



PEACE OF MIND SERVICE

AT SWALLOWTAIL PLACE



SWALLOWTAIL
· PLACE ·

SAFFRON HOUSING TRUST

IN PARTNERSHIP WITH



COMPASSION | ASPIRATION | RESPECT | EMPOWERING

PEACE OF MIND CHARGE

NorseCare were formed in April 2011, taking over the care and support provided in care and independent living facilities previously delivered by Norfolk County Council. We are the largest care provider in Norfolk.

Every resident receives the highest possible quality of customer care.

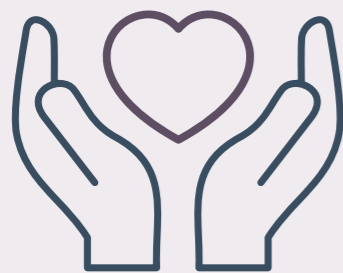
The great advantage of living at Swallowtail Place is that a fully trained and experienced care team is on site 24 hours, seven days a week.

Which means in an emergency there is someone on site to provide you with the care and support you need.

For example, staff will respond to the alarm call in an emergency, remaining with you until family or other services attend if this is required.

This Peace of Mind charge is separate from your day to day care package and will be paid by all residents. **The amount you will pay is £35.90 per week***

* The Peace of Mind charge will be subject to an annual review increase.



WE ARE THE LARGEST
CARE PROVIDER
IN NORFOLK

The friends and families of residents are equally as important, often becoming brand ambassadors for the great customer care we deliver.

Staff are well-trained and live by care values, the first of which is keeping all residents at the heart of everything we do and to feel proud of the service they receive.

NorseCare is an award winning care provider with the evidence provided by external reviewers and the testimonials of residents are proof of our success.

We are constantly striving to improve our levels of customer service, to innovate within the sector and to promote good practice.



PERSON-CENTRED CARE – PUTTING THE INDIVIDUAL AT THE HEART OF OUR OPERATION

The person-centred care approach puts residents at the heart of everything we do. This begins by engaging with the person and their loved ones before they come to live at Swallowtail Place.

A well-being coordinator provided by our partner Saffron Housing Trust will also be part of ensuring the facilities at Swallowtail Place are maintained to a high standard.

Swallowtail Place will have strong relationships with GPs, acute hospitals, the regional Adult Social Care teams, occupational

and specialist therapists, including community nurses, mental health teams and other health specialists.

The care team, and Care Manager at Swallowtail Place will be on site to ensure you have peace of mind, and help encourage close links to the local community.

During the summer, we arrange events such as fetes and open days to promote local awareness of independent living at Swallowtail Place, and help to raise money for the Amenities Fund at Swallowtail Place.

Our Amenities Fund enables us to provide extra activities and trips for our residents.

OUR ACHIEVEMENTS

We have achieved a number of care industry awards, including:



Caring Times National Care Awards 2016
Winners of the Care Home Group of the year category



Laing Buisson Care Awards 2018
Finalist in the Housing with Care category



EDP Business Awards 2017 and 2018
Finalist in the Customer Care category



Norfolk Care Awards 2018
Finalists in the End of Life and Learning and Development categories

INNOVATION FOR THE FUTURE

Swallowtail Place will provide innovative and modern technology to support residents. There will be wi-fi coverage and shared tablets in the lounge / communal areas enabling residents and staff to enjoy apps, music and video clips.

Voice-activated virtual assistants (Amazon Echo devices) will be available in communal areas, which staff use with residents to bring musical memories or share moments in time.

Residents who have family or friends who are unable to visit regularly can use Skype to keep in touch with them.

CUSTOMER SATISFACTION

We believe one of the highest measures of customer care and satisfaction comes from independent sources. Swallowtail Place will be independently reviewed and rated in a number of ways.

The Care Quality Commission (CQC) independently monitors the care delivery in all residential settings and schemes in England and Wales.

They provide an overall rating based on five separate areas: Safe, Effective, Caring, Responsive and Well-Led. Our CQC inspection record is excellent compared to other registered care providers in Norfolk, as well as England and Wales.

Q&A'S

- 1 How do you assess couples / joint residents for the contribution?**
A. The Peace of Mind charge is a single fixed charge per apartment.
- 2 If my care needs increase will I have to contribute more?**
A. No the Peace of Mind charge is a fixed rate.
- 3 How will I pay my contribution?**
A. To keep this simple contributions will be by Direct Debit.
- 4 What if I don't think I can afford to pay?**
A. The Care Manager at Swallowtail Place will discuss with and your family or nominated contact to review your circumstances.



WHY SHOULD YOU CHOOSE NORSE CARE?

Our customers have given us some very positive feedback:



The place is just **alive with activity**, everyone looks **so happy** there, the residents are free to do as they please. The staff from management to carers are just the **kindest, friendly, nicest people** you could meet and nothing seems to be too much trouble. If they have any concerns about Grandad, they're straight on phone letting you know.

GRANDDAUGHTER OF RESIDENT AT A NORSECARE SCHEME



The loving care my sister receives is wonderful. The **kindness, love, well-being, and compassion** she receives daily is a joy to see. We are so glad and grateful that along with my sister this love and care is given to us as well, **we are all made to feel so welcome.**

RELATIVE OF RESIDENT AT A NORSECARE SCHEME





info@norsecare.co.uk

01603 894366

norsecare.co.uk

  @norsecare

NorseCare Ltd, 280 Fifers Lane, Norwich, Norfolk, NR6 6EQ