

Your Shaw



Our new look!

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A warm welcome to the new look *YourShaw*

Two big stories have dominated the care press this summer: Southern Cross, the UK's biggest Care Home operator, is being wound-up because it has failed financially. At the same time, the BBC Panorama programme shocked the nation with horrifying stories of abuse at a Bristol secure care service.

What lessons can we take from this? Firstly, anyone who doesn't provide good care is likely to fail, and secondly all organisations need to ensure their finances are in robust health, or they too will fail. While no one can afford to be complacent, Shaw's finances are sound and becoming stronger year-by-year, and we are strengthening our well established commitment to quality care with a pledge to become even more competent and skilled.

We pride ourselves that we are a caring organisation; yet if we are really

committed to this ethos, we need to focus harder on making sure that each and every one of our services is more profitable, and therefore financially robust, and that our staff become better trained and therefore better able to provide good care.

Jeremy

Jeremy Nixey
Chief Executive



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Front Cover

Bernard Wallington and Arthur French. Day Centre, Longlands Specialist Care Centre



Shaw takes the reins at Redwood

Surrey County Council has awarded Shaw healthcare a 3 year contract to operate Redwood Care Centre in Guildford.

The 50 bed nursing home cares for both the elderly, physically frail and those with dementia. The home has five separate wings, each with 10 single bedrooms and its own communal lounge/dining area, and an impressive central atrium for group activities. The atrium opens out onto attractive gardens on one side and a seated patio area on the other.

Redwood enjoys an excellent local reputation and has been recently redecorated. The manager and staff have all transferred with the contract, and so there has been complete continuity of care, and Shaw will be investing in further dementia care initiatives and providing new training opportunities.

Fiona Lawrence led the commercial negotiations for Shaw, and the South East Regional management team, headed by Martin Prince and Graham Clark, will support the home's staff.



Major rejuvenation for Shaw brand

Shaw is working with Synergy Creative to help position Shaw as a leading provider of care and support services in the UK.

The project involves developing a strong brand style, brand values, sales messages, and tone of voice – and for this to be applied consistently across all our businesses and marketing communications.

The Shaw healthcare name and logo are being retained, but we've made a subtle change to the strap-line, by adding the word 'Your'. The message now reads: 'Your care is our business'; which makes it warmer and more personal.

Our corporate marketing efforts will focus on promoting and strengthening the main Shaw

healthcare brand, while our sub-brands – such as Shaw Care Homes, Shaw Community Services, Shaw Supported Living, Shaw Extra Care and Shaw Specialist Services – will be provided with marketing materials to reflect their specific services. The Surehaven brand will be subsumed into Shaw Specialist Services.

Full details of how and where to use the new marketing style will be found in a Shaw Brand Guidelines manual.

Synergy has also revamped and produced this latest version of *YourShaw*.

10 second news

Shaw Red Hill Care Centre

On the 1st October 2011, Shaw took over the operating lease of Southern Cross's Red Hill Care Centre, Worcester.

Two new care homes in Camden

Building work has begun on the first of two new care homes for London Borough of Camden. The home on Wellesley Road will contain 60 beds and 35 extra care apartments. The development is expected to be completed by Christmas next year.

My Care My Home

MCMH, Shaw's new care advice and signposting service is being launched this autumn following great interest from our contract partners in Northamptonshire and Herefordshire. Work is progressing on the database behind the new website which when complete will be the most comprehensive listing of care providers in the UK. MCMH will be a major sponsor of the Association of Directors of Social Services national conference in London in October. Please check out the new website www.mycaremyhome.co.uk

Ashfield House

Ashfield House, Raunds held a well-attended summer fete on Saturday 20th August, and raised over £589, thanks to donations from staff and families.

Manager Joan Spicer also ran a stall at the Midlands Regional Star Awards and has offered a donation of £100 to the Midlands event this year. Many thanks Joan!

Community Services

Tenants at Acorn House had the chance to choose their own support workers, by interviewing candidates for the positions. They were given help to prepare a list of qualities for their ideal support workers, and were then introduced to the applicants at the Station Hotel in Dudley, where the interviews took place.





Meet the staff and residents from

Barton Mews

Shaw's flagship Extra Care scheme in Staffordshire



Barton Mews



Residents enjoy regular card games



Lunchtime in the restaurant

Barton Mews is Shaw's flagship Extra Care scheme, forming part of a truly unique mix of healthcare services, within the Barton Health and Community Care Centre in Barton under Needwood, Staffordshire.

The scheme is a partnership between Shaw healthcare and South Staffordshire NHS Trust which incorporates the new Barton Cottage Hospital and GP primary care centre together with the Barton Mews apartments. The 29 one and two bedroom apartments are for sale to people over 55 requiring personal or health care to continue to live independently in their own homes.

The apartments consist of an entrance hall with storage cupboard; a comfortable living room with dining area and a dormer window with garden views; a fully-fitted kitchen with a Velux sky light; a shower room with disabled access and full height wet room wall covering; and a double bedroom with a fitted wardrobe and dormered window.

At Barton Mews, residents have the reassurance of knowing that if they need additional care or support, they can call on Shaw healthcare's friendly team, who are based on the premises and available 24 hours a day.

Personalised care packages ensure that residents receive the support they need, when they need it; from help with simple things such as making the bed and cleaning the kitchen, to support with personal tasks, such as bathing or dressing.

As the apartments and communal areas of Barton Mews are all under one roof, companionship is always on hand. The residents enjoy a varied and active social programme, and have developed a real sense of community spirit.

The hotel-style public areas are ideal for socialising and entertaining family and friends. They include comfortable lounges, a craft and hobby studio, a restaurant and café-bar, a roof terrace balcony, beauty salon and media library. Guests can even stay over in a specially appointed guest suite, complete with twin beds and an en-suite bathroom.

Maggie and Brian's story

Maggie moved into Barton Mews shortly after the development opened, and instantly felt at home.

"The social life is wonderful, with film nights in the main lounge, Scrabble and supper nights, birthday parties and coffee mornings. The hardest part is fitting everything in. My daughters visit regularly and often complain that I have a better social life than they do."

Maggie lived happily and independently at Barton Mews for three years, then Brian moved into one of the apartments.

Looking back now, Maggie says: "From the first week, Brian showed me a lot of attention, asking me out to dinner, buying me flowers, and offering me strawberries and cream for breakfast."

Initially, Maggie spurned these advances, but when Brian was taken into hospital with a chest infection, she came to realise how much she had been enjoying his company, and wrote him a letter to say yes, she would go out with him.

When Brian came out of hospital, he and Maggie became a couple and soon, much to the delight of friends and family, they became engaged.

Maggie and Brian celebrated their engagement with a three-day holiday at Alvaston Hall Hotel in Cheshire, and when they returned to Barton Mews, they threw a huge party for their families and all the residents.

Maggie says: "We had a wonderful time and are very happy together. Life is great and everyone is delighted for us."

Maggie and Brian

Scheme Manager Kim Higgins

Interior at Barton Mews



Rotherlea Swings

Music was in the air at Shaw healthcare's Petworth care home, Rotherlea, when it received a surprise visit from jazz musician and BAFTA award-winning film composer, Sir Richard Rodney Bennett.

Sir Richard, whose works include scores for the films *Murder On The Orient Express* and *Four Weddings And A Funeral*, delighted residents and their families with an impromptu musical performance, during which he was joined on piano by Michael Haley, an enthusiastic amateur musician and Rotherlea resident.

The session included selections of standards and his film scores and finished with an informative question and answer session.

To thank Sir Richard for finding time in his busy schedule, appreciative Rotherlea residents presented him with a selection of homemade preserves.



Charity work



Would you jump out of a plane for a good cause? That's just what Kate, Corrine and Donna did recently.

The three friends – who are all members of staff at Shaw healthcare's Butterfly Lodge Supported Living Scheme – completed their jumps at the Shropshire Parachute Club in order to raise money for Cancer Research and Hospice of the Valleys.

Kate and Corrine performed their jumps on the 4th of August, but due to bad weather, Donna was unable to take her turn and had to try again on the 1st September, when she jumped successfully.

Kate – who is the manager at Butterfly Lodge – was able to do her jump thanks to the sponsorship of Valley's Finance, Tredegar.

She said: "The parachute jump was a big personal challenge, as I'm not a huge fan of flying and I have a fear of heights. Once I got up there, though, it was a fantastic experience and a great way of raising a large sum of money for a worthwhile cause."

When asked if she would consider doing it again, Kate said: "I can't see myself doing that any time soon, but I have been asked to swim with sharks for charity, so I may be doing that instead!"

"The parachute jump was a big personal challenge, as I'm not a huge fan of flying and I have a fear of heights. Once I got up there, though, it was a fantastic experience and a great way of raising a large sum of money for a worthwhile cause."

Kate Cavender, Manager, Butterfly Lodge



Gorstyfield Summer Party

Gorstyfield Specialist Care Home celebrated its annual summer garden party in August.

The garden parties are a firm favourite among residents, who decide the theme, design and print the invitations and also plan and cook the food. This year, they enjoyed a selection of finger food and a delicious home-cooked curry, followed by 'Pimms on the patio'.

A raffle of prizes donated by local businesses raised £80 towards the residents' activity fund.



Community Links

Spinneyfields Specialist Care Centre in Rushden owned and operated by Shaw healthcare in a working partnership with Northamptonshire County Council has forged community links with Wollaston school. The school offers a selection of 'Health & Social Care' courses.

Jane Harris, Shaw's marketing co-ordinator for the Midlands, initially made contact with Emma Redfurn, a 6th form tutor at the school. This resulted in two students Emily Yeo and Sasha Jenkins carrying out work experience at Spinneyfields in Rushden, under the watchful eye of manager Anne Thompson, in order to aid the girls' studies.

Both girls attended Spinneyfields for a week, they engaged in work in the dementia day centre and also the social rehab unit. The girls thoroughly enjoyed speaking with residents and staff, and commented how much they enjoyed the chance to work with elderly people.

Jane is still in talks with tutor Emma arranging presentations to students by some of the Northamptonshire home managers.

Snowdon Adventure

Charity work



A team of intrepid walkers has raised £1500 for Elmcroft Home and the local Alzheimer's Society centre in Worthing, West Sussex.

Despite rain and poor visibility, Karl Heryet, Shaunna Heryet, Dave Isted and Hans Mienhardt made it to the summit of Snowdon in 2 hours and 45 minutes. The money they raised will be split equally between Elmcroft and the Alzheimer's Society, with Elmcroft's share being used to buy new garden furniture and a barbeque for the residents' enjoyment.



Sasha



Emily

Dear Mr Nixey

My mother, Mrs Mollie Burchell who is 93, has been at Waremere Court Care Home, Yppton, since the end of April. She had been very unwell and in hospital for many weeks.

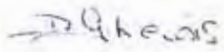
However, since being at Waremere Court, she has made really good progress and is now much stronger. Although it is never like your own home (and for mum, it was her castle) she has settled well and seems happy, and this is I'm sure, due to the kindness of all at Waremere Court.

The purpose of writing is to say how impressed the family have been with all aspects of her care. The home is always bright, clean and tidy. The staff, without exception, are always very attentive, kind and caring, even to visitors. We are kept well informed of all aspects of mother's care and needs, which is very comforting for us to know.

We did look at quite a few other Nursing homes, and we consider ourselves very lucky to have been able to place mother in such a lovely environment. We would like to say a big 'thank you' to everyone involved.

Please convey our feelings to all staff and management where necessary.

Yours sincerely



Diana Lewis



Brief encounter

with Stephen Godbold, a tenant at Ty Bryngoleu supported living scheme in Glamorgan.

Where did you grow up?

Ynysybwl, Pontypridd.

What is your favourite memory?

Having an Austin A30 car when I was younger.

What was your dream job when you were younger?

Working in the mines. I also enjoyed working in the building industry.

What annoys you the most?

Mixing with the wrong boys when I was younger.

What is the best piece of advice someone has given you?

To stay out of trouble.

What is your favourite book?

Winston Churchill – autobiography.

Which famous person would you most like to meet?

Elvis Presley.

What luxury would you ask for on your desert island?

A flask of tea!

Favourite food?

Beef cooked dinner.

Favourite film / TV show?

The Magnificent 7/New Faces.

Favourite music?

Rock and Roll, especially Elvis Presley.

Calling all volunteers!

Help wanted

Do you have an interesting skill or hobby?

Accomplished magician? Master cake decorator? Well travelled? Am Dram enthusiast? We're always on the lookout for volunteers to provide interesting and fun demonstrations for our residents:

If you could spare 2-3 hours one afternoon we'd love to hear from you. Contact us at: info@shaw.co.uk

Time out

Got ten minutes? Enjoy our Autumn themed wordsearch. Simply circle the words as you find them.

Words to find

Leaves	Autumn	Pumpkin
Acorn	Halloween	Coat
Season	Crisp	Scarf

L E A V E S X V H T L M G S
 A R C S E F Z C O A T L M E
 X L V D E V G H W J K L F A
 B N C A U T U M N V K W N S
 C X C D W F C H X J B P M O
 A R C D Z V E H N V K U N N
 M B I D W F G E L J Z M S X
 I B C S E F E H I J K P C F
 A X C D P W G H X A X K A N
 W B C D O V X E I C V I R Q
 Q L C L E B G R W O K N F R
 A B L D Z F C V H R K W C J
 J A C X W F V X I N L L M N
 H B C V E Z G H Z J V L C A



Picture competition

Win £50 of M&S vouchers

Back by popular demand, our picture puzzle competition. Can you name the famous landmark?

Please email your entries to: info@shaw.co.uk or post them to Your Shaw, 1 Links Court, Links Business Park, St Mellons, Cardiff CF3 0LT. Competition deadline is Monday 14th November. We have £50 of M&S vouchers for the lucky winner.

Last competition winner was **Helen Turner, Area Manager for Wales and West** who came up with the new Shaw healthcare brand strapline, **Your care is our business.**

*The voucher can be used in part or full payment for any purchases of your choice at any UK branch of Marks and Spencer. The competition winner will be chosen at random on Monday 14th November. Not open to those involved in the production of this publication.

Have your say

We really want this newsletter to be about you. Please contact Nicola Heirene at

Nicola.Heirene@Shaw.co.uk with all your news, stories and pictures.