



NEWSLETTER

SPRING 2024



Newmarket & Fenland, King's Lynn & West Norfolk
| Cambridge & South Cambs | Bedford | Huntingdon

Hello

Welcome to our first customer newsletter of 2024.

We started this year with an exciting expansion of our Bluebird Care group. On 22nd January we officially took over the ownership and management of Bluebird Care Huntingdon and we want to extend a very warm welcome to all of our new Bluebird Care Huntingdon customers. You can read more about our expansion on page 4.

We are delighted to announce Jo Bowman has been promoted to Operations Director, Katie Manson has been promoted to Business Development Director and Virginia Zahr has been promoted to Quality Director! All three ladies have worked hard, shown real dedication to Bluebird Care, and are providing excellent care and support services to our customers in their own homes. The expansion of the director team allows the business to dedicate the right people to the right roles to ensure that we continue to lead the way in private care while we continue to strive for excellence in customer service.

Alongside our new directors, Jade Warwick has been promoted to Operations Manager, Hannah Mayes has been promoted to Customer Care Manager, and Jasmine Williams has been promoted to Training Care Supervisor. Congratulations everyone!

We have welcomed Joshua Dailey, our new Business Operations Apprentice and Sam Jenkins, our new Training Customer Care Manager to our office support team. Please join us in giving them a warm welcome!

We are extremely excited to once again be nominated as finalists for the SME Ely Business Awards! The awards ceremony is on Tuesday 21st May 2024 - wish us luck!

Coming up in this newsletter, we have our Home Safety Checklist for preventing falls at home. We have put together some gardening tips for spring and an article about scams and how to avoid them.

Let's not forget the winner of our 'Name the Teddy' Easter Giveaway competition. Take a look at page 14 to see who our lucky winners are!



Local Dementia Group Collaborations



We are excited to announce that we are working with some local dementia groups.

In Cambridge, we are working with the Dementia Friendly East Cambs Consortium, and we are offering our bespoke training to their teams and volunteers complimentary. This will enhance the service and knowledge so their teams are able to provide support to people who are living with dementia and those who care for them.

We are inviting family, friends, and people supporting those living with dementia to our **Welcome to my World: Interactive Dementia Training sessions.**

Our first training session is on

Wednesday 3rd April 2024

@ 1pm - 4pm

Location:

Bluebird Care, East & West Suites,
Avro House, 49 Lancaster Way,
Ely, CB6 3NW

Please arrive **15 minutes** before the start of the session. This session is interactive so please wear comfortable clothing and enclosed flat shoes. The session will involve getting up and moving around.

If you would like to come along, please book your free-of-charge place by calling us on: **01353 883333** or email us at **customer careBC@bluebirdcare.co.uk**

Places are limited.

Not available for this session? We will announce more sessions over the next few months in our next customer newsletter.

Welcome

Bluebird Care Huntingdon!

We are very pleased to welcome Bluebird Care Huntingdon into our Bluebird Care group. As you may already know Carolyn & Keith Dailey have acquired Bluebird Care Huntingdon as they continue their mission to provide outstanding care and support to people in their own homes across the East of England.

Here is a reprint of an article in Homecare Insight Feb. 2024

A care provider in Huntingdon has announced it has new owners who come with over a decade of experience in home care.

Bluebird Care franchise owners, Carolyn and Keith Dailey, have a track record of offering quality care to people across Cambridgeshire, Bedfordshire and West Norfolk.

Carolyn and Keith have provided care and support to over 2,500 people since 2013 and won multiple social care awards.

They first began their journey with Bluebird Care Newmarket & Fenland, King's Lynn & West Norfolk. Under the compassionate leadership of the local couple, the home care service grew into a large, award-winning home care provider.

In 2019 the duo took ownership of Bluebird Care Cambridge, further expanding the areas in which they provide care to people with a range of different care and support needs. In 2022, they grew again, acquiring Bluebird Care Bedford.

As their Newmarket & Fenland, King's Lynn & West Norfolk, Cambridge, and Bedford services all celebrated their ten-year anniversary in 2023, Carolyn and Keith were set on ensuring the future of home care across the region with their new move into Huntingdon.



As franchise owners, the pair are both passionate about mentoring and supporting people's career progression. Their new team will be made up of current and new team members and will create 20 new job opportunities for local residents as they seek to expand their care services across the Huntingdon area.

Carolyn Dailey, principal director and owner of Bluebird Care Huntingdon said: "The team at Bluebird Care Huntingdon have done a fantastic job for years serving the local community, and Keith and I are really excited to be stepping up to lead this service.

"We are bringing with us our many years of experience running successful Bluebird Care franchises, offering exceptional career opportunities for our teams. Our priority is always providing the highest quality of home care and live-in care in every community we support. We are very excited about our future plans in Huntingdon and look forward to sharing them."



Need a Break? We've Got You

Respite Care with Bluebird Care

Caring for a loved one is a **privilege**, but it can also be demanding. Bluebird Care's Respite Care is here to help. We understand the **importance of taking a break** to recharge and ensure you can continue providing the best possible care.

Our compassionate and reliable care experts can provide temporary support for your loved one, allowing you to:

- Enjoy a well-deserved rest or vacation.
- Focus on personal commitments or appointments.
- Simply take a break and return refreshed.

We offer **flexible respite solutions** tailored to your needs; from a few hours a day to temporary live-in care. Your loved one will receive personalised care in the **comfort** of their own home, ensuring they **remain safe** and comfortable while you're away.

Benefits for Everyone:

- Reduced stress and burnout for caregivers.
- Improved well-being for your loved one with continued care and companionship.
- Stronger family bonds through a more balanced caregiving experience.

Give yourself the gift of peace of mind.

Contact Bluebird Care today and let's discuss a respite care plan that works for you.



Gardening Tips for Spring

Spring brings a vibrant burst of life to our gardens, offering the perfect opportunity to enjoy some fresh air, exercise and maybe pick up a new hobby!

Whether you're an experienced gardener or just starting out, here are some easy tips to make the most of your spring gardening:



Choose the Right Plants:

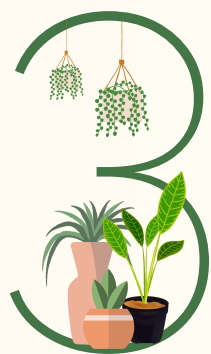
Opt for spring-flowering bulbs like tulips and daffodils to add splashes of colour to your garden. These bulbs are low-maintenance and thrive in the mild temperatures of spring. Consider incorporating long-lasting flowers such as lavenders and daisies for long-lasting beauty year after year.



Select Suitable Pots:

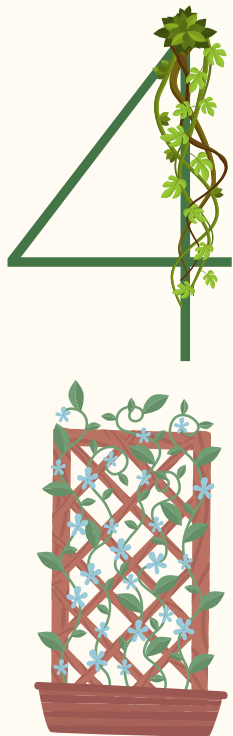
When selecting pots for your garden, choose containers that provide adequate drainage to prevent waterlogging.

Terracotta pots are a classic choice and offer good breathability for plant roots. Alternatively, lightweight resin or plastic pots are durable and come in a variety of shapes and sizes to suit any garden style.



Mix and Match: Get creative with your plant combinations by mixing different colours, textures, and heights. Pair cascading plants like petunias or ivy with upright varieties such as geraniums or snapdragons for visual interest. Group pots of varying sizes together to create dynamic arrangements that add depth to your garden.





Consider Climbers: Climbing plants like clematis, morning glories, and jasmine are excellent choices for adding vertical interest to your garden. Train them to grow up trellises, arbors, or walls to maximize space and create a lush, green backdrop for your outdoor oasis.



Don't Forget Herbs and Vegetables:

Incorporate herbs and vegetables into your garden for a practical and flavourful addition to your outdoor space. Basil, thyme, and rosemary thrive in spring weather and can be harvested for fresh culinary delights. Lettuce, spinach, and kale are also easy-to-grow options that provide a bountiful harvest for salads and smoothies.



Regular Maintenance: Finally, remember to water and fertilize your plants regularly to promote healthy growth and blooming. Remove any dead or faded flowers to encourage continuous flowering throughout the season. Your care team are also able to help with light gardening duties such as

watering pots and deadheading plants. Please speak to a member of the office team if you would like your care team to help you in the garden.



With these easy gardening tips, you can transform your outdoor space into a colourful and vibrant haven that celebrates the beauty of spring. Whether you're planting bulbs, arranging pots, or cultivating herbs, spring gardening offers endless possibilities for creativity and enjoyment in the great outdoors.





Be Aware of Scams!

If you've been the victim of a scam, fraud or online crime (cybercrime) you can report it to Action Fraud: online. on 0300 123 2040 (Monday to Friday 8am to 8pm).

Scams have become increasingly advanced, targeting vulnerable individuals, particularly the elderly. Scammers often prey on seniors' trust and lack of familiarity with technology to swindle them out of their hard-earned money or personal information. It's essential for older adults to stay informed and aware against these deceitful tactics.

Stay Informed: Scammers continuously evolve their methods, so it's crucial to stay updated on the latest scams circulating in your area and online. Keep an eye on news reports, community bulletins, and official alerts from trusted sources.

Protect Personal Information: Never share sensitive personal information such as your National Insurance, bank account details, or passwords over the phone or online unless you initiated the contact and are certain of the recipient's identity.

Beware of Impersonators: Be cautious of individuals posing as government officials, bank representatives, or tech support agents who request immediate payment or access to your computer. Legitimate organizations will never ask for sensitive information or payment upfront without proper verification.

Verify Before You Trust: Before engaging with unfamiliar businesses or charities, take the time to research and verify their legitimacy. Check for reviews, contact information, and official websites to ensure credibility.

Be careful of unusual Offers: If an offer sounds too good to be true, it probably is. Whether it's a lottery win, a free vacation, or a miracle cure, be wary of unsolicited offers and requests for payment or personal information.

Guard Against Online Threats: Exercise caution when browsing the internet and interacting on social media. Avoid clicking on suspicious links or downloading attachments from unknown sources, as they may contain malware designed to steal your information.

Seek Advice from Trusted Sources: Don't hesitate to consult with family members, friends, or financial advisors if you're unsure about a particular offer or situation. An extra pair of eyes and ears can help you spot potential scams and make informed decisions.

By staying informed, exercising caution, and seeking assistance when needed, elderly individuals can protect themselves against scams and safeguard their financial and personal well-being in an increasingly digital world. Remember, it's always better to be safe than sorry.

DIAL 159 from any telephone – this is a safe route to contacting your bank if you have suspicions and concerns about your account.





Falls Prevention Top Tips

As we or our loved ones get older, preventing falls is crucial to maintaining independence and overall well-being.

With age, the risk of falls increases due to factors such as decreased balance, weakened muscles, and vision impairments. However, there are several simple yet effective strategies that can help minimize the risk of falls and promote safety:

- 1. Stay Active:** Engage in regular exercise to improve strength, balance, and flexibility.
- 2. Ensure Proper Lighting:** Install bright, well-lit bulbs in hallways, staircases, and other high-traffic areas to improve visibility and safety.
- 3. Remove Trip Hazards:** Clear clutter from walkways and floors to eliminate tripping hazards such as loose rugs, electrical cords, or furniture.
- 4. Use Assistive Devices:** Consider using assistive devices such as canes, walkers, or grab bars to provide support and stability when moving around. Install grab bars in bathrooms and showers to aid with balance and prevent slips.
- 5. Wear Proper Footwear:** Choose supportive footwear with non-skid soles that provide stability and traction.
- 6. Take Your Time:** Slow down and take your time when navigating stairs, uneven terrain, or unfamiliar environments.
- 7. Regular Eye Exams:** Schedule regular eye exams to detect vision changes and address any issues that may affect depth perception or balance.
- 8. Maintain a Healthy Diet:** Eat a balanced diet rich in calcium and vitamin D to support bone health and reduce the risk of fractures in the event of a fall. Stay hydrated to prevent dizziness and light-headedness, which can contribute to falls.

By implementing these tips and taking proactive measures to prevent falls, older individuals can maintain their independence and enjoy a safer, more secure environment. Remember, fall prevention is key to healthy aging and overall well-being.

Falls Prevention

Home Safety Checklist



Falls are often due to hazards that are easy to fix once we are aware of them.

We have developed a home safety checklist to help you take care at home by identifying potential risks. This list identifies most of the common hazards that could cause falls, however this list is not exhaustive.

At Bluebird Care we understand that homes come in all manner of shapes and sizes. If something does not apply to your home, move on to the next question. For example, if you live in a flat or bungalow, questions relating to stairs may not apply to you. We suggest you keep the home safety checklist and fill it in as you look around your home by entering a tick or cross against each item.

Bathroom Safety

- Grab bars are on the bathroom walls, near the toilet or along the bathtub or shower.
- A slip-resistant rug is next to bathtub or shower.
- A mounted or suction liquid soap dispenser is on the bathtub/shower wall.
- A non-slip mat is on the bathtub/shower floor.
- A sturdy plastic seat (shower chair) is placed in the bathtub or shower.
- There is a raised toilet seat or a toilet seat with armrests to maintain balance getting on or off the toilet.
- An extra long mirror is over the sink so it can be used when sitting.
- Items for washing and drying are within easy reach
- The bathroom is well-lit.

Bedroom Safety

- Clutter is cleared from the floor so that nothing is in the way
- A lamp, torch and telephone are within easy reach near the bed
- Nightlights are placed along the path from the bedroom to the bathroom
- A raised mattress is available to get in and out of bed easily
- The bedroom is well lit.

Living Area Safety

- Furniture is arranged to create clear paths between rooms
- Low coffee tables, magazine racks, footrests, and plants are removed from pathways in rooms used
- Light switches are easily accessible at entrances to rooms
- Glow in the dark switches or sound-activated lamps are available
- Loose rugs are secured with double faced tape or slip resistant backing.
- Electric appliance and telephone cords are out of your way but not put under rugs
- There are no wobbly chairs or tables which can be leaned upon
- There are no loose wood floorboards that need repair
- Furniture is firm, high and has armrests to assist in standing
- A cordless phone is close by so there is no danger of hurrying to reach the phone
- There are no loose trailing wires or other tripping hazards
- Living and dining rooms are well lit



Kitchen Safety

- There are no loose rugs or mats
- There is no liquid, grease or food spilled on the floor that needs to be cleaned up
- Food, dishes and cooking equipment are stored at an easy-to-reach, waist high level
- A step stool with a handrail is available to reach upper cabinets
- Non-skid floor wax has been used on the floor
- A counter-top toaster is available to avoid leaning over to or trying to reach an oven
- The kitchen is well lit

Stairs

- Stairways are well lit
- Floor coverings are in good repair and are securely fixed
- Stairways have a strong handrail, preferably on both sides

Carpet

- Carpet is not patterned or deep pile
- Carpet is a solid colour to show the edges of steps more clearly
- A brightly coloured piece of tape is used if there is difficulty seeing the edge of the stairs

Medicines and falls



Some medicines can increase the risk of falling because of side effects such as drowsiness, fainting, fatigue or weakness, so be sure to take care at home and as you go about your day. It is also important to note that some medicines may react with each other, which can exacerbate these problems.

If you are taking any drugs that may have these effects, talk to your doctor. Do not simply stop taking the medicine as this could put your health at risk. With all medicines, the risks and benefits must be weighed. There may be alternative medication that your doctor could prescribe instead. You and your doctor will need to discuss all of the options and consider how best to manage any risks of falling.

With any new treatment it is always a good idea to ask your doctor the following questions regarding medicines and the risk of falls:

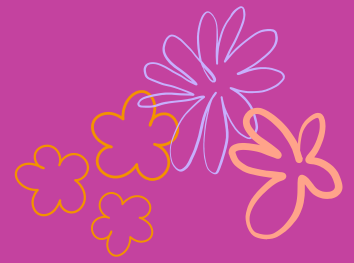
- Name of the medicine(s)
- The reason for taking the medicine and what the medicine does
- When you should take it
- Any special instructions about how you should take it e.g. with meals, not with dairy products, at bedtime etc and for how long?
- What the possible side effects are (how your body might react to the medicine)
- Whether the medicine reacts to any other medicines, foods, drink or herbal supplements that you take
- If there is anything you should avoid doing while you are taking it e.g. driving
- How you will know if the medicine is working
- When you need to see the doctor again.

You can also talk to your pharmacist who can give useful advice on taking care at home with regards to medication and risk of falling.



International Women's Day

8th March 2024



This year we celebrated International Women's Day by showcasing our women-led director team at Bluebird Care NFKW, Cambridge, Bedford & Huntingdon.

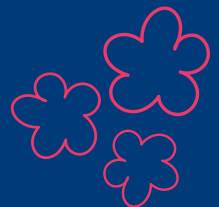
We were delighted to announce in January 2024 three new director roles which have been created following the expansion of our Bluebird Care group. The expansion of the director team means that we now have dedicated resources to devote to improving the quality of our care and support services.

Our director team is comprised of passionate and dedicated women who all believe in making a difference in other people's lives and changing the way care and support is perceived and delivered in our local areas.



Carolyn Dailey
Principal Director

“ I am passionate about providing the highest level of care and support in our local areas, I am as equally as passionate about providing career and development opportunities to my teams. I have personally mentored members of the team to progress their careers and I am delighted to have recently promoted three members of the senior team to new director roles. ”



“ My passion lies in making a difference to the way people perceive and receive home care and ensuring that their experience is a positive and happy one. ”



Heather Porter
Managing Director
(Registered)



Danni Durrant
Coordinating Director

“ I thrive knowing each day I am ensuring the standard of care we deliver enables our customers to stay in their own homes and get the standard of professionalism they deserve. I feel so proud to be able to work within such a great team knowing the differences we make and look forward to progressing my career and helping others progress their career. ”



“ I believe in treating everyone with the dignity and respect they deserve and developing highly personalised services that meet their needs and enables them to remain living at home independently for as long as possible. ”



Jo Bowman
Operations Director



Katie Manson
Business Development
Director

“ I believe our customers should get the most out of life while remaining in their own home and maintaining their independence. ”



“ Over the years I experienced customer appreciation, employees progressing and the business growing. I have continually learned various aspects of the business and have enjoyed supporting our customers and care team in the community. ”



Virginia Zahr
Quality Director

NAME

THE

Teddy Bear!

COMPETITION

We ran our annual Easter Giveaway competition this year with our 'Name the Teddy' competition. We had lots of wonderful entries and we have picked the winners from a hat!

The winner of our gorgeous teddy is:



We had so many good entries we have also decided to award two runners-up:

Julie M. - 'Chuck'
Brian J. - 'Bailey Bear'

Prizes will be delivered over the next week, our winner will receive Lulu and our runners-up will get an Easter Egg! Thank you to everyone who entered!





“Staff always pleasant and kind with their time -Cambridgeshire ”



by Mrs Page



You can leave us a 5 star review on Trustpilot!

<https://uk.trustpilot.com>

OneTouch Health Family Portal

Did you know that you can access your care visit schedule and care notes through our Family Portal?

If you have already requested access you can use the link below to login.

If you would like access please contact our customer care team to request your activation link.

<https://care2.onetouchhealth.net/cm/family>



The Silver Line helpline for older people

What is The Silver Line Helpline?

The Silver Line Helpline is a free, 24-hour telephone service for older people across the UK.

They offer friendship, conversation, and support for people aged 55 or over, especially those who may be experiencing feelings of loneliness and isolation.

Call free on

0800 4 70 80 90

Did you know we have a Facebook page?

It's well worth following us to keep up to date with any Bluebird Care events going on in your area. It's also a great place for really useful information.



www.facebook.com/BluebirdCambs
www.facebook.com/BluebirdCareNewmarket
www.facebook.com/BluebirdCareBedford
www.facebook.com/BluebirdCareHuntingdon

Meet your Office Support Team



Carolyn Dailey
Principal Director



Keith Dailey
Principal Director



Heather Porter
Care Director
(Registered)



Danni Durrant
Coordinating Director



Jo Bowman
Operations Director



Katie Manson
Business Development
Director



Virginia Zahr
Quality Director



Terri Evans
Training Manager



Cathy Tofts
Team Manager



Jade Warwick
Operations Manager



Summer Thurston
Lead Customer
Care Manager



Eloise Baker
Customer Care
Manager



Hannah Mayes
Customer Care
Manager



Sam Jenkins
Training Customer Care
Manager



Josh Dailey
Apprentice Operations
Manager



Cathleen Anderson
Care Supervisor



Melanie West
Care Supervisor



Jasmine Williams
Care Supervisor

Team Bedford:



Emily Orbell
Operations Manager,
Marketing Manager



Amreet Dhillon
Customer Care
Manager



Michele Quarry
Customer & Quality
Supervisor

Contact Us

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