

One Year on!

Well done and thank you to all our customers and staff!



Hello,

I am writing this to you all as we emerge from over a year of lockdown restrictions which have no doubt been a trying time for all in some shape or form. We are not there yet, but as I write, it is looking good.

Rather than dwell too much on the hardships, I want to take this opportunity to thank all our wonderful Bluebird Care staff, partners, friends and families who have dealt with all the Covid restrictions and requirements so well.

I can say with certainty that as always, Bluebird Care Shropshire went above and beyond, and we delivered our usual first-rate care at all times.

On that note, we'd like to say a special thank you to our customers for all the lovely comments and reviews they have sent in to us. We are delighted to be able to help.

But don't just take my word for it – our homecare reviews speak for themselves and you can check them out yourself by visiting www.homecare.co.uk and searching for Bluebird Care Shropshire.

Over the last 12 months we have taken on a lot of new staff who have changed vocation and joined us. And I'd like to welcome them all. The new starters have joined us from all walks of life, from a huge range of backgrounds and sectors during the lockdown period, and continue to join the team.

I am proud to have our team and staff on board as we enter back into 'normality.' It really is a team of passionate, determined, caring and loyal people who and have gone over and above.



We are very proud of the care we deliver to people week in week out and want to "showcase" what we do to a wider audience. So, we have launched the 'First Week Free' initiative. Without being arrogant or complacent, we are good at what we do, and we want everyone to know and would like to offer new customers the **FIRST WEEK FREE** to see for themselves. You can read more about that inside.

So, for now, I want to say a big thank you and well done to everyone for the way we have all navigated a truly difficult time and I hope that you and your loved ones continue to stay safe as we look forwards to the future – and our 'new normal'.

Best Wishes

Ian Barnes
Director
Bluebird Care Shropshire



Read about our First Week Free campaign.

First Week Free!

You'll love the way we care

By Bluebird Care Shropshire

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- Launch of our First Week Free initiative
- Promotions and new faces
- Meet the 'face behind the mask'
- Bluebird Superhero winner!

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Proud of our
9.6/10 review score!

Here is our Director of Care Claire with our certificate!

We are delighted with our latest **homecare.co.uk** review score of 9.6 out of 10! Thank you to all our lovely customers who have taken the time to review our services and to our fantastic team. Without their passion, commitment and leadership we would not be able to achieve this score!



Calling all Oswestry reviewers!

If you have used our services in Oswestry or surrounding areas and want to leave us a review – please head to **www.homecare.co.uk** to tell us what you think!



Spotlight on Oswestry

Sharon Parsonage, one of our Oswestry Care Assistants spent 12 months shielding to care for her tetraplegic husband who is also a customer of Bluebird Care Shropshire of eight years.

Now that the Covid restrictions are easing, Sharon has stopped shielding and has come back to work where she continues to help, support and add so much value to other people's lives.

Among the activities Sharon has recently been able to help customers with, are a trip to Ellesmere Lake to enjoy the wildlife and sunshine with customer Eira Foster.

Sharon also took customer Sheila Williams to the British Ironworks Centre in Oswestry and the Oswestry park to enjoy some ice cream.

Even while shielding, Sharon continued to keep in touch with customers throughout lockdown over the phone. She had built up relationships with customers and didn't want them to feel she had 'disappeared' as a result of the pandemic.



Sharon and Sheila



Shelia



Sharon and Eira

Sharon said: "The customers are all very special in their own ways. Their smiling faces, comments of gratitude and the joy I receive for taking them out for the day just melts my heart. The customers really do give me so much.

"I just love my job, caring for my husband and grandchildren."

We are lucky to have you Sharon!

We're proud to be active in Shrewsbury, Oswestry Church Stretton and everywhere in between for Home Care and cover all of Shropshire with Live-in care.



First Week Free initiative is launched

In April, we launched our new First Week Free scheme – an initiative which offers new customers a week's free care.

New customers, who sign up for four weeks of care, with the first week being absolutely free and worth up to £1350, can take advantage of the scheme and there is no obligation to continue after that.

First Week Free!
You'll love the way we care

By Bluebird Care Shropshire

Claire Flavell, Director of Care, said: "Everything has been so tough for everyone over the last year. With this in mind, it's always been our ethos at Bluebird Care Shropshire to go 'above and beyond' in all that we do.

"We want to show new customers how fantastic our care is, and with times being hard for everyone, we wanted people to be able to have the opportunity to try us before they commit."



We launch the Care Friends App for staff

We have signed up to the Care Friends App. This is an app all our Care Assistants can join which offers them financial rewards if they recommend working at Bluebird to a friend and they join us! It's a fantastic word of mouth engagement tool to help recruitment, and who better to recommend something than a friend and bring likeminded people into the business? Here at Bluebird Care Shropshire, we have successfully recruited carers this way and it's just another way to reward our hardworking and dedicated care staff!



20% more
employees referred by
Care Friends
are still in the job after 3 months



Sammie Milton, Recruitment Officer at Bluebird Care, said: "We are also viewing this initiative as an opportunity to create more job roles within the company and we are actively recruiting new carers to help us carry out this scheme. We understand that home care can be seen as a challenging sector, which is why we offer what we believe to be the highest rates of pay in the county for care workers, service rewards after 12 months, full training and flexible working."

Bluebird Care Shropshire is recruiting domiciliary carers and live-in carers now!

For an informal chat and more information and to discuss the First Week Free initiative, call 01743 874343, email shropshire@bluebirdcare.co.uk or visit www.bluebirdcare.co.uk/shropshire

You can read more about First Week Free on our website: www.bluebirdcare.co.uk/shropshire

Right: Georgia McNally Care Coordinator for Shrewsbury and Laura Allen, Lead Supervisor for Shropshire.





Happy 102nd birthday to Bessie Jones

We want to be among the first to wish our customer Bessie Jones a happy 102nd birthday! Bessie will celebrate the milestone in October and is our oldest customer.

Bessie was born in St George's in Telford, but now lives in Shrewsbury and has a daughter named Helen.

She worked and was a former member of the MS Society in Shrewsbury. She enjoys reading newspapers, doing puzzles and knitting and is an expert at growing orchids saying, "it's like my indoor garden!"

Bessie said she is very satisfied with the service provided by Bluebird Care Shropshire and loves the regular carers who come in to see her - Deb and Sarah.

She has received her first vaccine and looking forward to the next so that she can go out again with her daughter and meet with friends for coffee and cake. She is a regular at Percy Throwers and enjoys having a look around there and visiting Costa at Meole Brace in Shrewsbury.

New faces and promotions!

We have seen lots of faces join us or be promoted over the last year and we wanted to introduce you to a few....

Sammie Milton

Sammie joined us seven years ago as an apprentice and has not only been promoted twice, but we also helped her gain degree-level qualifications!

In March Sammie, from Shrewsbury, was promoted to Recruitment Officer. She completed her QCF Level 5 in Leadership & Management in Health & Social Care and will use her qualifications and experience to help her in her new role of managing the recruitment of staff to the firm.



Josie Reading

Josie is our Supervisor for Oswestry. She joined us in March 2021 having worked in the care sector for 6 years, working in the residential sector. She has completed a BTEC Level 3 in Health & Social Care and would like to work towards a degree. Josie became a mum to two girls in 2018 and returned to care in 2019 as a flexi-support worker with adults with learning disabilities in supported living. She has now progressed to Care Supervisor for the Oswestry area.



Sue Barlow

Sue joined us in November 2020 as our Business Development Officer to focus on the marketing and business development opportunities in Shrewsbury, Oswestry and Church Stretton.

Sue has professional background in marketing from within several different sectors including, FMCG, retail and professional services and she is developing and expanding our range of current and future services, in line with the needs and requirements of our customers throughout Shropshire.

Dawn Russell

And a warm welcome to Dawn who is our new Weekend Emergency Line Co-ordinator for Oswestry!

STOP PRESS

We welcome back Claire Dawson who has been promoted to Care Co-ordinator. Claire joined us as a care assistant, became a senior care assistant and has just returned from maternity leave into this role.

Claire Drury is training as Weekend Emergency Line Co-ordinator for Shrewsbury and surrounding areas and will be a fully-fledged member of the team by the end of May.

We are also recruiting a new apprentice who will be the assistant to Director of Care Claire Flavell.

Bessie said she has had a lovely and interesting life and has travelled a lot of Europe including Italy, France, Spain, Croatia and has popped her toes into the Suez Canal!

She has also experienced a private tour of the White House!

Bessie was delighted to receive a card from the Queen on her 100th birthday and has it on show in her living room.

Huge congratulations to you Bessie, from all at Bluebird Care.



Face behind the mask

Sally Jones offers home care assistance across the Shrewsbury and Church Stretton areas. She has been with us for just over a year having joined in April 2020.

Sally was formerly a veterinary nurse and worked on her parents' farm. She worked at Abbey Vets for five years, then Shropshire Farm Vets for 10 years.

But then she decided to change career and become a carer.

Sally said: "I wanted to do something rewarding and help make a difference to people who need it. I really enjoy working for Bluebird. Every day is different, I enjoy meeting new people and each day has a new challenge. I like not being in same place all day."

Well, we are certainly glad you joined us Sally! Thanks for all you do!



Care Assistant Tracey knits for premature babies

Our Care Assistants really do go the extra mile to give something back, not just to our lovely customers but also to other people.

Tracey Nicolas has been busy knitting twiddle blankets, hats and other lovely knitted items for premature babies. We also have a box in the Shrewsbury office for Care Assistants to bring in buttons and spare wool in support of Tracey and customers have also been passing on wool to help her.

Well done Tracey! We are very proud of our dedicated Care Team!



Covid Superhero winner!

We decided to hold our own 'Covid Superhero' competition inhouse to celebrate our staff for the super-human efforts they made over lockdown. We asked our staff to nominate people from within they thought deserved to be recognised and Director Ian Barnes and his wife, Rosanna made the final judgement.

The winners are:

1st Place

Winner of the Bluebird Care Shropshire Covid Superhero Award – Sam Lewis, nominated by Corinne Gregory.

Runners up

Faye Galloway, Natalia Fabien and Emma Webster.

The 11 people who were nominated also received a £25 prize.

Winner Sam Lewis said: "I am totally amazed I won the award as I just do the job I love doing. I try my best to help the service users get the best care and help to support their needs at the same time as supporting my colleagues as much as I can."

Nominator Corinne Gregory, said: "Sam so deserves it, she is so dedicated in her job and does it in such a humble manner."

Ian said: "We were really impressed by the high standard of nominations we received. It was a difficult decision to identify one nomination from another as every single person from the Bluebird Care Shropshire team has worked above and beyond during the Covid pandemic.



We love hearing from you!

Whether it has been dealing with the Care Co-ordinator, my father's carers or the lady in accounts, it has been an absolute joy to deal with Bluebird Care Shropshire. The standard of care has been exceptional, everyone is friendly and cheerful, and nothing is too much trouble. My father has severe dementia and the experience and understanding shown by all mentioned has made the difficult transition of my father going from being relatively independent to requiring 24-hour care a breeze. Couldn't recommend Bluebird Care Shropshire highly enough.



Jason C, son of a client, March 2021.



"They have tackled every challenge that has been thrown at them with passion, drive and dedication and we are so proud of them. Sam just pipped others to the post for her support to customer and colleagues alike. She is always happy to share her knowledge. Sam went over and above in her role and she is very humble so not everyone will hear about it..."oh yes they will!

"Very well-done Sam, the win is very well deserved. We also offered an extended well done to all the team and every person who was nominated received £25 as a thank you."



Spreading some Easter joy!

We recently gave all our customers across Shropshire some Spring daffodils for Easter and all our staff a little chocolate treat to say thank you.



Live in care with Bluebird Care Shropshire

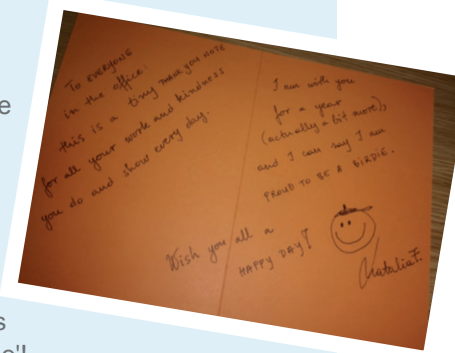
We recently caught up with Chloe Parton from Bluebird Care Shropshire Live-in about her new promotion... here is what Chloe had to say...



"I started as a care assistant in early 2017 with Bluebird Care and I thoroughly enjoyed my role. I had been thinking about starting to progress my career and then an opportunity arose within my team to become the Live-in Care Supervisor. I believed I would have a lot to give to the team, so I applied. I went through the application process and I was picked to join the supervisor team. I have been in the role for a few months now and am thoroughly enjoying it. I feel very privileged to have the opportunity to progress my career while still working for Bluebird Care Shropshire."

We are delighted to have you on board Chloe!

Thank you to Natalie F, one of our Live in care assistants who kindly sent us this lovely card expressing her fondness of being a Bluebird 'birdie'!



Sudoku Time!

		4			8			
2	1			6		8		5
5	6		7					1
7	5	6	4					8
	2			7		5	4	
		3	5			7	1	
			9					4
		5		8				
3		1	6			2	8	



Where's Ted?

See if you can find Ted located 10 times inside this newsletter.



First Week Free!

You'll love the way we care

By Bluebird Care Shropshire

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