

Welcome to

norse
care



NorseCare provides care and support to over 1,400 people in residential care homes and housing with care schemes. Many of our settings provide specialist care for people living with dementia.

We were formed in April 2011, taking over the care and support provided in care homes previously owned by Norfolk County Council. We are the largest care provider in Norfolk.

Every one of our residents and tenants receives the highest possible quality of customer care beginning with the drawing up of an individual care plan, to the person-centred care they receive on a daily basis.

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

Our staff are well-trained, well paid and live by our care values, the first of which is keeping all those who live with us at the heart of everything we do and to feel proud of our service.

We are justly proud of our achievements and the numerous awards we have won; the evidence provided by external reviewers and the testimonials of our customers 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

Our person-centred care approach puts residents and tenants at the heart of everything we do. This begins by engaging with the person and their loved ones before they come to live with us. We focus on their individual care needs to develop a detailed care plan drawn up with them and their families and friends. This enables us to get to know them as well as possible. Care plans are reviewed regularly throughout the time that the person is with us.

All our homes and schemes have strong relationships with GPs, acute hospitals, the regional Adult Social Care teams, occupational and specialist therapists, including community nurses, mental health teams, Admiral Nurses and other health specialists.

Care within the community

Engaging with local communities sets us apart from other businesses. By forming strong links with the surrounding communities, our homes and schemes play an active role in local life. This includes forming and supporting dementia friendly groups which offer Dementia Friends sessions as well as welcoming groups of all ages to our homes and schemes to challenge pre-conceived perceptions of residential care.

During the summer, most of our homes and schemes will hold fetes and open days to welcome their local communities. These events help to raise money for the Amenities Fund at the home and scheme – to provide extra activities and trips and also to promote local awareness of the home or scheme.

Our staff care

NorseCare employs over 1,600 people. We have a well-supported and robust learning and development programme for all our staff. This centres on the mandatory requirements for all care workers, and provides additional support through online and classroom-based courses including dementia training and quality management. We also identify and nurture future care leaders through our Emerging Talent Programme, ensuring continuity and stability for our company.

Our care principles

At the heart of our staffing model are our care values, embedded in a C-A-R-E acronym for our staff to live by:

Compassion – Keeping all that live with us at the heart of everything we do, and to provide a service we are all proud of.

Aspiration – The ability to support all who live with us to achieve their aspirations and thrive in a person-centred environment.

Respect – Valuing each person as an individual, respecting their rights, choices, dignity and the personal contribution they make.

Empowering – The ability to create a homely and innovative community where everyone takes part, has a voice and loves to live and work.

The majority of our homes and schemes have received a 'good' rating in all five areas, while some excel and have been rewarded with a coveted 'outstanding' rating.

www.carehome.co.uk is one of the leading UK-based review websites for residential care homes. NorseCare consistently receives positive feedback and these reviews have led to us being recognised as one of the Top 20 care home providers in the UK in their 2017 awards. We see this as a key barometer of our customer satisfaction.

Another independent provider of ratings for care homes is the 'Your Care Rating Survey' – supported by IPSOS MORI, one of the UK's largest market research companies. The survey is the UK's largest and most authoritative survey of care home residents. NorseCare's results for the most recent survey shows our overall satisfaction rating to be higher than the national average for both residents and friends and families with 98% of residents declaring an overall satisfaction of living with us.

Innovation and care homes of the future

We have a commitment to providing innovative and modern technology to support residents living in our care homes. All our homes have full wi-fi coverage and Apple i-Pads, enabling residents, tenants and staff to enjoy apps, music and video clips. Voice-activated virtual assistants (Amazon Echo devices) are available in all our homes, 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. Our homes and schemes are independently reviewed and rated in a number of ways.

The Care Quality Commission (CQC) independently monitors the care delivery in all homes 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.



Award-winning care

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
- **EDP Business Awards 2017 and 2018** – Finalist in the Customer Care category
- **Laing Buisson Care Awards 2018** – Finalist in the Housing with Care category
- **Norfolk Care Awards 2018** – Finalists in the End of Life and Learning and Development categories

Why should you choose NorseCare?

Our customers have given us some very positive feedback:

"It's not an easy thing to do, putting a relative in a care home... 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 Granddad, they're straight on phone letting you know. He has a lovely, bright, airy room and it's kept so clean everywhere. He says the food is fantastic. Plus the lovely garden you can go and sit outside in."

Granddaughter of resident

"My sister is living at the home and the loving care she is receiving is wonderful. The kindness, love, well-being, and compassion she receives daily is a joy to see. This loving care is given to all the residents who are all treated with love, dignity, and tenderness. My sister loves her carers and all the staff, all her needs are met daily. 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. I can't thank the management enough for their leadership in the way this wonderful home is being run."

Relative of resident

A message from our Managing Director

"Thank you for your enquiry. Choosing a care home for yourself, your relative or friend is a very important decision. I am confident that if you choose NorseCare, our staff will provide the highest possible quality of care and support in a warm, safe and clean environment. We will provide personally tailored, stimulating and engaging activities to support everyone's wellbeing."

Karen Knight
Managing Director



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