

# Bringing joy to all our Shropshire customers

Summer 2022

Pictured here is our Care Assistant Lorraine Choga delivering flowers to customer Gladys Turner.



On Blue Monday (17 January), we once again hand delivered bouquets of flowers to all our customers to help cheer them up on what has become known as the 'most depressing day of the year.'

We are very grateful to the Shropshire florists who helped make this possible - John R Thomas Florists in Church Stretton, Hobo Florists in Oswestry, and Julie Nicholas Florist in Shrewsbury.



In this issue:

- We celebrate with our oldest customer John who has turned 104!
- We celebrate achieving the Living Wage accreditation!
- Read about our £600 joining bonus
- New customers get their **FIRST WEEK FREE!**



# A word from our Director, Ian Barnes



Here at Bluebird Care, Shropshire we want to always be at the forefront of the care sector in the county. In terms of both how we treat and work with our staff and our customers.

We believe that a happy well-trained team will be better able to deliver excellent care to our customers consistently – day-in-day out!

Our staff are well paid as we have the best rates in our sector, **which we recently increased by up to 20%**. We currently pay staff aged over 23 years £11ph on weekdays and £12ph at the weekends.

We also have an in-house, award-winning training and development department, which provides a comprehensive induction package and ongoing training – all training is paid time here!

**First Week Free!**

You'll love the way we care

We also focus in on customers and currently offer a **FREE WEEK** trial for anyone new to Bluebird Care in Shropshire. No strings or big commitment attached.

We are so confident in what we can do for people that we know they will stay for a long time once they've given us a try.

If you are looking for a new job or a career change, no matter your age, please call Sammie Milton our Recruitment Officer for a friendly chat and an immediate online interview.

Or if you are looking for care for yourself or a loved one, please call us on 01743 874343, or simply pop into our offices in Shrewsbury and Oswestry for a chat. The kettle is always on! We also have a dedicated team of care staff in Church Stretton.

Give us a try, and remember, the **FIRST WEEK IS FREE** for all new clients.

Ian Barnes

## We say goodbye to our 'friends' Ross, Rachel and Josie and hello to Shell and Hattie!

Last year we waved goodbye to Ross, Rachel and Josie from our Oswestry team. But we are delighted to be welcoming Shell Norton as our Oswestry Care Coordinator and Hattie Doidge as our Oswestry Customer Supervisor.

Here's a little hello from Hattie: "I have been working within the care industry since 2018 and started my caring career working at a nursing home, enriching the lives of adults with disabilities.

"During my time there, I completed my QCF Level 2 qualification in Health and Social Care. After my time at the nursing home, I went on to work within the community where I grew up. I thoroughly enjoyed working within the community and enriching the lives of adults within their own homes.

**"I am delighted to have started working at Bluebird Care and I look forward to bringing the skills I have learned to enrich the lives of the customers in the Oswestry area."**



## Happy 104th Birthday to John for August!

We want to wish John Errington a truly happy 104th birthday! John is now officially our oldest customer. Huge congratulations to you John on this fantastic milestone!

We spoke to John's daughter Leyla Corbett who had a few words to say:

“We and my father are very grateful to Bluebird Care Shropshire for enabling John to be at home. We are particularly fortunate with the care team, they are lovely. Thank you to the people who set this all up to make this happen.”





# We are recruiting for Care Assistants NOW!

We started 2022 with a bang here at Bluebird Care Shropshire, announcing a fresh recruitment drive for up to 60 new jobs; full time and part time within Shrewsbury, Oswestry and Church Stretton, the areas we cover.

We also announced a game changing 10% – 20% pay increase for home care and live-in care roles. This pay increase sets us apart to offer truly market-leading pay in the area and beyond for our both our team members and new recruits.

As well as recruiting Care Assistants, we are eager to build our customer base and deliver more of our award-winning and vital care to people within the Shropshire community.

We provide fully paid induction and training, and no previous care experience is necessary.

With fantastic benefits available and great career progression opportunities in a positive and purpose-driven sector, we are looking to ignite new careers in social care for local people.

**We recently put our rates of pay up to up to £12 an hour – among the highest in the area and we offer a joining bonus of up to £600!**

We have also received the Living Wage accreditation!



This shows that by paying a real Living Wage, we are voluntarily taking a stand to ensure our employees can earn a wage which is enough to live on. Accredited employers display the Living Wage Employer mark to recognise their commitment to the Living Wage.

We have a great reputation for providing exceptional care to our customers in their own homes and specialise in working with customers who live with dementia, physical disabilities, and many other acute and chronic conditions.

Working alongside our customers' families, social services, and the NHS, we can ensure each customer receives the care they need, from 30-minute daily visits to 24/7 live-in Care.

**Sammie Milton, our Recruitment Officer, said: "We want to attract the people who are naturally good at caring. We have a fantastic training program and can support individuals' development, whatever their level and experience.**

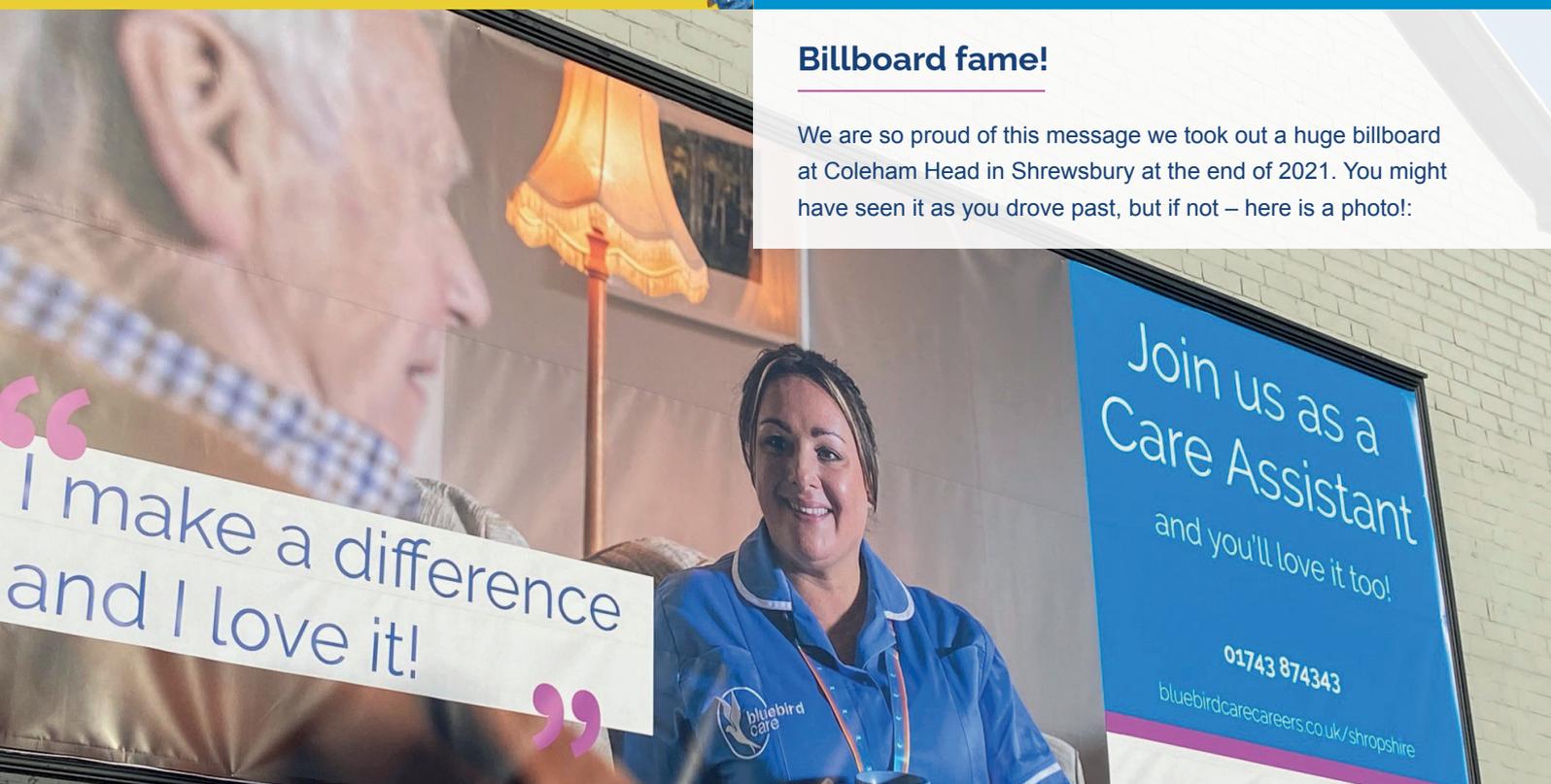
**"Ultimately, we want people who want more than just a job. At Bluebird Care Shropshire we make a real difference to the lives of many."**

If you are interested in learning more about the opportunities at Bluebird Care Shropshire, please contact Sammie Milton on 01743 874343



## Billboard fame!

We are so proud of this message we took out a huge billboard at Coleham Head in Shrewsbury at the end of 2021. You might have seen it as you drove past, but if not – here is a photo!:



**"I make a difference and I love it!"**

# Raising awareness on the paths to care – It's Time to Care!

We have been running a campaign to help raise awareness of the various paths that people take into a career in social care. Our 'It's Time to Care' Campaign is helping people who may not be considering a career in care to look at whether it could be for them.

Natalia Fabian is a live-in Care Assistant at Bluebird Care Shropshire. Despite only joining the home care provider in March 2019, Natalia is a highly experienced Carer, having worked in the care world for over nine years.

During this time, her journey in the sector has taken her to Germany, Switzerland, Austria, and Ireland, before eventually arriving at Bluebird Care in Shropshire.

But her career path has not always been in care. Prior to it, Natalia was a teacher, secretary, translator, and even owned her own small cleaning agency.

Taking her first position in care she realised care was her true calling. She immediately fell in love with the work and has not looked back since.

"I guess I was born a carer. All my life I have felt this urge to help, to lend a hand, to do any tiny thing I could for friends or strangers to make them feel happier. Every one of us is

given a talent. It took me a while to realise that mine was love for people, and I also have patience and humour."

Natalia spends 24-hours-a-day with customers who need continuous care in their own home, in familiar surroundings.

She said:

“**Being a carer is rewarding and makes me feel fulfilled. I'm very proud that my daughter worked for Bluebird Care too. I care about the people I look after and I'm happy when I see them happy.**”



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£600

## Join our team!

[www.bluebirdcare.co.uk](http://www.bluebirdcare.co.uk)

01743 874343



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this is a career with Bluebird Care!

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# AWARD-WINNING TRAINING



We want to congratulate Claire Gwilliam, our Training Officer at Bluebird Care Shropshire, for winning the Workforce Development Award for the West Midlands Region, at the Great British Care Awards (GBCA) 2020, which took place last year.



Claire, 38, has worked at Bluebird Care for nearly nine years and is responsible for the training and support of over 90 staff members.

Her role entails the training of all care staff in the ten core standards of care, she also leads induction classes for new starters and co-ordinates all external training courses and QCF Qualifications.

During the pandemic, Claire's innovation and experience served the expansion of Bluebird Care Shropshire. She delivered e-learning, remote training

classes, and authored

workbooks for new trainees to work from home, and in virtual 1-2-1 zoom training and development sessions.

Claire said: "I genuinely couldn't believe it when I heard that I had won the award. I'm very surprised to have won, but also delighted to be recognised for what is my day job, which I love doing!"

Bluebird Care Shropshire were also finalists for the GBCA 2021 for the West Midlands region Employer Award.

And the Church Stretton Care team was shortlisted for the Care Team Award nomination as well as carers Natalia Fabien and Kelly Nicholson for the Homecare Worker Award.

**Here's what The Mayfair Centre in Church Stretton had to say about us as part of the nomination process:**

Bluebird Care Shropshire has always provided an excellent service to both us and our clients. They go out of their way to accommodate our requests.

The Church Stretton Care Team has often been asked to step in at the last minute to deal with a crisis, and have always responded to these admirably, often going above and beyond, working late, and exploring alternative options so that we can hopefully meet the client's needs.

It is so reassuring to work with an organisation that is easy and professional to deal with. We know that the Bluebird team will always get back to our enquiries and always go out of their way to meet clients' needs.



## The Maysi Project at the Mayfair Centre

The Maysi project was launched in 2001 and covers Church Stretton, Craven Arms and Dorrington. Two co-ordinators, Janet Williams and Shaz Malins, are supported by a dedicated team of trained volunteers. They are also the GP's Care and Community co-ordinators for Church Stretton Medical Practice. They offer information, practical help, and friendship to support independence.

They can help clients identify their needs, offer choices, and put people in touch with relevant services. They also help with form filling, attendance allowances, blue badge applications and PIP etc.

As part of the project, they run a Compassionate Communities Befriending scheme (CoCo) and a telephone befriending service.

Maysi and CoCo services are FREE, but donations are greatly appreciated as they help to sustain the service.

**Shaz and Janet (pictured) can be contacted at the Mayfair centre on 01694 722077.**

## We celebrate 4 YEARS of Live-in-Care!



In 2019 Bluebird Care Shropshire celebrated 10 years of delivering domiciliary care at home to the people of Shrewsbury, Church Stretton, Oswestry, and the surrounding areas.

2022 will see us entering our fourth year of delivering this service, which we launched to address of lack of this type of care on a local level, with local back up available 24-7.

This type of care sees a Carer living with the customer, so we can offer it to larger geographical area across the whole of Shropshire and the surrounding areas. Just contact us to discuss your needs and location!

Last year, to celebrate the success of this service which saw growth of 150% within its first 12 months, we launched the First Week Free initiative, which we are still running today!

**The 'first week free' campaign, is worth up to £1350 to any new clients who want any type of at-home care the company provides, including domiciliary and live-in care.**

**The initiative is available to any new customer who signs up for four weeks of care, with the first week, being absolutely free.**

Our Live in Care team is headed up by Kirsty Holland and Chloe Parton, Live in Care Supervisor. We want to thank them for running this service so well for the last four years.



Here is a recent review from one of our lovely clients 'S.D.' who Gave us 5 stars on [www.homecare.co.uk](http://www.homecare.co.uk)

**"Bluebird Care Shropshire offer a very caring and friendly service. They will always accommodate any request where possible. There is a dedicated team of carers and support staff. The staff feel very fortunate to have my carers and help me with lots of things and a listening ear which always helps to share any worries or concerns as well as happy things. They make an invaluable difference in my life."**

## Reasons to choose live-in at-home care over residential care

**Are you considering care for yourself or a loved one and not sure which path to go down?**

Here's some points to help you to consider when choosing between live in at-home care and residential care homes.

- ★ Our care is one-on-one support
- ★ Stay in the home you love, surrounded by all that matters to you including pets
- ★ Care is personalised to suit you
- ★ Your privacy and independence are maintained
- ★ You can do different things on different days as you choose
- ★ You can maintain your lifestyle, dignity, and uniqueness
- ★ You're far less likely to contract infections and viruses
- ★ We are proud to possess an overall 'Good' with an 'Outstanding' Caring CQC rating
- ★ You don't have to sell your own home
- ★ Your family and friends can visit at any time
- ★ You can build rapport with the carer and get consistent care
- ★ Couples can stay together
- ★ Familiar surroundings which can prevent the acceleration of conditions such as dementia
- ★ Continue connections in the local community and hobbies sustained.

**For more information on our full live-care services please visit our website here: [www.bluebirdcare.co.uk](http://www.bluebirdcare.co.uk) or call us to discuss.**

## Where's Ted?

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



## SUDOKU TIME!

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### Bluebird Care Oswestry

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### Bluebird Church Stretton

☎ 01694 259065

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