

# AveryTalk



Welcome to a bumper edition of Avery Talk, a round-up of all the exciting events and activities that have taken place in and around our homes over the past few weeks.

We were delighted to attend the Care Home Awards on 30th June, and I am happy to share that Avery scooped two awards: Best for Staff Recruitment and Retention and Best for Nutrition, Food and Dining. Avery also received a High Commendation in the category for Best for Communication and Use of Digital Channels. These are fantastic achievements and a testament to our teams' dedication and hard work. June also marked Armed Forces Day, which our homes embraced with vigour, and we were pleased to open our doors to welcome families, friends, and communities into our care homes during Care Home

Open Week for entertainment and complimentary refreshments.

The big news in June was the launch of 29 new care homes branded Avery Collection, adding some of the best care homes in the UK to our rapidly expanding portfolio and increasing luxury care service provision in key geographical locations within London, the home counties, and the South-East of England.

Our portfolio of homes now stands at 99, placing us as the 5<sup>th</sup> largest care provider in the UK. Since our founding in 2005, the Avery team has always aimed to provide exceptional care with resident experience and well-being at the centre of all that we do, and these homes share the same values. Avery Collection will envelop the very best in senior living care and lifestyle with exceptional customer service.

Our philosophy is to give each resident a home and lifestyle that supports their need for care and safety, along with their cherished goals and aspirations. We know that residents' well-being and quality of life are more than just the care they receive, but the relationships they develop, their surroundings, interests, and overall stimulation level. Our holistic programmes promote a sense of well-being for all and enable residents to live in a safe and supportive environment, allowing them to flourish, make new friends, maintain contact with their local communities and live a life of possibility.

We are thrilled to welcome our new residents, their families, General Managers, and their skilled teams, where the superb standards of care and lifestyle will continue and grow under the new Avery Collection brand. We have received a fantastic welcome from the new homes, and we will work together to continue to grow and succeed as a team as we move into this exciting new chapter together.



# Avery Collection Launch

Across the Avery Collection homes, staff and residents celebrated launch day with various activities to mark the occasion. Over at Esher Manor, resident Alma cut the gold ribbon, whilst resident Liz had the honour of cutting the ribbon at Eastbourne Gardens. Since launch, staff and residents have continued with a range of activities, including Wandsworth Common, who were delighted to welcome pupils from London Children's Ballet for a beautiful performance of Anne of Green Gables. Soaking up the sunshine, residents at Cliveden Manor enjoyed a Hawaiian-themed garden party with cocktails and cake prepared by the culinary team. They also ventured out on their minibus, visiting the National Trust at Cliveden, with its glorious gardens and woodlands overlooking the River Thames.

Over at Moorlands Lodge, residents celebrated Ascot Ladies' Day, choosing their finest outfits before gathering in the Bistro for a drinks reception, followed by a three-course dinner created by the culinary team for the occasion. The evening was finished with musical entertainment from the talented Mark Buswell, with residents describing the day as "simply tremendous."



## To Dad, with Love

On Sunday 18<sup>th</sup> of June, Father's Day was celebrated by many father figures in our homes who enjoyed special visits from children, grandchildren and even some great-grandchildren.

Care teams were on hand to provide gifts of cupcakes, toiletry essentials and sweet treats to their residents, and of course, many celebrated with a traditional Sunday roast enjoyed with family members. Avery Park residents, staff and loved ones enjoyed a fantastic afternoon with live entertainment from Jack Cantrell, with the home's Facebook page later filled with images of all in the home enjoying a sing-along and dancing.

Not wanting anyone to miss out, Rowan Court's Well-being team held one-to-one sessions for those who unfortunately couldn't spend the day with their loved ones. They chatted about everything and anything and enjoyed reminiscing about their favourite pastimes, with sport proving to be a hot topic of conversation, of course!





# God Save the King

On 6th May, 26.2 million people nationwide tuned in to watch the Coronation of Their Majesties, The King and The Queen, at Westminster Abbey, in the first Coronation Service in almost 70 years. There were plenty of celebrations across the UK and Commonwealth over the bank holiday weekend, from traditional street parties to a special Coronation Concert staged and broadcast live from Windsor Castle.



To celebrate the weekend, residents at Priory Court received a very special invitation to attend the local secondary school, Stamford Welland's afternoon tea party. Resident Peter was pleased to attend as his granddaughter teaches at this school, so seeing her in her element was an absolute treasure for him. Besides the scrumptious scones and cups of tea, it was a beautiful performance by the school's music club, which really enthused residents.

In tribute to His Majesty The King's public service, The Big Help Out encouraged people to volunteer and unite communities to create a lasting legacy from the Coronation weekend. Seagrave House braved the weather and took part by litter picking in their local area, and residents have continued to do so regularly since. Residents at Loxley Park supported the air ambulance service by volunteering in their local charity shop, The Hanger, where they helped sort and price items to sell.

Some loved it so much that they signed up to volunteer regularly.





# Is it a bird? Is it a plane?

Back in 1995, the creators of the famous Marvel comic books conceived National Superhero Day as a promotional campaign to celebrate everyone's favourite superheroes. The day has evolved, and we now celebrate by recognising those who go above and beyond to inspire and support others for a better life. As the saying goes, not all superheroes wear capes, and this is truly reflected by the amazing people who work and live in Avery care homes.

The occasion gave the perfect excuse for many homes to get involved in dressing as their favourite superhero and watching their films. Greensand House saw this as an opportunity to support their fundraising efforts for the Stripey Stork charity, where they managed to raise £110 by dressing up. Staff and residents of Dukes Court handed out specially made superhero awards to those whom they believed supported them the most at the home. This also extended to the local community, with the postman, gardeners and maintenance operatives also receiving a card as an appreciation for the work they do.



## A Journey Through Time

On 15<sup>th</sup> May, residents Rita, Margaret and Alma at Aire View ventured out on the homes' minibus to the Marks & Spencer Archive in Leeds. Featuring a range of unique artefacts, historical garments, films and photographs from the archive collection, the exhibition tracks the journey of M&S through time, from market stall to penny bazaar and now renowned international retailer. There were several new displays and an interactive exhibition to explore. Rita commented, "I found the archive interesting as I used to work for a firm that made clothes for M&S. When I was little, all I wanted to do was sew. Even to this day, I still enjoy knitting, making blankets and scarves." Margaret enjoyed seeing how the clothes had changed over the years, and Alma particularly enjoyed the introduction to the archive, where they had a close look at some of the garments from the collection.



## International Nurses Day

Celebrated each year on 12th May, International Nurses Day recognises the incredible difference nursing staff make to individuals across the UK. This year's theme was 'Our Nurses. Our Future', with a focus on how we can continue to improve global health for all. At Avery, our nurses were presented with gifts, including chocolates and flowers, as a thank you for the dedication shown to their residents.

District nurses were also recognised by the team at Rowan Court, who presented gifts in recognition of all their hard work, and Jean, a former nurse and resident at Lavender Lodge, was honoured to present the nursing team at her home with their gifts.

# Armed Forces Day

Armed Forces Day is the annual event to commemorate the men and women who make up the armed forces community: from currently serving troops to service families, veterans, and cadets. At Avery, we are proud to come together every year to thank the armed forces community members for all they do to keep us safe at home and abroad.

Many of our homes marked the day by holding a 40s-themed day, welcoming entertainers, and watching the 1969 film, *The Battle of Britain* on their big screens and cinemas.

Elvy Court had a great day of celebration and welcomed the Worshipful Mayor of Swale, Cllr. Sarah Stephen and Mayor's Consort, Cllr. Paul Stephen, along with representatives from the Sittingbourne and Milton Regis Royal British Legion. Soldiers old and new chatted together while Jasmine entertained the troops with songs from WWII. It was a fantastic way to pay tribute to our Armed Forces and the veterans who reside at the home.



# Four Years of Avon Valley

On 24<sup>th</sup> May, Avon Valley marked its 4<sup>th</sup> Anniversary in style, with a fun-packed carnival and circus-themed day. Staff and residents donned their best fancy dress items and gathered in the garden for games, including hook a duck, a coconut shy, and a tin can alley. Loved ones joined in the fun, too and enjoyed delicious barbeque food and entertainment. Home Manager, since opening, Alyson Day, spoke of the occasion and commented, "Residents all agreed it was a thoroughly enjoyable day; we all had a fantastic time. Thank you to our residents, relatives, and team for your continued support."

# Sangria & Tapas!

Following a successful cheese and wine evening earlier this year, staff and residents of Birchmere House chose a tapas and sangria-themed evening for their most recent event in May. Welcoming along friends, loved ones and local members of their community, the culinary team treated guests to an array of Spanish tapas, followed by a Spanish-themed quiz. Speaking of the evening, one guest commented, "Birchmere House is just wonderful. The effort you put in for residents leaves me speechless. I've never seen anything like it – simply marvellous." Already planning the next event, Well-being and Activities Co-ordinator Kerry said, "It was a wonderful evening. Thank you to everyone who joined us."



# A Warm Welcome & Welcoming Community

Many of our homes establish links across their local community, inviting individuals and groups to join their activities and events, including open days, arts and crafts and talks. During June, Butlers Mews were delighted to receive a visit from MP Mark Pawsey, who spent time talking to residents before joining in with a game of bingo. Staff and residents at Birchmere House also welcomed local MP Saqib Bhatti for a tour of the home and lunch whilst he happily chatted with residents. Well-being and Activities Co-ordinator Kerry explained, "The most exciting news is that Saqib has also invited us for a tour of The Houses of Parliament. We will be holding him to that!"

The team at Hampstead Court have also been networking within their local community, and on 23rd June, Commissioning Manager Dan Bridges welcomed Professor Martin Green from Care England to the home. Martin received a guided tour of the home's luxurious facilities and joined residents for refreshments. Dan commented, "Thank you, Martin, for visiting us. It was a great morning, and we look forward to welcoming you back again soon."



## Care Home Awards Success | CHA WINNER 2023

A wide range of the care sector's leading providers gathered to celebrate the best in the UK care sector at the Royal Garden Hotel in Kensington, London, on 30th June for the Care Home Awards 2023. Against worthy competition, Avery scooped two awards: Best for Nutrition, Food and Dining and Best for Staff Recruitment and Retention. Avery was also Highly Commended in Best for Communication and Use of Digital Channels, with communication a core component of the success of Avery's Well-being and Performance model, underpinned by our #OneFamily culture.

Simon Lawrence, Director of Culinary and Hospitality, closely aided by Gareth Cartledge, Group Head of Culinary and Hospitality, are passionate about the support they provide to Avery's chefs across our homes.

Speaking of the success, Simon said, "We are immensely proud of our culinary team. Our chefs have exemplary skills, and we have bespoke training programmes to ensure we can build on these, developing new meals for our residents to enjoy. I am thrilled that our team have been recognised with this award for the second consecutive year."

In April 2022, Avery launched its Staff Well-being Strategy, #OneFamily, alongside newly created values that underpin all we do. On the lead-up to launch day, our teams held a series of staff well-being road shows, embracing the strategy with great enthusiasm. Avery Healthcare was also featured in the Top 100 Apprenticeship Employers for 2022, recognising our commitment to employing apprentices and ensuring their progression onto further apprenticeships and employment.

Christine Cooper, Human Resources Director, was delighted with the achievement, stating, "This is a fantastic success for our small but mighty recruitment team. We work collaboratively with teams across our homes to recruit the very best in the sector and strive to recognise and celebrate our colleagues' excellence as an integral element of our values." Jo Wright, Director of Sales, Marketing and Customer Experience at Avery Healthcare, who was in attendance on the day, said, "We are immensely proud of our #OneFamily who provide unparalleled care to our residents daily. The awards we have received truly reflect their outstanding work, and we look forward to bringing more success to Avery."



## Hempstalls Hall Support Opening of New Cancer Research Superstore

On 8th June, Berni, Well-being and Activities Co-ordinator at Hempstalls Hall, proudly opened a new Cancer Research UK superstore in the town. Berni was approached by the team to be a guest of honour and cut the ribbon after her own experience surviving a rare form of cancer.

Berni's cancer journey began in 2011 when she discovered a lump on her neck. She was referred to the Stoke Hospital and diagnosed with Carcinoma of Unknown Primary (CUP). Secondary cancer cells were found in the lymph nodes on Berni's neck, but the primary cells were never found. She underwent a radial neck dissection to remove the cancerous lymph nodes, followed by chemotherapy and 33 sessions of targeted radiotherapy. Berni was declared cancer-free in July 2012 and has a yearly follow-up appointment.

Residents Betty, Shirley and Peter were delighted to join Berni and her family at the opening of the new store as crowds gathered to watch. Town crier, Bill Lomas, was also in attendance on the day. Berni explained, "Being asked to cut the ribbon and open the first Cancer Research UK superstore in Staffordshire is so exciting. I never thought I'd be asked to open a shop."





## Supporting Vulnerable Members of the Community

Aran Court is committed to supporting many charities throughout the year; and have recently visited their local dog shelter, Birmingham Dogs Home, to drop off donations, including food, collars, leads, and dog beds they had collected from staff, families, and residents. Birmingham Dogs Home was delighted to receive the kind donations and invited the residents to walk around and view their dogs. One resident commented, "It is a wonderful place; I was surprised and happy to see how clean it was and how well looked after the dogs are. I admire the staff. They have a nice but tough job."

Afterwards, the residents visited their local food bank, The Colebridge Trust, to donate nappies and wipes for babies and children. Resident Grace said, "The lady was so grateful for my donation. It made me feel warm inside knowing I had helped."

## We are #OneFamily

In this issue, we acknowledge our central call centre, 'The Hub'. Introduced just over two years ago, the team ensures our homes are supported by managing enquiries and supporting residents through each step of their care journey from initial enquiry through to moving into their new home. The team are on hand to help arrange assessments and offer friendly advice to fellow team members across our homes when needed.

We are also delighted to share that in May, we congratulated four members of staff who celebrated ten years of service at Avery. Anthony, Maintenance Operative at Dukes Court, Natalie, Administrator at Hempstalls Hall and Hanford Court's Customer Service Advisor Tracy and Well-being and Activities Co-ordinator Lisa all received gifts in recognition of their hard work and dedication throughout the years.

Tracy began working at Hempstalls Hall before moving to Hanford Court six years later. She explained, "I have thoroughly enjoyed my ten years working for Avery and look forward to many more." Lisa began working as a Care Assistant at Hanford Court in 2013, progressing to Well-being Assistant and now leads the Well-being team at the home. She said, "I feel so appreciated and valued; thank you for the flowers." Residents at Dukes Court described how Anthony always comes to work with a smile, saying, "We can't imagine a day without him."

Staff and residents at Avalon Court also congratulated Head Housekeeper Debbie and Housekeeping Assistant Karen, who celebrate nine years of service, commenting, "They always go the extra mile."





# PHOTO OF THE MONTH

Noel & Doreen, enjoying National Pink Day in the garden.  
Aran Court Care Home

## Greensand House Grand Opening

On Thursday, 1st June, Greensand House was delighted to celebrate the official grand opening of the home to Salfords and broader community.. Joining the home for the ceremony, Avery Healthcare's CEO, Lorna Rose and Mayor of Reigate and Banstead, Cllr Eddy Humphreys, proudly cut the ribbon and officially declared the home open. The day was a joyous occasion, packed with fun as guests were treated to entertainment, fabulous food and glorious sun. On the day, Cllr Humphreys said, "We are very proud to welcome Greensand House Care Home to our community. The home is friendly, peaceful and welcoming. I look forward to attending the home again for another one of their fantastic events."



**Hubert  
Adelaide**

100th Birthday, 17th May



**Yolanda  
Guildford House**

100th Birthday, 14th June



**Grace  
Avon Valley**

100th Birthday, 25th May



**Richard & Barbara  
Pemberley House**

70th Wedding Anniversary,  
20th June



**Veronica  
Acacia Mews**

100th Birthday, 8th June



**Doreen  
Grove Park**

100th Birthday, 24th June



**Dora & Emmanuel  
Purley Gardens**

59th Wedding Anniversary,  
13th June



**Sylvia  
Cliftonville**

100th Birthday, 23rd June

For any queries, comments or to submit articles, please contact [marketing@averyhealthcare.co.uk](mailto:marketing@averyhealthcare.co.uk)

Avery Healthcare Group  
3 Cynet Drive | Northampton | NN4 9BS  
Tel. 01604 675566 | [averyhealthcare.co.uk](http://averyhealthcare.co.uk)

