



Newsletter

July 2020

Bluebird Care Newmarket & Fenland, King's Lynn & West Norfolk

Hello.

I would like to thank everyone for their support throughout these challenging times. Back in March when most of the UK was shutting their doors to their customers, it was the complete opposite for us. I can remember the emergency meeting I had with all of the senior team, encouraging them to be involved in innovating our business and quickly adapting our processes to ensure that we were not going to let this affect our customers and to embed the security of all our teams jobs. Our mantra, to ensure we could keep delivering our service to the highest standard throughout the pandemic, keeping everyone as safe as we could and keeping our customers and teams spirits high! I am proud that despite the immense challenges we faced, we have done just that.

Over these last few months, it has also given us all time to reflect on what's important in life and for many of our customers that has been to be in the comfort and safety of their own homes with excellent care. In the following article you can find out why we feel live-in care is so important, maybe not for now, but for your future. Live-in care has been well recognised throughout this last 3 months as an important alternative to care homes, and arguably a safer option, take a look at how we can support you to plan for your future on pages 2 & 3.

Over this time we have had some lovely, heartfelt feedback from both our customers, their family and friends and from our team members. This feedback really inspires me to new and exciting ideas to keep on improving the service we offer. I would love lots more, therefore I have launched a new way to capture your thoughts. Investing in 'Working Feedback' will allow us to gain your feedback in many different ways, whether you have email, telephone or just simply writing to us. As a thank you for giving me your time, I have set up a free prize draw with the chance to win a £100 Amazon gift card! Good luck everyone.

Carolyn Dailey
Principal Director



Safe at Home



Lead your life the way you want to

Live-in care can be a great alternative to moving into a care home and at Bluebird Care we believe that the best care is delivered in the comfort of your own home, where you can keep the things that matter to you most, close by.

Home care with Bluebird Care can be anything from a 30 minute care visit to 24 hour live-in care, helping you with everyday essentials, whilst supporting you to remain as independent as possible, living the lifestyle you choose.

Our live-in care service gives you the option of bespoke care without moving to a care home and offers the reassurance of having tailor made, one to one support from your live-in care assistant in the comfort of your own home as and when you need them and at the times you want.

Here are just some of the benefits of live-in care:

- No need to move to a care home
- A personal service where your unique needs are considered every step of the way, available as and when you need it - day or night
- Fully trained, compassionate team who respect your home and your privacy
- A flexible service, where every day can be different
- A wide range of care and support- personal care, housework, social activities - you choose
- A dedicated Bluebird Care manager to check you are happy with our service and our day care team on hand should you need further support



Our live-in care service	A care home
One-to-one care	Often 1 care assistant per 30 residents
Stay in the comfort of your own home	Leave behind family, pets, possessions
Personalised care	'One size fits all' approach
Freedom	Regulated meals & bed times
Maintain your social interaction	Communal living
Family and friends can visit anytime	Becoming one of many
Every day can be different	Limited outings, regimented routines
Leave your house to loved ones	Sell your home to fund care

For family and loved ones:

- Offers peace of mind and reassurance
- Enables family and friends to maintain normality in the relationship as the customer remains in the comfort of their own home
- Offers a relatively uncomplicated and stress-free way of ensuring a loved-one receives appropriate care and support

If you would like to arrange a free care consultation, then please **call us on 01353 883333** or let your care team member know and we can arrange a time to suit you.



Did you know?

We can support you or your loved one with temporary live-in care whilst you or your family go away on holiday. There is no need for the upheaval of moving to a respite or care home and we ensure that your usual care visits are there ready for you when you require them.

We can also help if you are looking at ways to release equity from your home through our association with Key Solutions. If you would like further information please let us know and we'll put you in touch.



Spread Happiness

During these difficult times a lot of our customers have faced the hard challenge of not being able to see their loved ones for several weeks.

Our response to this was to launch our Spread Happiness campaign which was introduced to try and keep our customers spirits high and bring a smile to their day.

You can see from the photos some of our customers receiving a treat from our team, whilst we have been out and about.

We also helped some of our most sheltered customers to make short video messages for their loved ones who they were unable to see, we then sent these video messages to their family and friends. They then sent a video message back to us and our teams showed this to our customers so that they had visual contact with their family and friends, this was extremely popular and helped our customers stay connected which really uplifted their spirits!





Achievement Awards

We love to see our team develop themselves and progress in their career.

Easter Competition



Teresa Seales
Newmarket team

Our winner of our team Easter competition was Teresa Seales from our Newmarket team. Our team were asked to send in a video of them with a customer spreading happiness! Teresa shared a lovely video singing with one of her customers, this was then shared with his family members who are not visiting at the moment due to the restrictions, this really cheered them up!

Anniversaries



Liliya Radenkova
Care Supervisor

Celebrating her 5th year anniversary with us. Fantastic achievement!



Mercy Mutonono
Live-in Care Assistant

Celebrating her 2nd Year with us. Well done!

Probation Passes



Lisa Misseldine
Fenland Team

Lisa has passed her probationary period and is now a fully qualified Care Assistant.

Lisa said "I am happy to have passed my probation. I can't believe how quickly the time has gone!"



Orsolya Bancsi
Newmarket Team

Orsolya has passed her probationary period and is now a fully fledged Care Assistant with us.

Carer of the Month

The team members who achieved Carer of the Month are:

April Orsolya Bancsi, *Newmarket Team*

May Liliya Radenkova, *Care Supervisor*

June Lisa Misseldine, *Fenland Team*



David Bausor, Teacher of Technology at Ely College very kindly brought us supplies of face shields for the team. We are very grateful for all the hard work that they have done to help support keyworkers for the local community. We will be making a donation to their department to show our appreciation. Fantastic Work!

We love getting feedback of all kinds, it's what allows us to continually improve, but we especially love when we get fantastic feedback! This is what we received from one of a team members, Melanie West, Supervisor,

"A big thank you to Carolyn Keith & all the team in the office for your support, direction and guidance through Covid-19. This has been one of our biggest challenges to face as carers who are out in the field delivering care to our most vulnerable customers. Without this high level of support & direction from Bluebird Care I don't know how we would have been able to stay grounded and stable, working through these uncertain times.

You have supported us all with making sure we were up to date, we had supplies of PPE, we had wellbeing checks and gave us all reassurance that we would get through this. As we all work through these challenging times, I feel assured and secure that Bluebird care will deliver nothing but the best.

Thank you.
Mel"

How are we doing?

We would love to hear your feedback and we will be shortly sending out a text or email asking you to let us know how we are doing.

The text or email will come from Workingfeedback, and we would really appreciate your help. As a little incentive if you do take part you will be entered into a prize draw for £100 amazon gift card!

Alternatively you can email us now by contacting customercarenfkw@bluebirdcare.co.uk

We look forward to hearing from you.



Meet Your Office Support Team



Carolyn Dailey
Principal Director



Keith Dailey
Principal Director



Dani Durrant
Coordinating Director



Denise Allen
Operations Director



Heather Porter
Care Director



Natalie Moore
Quality & Development
Manager



Samantha Simpson
Customer Care Manager



Sarah Pickwell
Team & Customer
Liaison Manager



Katie Manson
Recruitment & Team
Manager



Terri Evans
Training & Development
Coordinator



Emma Sibthorp
Care & Team
Coordinator



Virginia Zahr
Care Coordinator



Harriet Sibson
Training Customer
Care Manager



Melanie West
Care Supervisor



Liliya Radenkova
Care Supervisor



Georgia Blatter
Care Supervisor