



# Pendine Park news

The newsletter of the Pendine Park care organisation

Issue 9



# Pendine wins top award

We were delighted to win a prestigious award for the innovative way we use the arts to improve the quality of life for our residents.

Pendine Park was honoured at the glittering Arts and Business Cymru Awards at the Millennium Centre, in Cardiff.

We were recognised for our ground-breaking collaborations with the world-renowned orchestra, the Hallé, and Welsh National Opera.

The Arts, Business and Community Award was presented to Pendine Park proprietor Mario Kreft MBE and our artist-in-residence, Sarah Edwards.

We have previously been nominated several times and in 2008 we won the Arts and Business Cymru Sustainability Award for our long-standing commitment to the arts.

We were believed to be the first independent care organisation to employ an artist in residence when Sarah Edwards was appointed 16 years ago.

Pendine Park and the Hallé have collaborated for the last four years to bring residents something new in the form of music workshops.

We are now working with the orchestra to develop an in-house course for staff with a view to developing it into a nationally recognised qualification.

Last year Pendine Park teamed up with Welsh National Opera to help promote the cutting edge three-year programme in Wrexham.

We were among the first of the WNO's Community Champions in North Wales.

Residents were involved in the pioneering opera project, Nine Stories High, and their stories formed the basis of the first episode.

As part of the project, two members of WNO's acclaimed Chorus, soprano Meriel Andrew and tenor Simon Buttle, raised the roof at a concert at our Hillbury home.

Sarah said: "I was surprised but absolutely delighted that we won – not just for me and Pendine Park but also for the residents.

"I must pay tribute to Mario because when I approached him all those years ago, art therapy was virtually unheard of – especially in the care sector.

"He and his wife, Gill, are great lovers of the arts and, luckily for me, they were able to see how art can and does benefit people, enriching their lives."

Mario Kreft added: "Being recognised in this way has given us all at Pendine Park a real sense of pride.

"The arts gives people a sense of purpose and the work that Sarah does has certainly helped residents to lead fulfilled lives."



# Pioneering learning centre launched



*Lesley Griffiths AM cuts the ribbon at the opening of the learning centre watched by Liz Rees, Mario Kreft, Anita Curley and Barbara Hale*

A new learning centre for nurses is the first of its kind in Wales. The centre at our Hillbury House offices was officially opened by Wrexham AM Lesley Griffiths, who is also the Welsh Health Minister.

The aim of the centre is to provide personal and professional development for nurses and care practitioners.

The centre is within the offices of Smartcare, the training arm of Pendine Park, and is the first of its kind to be located within an independent sector care organisation.

The initiative was made possible by a partnership including the Royal College of Nursing, the Wales TUC and the Betsi Cadwaladr Trust.

Seed corn funding of £1,600 came from the Welsh Government via the Wales Union Learning Fund (WULF).

Pendine Proprietor Mario Kreft was an enthusiastic advocate of

the collaboration. He said: "Our people are our most valuable asset. "What we're trying to do here is work with partners to ensure that Pendine people and others have the very best opportunity possible for their professional and personal development, and particularly for their learning.

"We are opening a centre here within our teaching care centre where any nurse will be able to make an appointment and come and use the facilities, use the internet, use the computers and all the other resources at their disposal."

"Anything that we can do to bring the nursing family together and get nurses from the independent sector working more with the NHS and vice versa is a good thing."

"What's available here is very much along the lines of what we're doing in our care facilities where we provide learning hubs.

Elizabeth Rees, a Learning Representative with the RCN, said:

"About a third of our members are in the independent sector so this is a very important step and we're really delighted that it's happening"

"It was a sentiment echoed by Barbara Hale, who works as a development officer with the Wales TUC.

She said: "It's not just about staff training. It's about personal development as well, and supporting people if they have gaps in their skills, literacy, numeracy, computers. It's all about supporting people really and giving them options."

Lesley Griffiths said: "As a staunch Trade Unionist, I know of the important role of Trade Union learning representatives. The issue of lifelong learning and upskilling is something very close to my heart.

"I hope that other organisations follow Mario's lead on this - you don't need a lot of space. With a little bit of funding you can make a big difference."

# Field of gold inspires artistic residents



*Resident Alan Hassall in the field.*

A field of gold was the perfect inspiration for a group of artists from Pendine Park.

The paintings and photographs of the crop of oilseed rape in full bloom will form the basis of a new exhibition here.

Led by Artist in Residence Sarah Edwards, the creative residents basked in a sea of bright yellow as they sketched and took pictures at the farm next door.

Resident Christine Jones thought the golden vista was breathtaking. She said: "I absolutely love the art classes at Pendine Park and this field of gold is truly inspirational, it's awesome.

"The art classes have made a huge difference to me. I couldn't draw

before - I can now!"

Fellow resident Alan Hassall added: "At school and college I didn't do any drawing because it never interested me.

"Since I came to Pendine Park, I have got more and more interested and I have more flair."

According to Sarah Edwards, brightly-coloured oilseed rape was too good an opportunity to miss.

She said: "This field of oilseed rape is absolutely stunning, it's like a painting by Monet.

"Hopefully, we will produce some lovely paintings and photography from this outing that can be featured in our next exhibition.

"It's important to have quality of life in a care home setting and for people to have access to the arts in general, whether that's art, music or whatever therapy.

"We promote the six senses of care with our residents and staff and the art classes in particular provide many of our residents with a real sense of purpose and fulfillment.

"It is really beneficial because it has a positive impact on the resident's well-being.

"We believe in person-centred care, we treat everybody as an individual and gear our activities to their needs.

"So, we try and incorporate things they want to do and art is a passion of many of our residents."

## Pendine Park blazes trail

Pendine Park has played a leading role in the creation of a new professional body for Social Care Practitioners - the first of its kind in Europe.

The Academy of Care Practitioners was launched at the Senedd in Cardiff at a ceremony hosted by the Deputy Minister for Children and Social Services, Gwenda Thomas AM

The Academy is the brainchild of Care Forum Wales, of which Pendine Park proprietor Mario Kreft MBE is the Chair.

It has the full support of Health Minister Lesley Griffith, who is also the Wrexham AM. Glyndwr University, in Wrexham, will be its main base for the foreseeable future.

Pendine Park took part in a successful pilot project and our staff will be supported to be among the first members of the new organisation.

The aim is to promote, support and develop Care Practitioners and raise standards in social care provision - and raise the status of the "undervalued profession".

## Promise to provide "world class" services in Welsh

Our plans for a "world class" centre in Gwynedd to care for people with dementia have been given the go ahead.

It will be built on the site of the former community hospital, Ysbyty Bryn Seiont, in Caernarfon, where the will create 100 new jobs.

Pendine Park has committed to providing a fully bilingual service at Canolfan Gofal Bryn Seiont will be modelled on our award-winning centre of excellence in Wrexham.

Bodlondeb was described as "wonderful place" when it was officially opened by First Minister Carwyn Jones.

The 67-bed centre at the five-acre Bryn Seiont site is the brainchild of Mario Kreft, the proprietor of Pendine Park, and his wife, Gill.

Mario and Gill run seven care homes, a domiciliary care company and a teaching care centre in the Wrexham area and Mario is a leading figure in the UK care sector.

He is the Chair of Care Forum Wales, the main representative body for the care sector in Wales, and was awarded an MBE for his contribution to social care in Wales.

According to Mario, ensuring that people are looked after through the medium of their mother tongue is central to the notion of providing "world class services".

Mario said: "We want to provide a world class dementia service so it stands to reason that you've got to provide a service that people can communicate in.

"We're trying to look at the gaps in services. In particular we're looking at high level need high level dependency which would almost certainly require nursing care over a 24 hour period.

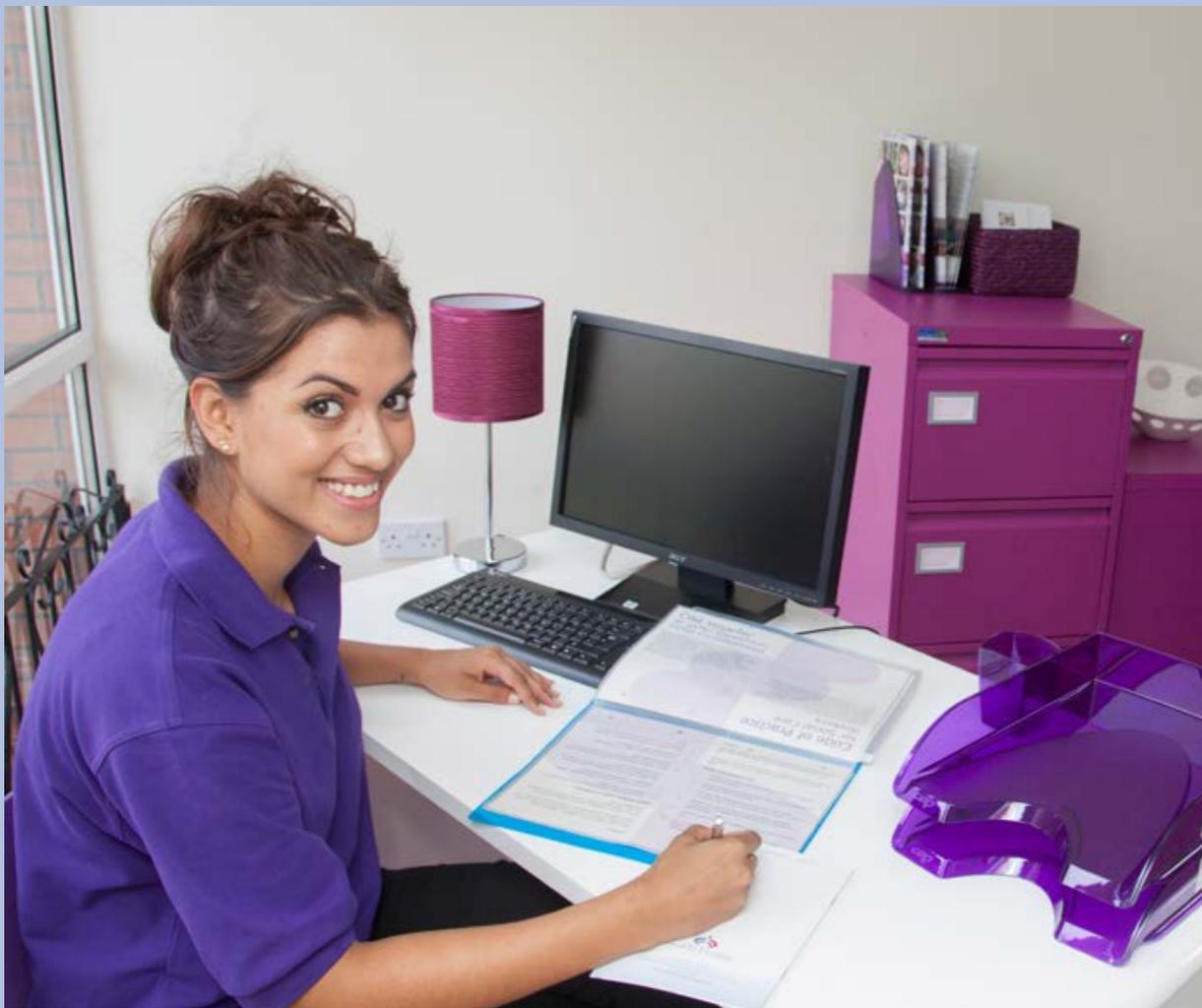
Among the local councillors and other stakeholders who attended a special briefing before the planning application was submitted was Cllr Huw Edwards.

He said: "I was encouraged to by what I heard. We are aware by now that dementia is on the increase and we need to make this provision and the Welsh language needs to be made a priority in this context."



Proprietor Mario Kreft MBE with Brenda and Barry Sidebottom at the special briefing.

# Caring Shereen lands dream job



New recruit Olivia Thomas

## Stepping to bright new future at Pendine Park

Pendine Park has launched a new campaign to attract people to work in social care.

We are working with JobCentre Plus to recruit new staff via the Steps to Employment Programme funded by the Welsh Government.

Among those who've come to work here as part of the scheme is graduate Olivia Thomas, 24, from Rossett.

Olivia's ambition is to pursue a care in social work and she was advised to get some real, hands on experience.

Pendine Park proprietor Mario Kreft said: "The Steps programme is giving people opportunities to come into the care sector as a taster and to get support to see whether it's a career for them.

"It also offers the opportunity in the future

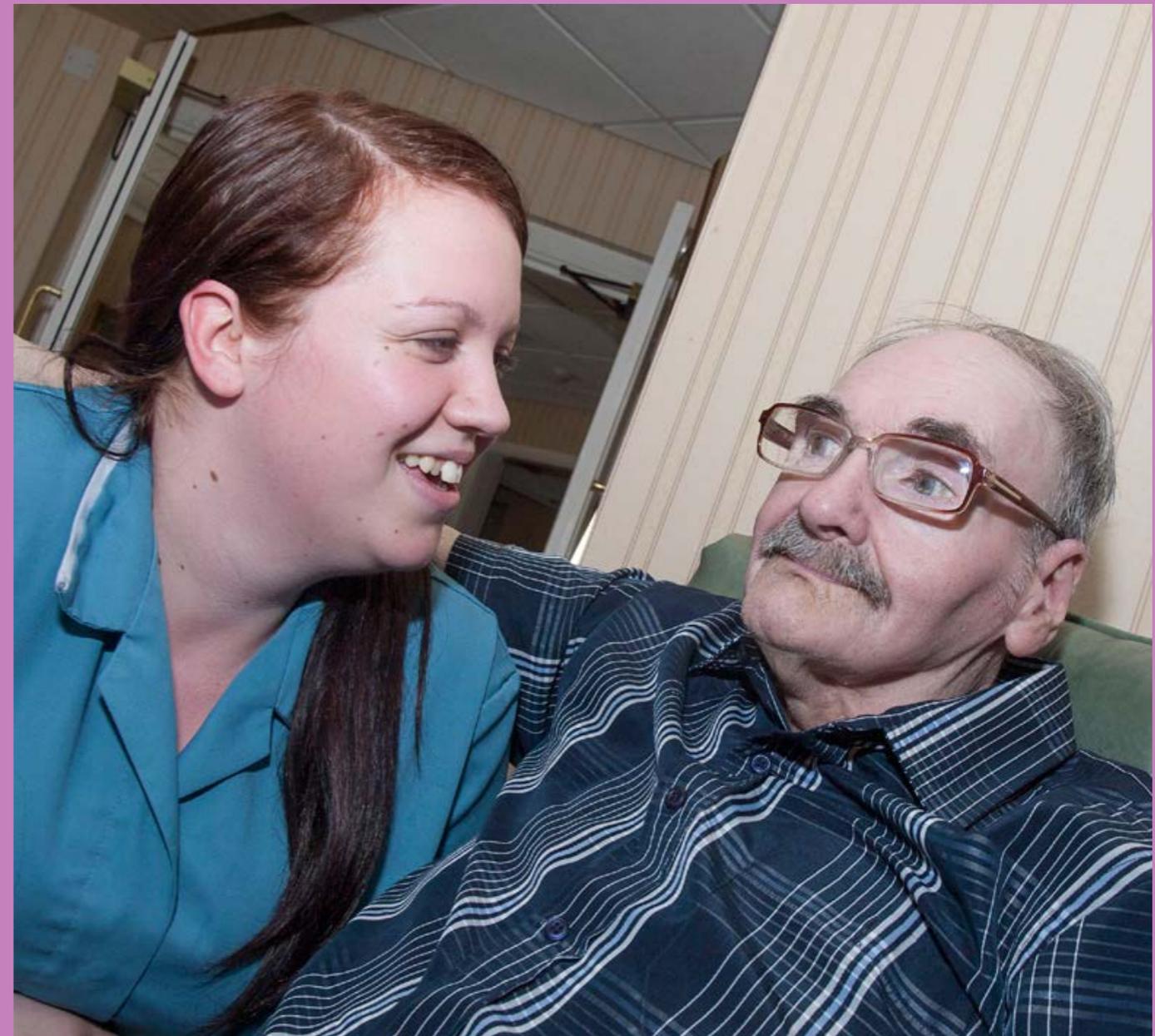
for people to actually gain employment with the organisation and indeed other care organisations.

"At Pendine Park we're interested to hear from anybody who would like to be part of this programme and seize the possibility of the caring professions as a route for their career.

"It's a way of promoting recruitment, to attract more people to social care and for people to realise that it is actually a really worthwhile profession.

"It gives the employee and the organisation the opportunity to develop together at the pace that suits the individual, without any pressure.

"The beauty of what we're offering at Pendine Park is that we are going to guarantee the offer of a job to everybody who makes the grade."



Shereen Rogers with resident Howard Jones.

A 22 year old woman has escaped the despair of the dole queue and landed her "dream job" with us. Shereen Rogers's success is down to a Welsh Government-funded employment scheme - and the advice of her much loved grandmother who sadly died last year.

The Steps To Employment initiative is operated by Smartcare Training, which is part of Pendine Park. All those who complete the 26-week scheme receive a City and Guilds qualification and are automatically offered a job.

Shereen, from Rhos, was thrilled when she was also offered a job at Pendine Park's Highfield care home as a Student Care Practitioner.

Working in social care was not something Shereen had envisaged originally.

She said: "I actually shocked myself because I didn't think I'd get on so really well. I think I've grown really well working here - I haven't looked back.

"I love working here, it's like having extra family members with all the residents. This is my dream job."

# Royal seal of approval at Pendine Park

Our Diamond Jubilee celebrations were given a royal seal of approval.

Residents made colourful commemorative postcards to celebrate the momentous 60th anniversary of the Queen's reign.

They were thrilled to receive an official letter of thanks from Lady in Waiting Annabel Whitehead saying Her Majesty had been "touched."

Seven of the cards - one from each of Pendine Park's homes - were sent to the Queen along with a selection of photographs of the residents making them.

Everything was showcased in a silver album with red white and blue ribbon tied around it.

The gifts were accompanied by a personal letter written by Alan Hassall, 65, on behalf of fellow residents.

The warmly worded response came on headed notepaper from Windsor Castle, complete with the royal crest.

Writing on behalf of the monarch, Mrs Whitehead said: "The Queen wishes me to write and thank you all for the kind messages which you have sent on the occasion of Her Majesty's Diamond Jubilee, and for the beautifully bound album containing seven of the postcards you have designed to mark this historic year.

"The Queen greatly appreciated the care you have taken with each of your designs, and was touched to see that you have incorporated all the flags of the Commonwealth as part of your theme.

The Jubilee Message Trees at each the homes were festooned with the postcards and provided a colourful backdrop to the Diamond Jubilee parties that were filmed for ITV Wales News.

The Jubilee postcards project was masterminded by Pendine Park's artist-in-residence, Sarah Edwards.

She explained: "We wanted a special Diamond Jubilee project that it could involve every single resident across the seven homes.

"The residents made the cards themselves or the activities team made them for them.

"They included collages, drawings or photographs on the theme of the jubilee, with a message to the Queen or memories associated with the Queen.

"The project has a Commonwealth flavour as it is such an important institution to the Queen and will form a central part of the Diamond Jubilee celebrations.

"The Jubilee Message Trees have been festooned with the flags of the Commonwealth which is close to the Queen's heart and a big part of the Diamond Jubilee celebrations.

Mr Hassall, a retired computer expert who suffers from a series of debilitating conditions, is delighted with the Jubilee Message Trees.

He said: "I'm a big fan of the Queen, I think she's done a wonderful job."

Ann Chapman, Manager of our Bodlondeb care home, said: "This has been a wonderful and inspiring project that has brought great pleasure to our residents.

"We believe it is a fitting tribute to a remarkable monarch and we were thrilled to learn that she had been so touched by the residents' efforts."



**ABOVE:** Resident Betty Coggins.  
**TOP LEFT:** Reading the messages are resident Eileen Lewis with Irene Monks.  
**LEFT:** Artist in residence Sarah Edwards with resident Alan Hassell

## A right Royal planting at Hillbury

A royal diamond is set to delight our residents for years to come.

Pupils of the town's Victoria CP School planted a white royal diamond rose bush in the extensive grounds of the Hillbury care home as part of their Diamond Jubilee celebrations.

And each of the school's Year 1 children made special cards to hang on a Jubilee Tree at Hillbury with the young pupils' special messages to the Queen.

It was all organised by manager Cindy Clutton and Anita Bassett, the Activities Co-ordinator at Hillbury.

Cindy is thrilled the children wrote such lovely cards for the Queen and that the school agreed to some of the children going along to meet residents and plant the rose bush.

She said: "It is lovely to see the youngsters so happy and they have certainly brought a smile to the faces of some of our residents. The



Hillbury events co-ordinator Anita Bassett with the pupils.

cards they have made are wonderful and contain some lovely messages.

"The special Jubilee rose will bloom in our gardens for years to come and will be there for our residents to enjoy as well as acting as a reminder of the Diamond Jubilee.

Victoria CP School teacher Jo Sibley was delighted the school was invited to Hillbury to be part of the Jubilee celebrations.

Hillbury resident, Stan Jenkins, 81, who has lived at the care home for two years, says he enjoyed seeing the

children so happy.

The former soldier and electrician, who hails from Wrexham, said: "The gardens at Hillbury are lovely and are well looked after and the Jubilee rose will look well when it flowers."

Helping Betty get around in her wheelchair was Dominicka Poreda, 15, of St Joseph's School, Wrexham.

Dominicka is one of a number of students who go along to Hillbury care Home as part of their Health and Social Care studies.

# Gardener Tony's bumper crop of awards



The Deputy Mayor and Mayoress of Wrexham, Cllr David and Mrs Virginia Bithell with Tony Griffiths and support worker Tracy Coeshott

Tony Griffiths has been enjoying growing success over the years he has been working on the Erlas Garden Project in Wrexham.

Now his dedication to the job has just brought him a bumper crop of honours in a prestigious awards scheme.

Tony, 50, was one of almost 100 people acknowledged in the Health and Social Care Awards hosted by Wrexham Council in the Atrium Suite at Redwither Tower on Wrexham Industrial Estate.

He beamed with pride as Wrexham's deputy mayor, Cllr David Bithell, handed him two certificates – one for achieving Basic Skills in English and a second for proficiency in Horticulture.

Tony is supported by the domiciliary care specialists, Independent Living, which is part of Pendine Park.

He lives independently in the Rhosddu area of Wrexham and for the past 17 years has worked as a horticultural assistant on the Erlas Park Project based in Bryn Estyn Lane, Wrexham.

The project, which provides accredited training and work in horticulture and garden maintenance, is operated by a partnership between Wrexham Council's Adult Social Care Department, the Welsh College of Horticulture, Groundworks Trust, the Independent Charity for the Victorian Walled Garden and Wrexham County Forum for Learning Disabilities.

Tony has been working hard to gain his two certificates from Wrexham Council for the past 18 months.

After handing over his certificates, the deputy mayor, Cllr David Bithell, said: "Tony is a real credit to the Erlas Project and the Independent Living scheme.

Tony himself said: "I am very pleased to get these two certificates, both for myself and for the Erlas Project where we have really enjoyed working all these years."

Independent Living Manager Audra West was also delighted with Tony's success.

She said: "Tony is a real inspiration and an excellent role model for all of us. I am sure this award will spur him on to achieve even more in future."



# New scheme to enrich residents' lives

Pendine Park has launched a ground-breaking new training programme for staff.

The 'Heartbeat Program' which includes the Pre Diploma and life enriching therapies has been designed to bolster the professional and personal development of our Social Care Practitioners.

Proprietor Mario Kreft MBE explained: "The Heartbeat Program is a new approach to training and learning and we're going to give everyone who joins the organisation the skills

and the tools they need to enrich the lives of our residents.

"At Pendine Park, we're looking for the best possible care. We're looking for consistency and we very much want to build from strong foundations.

"The programme has been written and assisted by Social Care Practitioners in the language that we all understand to consistently help us to deliver the services and the quality that we want to deliver.

"It's about improving services and the quality of care but

also an integral part of your ethos at Pendine and staff development and progression.

"One of the things that we've got to do is to provide a career pathway. People join the organisation with different skills and experience and what we want to do is give our staff the tools to do what is after all a very difficult job.

"The whole focus is all about quality and the enrichment of people's lives." It is a major investment but we think it's essential to make the organisation fit for the future."



From left, Michele May, Ceri Smith, Tracey Green, Becca Griffiths and Cindy Clutton

# Training future leaders at Pendine Park

A new vision for the future has been unveiled at Pendine Park. We have developed a new programme of Team Leader Training so that we can strengthen the team even more.

The aim is to develop a highly motivated, skilled and qualified team of leaders within the organisation.

Proprietor Mario Kreft said: "We are proud of the workforce at Pendine Park, but we realise that to meet the challenges of tomorrow we can't use the solutions of yesterday.

"It's absolutely vital that this new structure of team leader training will equip people to take more responsibility.

"We are trying to grow this culture of development, so we can foster the supervisors and the deputy managers and managers of tomorrow.

"We're currently offering support and training to over 80 team leaders within the organisation.

"We're giving them the tools not just development for themselves, but also to support and better develop their teams.

"The new structure will make us a stronger outward-looking robust organisation that's able to consistently produce the highest standards of care for our residents and the people we support in their own homes."

Providing an even better service is also at the heart of our new Partners Programme.

It's now being introduced throughout the organisation following a successful pilot.

There will be partners in all important aspects of the service we provide, including health and safety, social responsibility and staffing matters.

Mario added: "What we are doing is taking people offline from their day-to-day job for one day a week and give them specific responsibilities, so we have a variety of partners.

There will be one partner in each area in each home. Most of the partners are also team leaders.

"They will receive supplements to their pay for taking on added responsibility.

"It is all part of our ethos of making social care a career, developing people who have aspirations to take on more responsibility and make it possible to progress to more senior positions.

"We see this as a cutting-edge approach that dovetails with the additional training for the team leaders.

"We have seen the way that people have responded positively during the pilot period."

"We see the partner network as something very important, so important that all the partners' names will be on the screens that we've introduced at all of the homes."

Team events will be taking place in the first weeks of November and dates will be circulated nearer the time.



Partners, back from left Helen Griffiths, Ann Edwards, Cindy Clutton, Barbara Thomas, Fredilyn Madayag and Vivienne Robertson. Front, from left, Ruthmar Gaitana, Olivia Thomas and Jessica Mills



*From left, Vivienne Robertson, Ann Edwards, Beth Mullock and Kate Edwards*

# Learning is the hub of everything we do

We are breaking new ground in the way we are providing learning opportunities for staff at Pendine Park. New learning hubs have been created in each of our homes to support the personal and professional development of team members.

Proprietor Mario Kreft explained: "One of our prime objectives within the organisation is to promote a culture of learning.

"The hubs will be a reference point where members of staff can access the internet and study on their own.

"We will also be organising small teaching sessions - the whole idea is to make learning and development as accessible as we possibly can.

"The idea is that the learning hubs become an important part of the whole development plan that we have for the organisation."

"We believe it's going to be great in terms of personal and professional development for the staff, but the whole point being as well that it feeds into the quality of care we provide.

"Our clear purpose and vision has at its heart the quality of care for those we support - our residents and people we support in the community."

# Meet Daisy our new fluffy, four-legged friend



From left, Susie Owen, Irene Monks, Diane Jones, Gerry Humphreys, Sue Craig, Anita Bassett and Nicky Clarke with Daisy

The activities and well-being team at Pendine Park has a popular new member. Tallulah Daisy Diamond, or Daisy to her friends, is a snow white Samoyed puppy - and she's already proving a big hit with residents, relatives and staff. Proprietor Mario Kreft said: "She's going to be a very energetic member of our activities team providing a lot of support and recreational opportunities to the residents."

"When Daisy grows up a little bit and gets her full induction in social care she will actually be involved in the homes. "Many of the residents will have had pets of their own and it's something that can make a real difference to people's quality of life which is where Daisy comes in. "Daisy is going to be a wonderful addition to the team."