



NEWS



Dementia care

A place that offers hope for the UK's fast-growing population living with dementia

Page 4



Flexible working benefits

WCS' team

Flexibility is the new currency in the workplace

Page 12



Meet Philip Rainsford

Philip talks to us about his role as Trusted Advisor, supporting people to make the right decision for their next home

Page 15



Elevating the role of caregiving



By Ed Russell

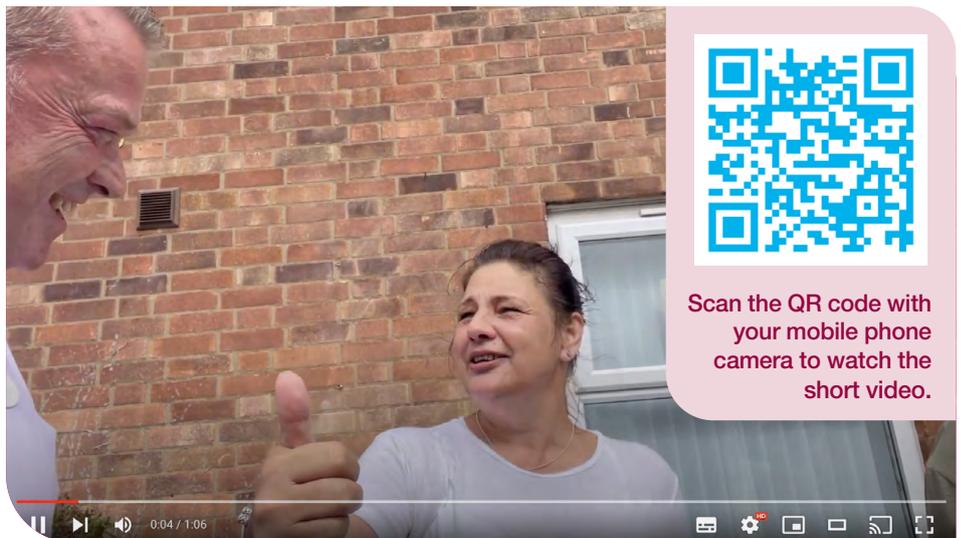
Chief Executive

When you work at WCS Care, you have a front row seat to the amazing life stories of some of the wisest people on earth.

A career working in care has long been regarded in our society as a job that requires few skills, has no real recognition or importance and is taken up by low achievers. During the pandemic the UK united every Thursday evening on doorsteps or outside local care homes to clap, bang pans, and show our collective appreciation for carers highlighting how much we need them.

Evolutionarily as a species according to cultural society theories, human beings need to affiliate with others to survive because we're not a very strong species. Arguably therefore, caring is one of the most important roles in our society. **Carers make a tangible difference to people's lives, help to make the most of people's abilities, generate real human connection, and then go home at the end of the day with a warmed heart.**

This is what care workers do in care homes every day, they create moments of connection with our residents and relatives, they inspire and nurture the human spirit – and as many of us discovered they



Scan the QR code with your mobile phone camera to watch the short video.

are doing it every day in each of our local communities.

At WCS Care we invite our staff to come and build the future with us and share our ambition to *make every day well lived*.

We know we're only as good as our last act of care. **Elevating the role of caregiving has helped us reap rewards that go far beyond the day-to-day but that also help us to raise carers' value in society, enhance their development, and help them to feel valued and proud of what they do.** This year we have retained 15% more of our workforce, including the Baby Boomer generation with their life experience, which has been helped along by introductions of technology and flexible working.

The recognition of carers is also one of

many ways we're elevating the profession for our younger generations, so through social media channels, they are both aware of it, and also that it looks more attractive to them.

We have also been successful this past year in reducing agency staff by bringing together and introducing our very own new generation of mobile care workers and people who use us as a second job to top up their incomes alongside our existing workforce. We hope you'll sit back and enjoy reading about how technology can actually be helpful and share how we are making a positive difference for care homes... all with amazing people...

Please sit back and enjoy reading...

From the Editor...



By Jennie Evans
Head of Communications and Marketing

About **WCS CARE** NEWS

WCS News is one way newcomers to WCS Care get to know us, and also a way for people to share their events, thoughts, and ideas.

We try to capture the everyday things and show how people carry on enjoying the things they've always done, and also have plenty of opportunities to try new experiences.

WCS News is only possible thanks to the thoughts and ideas of everyone who

lives or works with WCS Care – so if there's something you'd like to see here, please get in touch.

If you can't wait for the next edition, you can 'like' and share a slice of daily life on our Facebook page as we go through the keyhole – www.facebook.com/wcscare.

About **WCS CARE**

Did you know that WCS Care is a registered charity? We are really proud of our continuing social impact support and that approximately 250 socially funded people benefit from WCS Care's charitable support every year – leading to a significant annual charitable contribution to Warwickshire residents.

People are at the heart of everything we do, and our ambition is to help make every day well lived for residents; a philosophy that continues to shape us and is the benchmark of the care we provide. We understand that everyone is different and what matters to residents, matters to us.

Your everyday experience of WCS Care should reflect our values – play, be

there, make someone's day, and choose your attitude.

We also believe that the standard we walk past is the standard we accept, so if you see staff walking past something that isn't acceptable or your experience doesn't live up to your expectations, please let us know – your feedback helps us do things differently if we need to.

Ways to get in touch

-  **Talk to any member of the team** or to a home's Duty Manager, which is usually displayed on reception
-  **Call WCS Care's Head Office** on **01926 864 242** or call the relevant home (numbers are on the back of this newsletter)
-  **Complete a WCS Care Comment Card** found in each home's reception (you can fill these in anonymously if you wish – all cards go directly back to Head Office)
-  **Email info@wcs-care.co.uk** or the relevant home using the email addresses on the back page
-  **Send a message** through the Relatives' Gateway – speak to your Home Manager if you've not signed up yet
-  **Speak at a Residents' Forum** – ask your Home Manager about the next one
-  **Write to our head office team** using the address on the back page

If you're really happy, why not leave a review on carehome.co.uk or [Google Review](https://www.google.com/reviews/). If things haven't gone to plan, we have a formal complaints process in place, which is available in your home or on our website.



Contact WCS News:

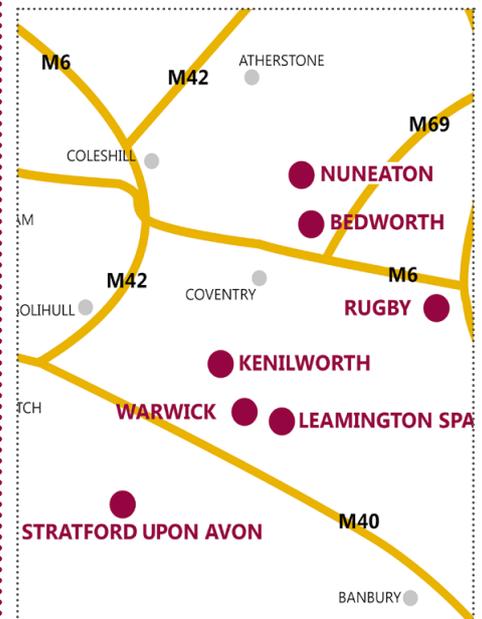
Email: news@wcs-care.co.uk
Or call: 01926 864 242

See also:

wcs-care.co.uk
Facebook: /wcscare



Our locations:



Don't you just love it when the laundry is done?

Right: Happiness is the smell of fresh laundry



All WCS homes' laundry will soon be smelling nice switching to household names such as Ariel and Lenor with Procter and Gamble's professional range of products.

 WCS staff do about **300 washes** per day, **150 loads** of drying and **iron** about **½ mile** of clothing and linen!

Wendy Culver, Hotel Services Manager who has worked at The Limes for over 28 years said:

"We've all learned a lot from being involved with this trial and are delighted with the impact a product change has made. Staff love using the familiar brands and have seen how using them makes the laundry process more efficient. Residents have noticed the new smell and how soft clothes feel. One lady even thought she had new towels!"

The Limes in Stratford-Upon-Avon led a trial, working with Berwick Care, a supplier of products and equipment, to see what products work best for our homes. Residents saw improvements in wash quality, stain treatment, softness of clothes and fragrance. In addition, staff reported fewer wash cycles and lower temperatures resulting in significant energy savings, while the reusable containers supplied by P&G will reduce plastic waste by nearly 3500 containers per year.

The roll-out of the new system will be completed across all homes by the end of the year.



Above: Completing the trial: Wendy Culver from WCS and Ashley Bone from Berwick Care

Back to the future at The Grange

Recently we met with Peter Lee from the Nuneaton Local History Group, who had researched the early history of Attleborough Grange and he gave us an overview of the home's history.

The group discovered that it was built as a large private house called The Beeches owned by the Jephcoate family. After it was sold by the family, the house was converted into the first nursing home in Nuneaton in 1931 and became a care home in 1949, then owned by Warwickshire County Council before being taken over by WCS in 1992. Ed recalled seeing the new millennium in as manager of Attleborough Grange in case the dreaded Millennium Bug struck. Thankfully all was well.

The research also revealed that the room that is currently used for crafts

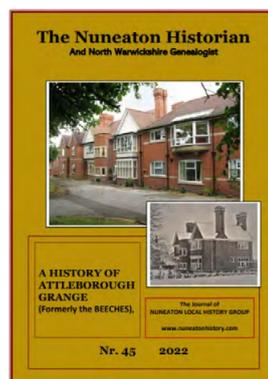
and activities for residents, which is nice and bright due to an extra set of roof-lights, was once used to carry out operations, supporting Manor Hospital before George Elliot Hospital was opened.

Mel is Attleborough Grange's seventh manager in its 30-year history as part of WCS and she is looking forward to creating lots more memories for the future.

The story featured in the December issue of The Nuneaton Historian and North Warwickshire Genealogist which is available to read in the home.



Above: Ed Russell and Mel Davies meet Peter Lee



Scan the QR code with your mobile phone camera to watch the short video.

'A place that offers hope

for the UK's fast-growing population living with dementia'



By Jo Cheshire

Director of Marketing

That's how journalist Robert Booth from *The Guardian* described Woodside Care Village in a piece he wrote in December after a visit to the home which was hosted by Jo Cheshire, Director of Marketing, and Lorraine Herbert, Woodside Care Village's Deputy Home Manager.

We caught up with Jo to find out why this article was so important to WCS Care and the wider care sector.

Open any newspaper in a given week and there'll be a story about care homes – and more often than not it will be a negative story. Of course there's a place for reporting extreme cases of poor care, however when was the last time you



Above: The plaza at Woodside Care Village

saw a positive headline about a care home?

In the last few months headlines have included... 'How would you like to be in this dump?': families' horror at privately run UK care homes; 'We wouldn't have

sent Dad there': CQC accused of failing to keep care homes safe; and Fatcat bosses lapping up luxury as their care homes get one-star hygiene ratings.

It's no wonder people fear the thought of moving into a care home and the sector is struggling with a staffing crisis. And yet there's far more good care provided in care homes every day than poor care. 83% of adult social care services were rated as good or outstanding as of the 31st July 2022 after two years of unprecedented pressure created by Covid. Fewer than 300 residential care homes for older people are currently rated as Inadequate across England out of over 14,000 registered services.

It was against this backdrop of negativity for a maligned sector that we openly welcomed Robert to Woodside Care Village.

Sitting in the café overlooking the damp plaza – it was a typical winter day – Robert didn't want to hear a lot about our use of electronic care planning, acoustic monitoring or circadian lighting, instead the conversation focused on the design of the home and the life people live there... as he wrote...



Above: Woodside Care Village is an award winning home



Above:
Lorraine Herbert,
Deputy Home
Manager

Left: Resident
Stephen is proud
to look after the
garden



Below: Residents enjoy trips out on the Memory Maker

‘Woodside Care Village in Warwick is staged like a town centre in miniature with benches and a fountain, café tables and front doors to homes styled as either ‘town’, ‘country’ or ‘classical’... here everything has a greater purpose: to improve the wellbeing of people with dementia.’

Visiting one of the households Robert immediately struck up a conversation with the ladies, who were just finishing lunch, finding out where everyone was from, and being invited to see Pam’s room. By the time she’d shown him her wedding album and photos, the other ladies had disappeared to the café where we caught up with them again as they enjoyed knitting club with Val, a member of the housekeeping team.

‘Before I left, Pam got up from her place in the café knitting circle to show me a robotic long-haired cat she likes to stroke. She tickled its tummy to keep it purring. I joined her stroking it and she took my other hand and squeezed it. She was smiling.’

It took 7 years from our first De Hogeweyk visit to opening Woodside

Care Village. Along the way we introduced new technology to the UK care sector (acoustic monitoring), threw out traditional care home design in favour of small household, family-style living, removed indoor corridors in favour of outdoor walkways and a plaza, and built one of the first care homes in the UK to use circadian lighting. All with the single purpose of providing residents with a life that feels familiar, giving them choice, dignity and the feeling of freedom. Somewhere we would want to live in the future.

As a registered charity, we’re proud to be leading the way and showing the care sector what’s possible when you step away from the traditional models of design and care, whilst still working within the regulatory frameworks

which allow people to live in a safe, caring and responsive environment. Since the article was published we’ve welcomed care providers from around the country to Woodside Care Village who are keen to see what we’re doing and how it may change their own approach and, in particular, building design; sharing the reality of what’s possible.

As I said to Robert, *‘why are all care homes not like this?’ (although I might have phrased that slightly differently when I said it to him!)*

To read the full online article visit The Guardian website and search for Woodside Care Village – the article is titled *Dementia village in Warwick is a pioneer in person-centred care.*



Scan the QR code with your mobile phone camera to watch the short video.

Above: Residents regularly enjoy a sing-along in the home with Grahame



New and familiar faces

Ade Martin is supporting the team in a newly created role, ICT Support Engineer. Ade has a background in education and has previously worked for IBM and the Royal Air Force.

He has over 30 years of experience and brings a wealth of knowledge to WCS. In fact, he is already writing code for a new repair portal to help our frontline staff report faults more efficiently.

Derek Cook started last October following a stint as a volunteer in one

of our care homes. He's living up to his job title as the Memory Maker, driving our Making Memories minibus on two trips every day for residents across our homes. Derek previously worked for the British Heart Foundation in Coventry, delivering furniture across the county.

In her new role as Trusted Advisor, Josephine Rugg will complement the role that Philip Rainsford already undertakes for our village homes, helping people to choose, move to and settle into a care home. Josephine, who had worked in the care sector prior to joining WCS for 8 years, says she has found her niche here at WCS Care where she's been making a real difference as a service manager for the last 5 years.

Natalie Sims has taken over from Josephine as Service Manager for Dewar Close, Westlands, Four Ways, Sycamores and The Limes where her primary role is to support our team of home managers. She's had a 17-year career with WCS Care, from frontline care to home management herself, and is now looking forward to using her tried and tested skills to benefit more people.

Rachel Guest has been appointed to the role of Support Manager for the village homes, having previously been Home Manager at Sycamores. Having worked in seven of our homes in her 19-year career with WCS, Rachel genuinely wants to make a difference to our residents and their families and enjoys supporting our staff to provide the best possible care.



Ade Martin
ICT Support Engineer



Derek Cook
(Cookie)
Memory Maker
Minibus Driver



Josephine Rugg
Trusted Advisor



Natalie Sims
Service Manager



Rachel Guest
Support Manager

Remembering Marie Stubbings former CEO who sadly passed away aged 83

Reflection from Ed Russell

Marie Stubbings joined WCS in 1994 from a nursing, social services and inspectorate background in Birmingham as a service manager and I remember her bringing lots of energy along with policies, procedures and up-to-date ways of working to our fledgling charity.

In time, she became an inspirational CEO and after she retired, she

returned for many years volunteering as a trustee on our board to keep an eye on us; I am making sure her legacy remains intact!

We have a lot to thank Marie for in helping create the kind caring organisation WCS has become today and wish Mike, Callum and family well for the future.



Above: Marie Stubbings

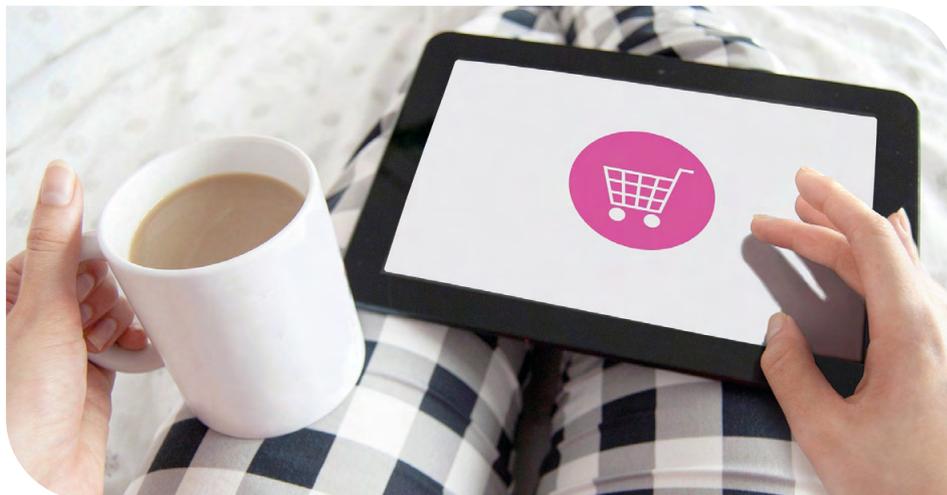
News in brief

Shop online and raise money for WCS Care

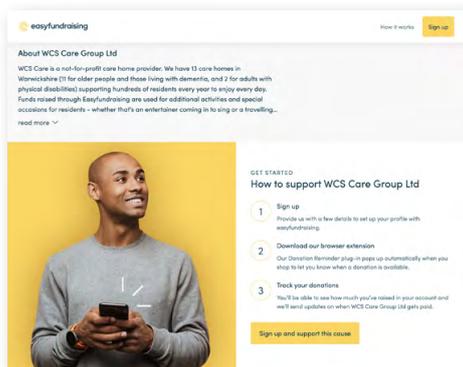
We wanted to thank everyone who supported us through AmazonSmile before it closed in February this year. In total you helped raise **£843.12** over the years.

If you still want to support us when you shop online, we are registered for two other charity shopping sites.

Give as you Live Online generates charitable giving from your everyday shopping, via their website and you'll generate a donation to WCS Care, at no additional cost to yourself. Visit <http://www.giveasyoulive.com/charity/wcs-care> to sign up.



easyfundraising partners with over 7,000 brands who will donate part of what you spend to a cause of your choice. It doesn't cost you any extra. When you make a purchase, a commission is generated, and that's turned into a donation. Sign up at <https://www.easyfundraising.org.uk/causes/wcs-care>



Just Giving to our homes got even easier!

We are now set up to receive online fundraising donations through JustGiving. All of our homes have a campaign page set up to raise money for their residents' funds.

Money raised is used to provide a range of entertainment (e.g. visiting singers, animals, craft specialists), things to do in the home (e.g. games & crafting materials) and other opportunities residents choose.

To find a home's residents' fund page visit <https://www.justgiving.com>

and search with the home name and the words residents' fund, e.g. *Mill Green residents' fund* or search with *WCS Care* and all our homes come up. You then have to scroll down to the campaign section and will see all of our homes featured.



Making memories

Since its launch last winter, our Memory Maker minibus has been taking residents on trips all over the county.

Each home has three slots per month with a choice of over 30 risk assessed locations in Warwickshire, within a 30-mile radius. To date, residents have enjoyed trips out to the local pub, tenpin bowling, Coventry Cathedral and local garden centres are always a popular choice!

Drayton Court



Right: Peter and Ron enjoyed a pint at the Crows Nest pub



Above: The Memory Maker bus rolls into town!

Newlands



Right: Colin getting out to do some shopping

Below and right:

Chimanbhai and Jacque enjoying the exhibits at Herbert Art Gallery and Museum

Castle Brook



Drovers House

Dewar Close



Right: Daffodil Sunday at Newnham Paddock

Woodside Care village



Left: A look around Hatton Garden Centre

Fairfield

Right: Residents at Coventry Cathedral



Attleborough Grange

Left: Enjoying the displays at Planters Garden Centre



Westlands

Left: Hope having fun at Dobbies Garden Centre



Sycamores

Right: David hoping for a strike at tenpin bowling



Four Ways

Right: Ethel and Terence take a short train trip



Mill Green

Right: Martyn loved seeing the vehicles at Coventry Transport Museum



The Limes

Left: Nancie had a great time at Stratford Butterfly Farm



Time for a coffee break!

Grab a pen and a cuppa for some well-earned down-time with our word search and dingbats games. You'll find the answers to both games on page 14.



WCS word search

To mark the time of year, we have a spring and summer theme to our word search. We've hidden 15 words in the table – look left, right, up, down, forwards, backwards and diagonally!

B	C	E	H	G	A	R	D	E	N	I	C
L	A	M	B	J	L	T	N	P	R	T	H
O	K	F	S	D	M	U	V	O	X	Z	I
S	Q	U	Y	A	C	L	E	H	J	I	C
S	A	W	S	P	R	I	N	G	L	N	K
O	D	C	U	M	O	P	R	B	S	U	Y
M	K	Q	N	G	T	S	V	Z	A	C	E
F	W	B	S	E	D	F	G	I	J	D	K
X	A	S	H	O	W	E	R	S	C	A	D
B	E	G	I	H	J	M	A	K	N	F	P
C	L	Q	N	S	V	X	S	Y	A	F	C
F	R	M	E	T	Z	B	S	W	E	O	F
R	U	O	D	A	G	J	L	N	P	D	R
H	K	I	C	T	S	K	Y	S	W	I	S
R	O	Q	X	U	A	T	Z	B	V	L	E
Y	A	C	E	J	S	I	E	G	K	S	E
D	L	I	M	F	N	H	O	R	P	U	D
R	A	I	N	B	O	W	X	Q	Z	V	S

Words list

- | | | |
|-----------|----------|---------|
| Spring | Sunshine | Grass |
| Daffodils | Crocus | Seeds |
| Sky | Lamb | Garden |
| Blossom | Showers | Rain |
| Tulips | Chick | Rainbow |

Dingbats

Can you guess the phrases from the dingbats below?

1	price 2	five	jack
somewhere rainbow	look u leap	agent agent	all all world all all
person ality	awake	dutch dutch	grasnakess
all ≠ lost	rou ♦ gh	retrauq	əgsmi

If you have met one person with dementia, **you have only met one person with dementia...**

Dementia is a condition where problems with memory or other types of thinking make it hard for a person to do everyday activities by themselves. It can be caused by several different diseases that affect the brain. Alzheimer's disease is the most common cause of dementia.

Caring staff in care homes can often struggle to get timely support and referrals to the relevant professionals through the NHS and then this may be more of a biomedical model rather than a combined one with a psychosocial approach where people with dementia can have their personal, social and emotional needs met alongside their medical needs of care.

WCS is a founding member of Dementia Support UK, run by Australia's HammondCare. Under a subscription model it supports currently over 40,000 people with dementia in care homes. The aim of the service is to improve the quality of life and care for people who are experiencing behaviours and psychological symptoms of dementia.

Dementia Support UK is a specialist consultancy service which supports carers and staff teams in WCS Care homes who look after people living with dementia. The support is very prompt (which carers cite as the biggest and most frustrating barrier to improving outcomes with the current system). It is non-pharmacological and provides a better understanding of the

behaviour, and problem-solving time with a consultant on hand to agree on the actions which can be taken to meet that resident's needs.

Through our pilot HammondCare have tried to make the service as accessible as possible – it can be accessed by our staff (and families with consent) via an app, the website, or by phone/email. The app is open to all with information on common behaviours and functions as a gateway app to the website.

The service has different modes of engagement to fit around busy staff teams – there are essentially 4 key areas to the service – a self-service resource library (helpsheets, care guides, screening tools and research summaries), e-learning suite (primarily bitesize learning of 15–20 minutes on focused topics, also a foundational understanding dementia course for new care staff). Beyond self-service, real-time support via live chat, and anything more complex can be worked through via a prompt referral and consultation with a consultant.

Maxine Kavanagh, Care Manager at Woodside Care Village, recently

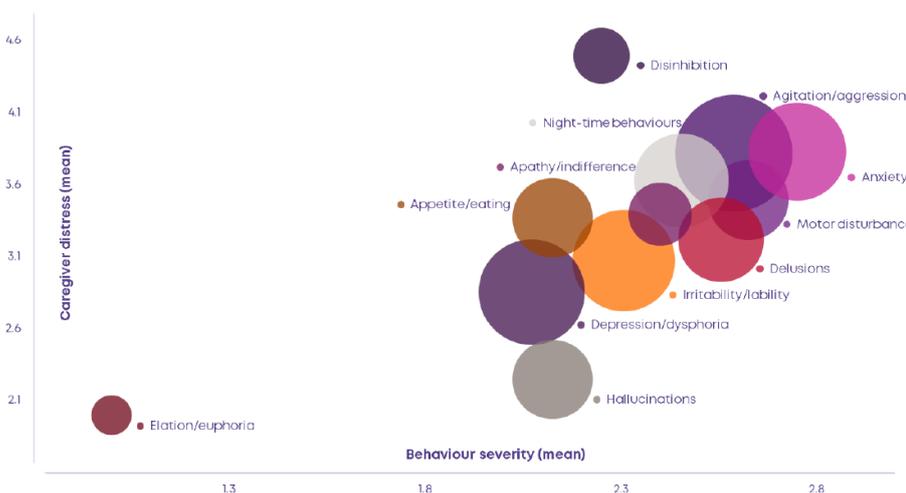


Above: Maxine Kavanagh

used the service and said, "We called HammondCare to help us to better support a resident who had just come out of hospital after a long stay. The ways we would usually help this resident were not working and we needed advice.

"I got a call back from HammondCare the same day that I filled out the form, they booked in a full assessment for soon after. After taking lots of information about the resident, they provided a behaviour support plan tailored to meet their needs.

"The whole process took less than a week in total which is much quicker than having to speak to a GP to make a referral to another agency. It's great to have somewhere to go to get the support we need."



Above: Prevalence and severity of behaviours and impact on caregiver distress for WCS Care
Source: HammondCare Dementia Support

Are you a relative or carer?



Find out more by scanning the code with your mobile phone camera, or ask your manager for details.

<https://demsupport.org/>

Flexibility

is the new
currency
in the
workplace

Admin time
reduced for
management
team by
90%

**Kate
Bradshaw**
Deputy
Manager



**Lorraine
Herbert**
Deputy
Manager

Agency
reduced by
up to **85%**
within 3 weeks
of use



By **Ed Russell**

Chief Executive

The number of vacancies in social care has been at the highest rate on record with 165,000 unfilled posts this past year.

At WCS Care we're bucking the trend by supporting our staff to have more control over their work/life balance through the use of new technology, and introducing a new mobile carer role which is, and has, reduced our reliance on external agency.

As a carer myself I couldn't have ever been an agency worker as I would get anxious when I needed to care for people that I didn't know or had little information about. I needed time to build relationships and information to get to know people.

A lot of colleagues also put their hands up and said 'me too, I couldn't be an agency worker for similar reasons'. We respect the very special skills it takes to be an agency worker.

We asked ourselves 'who benefits most in a staffing crisis?' and the answer is of course the staffing agencies themselves. Outside events

such as the workforce crisis in social care, inflation, interest rates, and the cost-of-living crisis are all conspiring together against us. Staff agencies charge steep hourly rates for staff that we would normally employ, paying slightly above the going rate to carers who work for them. Drawing similarities to the chicken and egg paradox, we know that to provide great quality care and generate customer satisfaction we need great staff.

Happy customers and better pay have in turn helped us to attract new and retain existing employees through the provision of better pay to our own staff instead of agencies, plus great benefits, and a fantastic work environment.

We took in learning from overseas, for example in the US staffing problems were twice as severe as here in the UK. One initiative was the BookJane staffing app where we became the first care provider in the UK to sign up. BookJane is very simple for employees to use.

After downloading the BookJane app to their phones, staff can see all of their shifts easily, as well as open shifts that are still available, giving them the opportunity to choose how much they work and earn, pick up additional hours, and all too importantly, at times that



suit them. So, by putting control into the hands of our carers we avoided issues arising from the sector mass resignation and staffing crisis.

So basically, that's what we did with the help of BookJane and since reducing our reliance on agency workers we've seen:

- **90% reduction** in rota admin time
- **85% reduction** in agency
- **22% decrease** in complaints
- **16% increase** in residents participating in leisure activities
- **15% reduction** in staff turnover
- **4% increase** in positive customer ratings

By saving on expensive agency staff we now pay more than agencies do and have been able to attract the very best staff who would not have worked for us before in our new role of mobile carer. These amazing workers choose their shifts through our app like gig economy workers (whatever that means) and aren't tied down to any one of our homes so still have the freedom of the open road...

We are also developing the opportunity for staff to download their pay much faster than the traditional month in arrears payroll systems which are commonplace here in the UK. Faster

pay has proved so successful in the US and is now being adopted by larger UK employers such as Asda.

...In social care, rather than the villain who doesn't pay enough, we are now the heroes who top up your income through a fulfilling role that makes a real difference to people's lives.

.....
For our older generations of workers who may want part time work to top up a pension or juggle their own family life around, they can choose to work the hours that suit them rather than being dictated to and ultimately finding themselves pressured by staffing shortages to work too many long hours.

Of course, it sounds simple enough when all said and done, but staff are voting with their feet and joining WCS. With this innovative addition of technology, closely aligned with a philosophy, we hope we have found



Clarissa
Relief Care Worker

“It's basically an app on your phone where you can just go and click the date and times you can work.

You pick a date and you have your hours, click accept and you're booked in for work.

You get a notification when your shift is booked and another 3 hours before your shift as a reminder.”

a sustainable solution to our very own staffing challenges.

Steph McElhatton, General Manager at Drivers House, talking about BookJane said "Since we introduced BookJane last year, our rota management is much more efficient. Staff can easily view their existing shifts and pick up additional ones if they want to and because of this we now use far less agency staff. Staff morale is high and residents are happy to see familiar faces caring for them."

Jo Rose, Head of People and Support Services who has been responsible for rolling out BookJane said, "I'm delighted that staff have embraced the introduction of BookJane. The success of the app has gone beyond what we expected as staff feel empowered by the flexibility that it provides. The new rotas work around people, and everyone is benefitting from this new way of working."

Meg
Relief Care Worker



“As a relief carer you can pick up shifts when you want.

You can easily know what shifts you can pick up, there's no pressure, and you can see about your holidays.

It's much easier because you don't have to go and ask your manager, you can just see and accept shifts when you want.”

We talked to Justin about what he enjoys most about the mobile carer role

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 “I have worked for WCS for several years as Senior Carer at Woodside Care Village and only took on the Mobile Carer role in the last few months. I now have far greater control and freedom over when and where I work and have the privilege of working with a wide variety of carers, staff and residents across WCS' homes. This has given me a better understanding of who we are and what we do as an organisation, and a great opportunity for professional growth.”



Find out more about the Mobile Carer role in the next issue.

Through the keyhole



Our Facebook page is packed full of everyday photos and stories. Since its launch last Winter, our Memory Maker minibus has been taking residents all over the County, and some of the trips have been featured on our Facebook page.

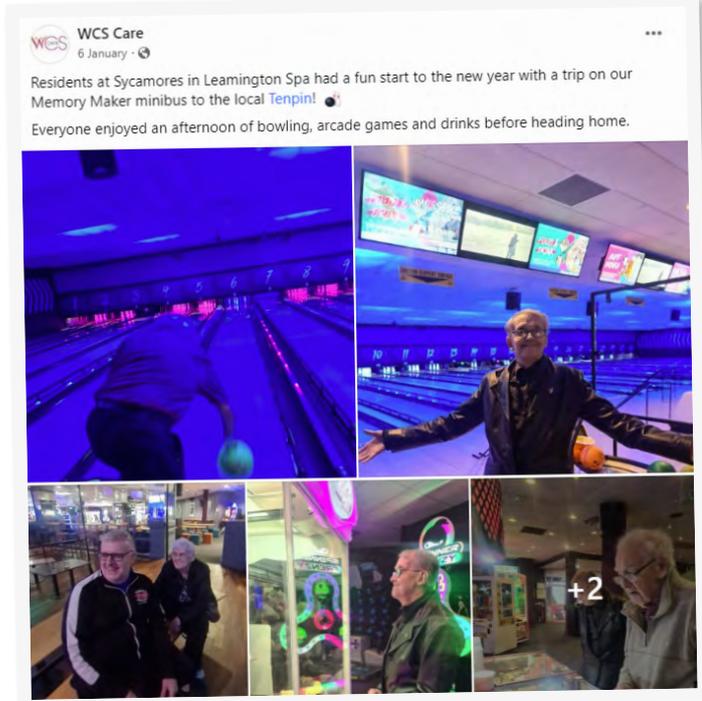
To date, residents have enjoyed trips out for breakfast at the local pub, Easter shopping, tenpin bowling and to Coventry Cathedral to name a few.

Simply visit www.facebook.com/wcscare to like, comment, and share with your friends and family.

Ethel who lives at Four Ways enjoyed the Easter shopping trip. She said, "I want to do it again, I really enjoyed going out shopping. I was really happy to visit the shop that I used to work at. I have set myself a challenge on my next outing I would like to use



a public bus – I've not been on one for years! I loved shopping and can't wait to go again."



Take a Break & Quiz Answers

Word search

B	C	E	H	G	A	R	D	E	N	I	C
L	A	M	B	J	L	T	N	P	R	T	H
O	K	F	S	D	M	U	V	O	X	Z	I
S	Q	U	Y	A	C	L	E	H	J	I	C
S	A	W	S	P	R	I	N	G	L	N	K
O	A	D	C	U	M	O	P	R	B	S	U
M	K	Q	N	G	T	S	V	Z	A	C	E
F	W	B	S	E	D	F	G	I	J	D	K
X	A	S	H	O	W	E	R	S	C	A	D
B	E	G	I	H	J	M	A	K	N	F	P
C	L	Q	N	S	V	X	S	Y	A	F	C
F	R	M	E	T	Z	B	S	W	E	P	D
R	U	O	D	A	G	J	L	N	P	Z	R
H	K	I	C	T	S	K	Y	S	W	I	S
R	O	Q	X	U	A	T	Z	B	V	L	E
Y	A	C	E	J	S	I	E	G	K	S	E
D	L	I	M	F	N	H	O	R	P	U	D
R	A	I	N	B	O	W	X	Q	Z	V	S

Dingbats

Hole in one, Half price, High five, Jack in the box, Somewhere over the rainbow, Look before you leap, Double agent, All around the world, Split personality, Wide awake, Double dutch, Snake in the grass, All is not lost, Diamond in the rough, Quarter back, Mirror image.

Carehome.co.uk

Are you a resident, or relative or friend of a resident at WCS? Leave a review on carehome.co.uk



5 minutes with...

Philip Rainsford

Trusted Advisor

Hello Philip. Thanks for talking to us. Can you share a bit about your role at WCS Care?

I have a wonderful role that I feel incredibly lucky to have. The main focus of my time is spent helping people who are considering a move to one of our three village homes (Woodside Care Village, Castle Brook and Drovers House).

I see it as the gift of time. Home managers have so much to do that spending 3 or 4 hours with a customer, doing extended tours of the home and being available when that customer needs them isn't always possible.

People are often pleasantly surprised to find I'm not based in a call centre, and when they 'Press 1' on our phone system they get a real person whatever the day or time, and when they come for a tour of the home it's me that they meet, along with members of the home's management and care team.

What do you enjoy about your role?

This is a follow on of 40 years plus of working in healthcare and helping people – from my time as a nurse to managing care homes and running a care consultancy.

It's not selling, it's finding a solution for a family who don't know what to do. I'm fortunate that WCS's philosophy is that if the right solution isn't a WCS Care home, I can still spend time helping them to find the right home.

And I work really closely with our local social workers and hospital discharge teams too – sometimes finding places at very short notice in emergency situations.

Learning about someone's life, helping them to navigate the process of choosing a care home, seeing people happy and settled, and their family feeling happy with their decision, before I step back and let them just get on with

their life in their new home is immensely rewarding.

You obviously bring a lot of career experience to the role. How do you relate to the customer's position?

I've walked in the same shoes as our customers. Interestingly, despite everything I know and the work I do every day, it's very different when your emotions are tied up in the decisions. During Covid my father, who was a priest, had to move to a care home, and I found myself doing what lots of our customers will do – ringing round numerous care homes, speaking to the hospital, supporting my mother and family, and trying to get everything organised.

Luckily I could bring some experience to bear, but it wasn't easy, especially as it all happened, as it often can, really quite quickly. We found a lovely home for dad, close to mum, and it made a really positive difference for both of them.

Pulling on all of my experience and helping to lift a weight from the people



Above: Philip Rainsford

I support, doing what my dad did for people but in a different way, is what a good day feels like.

So what's next?

Well I have no intention of retiring any time soon, so hopefully I'll be helping people to find their next home for some time to come! I'm also building connections with reliable service providers who can support our customers with things like power of attorney, writing a will, downsizing and everything else that comes along at this stage of life. Having trusted partners that we can recommend will hopefully remove other worries. I can't imagine ever stopping.



Below: Philip with his father and son

5 minutes with...

Pamela Cave

Castle Brook Resident

Pamela Cave, who lives at Castle Brook in Kenilworth, recently shared with us why she chose to move into a care home.

Thank you for talking to us Pamela. Can you tell us a little about you first of all?

I lived not too far from the care home for 54 years before moving into a flat in town, so I've lived in Kenilworth for over 60 years.

I was the first woman on the trimmer line for grab handles and door pockets at Jaguar, so it was me and thirteen men. It was when equal pay was kicking in so I was asked if I wanted to do a job that the men usually did.

I did other things there too, but I've also been a hairdresser – my husband, John, was a gentleman's hairdresser.

What led you to choose Castle Brook care home?

My husband lived here for about 10 months when it became impossible for him to stay at home.

I visited him every day and everyone was so lovely. After John died I got

quite lonely in my flat – I have no other family – and was beginning to struggle with mobility. I had a mobility scooter, but doing the shopping was horrible some days and I knew I wouldn't have to do that if I moved to Castle Brook! But the real turning point was when a friend had a fall and her husband and I couldn't get her up off the floor.

The ambulance took 11 hours to come because it was during Covid. If that had been me I had nobody I could call on really.

So I rang Philip because I wanted to be somewhere where there'd be people who would be there for me.

How did Philip help you?

Philip came to see me at home and we talked about what I needed to do to make the move.



Above: Pamela Cave

He found a man with a van for me and helped me to downsize and bring certain things here – like my chair and some pictures that mum painted.

I've not put all of them up yet as I like the picture that was in the room above the bed, but I had the television moved so I can see it more easily from my chair that I like to have next to the window.

I already knew a few people who live here and I've made new friends too.

The staff are lovely and I feel much better in myself and very settled. It was an emotional time, but absolutely the right decision as I've got peace of mind and people who are looking out for me – just like family do.

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