



Newsletter

October 2019

Bluebird Care

Newmarket & Fenland, King's Lynn & West Norfolk

Celebrating success

At Bluebird Care Newmarket & Fenland, King's Lynn & West Norfolk we believe in celebrating success. That's the success of our team, from work anniversaries and other milestones, such as successful training and outstanding achievements. It's the success of our business, celebrating our levels of service and achievements in the community. And it's the success of the Bluebird brand as we continue to be one of the largest providers of home care services in the UK.

Over these last three months we've had plenty of successes to celebrate.

For a start, we officially announced the acquisition of Bluebird Care Cambridge and South Cambridgeshire in September. Following the success of our Newmarket & Fenland and King's Lynn & West Norfolk offices, we took the decision to grow further into Cambridgeshire by taking over the running of the Cambridge office.

To make it a smooth transition, we invited the NFKW management team of Danni Durrant, Denise Allen and Heather Porter to join us as business partners in this new venture. This move highlights our career path and our passion for progressing and investing in our teams.

In other team news, two more of our management team have been promoted. Virginia Zahr and Natalie Moore have started new roles within our NFKW team. You can find out more about our team success on page 3.

Finally, Team NFKW has been celebrating a big achievement at the Ely Standard East Cambridgeshire Business Awards. As well as winning the Customer Service and Medium Business of the Year awards, we were named Overall Company of the Year 2019.

Read more about our success in the business awards in this newsletter.

Carolyn Dailey
Principal Director

Live-In Care

We believe that the best care is delivered in your home where you feel safe and secure. Our live-in Care Assistants are highly trained care professionals and are carefully matched to our customer's needs. They respect your home as well as your own space and privacy but are on hand to give professional care with the time and attention you need - something that's not always possible in a busy care home.

We understand that everyone's needs are unique and therefore, we personalise our support services to you and your family. As a leading home care provider, our business is focused on delivering quality care within the home.

Our live-in care services:

- 🐦 Are flexible to suit your needs
- 🐦 Mean that you can stay in our own home
- 🐦 Often mean you don't need to sell your home to fund your care
- 🐦 Have an individual focus
- 🐦 Mean that we get to know you and maintain normality

- 🐦 Mean that you can stay connected to your support circle and local community
- 🐦 Offer the reassurance of 24-hour care

For nearly 15 years, Bluebird Care have been experts in delivering high quality, personalised care solutions within the home to people across the UK. Our values are centred in delivering excellence during times that most families find difficult and stressful. Our live-in care service helps to remove that stress and delivers a quality service that means people can stay in their homes they love, surrounded by their friends and family.

If you'd like to know more about our live-in care services for yourself or a loved one, please do get in touch to find out more about how we can personalise our services to suit your requirements. We're available for a confidential and considerate chat whenever you are.



Live-in Care vs Care Home

Continued independence

One-to-one care

Build a relationship with your care assistant

Couples or families can stay together

Keep your usual routine

Stress free

Unfamiliar surroundings

Can be pricey

Have to say goodbye to a beloved pet

There may be a limited choice of care homes in your area

Case Study



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Read our case study below on the advantages of live in care - in the words of one of our customers.

In my opinion, live in care works extremely well. Last year my mother suffered from a major stroke, and as a result was taken into temporary residential care. Mum was desperately unhappy there and wanted to leave, but a nurse at the facility raised concerns that she was unsettled, and wouldn't be able to manage at home. Ultimately we decided to go against the nurse's advice and took Mum home, and the difference we saw was amazing. She was happier, began looking much better and seemed much more able.

We recently saw the nurse from the residential home who apologised, and said how well Mum looked and was doing. She said usually she would have expected that someone would have returned to the facility in a week or two. Mum is settled at home in her own familiar environment, where she can go out and about locally, and visit her friends - all with the help of her care assistant. Live in care works really well, especially for Mum. She's settled and happy."

K, Newmarket



Health & Wellbeing Checks Delivered in your own home



Bluebird Care Assist

We're delighted to introduce our new health and wellbeing check service – Bluebird Care Assist.

At Bluebird Care Newmarket & Fenland, we're experts in delivering high quality, personalised care solutions within the home and our values are centred on delivering excellence during times that most families find difficult and stressful. Our new health and wellbeing checks can help to **remove that stress** by monitoring general health and wellbeing on a regular basis in the **comfort of our customer's own home**, with those results shared immediately with them, their family and with health professionals if necessary.

What does our new health and wellbeing check monitor?

Our new health and wellbeing checks are delivered in our customer's own home and involve a 30-minute visit from one of our trained Care Champions. They'll carry out the following general health checks:

-  Blood Pressure monitoring
-  Temperature
-  Oxygen saturation and breathing levels
-  Pulse
-  Alertness and general wellbeing

The results are available immediately, thanks to our Bluetooth-enabled kit and should there be any concerns, we can notify a family member, health professional or even 111. Early identification of a problem can often help prevent further deterioration and the need to go to hospital.

If you'd like to know more about Bluebird Care Assist and how our health and wellbeing checks could be provided as part of our care packages, please get in touch today or mention it to your care worker on their next visit. We're available for a confidential and considerate chat whenever you are.



Cambridge Office

We're delighted to have expanded our care business with the acquisition of Bluebird Care Cambridge and Cambridge South. Alongside our Principal Directors, Carolyn and Keith Dailey, three of our management team have been progressed and become business partners in this new venture. Denise Allen will become our Operations Director, Heather Porter our Care Director and Danni Durrant our Coordinating Director.

As part of our transformation of the franchise, we have already started tidying up the headquarters, with the best transformations still to come.



before



after

Ely Standard East Cambridgeshire Business Awards

We're delighted to have been named Company of the Year at the East Cambridgeshire Business Awards.

Nominated for three awards - Customer Service, Medium Business of the Year and Employer of the Year, we won the first two before being given the overall award to round off the night in style!

On winning the Medium Business of the Year award, our director Carolyn Dailey told the Ely Standard:

"We are overwhelmed. This award is for the team; our team are phenomenal and this is well deserved for them."



Achievement Awards



We've been celebrating lots of achievements in the office over the summer. From probation passes to promotions, it's been a busy time.



5th ANNIVERSARY
Sarah Pickwell
We are immensely proud of Sarah and are excited for her next project of launching our new service Bluebird Care Assist. Here's to the next 5 years!



OUTSTANDING AWARD
Hannah Mayes
Hannah responded and acted amazingly to an emergency, remaining professional and calm throughout the event. We are so proud of Hannah!!

PROMOTION
Natalie Moore
Quality & Development Manager
In her new role, she'll be supporting our senior teams with their development, and ensuring the highest quality of customer service across our business.



PROMOTION
Virginia Zahr
Care Coordinator
Virginia Zahr has excelled within her trainee position and has built up a great rapport with both our team and customers.



Probation Successes

After successfully passing their probations, a whopping eight of our staff have become fully fledged care assistants! Massive well done to Terri, Virginia, Tracey, Beverley, Karen, Sarah and Tammy on taking their first steps on their Bluebird Care journeys.





Carer of the Month

The team members who achieved Carer of the Month are:

JULY



Terri Evans

Having only passed her probation in June, Terri has received some exceptional feedback from both customers and our team members. Well done Terri!

AUGUST



Lynn Savage

Lynn has been a member of the Bluebird Care family for over a year now, and we love having her with us! On receiving her award, she said: "I was quite shocked, but pleased that I've won" Well done Lynn!

SEPTEMBER



Peta Allitt

Peta has continued to show how reliable and loyal she is to her role. Peta shows a high level of detail and passion for her customers and continually strives for high standards. Well done Peta!

What's On

The next care hub event is Christmas card making on 17th December 2019. You are warmly invited to join us to get in the festive feeling with card making, mince pies and refreshments. This is a free event, please ask your care team if you would like to join us or give us a call **Tel: 01353 883333**.



Christmas Competition

This year we are offering our customers a chance to win a luxury hamper in time for Christmas. Just for fun! We are asking our customers to name that reindeer! The lucky winners will be picked at random and be presented with a lovely hamper...let us know! Tell your care team who will message this through to us or give us a call **Tel: 01353 883333**.



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
Trainee Recruitment
& Team Manager



Terri Evans
Training & Development
Coordinator



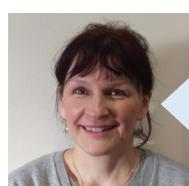
Emma Sibthorp
Care & Team
Coordinator



Virginia Zahr
Care Coordinator



Liliya Radenkova
Care Supervisor



Melanie West
Care Supervisor



Georgia Blatter
Care Supervisor



Harriet Sibson
Customer Care
Supervisor