



Bluebird Times

Autumn 2026

www.bluebirdcare.co.uk/burton-swadlincote



Our New Registered Manager

We are delighted to announce that Jess Heffernan has officially become our CQC Registered Manager.

Having previously worked as our Care Manager, Jess has demonstrated exceptional commitment, leadership, and passion for delivering high-quality care. Following a successful interview with the Care Quality Commission (CQC), Jess has now achieved registration and officially taken on the role of Registered Manager.

This is a fantastic achievement and a reflection of Jess's hard work, dedication, and extensive knowledge of the care sector. Throughout her time with Bluebird Care, Jess has played a key role in supporting both our customers and care teams, always striving to ensure the highest standards of care are maintained.

As Registered Manager, Jess will continue to lead and develop our services, ensuring we deliver safe, effective, and person-centred care to those we support across our communities.



Please join us in congratulating Jess on this well-deserved accomplishment. We are incredibly proud of her achievement and look forward to seeing her continue to thrive in her new role.

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- Children's Services & Oliver McGowan
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**bluebird
care[®]**

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Real Care. Real Impact.

Every person's story is different.
Here's one example of how we
make a difference, together.

In July, the wife of a customer contacted Bluebird Care to enquire about care for her husband. He is an amputee and was already in receipt of funded care; however, his existing care provider was withdrawing their services from the rural area where the customer lives.

Approximately two to three weeks after care commenced, the customer explained that he was no longer able to leave his home without support and had not been out of his home for approximately one year.

This raised concerns regarding the customer's emotional wellbeing and quality of life. Although his essential care needs were being met, it was apparent that he had very limited opportunities to access his local community, socialise or participate in activities outside of his home.

The Care Manager contacted the customer's funders to discuss these concerns and explained the potential impact that being unable to leave his home for such a prolonged period could have on his mental and emotional wellbeing. Following these discussions, the funders agreed to provide an additional four-hour social visit each week.



We wanted the customer to have the opportunity to leave his home safely, access his local community and participate in meaningful social activities, reduce the isolation he had experienced for approximately one year and support him to regain some enjoyment, independence and connection with his local community.

During the first social visit, Scarlett (Care Assistant) supported the customer to go for a walk around his local village in his wheelchair. They then returned home and watched a film together.

During the second social visit, the customer was supported to walk to the local village pub, where he enjoyed some chips and a drink. They then walked past the local shop, where the customer chose an ice cream, before returning home to watch a film.

These activities have provided the customer with opportunities to leave his home, spend time in his local community and participate in ordinary social activities that he had been unable to enjoy for approximately one year.



Scarlett has been brilliant, we have been out for walks and it's having a really positive impact on me, and I really look forward to them. They give me chance to engage in conversation with other people. Scarlett is teaching me a card game."



Outstanding impact: The service went beyond essential care to improve the customer's quality of life, confidence and emotional wellbeing.

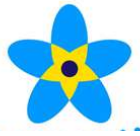
Dementia Awareness

Growing skills. Building confidence.
Supporting each other.

At Bluebird Care, we are committed to helping our teams understand the experiences of those we support. As part of this commitment, we recently introduced the **Dementia Experience** at our Burton office, giving staff the opportunity to gain a deeper understanding of what it can feel like to live with **dementia**.

The experience uses specially designed activities and equipment to simulate some of the challenges people with **dementia** may face in their daily lives. Participants are encouraged to complete simple tasks while experiencing changes to their vision, hearing, dexterity, and sensory perception. This helps create a powerful insight into the confusion, frustration, and anxiety that can sometimes accompany the condition.

The feedback from our Burton team has been overwhelmingly positive, with many staff members describing the experience as eye-opening and invaluable in helping them better understand the people they support.



All of our staff become Dementia Friends during their induction and refresher training.



Following this success, we are delighted to announce that the **Dementia Experience** will soon be rolled out across our Stafford and Cannock offices, ensuring all staff have the opportunity to take part.

Looking ahead, we also plan to open the **Dementia Experience** to family members and friends who support someone living with **dementia**. By providing a safe and engaging way to experience some of the challenges associated with the condition, we hope to increase understanding, empathy, and confidence in supporting loved ones affected by **dementia**.

By continuing to invest in **dementia awareness** and education, we can work together to create more compassionate, person-centred support for those living with **dementia** and their families.



"Understanding dementia goes beyond training and theory. Sometimes the most powerful learning comes from seeing the world through someone else's eyes."



We asked what the most impactful part of the training was:

"Gaining an understanding of how overwhelming and frustrating everyday situations can feel for someone living with dementia."

"Understanding life from their perspective"

This was very well thought out and very eye opening for me to experience a glimpse of what someone with dementia may experience.

"Getting to feel how people with dementia feel"



Staff Spotlight



Every month, we recognise team members who go above and beyond in their roles, demonstrating our values and making a positive difference to the lives of our customers and colleagues.

Read below to learn more about, their journeys with Bluebird Care, and what they enjoy most about their roles.

Employee of the month Spotlight



Erica Ansah

Why I love working in Care:

I love helping people and making a difference, even in the little things like having a chat, helping someone feel comfortable or making their day a bit easier can mean so much to them and to me as a person.

Why I joined Bluebird Care:

I wanted to work somewhere I could make a real difference while doing something I genuinely enjoy. I also wanted to be part of a team where good care and treating people with dignity, respect are important and that's what Bluebird care stands for me.

A moment in Care you will never forget:

One moment I'll never forget is when a client is having a difficult day and just needed someone to sit with them, listen and reassure them. It's reminded me that care is not always about doing a big thing. Sometimes just being there for someone can make a huge difference.

What you are most proud of:

The trust and relationships I've built with clients and colleagues. Knowing they feel safe and comfortable with me means a lot.

Best tip for any new carers:

Be patient, kind and treat every client like you would want your own family to be treated. Listen, show kindness and never underestimate the little things and also don't be afraid to ask questions or learn from more experienced carers. Take all feedback's with a positive attitude and learn from it.

Employee of the month Spotlight



Doris Bediako

Why I love working in Care:

I love working in care because I genuinely care about people and enjoy being there for them when they need support. It makes me happy knowing that even in small ways, I can make someone feel valued, comfortable and cared for. Seeing a person smile or knowing I've made their day a little easier is what makes my work so meaningful to me.

Why I joined Bluebird Care:

I joined Bluebird Care because I had several friends who already worked for Bluebird and always spoke highly of the company. They told me about the support they receive from the team and how valued the staff are. I also liked how Bluebird provides good training and helps you develop the skills and confidence to do your job well. Hearing their positive experiences encouraged me to join Bluebird and become part of the team.

A moment in Care you will never forget:

One moment I will never forget is when a client smiled at me and thanked me for being there for them. It was such a small moment, but it reminded me that the little things I do in care can mean so much to someone. That moment stayed with me and made me realise how meaningful my work is.

What you are most proud of:

I am proud of how far I have come. I am proud that I can care for others and be there when they need me. It makes me happy to know that I can make a difference, even in a small way.

Best tip for any new carers:

My best tip for a new carer is to be patient, kind and always listen. Treat everyone with respect and care. Don't be afraid to ask questions and learn from others. Always take feedback seriously, as it helps you learn, grow and become better at your job.



Children's Care

At Bluebird Care, we are proud to provide specialist Children's Services, delivering high-quality, person-centred care and support to children and young people in the comfort and familiarity of their own homes.

Our dedicated team works closely with children, families, healthcare professionals, and local services to create tailored care plans that meet individual needs. Whether it's supporting children with complex health conditions, disabilities, or additional care requirements, our goal is to help every child thrive while enabling families to feel supported and reassured.

We understand that every child is unique. That's why our care is designed around their interests, routines, goals, and aspirations. From providing practical support with daily living activities to helping children access education, social opportunities, and community activities, we focus on promoting independence, confidence, and wellbeing.

Our Children's Services also recognise the vital role families play in a child's life. By working in partnership with parents and carers, we aim to provide flexible support that not only benefits the child but also offers peace of mind to those around them.



As we continue to grow our Children's Services, we remain committed to delivering compassionate, professional care that helps children and young people live fulfilling lives while creating brighter futures for the whole family.

Every child deserves the opportunity to reach their full potential, and we are proud to be part of that journey.

For more information call: 01283 487373
email: eaststaffs@bluebirdcare.co.uk

All of our staff have completed Oliver McGowan Mandatory E-Learning. All staff who work directly with customers that have Autism or a Learning Difficulty have all completed Tier 2 training.



Staffordshire Dignity Award Nominations



We're proud to celebrate our colleagues who go above and beyond to uphold dignity in everything they do.



In September, members of our team attended the **Staffordshire Dignity Awards**, an evening dedicated to recognising the outstanding individuals and organisations making a difference across the care sector. It was a fantastic event filled with celebration, laughter, inspiration, and the opportunity to recognise the incredible commitment shown by care professionals throughout Staffordshire.

We were incredibly proud to see members of our own **Bluebird Care team** nominated for awards. Being nominated is a significant achievement in itself and reflects the compassion, professionalism, and dedication our colleagues demonstrate every day.

While we may not have brought home an award this year, our nominees should know just how valued they are. The impact they have on the lives of our customers cannot be measured by a trophy alone. Every day, they go above and beyond to ensure people receive the highest standards of care, support, and companionship, helping individuals maintain their independence and dignity in the comfort of their own homes.

Fall Prevention in Older Adults

Falls are one of the most common causes of injury in older adults, but many falls can be prevented with simple everyday steps. Taking action to improve safety, maintain strength and balance, and seek support when needed can help you stay independent, confident, and active for longer. Small changes can make a big difference in reducing the risk of falls and improving overall wellbeing.



Keep your home safe

Remove trip hazards such as loose rugs, trailing wires, and clutter. Make sure your home is well lit and install handrails where needed.



Stay active

Regular physical activity can improve strength, balance, and coordination, helping to reduce the risk of falls. Choose activities that are safe and suitable for your ability.



Have regular check-ups

Good vision is essential for spotting hazards and moving around safely. Attend routine eye examinations and keep your prescription up to date.



Use the right supports

Walking aids can provide extra support and stability when used correctly. Ensure your aid is properly fitted and regularly checked for safety.



Ask for help

If you are experiencing difficulties sleeping, this can increase your risk of falls. Please speak to friends or family, or any of our office team for support, so we can ensure your safety and wellbeing at all times. If you're worried about your balance or finding daily tasks more difficult, speak to a healthcare professional or ask family and friends for support.



**You don't
have to do
it alone.**

We're here to
support you.

bluebird care[®]

Good



*We are looking for caring, reliable people
to join our team of dedicated carers*



WHY CHOOSE US:

- Employee of the Month and attendance bonus/incentives.
- Free Blue Light Discount card with access to 100% of discounts
- Full induction and training provided.
- Free diploma qualifications.
- Specialist training and ongoing development opportunities.
- Genuine career progression – we actively promote from within.

YOU WILL:

- Be Compassionate
- Be Reliable & Trustworthy
- Treat every client with Dignity & Respect
- Work with our friendly team
- Be committed to a high quality service
- Ready to make a difference



EARN UP TO
£14.00
PER HOUR



**DRIVERS
ARE
ESSENTIAL**



**PAID TRAVEL TIME
AND MILEAGE
BETWEEN CUSTOMERS**

CONTACT US
01283 487373

EMAIL US AT:
eaststaffs@bluebirdcare.co.uk



Your local team, here
for you every day

Community Partnerships

At Bluebird Care, we are proud to continue working alongside a range of valued community partners who help us enhance the support, wellbeing, and quality of life of the people we care for.



Careium

We are pleased to continue our partnership with Careium, enabling our customers to access Careium lifelines and fall pendants at a discounted rate. These devices provide added reassurance and peace of mind, helping individuals maintain their independence while ensuring help is available when needed.

Jelly Drops

Our partnership with Jelly Drops also continues, allowing customers to benefit from discounted access to this innovative product. Designed to support hydration, particularly for people living with dementia, Jelly Drops are a simple but effective way of encouraging fluid intake and promoting wellbeing.

Uttoxeter Rotary Club

We are delighted to continue our valued partnership with the Uttoxeter Rotary Club and support the fantastic work they do within our local community.

As part of this ongoing relationship, we are proud to support the Forget Me Not Café, which takes place every Monday and is run by the Rotary Club. The café provides a warm and welcoming environment for people living with dementia, their families, carers, and friends to come together, enjoy companionship, and connect with others who may be facing similar experiences.

Re-engage

We remain proud partners of Re-engage, hosting free monthly social meet-ups designed to tackle loneliness and social isolation among older adults. These friendly gatherings provide an opportunity for people aged 75 and over to enjoy conversation, companionship, activities, and refreshments in a welcoming environment. The partnership continues to make a meaningful difference to older people across our communities.

Through these partnerships, we are able to offer additional support, resources, and opportunities that help people stay safe, connected, and independent while strengthening the communities we serve.

What's been happening?

A quick catch up on what has been happening at Bluebird Care Burton, Swadlincote, Uttoxeter, Cheadle, Leek & Biddulph

Supporting

**WE ARE
MACMILLAN.
CANCER SUPPORT**

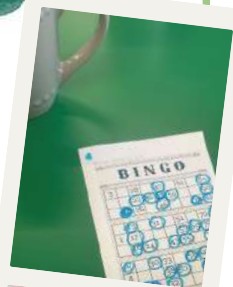
We raised
£68.10



We hosted a Macmillan Coffee Afternoon at our office, we had cakes galore, a game of bingo, chatting and a good old get together!

Thank you to everyone who supported our Macmillan Coffee Morning.

Your generosity helps Macmillan be there for people living with cancer, offering expert care, practical support and a listening ear when it's needed most.



"Every cake baked, raffle ticket bought, and donation made helps us continue supporting those who need it most. Thank you for being part of something truly special."

JESS HEFFERNAN - REGISTERED MANAGER



YOU'RE INVITED!

Be part of something meaningful in your community. We'd love to see you at our next activity or event. Please take a look at our what's on page for details of our upcoming events.



Christmas Coffee Morning

Get into the festive spirit and join us for a wonderful Christmas Coffee Morning, packed with seasonal fun, laughter, and great company.

We'll be celebrating with Christmas music, festive crackers, a delicious cold buffet, presents, and plenty of opportunity for a good old chat. Whether you're coming along to catch up with friends, meet new people, or simply enjoy the festive atmosphere, there will be something for everyone.

For those who love a bit of friendly competition, our popular tabletop games will be available as always.

And why not bring along your friends and family too? The more, the merrier!

It's the perfect opportunity to enjoy a relaxed and cheerful festive gathering, make new memories, and celebrate the season together.

We can't wait to welcome you for two hours of festive fun, friendship, and Christmas cheer!

Friday 18th December 2026

11am - 1pm

Bluebird Care Burton & Swadlincote

9 Lancaster Park, Newborough
Road, Needwood DE13 9PD



**Let's make it a
community celebration!**

Get involved and help us spread some Christmas cheer.

Live-In Care



For most couples, home is more than simply a place to live, it's where routines feel familiar, and where being together feels most natural. It's the walls where you hung your wedding photographs, and the cosy spot on the sofa where your beloved pet takes up too much space. It's the drawings from the grandkids stuck all over the fridge that you swore you'd never take down, and the dining room filled with years of joy and laughter from weekly family dinners and games nights.

At Bluebird Care Stafford, we understand how important it is for couples to stay together in their own home, where they can continue living full lives surrounded by their family and friends. That's why with our Live-In Care services, we can deliver life changing round the clock care, without needing to change your life.

Live-In Care means that Phil can still enjoy his boules club on a Wednesday evening, and Susan can still go out for cream tea with the girls Friday afternoon. John can continue to tend to his beloved vegetable garden, and Lee can still cook his favourite family meals in his own kitchen, all while receiving the daily care and support needed to allow them to live happy, healthy lives.

We love being able to keep couples, family, friends and pets together, it's part of what makes our work so rewarding.

If you or someone you know would like to talk to us about our Live-In Care support, we're here to listen and help. Our friendly team are happy to take the time to understand what's most important to you. Just because your healthcare needs may have changed, that doesn't mean your lives have to as well.

Get in touch today: 01283 487373
or email eaststaffs@bluebirdcare.co.uk

What's On

Upcoming events
and activities in
our community

NEXT EVENT



Reengage Burton

 10th November

 10.00 - 11.00

 Dove Court,
Church View
DE13 0QR

 01283 487373

 Our coffee
afternoon &
Reengage
Group, join us
for free, for
games,
companionship
and activities

UPCOMING EVENTS



Reengage Uttoxeter

 18th November

 2.30pm - 4pm

 Heath House
Conference Centre,
Cheadle Road, ST14
7BY

 01283 487373

 Our coffee
afternoon &
Reengage Group,
join us for free, for
games,
companionship
and activities



Reengage Burton

 8th December

 10am - 11am

 Dove Court,
Church View
DE13 0QR

 01283 487373

 Our coffee
afternoon &
Reengage
Group, join us
for free, for games,
companionship
and activities



Reengage Uttoxeter

 16th December

 2.30pm - 4pm

 Heath House
Conference Centre,
Cheadle Road, ST14
7BY

 01283 487373

 Our coffee
afternoon &
Reengage Group,
join us for free, for
games,
companionship
and activities



Christmas Coffee Morning

 18th December

 2pm - 3.30pm

 Bluebird Care
Burton Office

 01283 487373

 Our Christmas
Themed Event at
the Burton Office



Reengage Burton

 12th January 2027

 10am - 11am

 Dove Court,
Church View
DE13 0QR

 01283 487373

 Our coffee
afternoon &
Reengage Group,
join us for free, for
games,
companionship
and activities



Reengage Uttoxeter

 20th January 2027

 2.30pm - 4pm

 Heath House
Conference Centre,
Cheadle Road, ST14
7BY

 01283 487373

 Our coffee
afternoon &
Reengage Group,
join us for free, for
games,
companionship
and activities



Together, we make a difference

Thank you for being part of the Bluebird Care Community.
We look forward to seeing you at our events and
continuing to support you and your loved ones.

Puzzle Corner

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

Find these words:

- Bluebird
- Care
- Jelly
- Drops
- Reengage
- Careium
- Dignity
- Teamwork
- Shoebox
- Falls
- Prevention
- Coffee
- Afternoon
- Christmas
- Carer
- Stafford
- Burton
- Cannock
- Winter
- Autumn
- Quality
- Rotary
- Club