



Pendine Park news

The newsletter of the Pendine Park care organisation

Issue 7

First Minister opens Bodlondeb



From left, The First Minister Carwyn Jones, Lesley Griffiths AM, with Gill and Mario Kreft proprietors.

First Minister Carwyn Jones hailed “the pioneering model of care” at our new centre of excellence to look after people with dementia.

Mr Jones, who revealed it was a condition that had affected his family too, officially opened the Bodlondeb centre at the main site in Summerhill Road, in Wrexham.

The £4 million centre will create 100 new jobs and will be the hub for a comprehensive range of services for people with dementia.

After being entertained by a combined choir of residents and staff sing the Welsh national anthem, the First Minister said: “I welcome the development of the Bodlondeb centre, which will offer a new and pioneering model of care. It’s a wonderful place. It’s an honour to be here.

“What I’ve seen is a fantastic set-up for people with dementia – it’s light, it’s airy and it raises the spirits when you come in.

“There are so many things going on here as well – an art class, a photography class. This is the way that people with dementia need to be looked after and stimulated in future.

“First of all, yes, it’s great for jobs but secondly it’s a top class centre for people with dementia and of course their families. Dementia affects so many families

and my own family included.

“It’s a good place to come if you’re visiting somebody here and it’s a place where I think people can come and feel at home in, you can’t ask for more than that.”

Wrexham AM Lesley Griffiths, who is also Deputy Minister for Science, Innovation and Skills, added her congratulations.

She said: “I am delighted to see Bodlondeb being officially opened. I know how much thought and planning has gone into this facility and I am sure the residents will appreciate this as they settle into their new home.

“The care provided across the whole of the Pendine Park organisation is second to none and Bodlondeb will be another area of care that will be much sought after in Wrexham.”

The Alzheimer’s Society estimates that there are currently 39,000 people with dementia in Wales. This is set to rise by 35 per cent over the next 20 years with one in three people over 65 expected suffer a form of dementia.

Dementia is the single most frequent cause of admission to residential and nursing homes, and of the need for community care services in older people. Younger people can also be affected.

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First Minister hails new centre of excellence for dementia care



From left, Lesley Griffiths AM, Gill Kreft, The First Minister Carwyn Jones, artist in residence Sarah Edwards and Mario Kreft.

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Proprietor Mario Kreft MBE said: "Our vision is to provide a world class community based resource for people with various forms of dementia.

"Bodlondeb will provide 24/7 services and they will include respite and day services, linked with our domiciliary care organisation, Pendine Park Independent Living and our in-house Smartcare Teaching Care Centre."

"The official opening is a huge day for Pendine Park and it is such a huge honour for us to have the First Minister visit us.

"The whole team were thrilled that he was taking time out to see our vision of what a sustainable care community can be.

"We have to have services that are sustainable, we have got to be a country that is judged on how we support vulnerable people.

"I think as an organisation we have always been forward thinking because we have always wanted to push the boundaries.

"What's important now is to develop sustainable services by working with partners across Wales.

"It's important that we have a new approach for some of the most vulnerable people in our society.

"If we don't make these services more affordable and at the same time better quality, then we are going to fail – and we can't be allowed to fail.

"The message seemed to chime with the First Minister and I was very pleased with what he said in terms of putting real value into social care, therapies, art and all of the things that matter to individuals.



Residents and staff at Bodlondeb singing to The First Minister Carwyn Jones.

The new centre is dedicated to Mr Kreft's grandmother, Mrs Rene Warburton, who suffered from Alzheimer's disease in later life and Bodlondeb is named after his grandparents' home in St Asaph Street, Rhyl.

According to Professor Bob Woods, one of the UK's leading experts on dementia, the new centre will be one of major regional importance.

Along with the Alzheimer's Society, Professor Woods, who leads the Dementia Services Development Centre at Bangor University, helped develop the new model of care at Bodlondeb.

The centre has been designed to look after 64 people with dementia who need day care, respite care or residential services.

It is divided into eight small, family-like units so that the residents receive as much individual attention as possible while benefiting from the back-up of a larger organisation.

Professor Woods said: "There's a lot of research on what design features work well for people who have dementia.

"Mario and his team here have taken that on board and they've tried to implement as much of that as possible in this place.

"I love the outside space, the garden room and the roof garden. These spaces have tremendous potential for some



really good interactions between staff and residents, and between residents and relatives.

"We're seeing an increase of roughly a third in the number of people with dementia over the next decade so there is going to be a need for more support and care for people with dementia and their families."

"I think that compared with the situation even 10 years ago we're now expecting a much higher standard from our care homes, which is a good thing, and care homes like this one continue to raise the bar."

'Queen' Mildred celebrates remarkable Golden Jubilee

One of our managers, who's described as the "Queen of nurses", has reached a major milestone in her lengthy career.

At the age of 68 Mildred Heyward, who runs the Hillbury House Care Home has no plans to retire despite chalking up 50 years in the nursing profession.

"I still enjoy my work and will carry on because I like caring for people," she said.

Hillbury House is part of Pendine Park care proprietor Mario Kreft paid tribute to her "dedication and sheer professionalism".

He said: "Mildred has a remarkable record of exemplary service and we are delighted that she remains an important part of our management team.

"She is a shining example for people starting out in the care profession – she is the Queen of nurses."

It was a sentiment shared by Wrexham AM Lesley Griffiths who made a surprise presentation to Mildred during the annual Fun Day at Hillbury.

She said: "The fact that she is still going strong with so much enthusiasm for her work is remarkable.

"When you meet people who have a passion for their job, it's fantastic. She is incredibly proud of the work she has done here at Hillbury."

"When I came here I managed 16 beds and now there are 68 nursing and residential beds," said Mildred, who cared for both her parents until they died at home. "It is the caring side of things which I enjoy as well as the day-to-day involvement with the residents."

She is in her office by about 8.15 most mornings and doesn't usually get away until about 5.30pm, but she does have most weekends off.

"I am lucky in that I have a really good team here," she commented.

As she walks through the corridors the mutual affection between her and the residents is clear, and that is based on her simply underlying principle that they should all be treated with dignity and respect.

"This is their home and that must be remembered at all times. They must all be treated as individuals," she said.



Left: Mildred is presented with flowers by Lesley Griffiths AM

Right: Mildred in earlier times as a nurse



Super Mario thanks team for “magical” awards

Receiving his MBE from the Queen at Buckingham Palace was a “magical occasion” for Pendine Park’s proprietor, Mario Kreft.

Mario, who is also Chief Executive of the sector’s representative body, Care Forum Wales, was awarded the MBE as part of the Queen’s Birthday Honours in recognition of his services to social care.

But the accolades didn’t end there because Mario was also named Bangor Business School Business Person of the Year at the Achievement Wales Awards run by the Daily Post newspaper.

Mario was accompanied to Buckingham Palace by his wife, Gill, and other members of the family, including his brother Carlos and his wife,

Among those being presented with honours on the day were the rock star, Graham Nash from Crosby, Stills and Nash, who received an OBE and the mountaineer, Sir Chris Bonington, who was appointed a Commander of the Royal Victorian Order.

Mario said: “The MBE is recognition of the huge contribution of social care in communities right across Wales, including the teams at Care Forum Wales and Pendine Park.

“It’s a huge team approach and it’s a reward for all the work that we’ve been doing together over the years to raise standards in social care and to promote the profession of social care.

“The ceremony at Buckingham Palace was a truly wonderful occasion and it was great to go down with Gill and my family,

“It was such a thrill to have the MBE presented by the Queen herself. I think everybody was delighted, I certainly was. It just made for such a wonderful occasion really - it was the most perfect day.

“The Queen is obviously very interested in social care and we



had a lovely chat. We exchanged a few words and she clearly feels that the work of social care is very important.

“I brought that message back to the team at Pendine Park and to the team in Care Forum and I think everyone’s thrilled about it.

“It’s been an incredible year really, you just have to touch wood don’t you every day and keep working and keep trying to do the right things,

“As everybody knows, these things are never really just an individual thing, Gill has been a pillar of support throughout and I am eternally grateful for the support I receive from the staff at Pendine Park and Care Forum Wales.

According to Mr Kreft, the values he learned from his grandparents still provide his “guiding light”.

The new centre of excellence for people with dementia is dedicated to his grandmother who suffered from Alzheimer’s disease in later life and Bodlondeb is named after his grandparents’ home in St Asaph Street, Rhyl.

“Although they are no longer with us, my grandparents who raised me would have been very thrilled about the MBE,” added Mario.

Among those who sent their congratulations was Wrexham AM Lesley Griffiths, who is also the Deputy Minister for Science, Innovation and Skills.

She said: “The awards comes as no surprise as Mario has built the Pendine Park organisation into an excellent business, employing over 500 people whilst ensuring the care provided is the best available.

“His innovative style has also meant that the care provided to individuals is of the highest standard and his eye for extra details such as the wonderful arts and music schemes, ensures a vibrant and stimulating environment.”

Gerry’s winning smile



Gerry with Sue Mullally and Marion Lloyd-Jones who nominated her and below, immersed in foam.

We have a new champion when it comes to bringing smiles to the faces of our clients.

Our Activities Manager Gerry Humphreys was delighted after winning the new Smile Award.

As well as keeping the residents happily occupied, Gerry often goes above and beyond the call of duty to raise money for charity.

She recently immersed herself in a bath of foam in aid of the British Heart Foundation, one of Pendine Park’s nominated charities this year.

The Smile Award was set up by the Pendine Park Care Teaching Care Centre.

The idea of the award, sponsored by Barclays Bank, is to reward staff who go that extra mile in making a difference to the everyday lives of its residents and clients.

Teaching Care Centre manager Tracey Evans said: “We wanted to recognise those members of staff who not just walk about happy and smiling all day themselves but bring a smile to the lives of our clients too.

“Each one of our homes, Bryn Bella, Gwern Alyn, Highfield and Penybryn as well as our domiciliary arm, Pendine Park Independent Living, and support services staff were eligible for the award.”

The other winners were: Ben Belendo (Hillbury), Lynne Williams (Gwern Alyn), Kevin Jones (Highfield) Fredilyn Madayag (Bryn Bella), Martyn Peters (Penybryn) Bob Hughes (support services) and Ron Adams (Independent Living).

Highfield resident Marian Lloyd-Jones, 90, was one of the many to nominate Gerry Humphreys as top smiler.

She said: “I nominated Gerry, and was delighted to do so, for her general helpfulness and her wonderful personality. She is always kind, caring and willing to help.

Gerry said she was overwhelmed and very proud.



Unsung heroines win care “Oscars”



The work of two of our unsung heroines has been recognised with care “Oscars”.

Cindy Clutton and Carla Barchetti were honoured at the prestigious Wales Care Awards at City Hall in Cardiff.

Cindy, the manager of the Gwern Alyn care home, who is respected as much by her colleagues as by the people in her care, won a silver award.

She was nominated in the category for Leadership and Management in Residential Care, which is sponsored by the Pennaf Housing Group.

“She makes us feel extremely

proud of our profession and to be care practitioners making a difference to people’s lives,” said Deputy Manager Diane Smith.

During her time in charge Cindy has helped raise thousands of pounds for various charities through events at the home and in the area..

Carla is an outstanding housekeeper whose dedication is praised by her colleagues.

Carla was presented with the silver Excellence in Housekeeping and Hospitality Award, sponsored by Cascade Laundry.

She is employed at the Pendine Park Teaching Care Centre at

Wrexham which provides training for workers in the care sector, and takes great pride in her job.

Colleagues have praised Carla for going the “extra mile,” enabling the training and learning to proceed smoothly.

Although she works officially at the Teaching Care Centre, Carla never ignores the elderly residents at the attached care home and their requests.

Mario Kreft, Honorary Chief Executive of Care Forum Wales, said: “Tonight is the highlight of the social care calendar in Wales, a time to celebrate the remarkable dedication of our unsung heroes and heroines.”



Fun and games at silver jubilee celebrations



We celebrated our silver jubilee in style. The Mayor of Wrexham, Cllr Jim Kelly, and Wrexham AM Lesley Griffiths, joined in the festivities.

There were fun days at both our sites, in Summerhill Road and Hillbury Road, so that all the residents and staff could be part of the revelry.

Adding to the carnival atmosphere were Filipino members of staff who entertained the crowds with a traditional dance from their native country – before upping the tempo with some energetic disco dancing. There was a wet sponge throwing game and a pet safari with all manner of creatures, including exotic lizards.

But the occasion was about more than just fun and frolics because the events were also used to raise money for two good causes, the British Heart Foundation and a solar power project to provide hot water and light for the 300 children in Kenya.

Cllr Jim Kelly was delighted to be invited to the fun days.

He said: "I have been to Pendine Park a number of times with Mario and Gill and it's a tremendous place for all of the people who need residential care.

"Pendine Park has so many facets to it because they provide a range of care for

young and old and particularly with the new establishment coming to fruition to care for people with dementia.

"We have seen Pendine Park grow into a substantial employer in Wrexham and you feel the care and the love that is part of the ethos there."

Equally delighted to be there was Wrexham AM Lesley Griffiths who said: "I think Mario and Gill are to be congratulated on reaching their Silver Jubilee with Pendine Park.

Mario Kreft was grateful that Cllr Kelly and his wife, Elizabeth, the Mayoress, and Lesley Griffiths had come to both fun days.

He said: "The fun days have been a fitting way to mark this important anniversary in our history.

"Much of the credit for everything I have achieved over the past 25 years must go to my wife, Gill, who has been central to the development of Pendine Park and our philosophy of putting people first.

"We also have a wonderful group of staff around us, a great management team and far from resting on our laurels, we're very much looking to the future.

"You've just got to keep trying, and if you keep working at it hard enough, hopefully you get most things right."



Right from top: Mayoress of Wrexham Mrs Elizabeth Kelly cuts the birthday cake watched by staff, from left, Don Heyward, Tracey Smith, Sue Thomas and Gerry Humphreys

Mario Kreft joins in the fun with Gill Kreft and Lesley Griffiths

The Mayor and Mayoress of Wrexham, cllr and Mrs Jim Kelly with the hog roast, and from left, Mario Kreft, Mildred Heyward and Cindy Clutton

Holding some of the animals at the event courtesy of Petsafari are, from left, Isabelle Bruce, 7, Katie Hill, 8 and Phoebe Hough, 7



Top: Karen Teasdale enjoys being with Bernie Oughlan and Susan Mullally

Above: Doreen Jones enjoys a Flicker Book with staff member Susie Owen

Right: Nan Thom really enjoys a game of Tiddly Winks

Nostalgic toy story is child's play

Highfield residents were transported back in time to their childhoods thanks to the town's museum.

Karen Teasdale took along some of toys of yesteryear that she looks after at the museum and told residents all about them.

In fact, according to Karen, some of the museum's toy exhibits are so old they may have been at one time the cherished possessions of the oldest resident's grandparents.

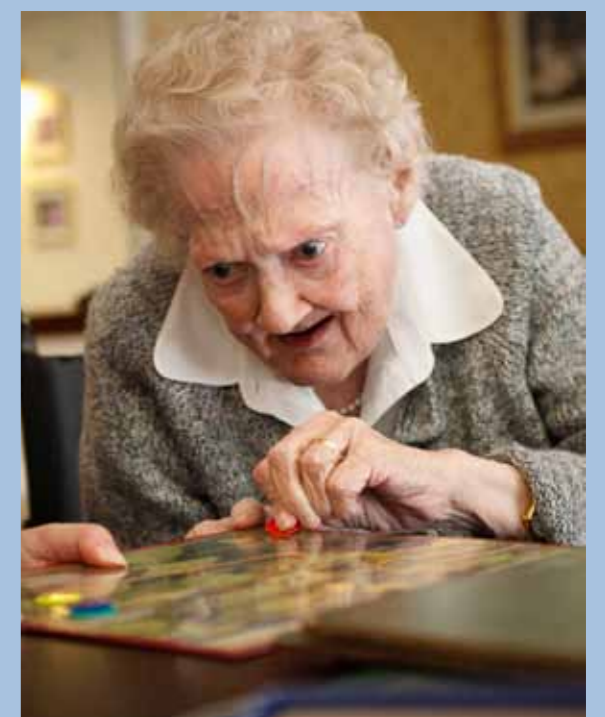
The event was organised by Pendine Park Activities Manager Gerry Humphreys.

She said: "It has certainly brought some fond memories flooding back for some residents who were enthralled by Karen's talk as well as being allowed to handle and even play with the toys.

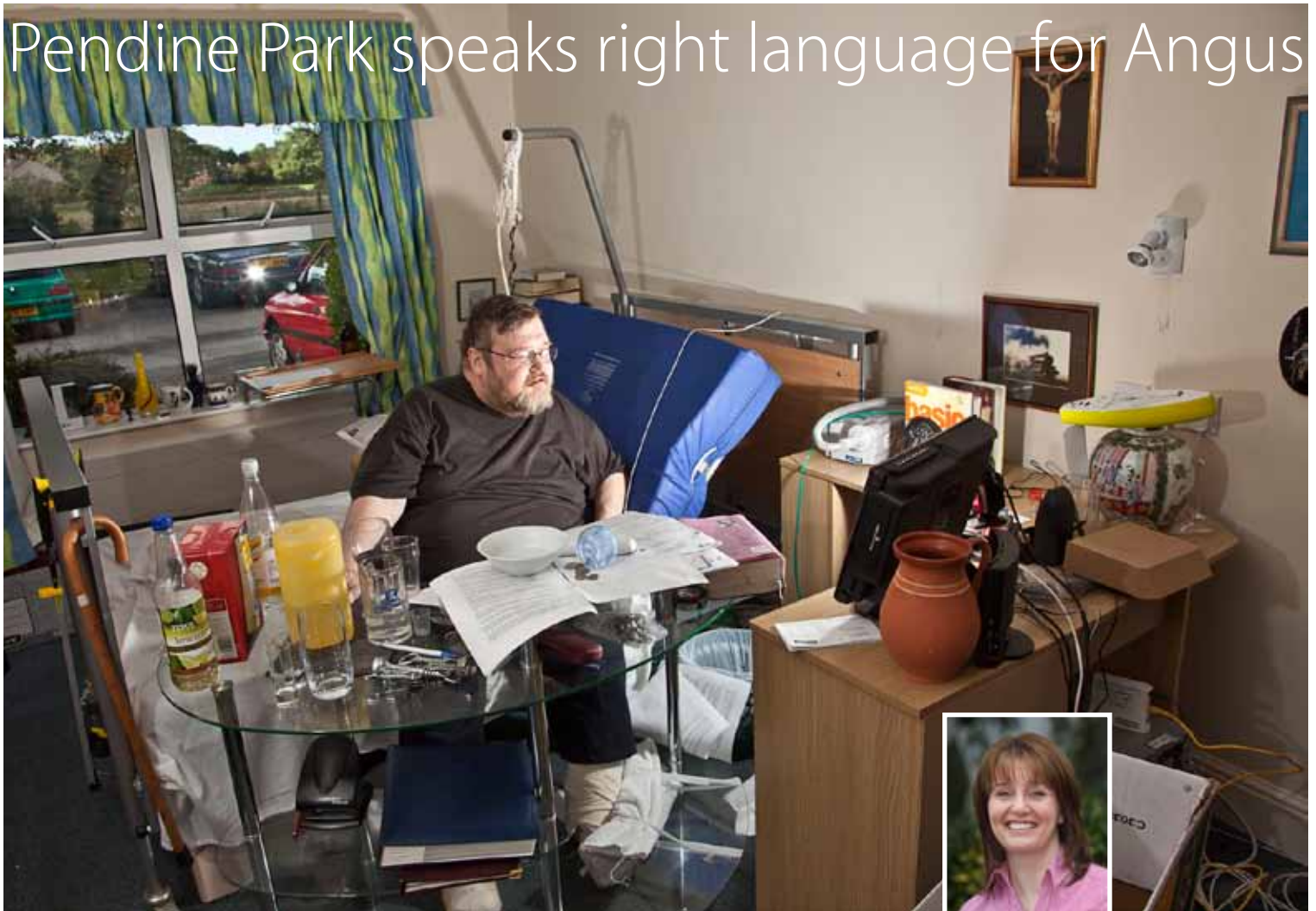
"Children today play with computers and electronic games so it was great to see old spinning tops, tiddlywinks and puppets, toys and games that were really common back then.

"We try to do something different everyday to help stimulate our residents. They really enjoy doing something different and Karen gave a very interesting talk which they all seemed to thoroughly enjoy."

Karen Teasdale said: "I really enjoyed the interaction and seeing how excited they were reliving those old memories from their own childhood days.



Pendine Park speaks right language for Angus



A freelance translator who's worked for some of the biggest brand names in the world is aiming to defy the odds and be back in business soon.

Angus Richardson was forced to give up his thriving company because of his disabilities – he's wracked with arthritis and cannot walk.

The 58-year-old will have an unconventional "office" because he now lives at Highfield.

We are introducing Person Centred Care Plans specially tailored for each of our residents.

Their aim is to enable residents to have as much choice and independence as possible in their daily lives.

In Angus's case, it means that he will be able to start working again.

A talented linguist, Angus translates into English from a whole host of languages including Norwegian, Danish, Swedish, Dutch, French and German.

His blue chip clients include Coco Cola, Volvo and IBM Europe. Angus thought his working life had come to an end when he moved to Highfield from his home in Colwyn Bay.

But the flexible regime and lifestyle plan designed around his needs and preferences mean that he can start translating professionally again.

Angus said: "I was taught French and German very effectively at school and the rest of them are Germanic derivatives and it's not that difficult - once you've got one it's a springboard to the next.

"Having an e-mail and a phone means you can be literally anywhere in the world and carry on with the business.

"The same applies here at Pendine Park, they are trying to be flexible and accommodating so I'm hoping to get back in business.

"The Plan sets out what I expect out of life, the things I enjoy and the things that bug me.

"We have for instance, we agreed that my working day starts at 8am - not when somebody else gets up.

"From my perspective it means that I'm more able to have the life that I want to have."

Tracey Smith, the manager of Highfield, said that "person-centred care" was integral to the whole ethos of Pendine Park. She said: "Residential care can be a very positive choice and Angus is living proof of that.

"Individual care and flexibility is very important but I think what is more important is that it's about how the care is delivered.

"It might be something like a resident not wanting to be dressed before they have their breakfast or that they would like to have their breakfast in bed – simple things that we all take for granted.

"For Angus, the purpose of the Plan is to respond to his support needs in order to keep him safe while maintaining his independence and understanding what is important to him as an individual.

"What is important to him is that he's treated as a person and not someone with a disability."



Angus Richardson in his unusual office and left, Tracey Smith, manager of Highfield