

The Story of Belong

Tracy Paine, Operations Director



Your life, your pace, your way.

Belong - a unique lifestyle concept for older people.

A concept where people can feel at home in their own private space whilst being in close proximity to a range of facilities and activities that are available within a vibrant community.

Flexible services and accommodation that adapt to the changing needs of older people along their life journey.



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CLS Care Services - 1990s



- 38 homes Cheshire County Council
- 1960s build, flat roof
- 40 beds
- 54 homes by late 1990s - merger
- 2,000 residents, 2,000 staff
- Top 10 provider, largest in NW
- Refurbishments
- Limited services
- Place of choice??



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Belong – the idea



- CLS Dementia Households (10 beds)
- Staff satisfaction
- Practice Development
- Brand development
- Values
- Open plan living
- 1997 Belong Macclesfield
- Care with Housing



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Belong Villages



Atherton



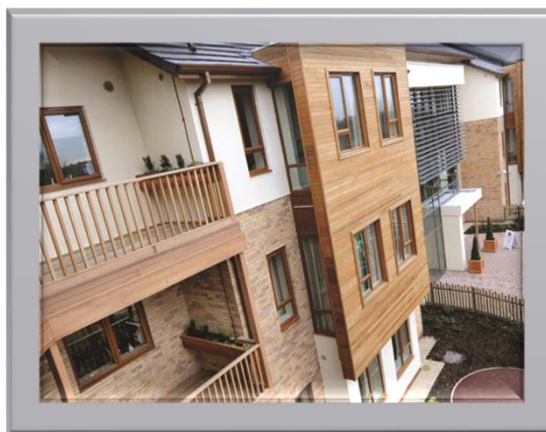
Crewe



Warrington



Macclesfield



Wigan



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Belong villages

Village centre

Households

Apartments

Belong at Home

Experience Days



Vibrant communities

Bistro

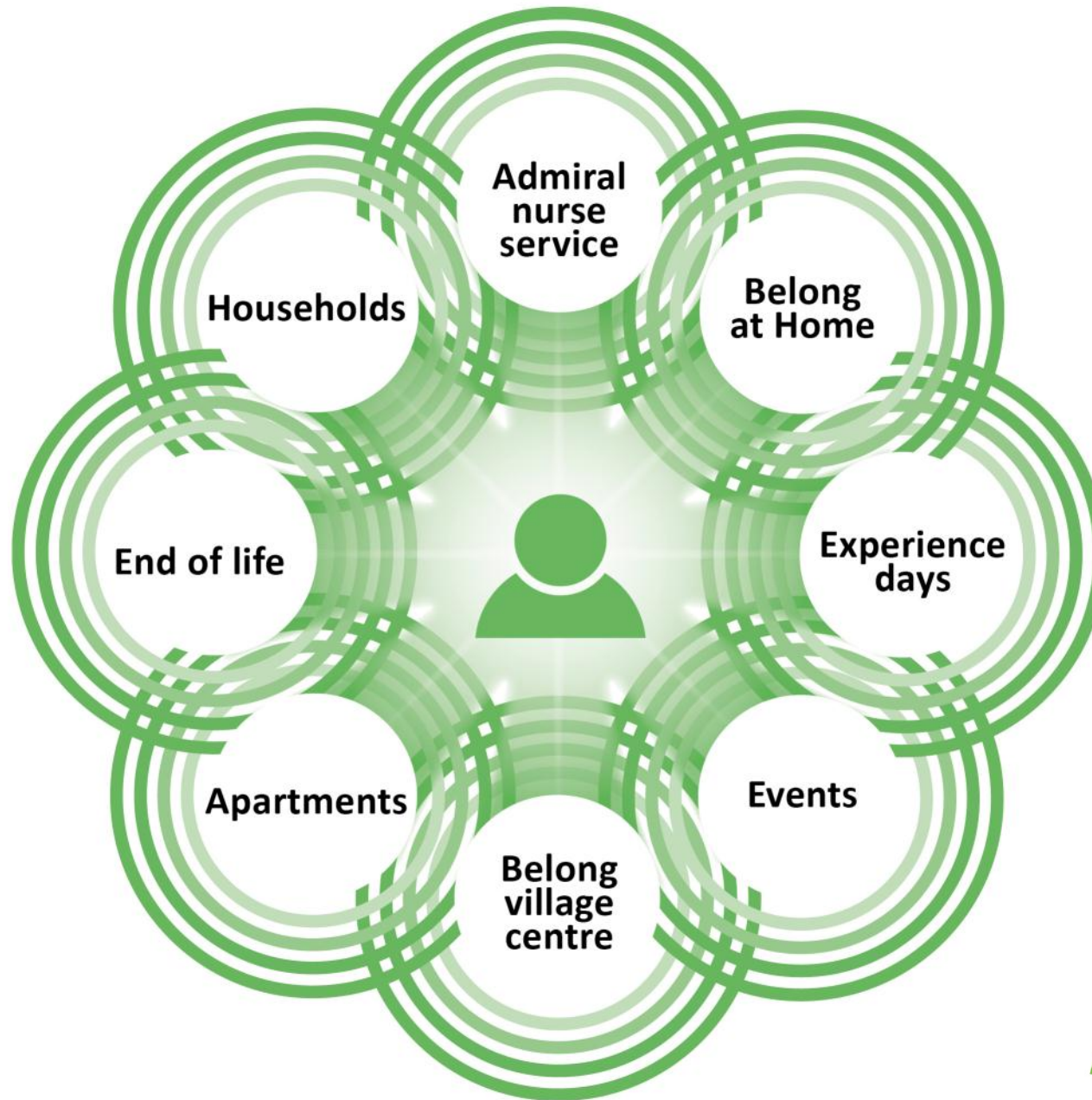
Hair & Beauty Salon

The Venue

Internet Café

Exercise Studio





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Belong Philosophy

Approaches:

- Enabling and restoring
- Rehabilitative
- Person-centred
- Relationship centred

Concepts:

- 'Natural Living'
- 'Home for Life'
- Vibrant communities
- A sense of Belonging



A move away from the 'medical' model and reliance on antipsychotic medication



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Values at the heart of Belong



Belonging to a vibrant community

Being part of a community means everyone is encouraged to contribute in whatever way they wish to their village, working together to achieve a sense of belonging, contentment and fulfilment.



Exceeding expectations

At the heart of the Belong ethos is the belief that our customers are entitled to excellence, and we strive to accommodate all needs and requirements by creating a positive environment and a 'can do' attitude.



Living an active lifestyle

Customers of Belong villages are actively involved in every aspect of village life, and we encourage our residents to take advantage of village facilities, which are designed to facilitate our customer's independence.



Offering support for life

Belong's range of services means we can support older people as their circumstances change, from people living in their own homes, through those wanting occasional day care services to those who need continuous support on a household. Whatever the requirement, we can be as involved in our customer's lives as much or as little as they like.



Nurturing relationships

Belong villages are designed to promote interaction through their facilities and open plan layouts. We welcome family and visitors and encourage good relationships throughout the Belong community.



Giving respect

Belong puts the dignity, privacy and quality of life of each and every customer before anything else. We take time to get to know our customers, and each story they tell gives us an insight into their personality, enabling us to understand each customer on a one-to-one basis.



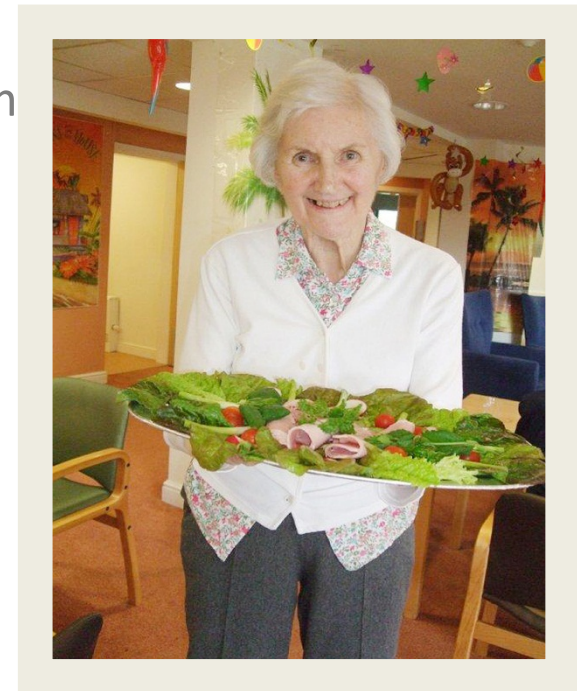
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A Home for Life

Recognition that the person with dementia and their family need support along the journey.

We aim to prevent 'admission at the point of crisis'.

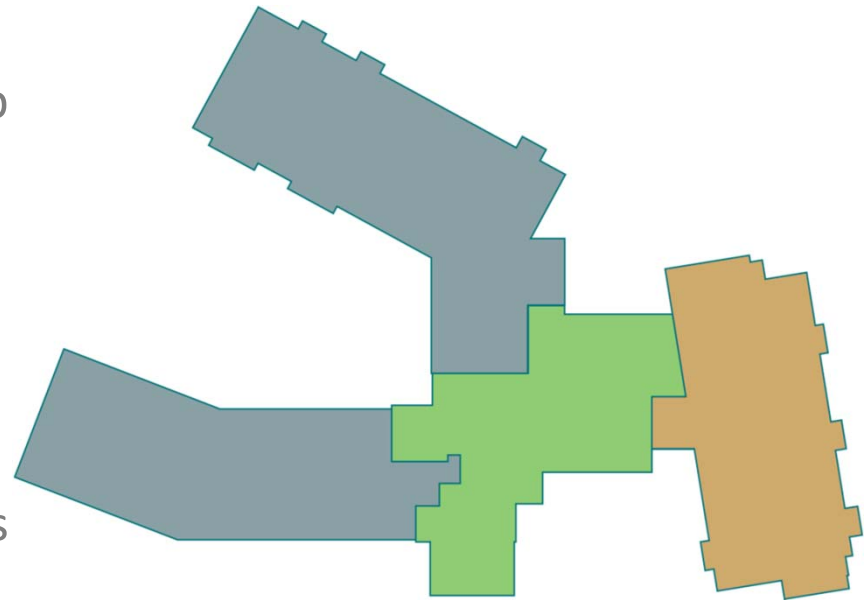
- ✓ Respite care for carers; households and guest room
- ✓ Gym facilities
- ✓ Experience days
- ✓ Flexible through day and night
- ✓ Belong at Home
- ✓ Nursing and palliative care
- ✓ 1-1 support during 'settling in' period
- ✓ Admiral Nurse
- ✓ Companions



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Components to success

- Belong Village Design Brief
- Belong Champions
- Brand Values
- Open and participative leadership
1:4 staff ratio
- Staff skill mix determined by the
needs of the customers/mix
- Assess staff competence against
customer outcomes
- Resources meet the changing needs
of customers to the 'End of Life'



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Household Living

Open plan kitchen

Residents can participate in meal preparation if they choose to.

Flexible homely environment

Enables residents to enjoy appetising smell of foods.



All food is prepared on the household

Resident involvement is encouraged

Assistance on-hand

Carers are able to observe and offer assistance in an unobtrusive way



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Household Living

Domestic-style front doors

Each resident's room has its own domestic style front door.

The latest technology

Resident's rooms also have the latest 'smart room technology' to help detect falls or sudden movements without invading privacy.



Residents can contribute to every day tasks

Residents are able to retain and exercise existing skills and abilities and contribute to the general running of the household.



This is Me' - Knowing the person



- Completed prior to moving in
- Biographical information that gives us clues to identify the person
- Encourages family involvement
- Life Plans - holistic plans of care for individuals
- On-going assessment to meet the persons changing needs
- Early assessment prior to 'moving in'
- Understand the meaning behind behaviour



Select colleagues who...



- ✓ enjoy working with people with dementia
- ✓ can encompass the idea of doing 'with' rather than 'for'
- ✓ are able to bear the burden that comes from 'attachment' and are comfortable with intimacy
- ✓ are 'in touch' with their inner child and can demonstrate the ability to be 'playful'
- ✓ are 'in touch' with their own concerns, fears, anxieties and vulnerabilities
- ✓ bring an open and unprejudiced attitude, free from the tendencies to stereotype
- ✓ are prepared to set aside the assumptions of others about 'what is to be done', and dare to ask, consult and listen to the person with dementia
- ✓ are motivated to learn
- ✓ are creative and who can recognise and respond to the creativity in persons with dementia



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Dementia Skills Training

Care practice is not just about what we do; it's about how we think as well.

- Promoting appropriate attitudes
- Developing skills
- Enhancing knowledge
- Encouraging reflection
- Lowering of defensive barriers
- Opportunities for staff to develop expertise and share with others



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Admiral Nurse support to meet customer's needs?

- Relatives and carers
- Links with CMHT
- Practice development
- Response to Safeguarding
- Individual difficulties
- Advice and observation



Dementia Care Assessment Modules

Module 1: Care Strategies

Topic 1: Meaningful Occupation

"Meaningful Occupation" looks at Carers' level of understanding of the principles of Meaningful Occupation and the importance of enrichment and wellbeing.

Topic 2: Person-Centred Care

"Person Centred Care" looks at Carers level of understanding of Person Centred Care and how Person Centred Care applies to someone living with dementia, their families and other Carers.

Topic 3: Resident Relationships

"Resident Relationships" is intended to assess understanding and appreciation of the intimate and sexual relationships a person living with dementia might have with other residents or non-residents while in care.

Module 2: Resident Health and Experience

Topic 4: Later Life Experience

"Later Life Experience" assesses Carers' understanding of the changing needs of someone living with dementia as they get older.

Topic 5: Lived Experience

"Lived Experience" focuses on the importance of understanding the history of the individual living with dementia so as Carers can better understand the individual and how they saw the world around them before they were living with dementia.

Topic 6: Physical Health

"Physical Health" looks at the level of understanding of the physical and emotional reactions and needs of someone living with dementia and how emotional and physical distress might be the symptom of less obvious problems.

Module 3: Understanding Dementia:

Topic 7: Communication

"Communication" is intended to assess Carers understanding of the different verbal and non-verbal ways to communicate with someone living with dementia appropriately.

Topic 8: Responsible Leadership

"Responsible Leadership" looks at the level of understanding Carers have around 'doing the right thing' and how confident they are to change something that is no longer working. "Responsible Leadership" focuses on how Carers take ownership and responsibility for a problem and how they might address the issue.

Topic 9: What is Dementia

"What is Dementia?" is intended to assess a high level understanding of what dementia is and also what it is not.



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Apartments

Privacy and community hand-in-hand

For the more independent individual or couples, moving to a Belong apartment offers the opportunity of a new start in a light, modern apartment, and all the support that may be needed.



- With a choice of one or two bedroom apartment.
- Designed and built to the highest specification.
- Available to purchase or rent, plus 'buy back' scheme.



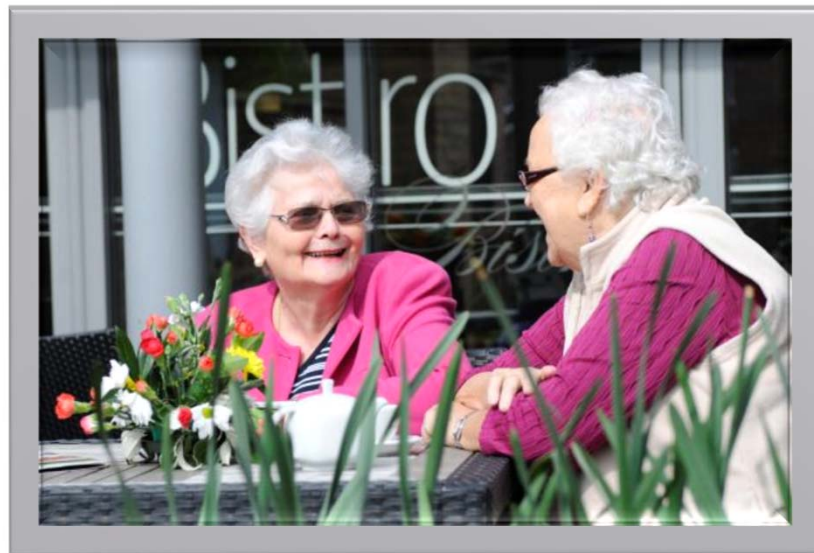
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Belong Facilities



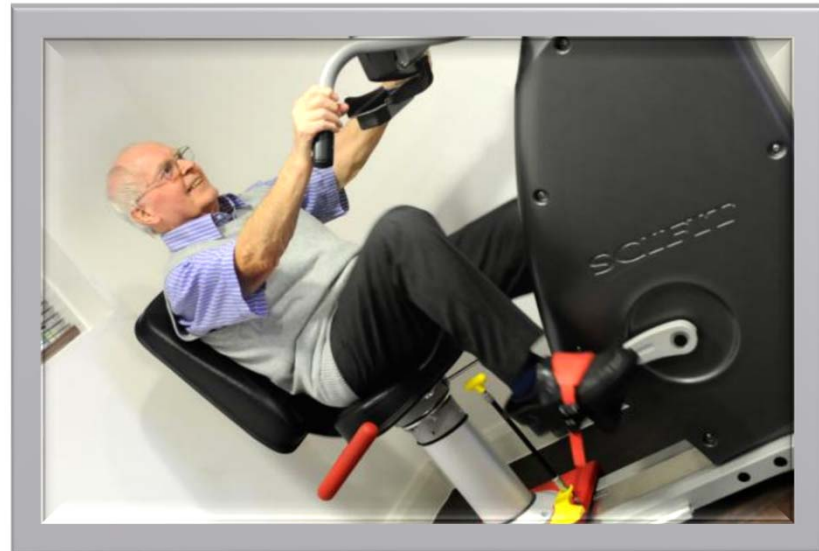
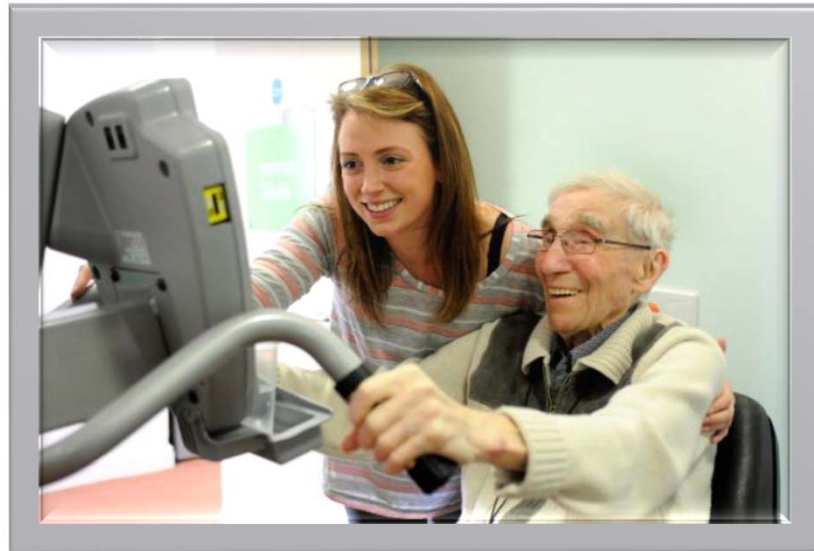
Bistro

The licensed bistro services excellent food and snacks at all times of day. Bistros are open to members of the community, as well as providing a great meeting place for visitors to spend time with relatives.



Exercise Studio

An equipped gym is available to village members and, at certain sites, a qualified fitness instructor works with residents to improve their mobility and wellbeing.



Award winning outdoor spaces



Belong at Home

Belong at Home is an affordable high quality service that is designed around customers' life and needs. We provide support, personal care or simply companionship, to help customers in their home or community.



- Support is provided when it's needed
- A choice in who visits.
- Same friendly faces every day.
- Expertise in support people with dementia.
- A 'nothing is too much trouble' approach.



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Experience Days

Belong Experience Days offer opportunities for meaningful involvement in a range of activities.

The team is on hand to provide expert support, delivering a refreshing alternative to traditional day care.



Experience Days are designed to support carers too, either on a regular or ad-hoc basis.



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'We are Belong villagers'



Listen to our poem.

'We are Belong villagers' was penned by renowned UK performance poet, Tony Walsh. Here, he gives voice to the experience of those who live and work in Belong villages.



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