation in 2005, through new developments as well as an acquisition strategy, taking on the challenge of care homes previously run by other operators that were in need of extensive refurbishment.

A key contributor to Avery's reputation and ability to turnaround such run-down care homes is Steve Goodman, Projects Manager, who joined Avery in March 2015. Steve had extensive experience in project management within the construction industry and an enviable skill set, so was the ideal candidate for heading up major refurbishments.

Steve is field based and reports into the Director of Developments, Adrian Doyle, and in the last 3 years they have turned around eight major refurbishments across the Midlands and the South. These care homes are; Birchmere Mews, Clayton Manor, Derby Heights, Hawthorns Aldridge, Merlin Court, Milton Court, Pemberley House and Rivermere. These projects had a diverse range of structural challenges due to the age and size of the building and local council requirements so there was no 'one size fits' all solution. Bespoke designs and approaches were required for each home. Steve commented, "I always work with the personality of the home and try to retain its character, whilst aiming to dramatically improve the facilities for residents".

All of these refurbishment properties, with the exception of Hawthorns Aldridge and Birchmere Mews, were operational homes with residents, so Steve started every project by joining resident meetings for preliminary talks to share his plans, enabling him to get to know the residents and identify concerns or special requirements.

Being a very friendly and outgoing character, Steve finds that residents often chat to him about their thoughts on the refurbishment progress when he sees them in the homes. Steve says on this, "Ultimately my projects are not just about building, they are about improving the environments for the people that live there – and that is the number one consideration for myself and my construction teams".

Birchmere Mews Home Manager, Teresa Torres, has worked with Steve for the last 18 months and said, "During the refurbishment I had the pleasure of working closely with Steve. Always respectful, he involved me as the Home Manager



in decision making before any plans were changed. Steve strives to provide an excellent quality of work within a strict time scale and was always interested in the needs of residents with regards to their environment. His standards of excellence were also shared with his team of contractors, which aided progress throughout the refurbishment."

Since joining Avery, Steve has taken on more responsibilities; as well as managing the contractors, overseeing building work, liaising with Home Managers and staff, he also manages project forecasting, budgeting and invoicing, all of which keeps him super busy!

With Birchmere Mews now completed, Steve is already working on Phase 2 of Rivermere Care Home in Kent, where residents and staff are looking forward to the installation of a new Cinema Room, redecorated bedrooms and second floor corridors.

When asked about the best part of his role Steve said, "The most rewarding aspect of the job is at the end of the project; to see the residents faces when they see their new home ...it's priceless".



Charity Fundraiser



Last year Tracy Wallbanks, Receptionist at Hempstalls Hall, decided to tackle some of the challenges on her 'bucket list' and participated in some inspiring trials. Tracy has always been fit and active, having been an avid runner, regular weight trainer, and taking part in epic mud runs. Two big challenges left on Tracy's list were the Three Peaks Challenge and a Half Marathon, and having discussed her ambitions with chef Rose Huxley, they decided to also add a Sky Dive to the list.

Tracy felt that it would be a good idea to take on these challenges whilst raising funds for a significant charity. With her work in Hempstalls Hall bringing her in contact with dementia and her own grandmother being affected by Alzheimer's, she decided to nominate Dementia UK as her charity of choice

Tracy's first challenge came in May where she tackled the Sky Dive with Rose; she then took part in the Potters 'Arf Marathon in June, followed by the Three Peaks Challenge in September, raising a staggering £1,300 with Rose. They were delighted with their success and even more so, when they heard that Avery Healthcare agreed to match the sum, making a grand total of £2,600!

Staff, residents and families from Hempstalls Hall were incredibly supportive throughout the challenges and took an interest in their progress every step of the way. Fears were faced, trials were conquered and a staggering amount raised. Huge congratulations to Tracy and Rose!





Overall
Good

Avery Homes Score CQC Good in All Categories



Scholars Mews Care Home

Scholars Mews have shown excellent consistency as they attained yet another successful CQC rating! The CQC awarded Scholars Mews with a Good in all categories after observing how staff were thoughtful, kind, polite and that they had a positive attitude to their work and caring for people. Home Manager Sharon Wassing and her team have worked hard together to keep their fantastic standards high!



Dukes Court Care Home

Dukes Court have set the standard with another Good in all categories from CQC! The whole team have worked incredibly hard, under new Home Manager Susanne Stevens and Deputy Manager Magdalena Mazur to maintain this great score. The CQC were impressed by the consistent quality of care from the staff as they noted that people continued to be treated with respect, kindness and empathy. A huge well done to all the team at Dukes Court!

STOP PRESS

Rivermere Care Home

Rivermere has made a magnificent turnaround in regulator rating within twelve months by being awarded a Good from CQC! Previously assessed as Inadequate and Requires Improvement under the former operator, Home Manager Rachael Adams and her team are another home to have worked incredibly hard and hit the standard straightaway. The CQC noted the staffs' commitment and passion to improve the quality of care and well-being for the residents.

