



# Pendine Park news

The newsletter of the Pendine Park care organisation

Issue 10



# Our Fab Four are honoured at Wales Care Awards

We were thrilled and delighted that four members of staff from Pendine Park were honoured at the Wales Care Awards.

This year marked the 10th anniversary of the awards, which are organised by Care Forum Wales. The prizes were presented at an Oscars-style ceremony in City Hall, Cardiff.

Dedicated Ann Farr struck gold with the Commitment to Training and Workforce Development award, sponsored by Educ8 Ltd.

Ann is a lead assessor and verifier with our training arm, Smartcare. She's been touched by the letters and expressions of thanks from those she has helped over the years.

Fellow assessor Ceri Smith said: "Ann is a very inspiring assessor and I'm sure all her learners will back me up when I say she will always go that extra mile."

Tracey Smith has taken pride in seeing members of her staff receiving national awards over the years and has now joined them on the roll of honour.

For the past 12 years Tracey has been manager of Highfield, and her dedication has now been rewarded by a silver award in the category for Leadership and Management in Residential Care Services, which was sponsored by Mental Health Care.

She was nominated for the award by registered nurse Terri Broderick who described her as "a strong, assertive leader who is also kind, compassionate and

approachable".

"Ideally no-one would choose to be in a home but I enjoy trying to ensure that those who are with us receive the best possible care and are made as comfortable and happy as possible," said Tracey.

Just three years after a change of career Tracey Green picked up a silver award in this year's Wales Care Awards, organized by Care Forum Wales.

Tracey, who is a Care Practitioner at Highfield, was awarded silver in the category for Promoting Fulfilled Lives, sponsored by Boots Care Services.

The nomination was supported by Rebecca Griffiths, Deputy Manager of Hillbury, who said Tracey was "hard-working, kind and always smiling".

Tracey, who now works one day a week for Smartcare, has a degree in illustration and is also very musical, and she is starting to use those talents through assisting the activities team with music therapy to help improve the residents' quality of life, supporting the work of artist-in-residence Sarah Edwards.

Meanwhile, Ellen Griffith, laundry manager at Hillbury, was presented with a bronze award in the category for Commitment to Quality and Housekeeping and Hospitality,

According to Mildred Heyward, the Registered Manager of Hillbury, who nominated her for the award, she is a very happy person, has a smile for everyone

and is exceptionally good at her job.

Pendine Park proprietor Mario Kreft said: "I am very proud that four members of staff were shortlisted as finalists which hopefully speaks volumes about what we do and how we do things at Pendine Park.

"We have got some wonderful members of the team and it's always nice when they are recognised in this way.

"What's so special about the Wales Care Awards is that the nominations come from staff members, residents and their families.

*Golden moment...winner Ann Farr flanked by Gwenda Thomas AM (left), the Deputy Minister for Children and Social Services, and Corina Hicks, from sponsors Educ8.*



Tracey Green



Ellen Griffith



Tracey Smith

# Drive to boost use of Welsh language

We are launching a new drive to promote the use of the Welsh language at Pendine Park.

As part of the campaign, we will be organising classes for members of staff who wish to learn the language.

A comprehensive survey has shown that 20 per cent of the people who work here already speak Welsh and 15 per cent can write in Welsh.

Proprietor Mario Kreft explained: "We are very mindful as an organisation that we want to do more in relation to the Welsh language because it's so important. "It's particularly important as we are developing our dementia and stroke services.

"We are sensitive to the language not only as a cultural thing but also because it is very important that people are able to use their first language, particularly when they become increasingly dependent.

"We're looking to provide more awareness among members of staff of the importance of staff generally but in particular the Welsh language.

"This is a forerunner for our plan to have a completely bilingual home in Caernarfon.

"As a step in that direction we have already started producing a bilingual electronic version of our newsletter and we want to enhance that commitment by producing a fully bilingual newsletter."



*Gwynfor Jones begins the Welsh language survey with staff, from left, Kate Edwards, Danusscza Jensen and Sarah Jones*

# Refresher toolkits embed knowledge

Pendine Park has developed a new approach to staff training.

We paid particular attention to ensuring that members of staff apply their training as if its second nature.

As part of the training programme, we have produced a series of refresher toolkits for key topics.

Pendine Park proprietor Mario Kreft said: "We have always had training at the top of our agenda

"The first of the toolkits will be fire safety awareness and more mandatory training modules will follow.

"We are already putting this toolkit to use and the health and safety toolkit is under development.

"Other toolkits will concentrate on manual handling and issues around safeguarding.

"We are also homing in on the importance of Control of substances hazardous to health (COSHH), understanding the nature of having different liquids and making sure they are safe and locked away.

"In addition, we have our own Pendine Park elements so we are looking at things like dignity in care.

"This approach is unique and designed to ensure the process is unthreatening while embedding knowledge and practice in a supportive manner.

"All our toolkits are based on consultation and feedback and staff, consultants, teachers and the fire safety officer have been involved.

"We have factored in the needs of all types into our learning styles - visual, auditory, reading and writing, kinaesthetic (images and face to face) hearing, and doing.

"The toolkits will include self-assessment, tips and guidance, questions, feedback in the moment and supportive mentoring such as talking things through with our Partners and Trainers. The training will be undertaken either one-to-one or in groups.

"So far the results from the pilots we have conducted have been very encouraging. This is about giving people the support to know what they need to know.

"The secret is for what people learn to become automatic, all good training becomes the natural thing to do."



*From left, Sarah Jones, Kevin Jones, Gill Hughes and Lisa Roberts.*

# New gym is a boon for residents

Our award-winning dementia centre has become one of the first in the UK to open its own fully kitted out gym.

Residents and staff at Bodlondeb are working out and improving their physical fitness thanks to the new, state-of-the-art facilities.

The gym at Bodlondeb was officially opened by Paula Jenkins, a Public Health Wales Workplace Health Advisor, based at Wrexham Maelor Hospital.

The gym started off with a few pieces of basic gym equipment being installed in a small room for the use of all those living and working at the centre.

However, the gym proved so popular, it was expanded with more keep-fit being added.

As a result, the gym has been relocated to a larger air-conditioned room meaning more residents than ever can benefit.

Paula Jenkins said: "Everyone here at Bodlondeb is so focused and it's great to see people taking both their physical and mental well-being so seriously."

Resident, Wendy Birkbeck, 64, has found the equipment so helpful she has already managed to ditch her Zimmer frame.

She said: "I had an accident 12 years ago and damaged my hips after a fall downstairs. I have lived here in Bodlondeb for the past four months and found the gym to be a brilliant idea."

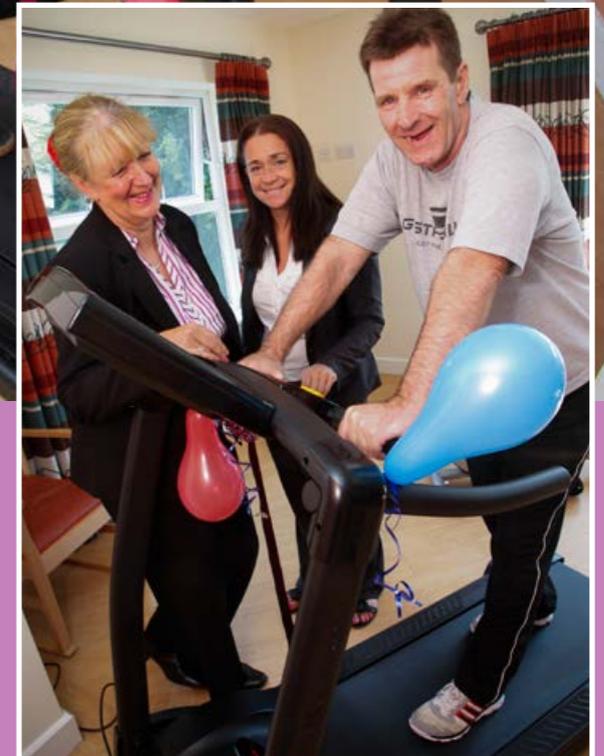
Bodlondeb Registered Manager, Ann Chapman, revealed the idea of the gym came from the residents themselves.

She said: "We have a panel made up of residents and it is something they specifically asked for."

"We have seen huge benefits all ready from people feeling physically better and therefore more active to some residents improving their general alertness."



*Ann Chapman, left, Manager at Bodlondeb with Paula Jenkins, workplace health advisor for Public Health Wales and staff member Jigger Cortez on the treadmill along with other staff members and residents at the official opening.*



*from left Ann Chapman Manager at Bodlondeb with Paula Jenkins, workplace health advisor for Public Health Wales and resident Gary Weir.*

# Fragrance therapy is heaven scent

Sweet smells make sweet music

An expert has blended fragrances with music from Hallé orchestra musicians to give people with dementia a whole new experience.

They have listened to music from Spain with the smell of oranges in the air and soothing music set to the scent of lavender, while the whiff of the beach set the scene for some water music.

The project is a collaboration between us, the top creative perfumer Kate Williams and Hallé musicians.

Our partnerships with the Hallé and Welsh National Opera have already earned us an award from Arts and Business Cymru.

The sessions have been staged for residents at Bodlondeb, Pendine Park's purpose built centre of excellence to look after people with dementia.

Kate, creative perfumer for Manchester-based Seven Scents, the wholly owned subsidiary of PZ Cussons' fragrance division, said: "I think it's very beneficial for people with dementia. A pleasant smell in the room is so uplifting. Our sessions have gone really well and the feedback has been very positive.

"We wanted to develop the relationship and I started working creatively with Hallé composer and Education Director Steve Pickett, putting together fragrances with the music and taking them into schools.

"He said it would be good if I looked at the work the Hallé does with homes, like Pendine Park."

Kate pointed out that food fragrances released automatically have already helped dementia patients who can forget to feed themselves at mealtimes. The smell of food reminds them to eat.

Pendine Park's Artist-in-Residence, Sarah Edwards, said: "For our first session we had a theme – 'holidays' – and matched the music and fragrances accordingly.

"For instance Kate produced a smell of oranges and then the musicians played some Spanish music.

"Kate also produced the smell of fresh cut grass and lavender and is going to produce candy floss for another session.

"The reaction from the residents was good. We noticed the fragrances stimulated them, particularly the orange smell when they became a lot noisier! The lavender made everyone more chilled and relaxed.

"The fragrance therapy is part of a wider project to create new

training modules for our care staff, promoting the arts and various therapies so we can enrich people's lives."

Kate added: "With the orange smell the residents got a real buzz about it and loved engaging with the music.

"There is a composition for residents to become involved using rain sticks so that it builds up from rain to a storm, for which I produce a beach/marine fragrance.

The music was provided by Hallé musicians, including Pendine Park's Musician in Residence, Janet Simpson, who plays the piano and celeste, and cellist David Petri.

Steve Pickett said: "PZ Cussons is one of our major sponsors and as a company they are fun to work with because they do not

simply give us money - they are really interested in what we do and how we do it.

"Hallé have been involved in music in residence at Pendine for about three years now and Cussons was interested in what we do here."

Kate studied psychology at university but for her Masters looked at the interaction between fragrances and what people choose. That led her to the little-known world of the perfume industry.

And what happens to a creative perfumer when she gets a cold? "I have to do my paperwork," added Kate.



**Right:** Creative Perfumer Kate Williams with residents.

**Top:** David Petri of the Halle Orchestra

**Above:** Tracy Green with some tropical headwear

# Partners' progress

Our new initiative to develop professional Partners throughout Pendine Park is breaking new ground in the world of social care.

We believe the Partners programme we have developed is the first scheme of its kind in Wales and possibly in the UK.

As a result, we have appointed Partners to provide a lead in a series of key specialist areas. They are responsible for cascading information throughout the organisation, ensuring things are done properly and embedding the right ethos and culture.

Consultant Michele May explained: "One of the important aspects of social care is to develop career pathways for individuals so we are embarking on an ambitious programme.

"We have separated certain aspects of responsibility and we are supporting partners to deliver in those areas.

"For example, we have staff partners who are supporting managers in relation to staffing matters.

"Other areas where we have partners are health and safety, clinical matters and care partners looking at social care aspects.

"We've also introduced social responsibility partners to link with what we're doing with things like our Green Dragon environmental policy and how we connect with the community.

"It will also identify people for the future as part of our succession planning.

"It's very ambitious and we have included the Partners programme as part of our approach to team building and team leader training.

"Our clear purpose and vision is to deliver the very best care we can provide. This can only be achieved by the team so we want to give them the opportunity to have all the necessary skills they need."



*From left, Ian Wojdyta, Geraldine Ibarrientos, Michele May, Elvos Hazeldine, Gill Hughes, Gwynfor Jones and Sarah Jones.*

# Smartcare celebrates success

Our training company has celebrated a record-breaking year with a glittering awards ceremony.

Smartcare Training helped more than 120 learners from across North and Mid Wales achieve new qualifications.

The certificates were presented by the Mayor and Mayoress of Wrexham, Cllr Ian Roberts and his wife, Hilary, at the ceremony at the Catrin Finch Centre at Glyndwr University.

The qualifications ranged from NVQ Level 2 Foundation Apprenticeships and Level 3 Apprenticeships to Level 5 Diplomas in Leadership and Management.

According to Smartcare manager Tracey Evans, it has been an exceptional year for both tutors and students alike.

She said: "My team of assessors have worked exceptionally hard as have all our amazing learners. I am absolutely thrilled that Pendine Park Teaching Care Centre continues to go from strength to strength.

"We have seen more than 400 learners benefit from the hard work of the Smartcare Teaching Care Centre team in the last three years with 128 receiving diplomas this year alone."

She added: "Our vision is to produce highly skilled, motivated staff who can, and will, enrich the quality of life of the people we support.

Pendine Park proprietor Mario Kreft MBE says it is important to celebrate the success of the learners who had reached a milestone on their journey of learning.

He said: "Our aim is to develop highly-skilled, motivated and friendly staff. We are shaping and supporting our workforce for the future.

"We are also developing our managers and ensuring people have a secure and clear career pathway and that they can develop at the pace they want to."

Cllr Roberts said: "I believe we are, through Pendine Park's Smartcare Teaching Care Centre, building up a level of expertise in the community which is vital in how we care for those that need it.

"We should be exceptionally proud and grateful to have an organisation such as Pendine Park based here in Wrexham."



*The Mayor and Mayoress of Wrexham, Cllr Ian Roberts and his wife, Hilary with Mario and Gill Kreft with all the Smartcare assessors after the presentations.*

# Care home residents have a hoot

Our residents had a real hoot thanks to a visit from staff of an owl rescue charity.

The feathered friends dropped in on Highfield House courtesy of Pam Toothill, and her son Steve Boswell, who run Corwen-based North Wales Owl Sanctuary.

The visit was organised by Pendine Park Activities Manager Gerry Humphreys.

Gerry explained the residents had asked that Pam and Steve to come to Pendine Park after seeing the birds of prey on a trip to Oswestry Show.

She said: "Many of our residents were fascinated by the owls when we saw them in Oswestry and were really keen to invite them along to Highfield House.

"Residents from the Bryn Bella and Penybryn care homes also came along to see the owls..

Pam Toothill said the visit had been really worthwhile and she had enjoyed seeing residents interacting with the owls.

She said: "Many of the residents were clearly delighted to see the owls up close and to listen to our message of owl conservation.

"It's always lovely to see someone who has never handled a bird of prey, such as an owl, before.."

Highfield manager Tracey Smith said: "The talk by Pam and Steve was fascinating and everyone that wanted to handle the birds, and was capable of doing so, had the chance to slip on a leather glove and hold them. And it was clear they all thoroughly enjoyed it.

Resident Bernadette Ologoulin enjoyed meeting Cheeky Chops, a Rufus Legged Owl which sat on her arm.

She said: "It's lovely and I can see where it gets its name from, it really is a cheeky looking owl. It's been brilliant to see the owls and have them sit on your arm."

Bryn Bella resident Emma Locker, originally from Farndon, said it was an amazing experience.

She said: "It's been absolutely brilliant. I never thought I would be so close to an owl. It's fantastic to have one sat on your hand."



**Top:** Resident Mark Horner with barn owl Malqi and Steven Boswell from Owl Rescue

**Left:** Emma Locker and Malqi the barn owl

**Far left:** Pam Toothill and her son Steven Boswell introduce the owls to residents

# A major investment in the quality of our care

Staff are being consulted over plans for a new state of the art kitchen and laundry complex.

Their ideas will be incorporated into the design of the building south of the Bodlondeb dementia centre on the main site in Summerhill Road, Wrexham.

Following discussions with council planners, it's hoped to submit a formal planning application soon.

At an estimated £500,000, the development represents another major investment in quality.

The news comes hot on the heels of some very good news about our existing catering facilities.

We have been awarded the best possible mark, a five star grade, for our hygiene standards by Wrexham County Borough Council's environmental health officers.

Proprietor Mario Kreft said: "We have always had issues here around planning but we have identified an area and we have been in consultation with the council.

"We have also been involved in some very lengthy and detailed consultation with the team.

"Our aim was to get from the team the very best ideas of how to create the best possible facilities. Their ideas are very much welcomed because we wanted them to be involved in the design and the equipment that will be needed.

"We have 250 residents on the Summerhill Road site, not to mention staff, and it's a 24/7 operation so we need to provide a lot of meals and laundry.

"Both departments are fundamental to running of a high quality care organisation - in terms of the nutrition and quality of life of our residents.

"Hopefully, we will be able to submit plans to the local authority next week and we would like to be building if possible before the end of the year, with a view to be up and running by the end of the Spring."



**Above:** Checking the plans for the new kitchen, Mario Kreft with catering manager Chris Tracey and Carol Roberts, centre with, back from left, Chris Tracey, Menna Wynn, Rachel Bartley, Steve Slawson and Jill Jones



**Right:** Looking at the plans for the new laundry, Mario Kreft with Sheila George watched by, from left, Jackie Williams, Christine Lewis, Karen Green and Kelly Phoenix.

# Residents enjoy bellydancing routines with fabulous Fatma

Residents swapped their tea dance for something a bit more exotic - bellydancing. Professional dancer Fatma gave a demonstration of her eye-catching moves at Pendine Park.

Here energetic performance at the Penybryn care home was thoroughly enjoyed by the residents - and some even had a go themselves.

The session by the Wirral based bellydancer was organised by Pendine Park Activities Coordinator Gerry Humphreys.

Gerry said: "We try to have a wide programme of activities, some educational and some designed purely to entertain.

"Having a belly dancer was certainly something different and the residents had a really great time.

"Fatma's performance was certainly lively and included a great deal of interesting facts and cultural information. In fact it was a fascinating insight into the origins of belly dancing."

Susie Owen, the Activities Coordinator at the Highfield care home, added: "It was colourful and hugely entertaining and clearly many residents thoroughly enjoyed the performance.

"It was also nice to see those residents who wanted to join in up and involved and dressing up too. They thoroughly enjoyed themselves and learnt a great deal about a different culture too."

Highfield resident Alan Hassall, formerly of Manchester, was one of the residents keen to join in with Fatma's energetic dance routines.

He said: "I thought the whole afternoon was really entertaining and a lot of fun. Fatma was actually very funny but taught me a lot about the Arab culture too.

"We always have lots with people coming in giving talks and demonstrating different skills but this was one of the best we have had to be honest and I thoroughly enjoyed it."

Fellow Highfield resident Sue Mullally agreed, adding: "It was certainly very entertaining and also educational. I have learnt a great deal about the Arab culture from watching the show and listening to what Fatma had to say."

Penybryn Care Practitioner Michelle Lewis got involved and was soon dressed up in a Middle Eastern costume and having a go at a few routines with Fatma's help.

She said: "I really enjoyed it and it was clear all the residents who came along enjoyed it too. I'm not sure I'd make a very good belly dancer but I thought Fatma was amazing."

Gerry Humphreys added: "I was delighted to see so many residents keen to get involved. However, I would stress that joining in any activity is always the choice of the resident.

"It is vital we never push residents into doing or trying something they don't want to do or would be unhappy trying. It has to be down to them and them alone whether they participate or not."



**Top:** Personal dancer Fatma gives a demonstration of her moves.

**Right:** Resident Alan Hassall was keen to join in

