

# BelongLife

WINTER 2011

“Belong,  
an award  
winning  
model”

For details of our  
latest awards and  
achievements turn  
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Award winning people  
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open Page 4



Happy 1st birthday to  
Belong Crewe Page 9

## Plus...

- 100th birthday celebrations
- Hair Salon makeovers
- May knits for charity

Belong 



# AWARDS



## A word from the team

**We don't let the grass grow under our feet here at Belong.**

In the past 12 months we have opened two new villages and almost doubled the size of another one.

Belong Crewe opened just before Christmas 2010 and was followed closely by Belong Atherton in March 2011. Both villages are thriving. Customers tell us that they love the design, the colours, the thoughtful touches but most of all they really appreciate the care and attention they receive from the people who work in Belong.

We launched 54 new apartments at Belong Wigan in June 2011. People living there get the all the benefits of having their own place, coupled with use of the village facilities.

Village number five is now underway. We have cleared the site at Belong Warrington in readiness for the builder who will start on site in 2012.

All in all, another good year for Belong.



Nick Dykes

## You can follow us on...



Belong welcomes contributions from our readers, please contact [tracy.brookes@belong.org.uk](mailto:tracy.brookes@belong.org.uk)



## National award shows value of design in our villages

**One of the most important aspects of Belong villages is the design that goes into every aspect – from the positioning of the accommodation and other elements in the building itself right through to the door handles, light switches and other everyday objects.**

Belong's leading role in making sure that all of these aspects are just right for the many people who live and visit our villages was recognised when operations director Tracy Paine was named as the UK's Healthcare Design Champion.

She received the honour at the finals of the Building Better Healthcare Awards held at The Brewery in central London.

The award came just three weeks after Tracy had flown back to the UK from the United States after speaking at a global ageing conference in Washington DC alongside other speakers who included Mary Robinson, the former President of Ireland, and Maya Angelou, the American author and poet.

She is also chair of the National Care Forum's Older People and Dementia Committee, giving her the opportunity to link health and social care experiences with other providers and help spread good practice.

**"It has been a hectic month but one that I will remember for a long time," said Tracy: "Good design enables us to deliver the very best living experience for older people who either live or visit our community villages."**

Tracy was nominated for the award by the Manchester-based architects Pozzoni LLP architects who said: "Tracy leads the team with innovative design, development and operation of the villages. Her tenacity in striving for the best care and built environments for older people challenges convention and has led to new ways of thinking."

# Volunteer scoops award



The Belong Macclesfield team celebrate their success.

## **Belong Macclesfield volunteer Geraldine Hackney, scooped the Carers Award (unpaid) in the Great North West Care Awards, after being nominated by colleagues at the village.**

Geraldine's father, Ernest Tyler lived in the village until his death in 2010 and Geraldine continues to come into the village on a voluntary basis to support residents and staff.

Judges praised her commitment and perseverance as a carer, and Belong Macclesfield general manager, Janine Curwell, agreed saying: "She really is very deserving of the award, and we are absolutely thrilled for her."

Four other members of the Belong Macclesfield team were also shortlisted in the awards.

To find out about volunteering opportunities at any of our Belong villages please call into your nearest village, contact us free on **0800 032 2266** or visit our website at:

[www.belong.org.uk](http://www.belong.org.uk)



Pictured: general manager Janine Curwell presents Geraldine with her award.

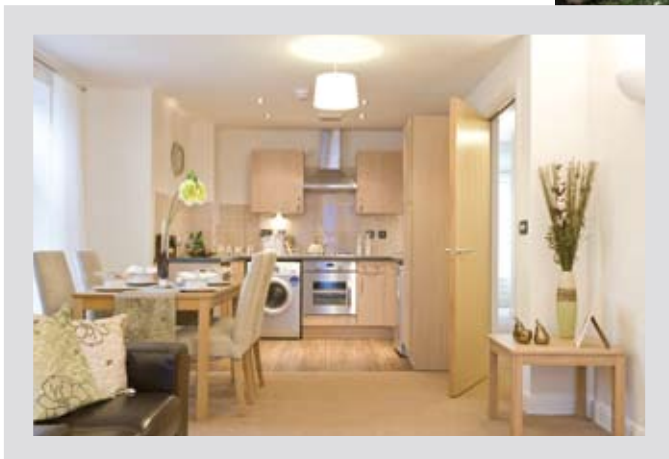
# Belong Wigan

APARTMENTS  
are now officially  
**OPEN**

**Jasmine Court and Honeysuckle Court were officially opened on the 22nd September.**

General manager Gill Menguy and operations director Tracy Paine were joined by apartment residents John and Ina Dowd to mark the occasion with a ceremonial planting of pots of Jasmine and Honeysuckle at the entrance to the apartments (pictured inset).

Visitors to the village were provided with the opportunity to view the village centre and show apartment, followed by refreshments in the bistro.



## **APARTMENTS REMAINING!**

We still have a number of apartments available at Belong Wigan, so if you would like to arrange a personal tour please contact us on **01942 316 616**.

**You could even be in for Christmas!**

# News from...

## Belong Macclesfield



Pictured: May Clarke with her daughter Judy and son Edwin.

### May celebrates 100 years of family life

**May Clarke celebrated her 100th birthday at Belong Macclesfield on Sunday, October 30th with a family party and a telegram from the Queen.**

She was among the first residents to move into the award-winning community village in Kennedy Avenue in 2007.

“She absolutely loves it here,” said her daughter, Mrs Judy Richardson who, along with her brother Edwin and sister-in-law Glenys Clarke, regularly visits her mum.

Helping to make this one of the village’s most memorable centenary celebrations is Holly Mae, her great grand-daughter who was born in February this year.

Last weekend, May and Holly Mae met up for a cuddle – separated by 100 years but united at a family party held at Belong Macclesfield, attended by five grandchildren and seven great grandchildren.

“Holly Mae’s name is a concession to modern spelling fashion but it is lovely to have another Mae in the family 100 years after mum was born,” said Glenys Clarke.

After being brought up in Lincolnshire, May met her husband Clifford on a blind date. A successful butcher, he owned a number of butchers shops in Sheffield, and May was actively involved in helping him to run them.

They had two children, Edwin and Judy – and like May, Edwin met Glenys on a blind date!

May and Clifford moved to Tytherington in 1960 and spent many more happy years together before Clifford died in 1987.

After moving into a CLS care home at the age of 90, May became one of the first residents in Cedar House, Belong Macclesfield four years ago.

## Belong Atherton



### Thumper, the Facebook rabbit, wants to be friends with... Joe’s tomatoes!

At 72, ace tomato grower Joe Grime was looking forward to a quiet summer of rearing a tasty crop for his fellow residents at Belong Atherton. The only problem is that Thumper, the village rabbit, was delighted too. Now, the two have a daily face-off outside the greenhouse.

Thumper came to the village when a local family advertised him on Facebook. A very single-minded and adventurous bunny, Thumper was free to a good home.

“Pets are encouraged in the village so we gave Thumper a home,” said Suzanne Sharrocks, the village support manager. “We have put his hutch on the patio outside and he seems quite a happy little chap. The only problem is that Joe’s greenhouse is about 10 seconds hopping distance away.”

The latest shot in the tense stand-off was fired last week when a recipe for rabbit and bacon pudding was posted on the greenhouse. Joe knows he has to win the daily battle of wits if the tomatoes are to survive.

“I suppose it could be worse – I could have planted carrots.”

# Cheers! New village rises from old distillery site



**Belong's new community village in Warrington is rising from the ground and will be ready to welcome its first residents in 2013.**

The ground-breaking development is in Loushers Lane, the site of the former G & J Greenall distillery which produced some of Britain's best-known gins, including Bombay Sapphire.

In 2005, a fire destroyed the bottling hall and the distillery relocated to elsewhere in the Warrington area. Now, as part of the sustainable regeneration of this part of the town, Belong is investing more than £10 million in creating Belong Warrington.

The village will have six family-sized 'households' each able to accommodate 12 older people and provide specialist residential, dementia and nursing care.

It includes a range of facilities including a bistro, internet café, hair-and-beauty salon and a function room which will be used to screen films, hold dances and stage village events. All these facilities will be available both to residents and the local community.

Like all Belong villages, it is being set in landscaped gardens which residents, visitors and the community can enjoy.

Belong Warrington is the fifth community village to be developed in the North West in the last six years. It has been designed again by Pozzoni LLP, one of the UK's leading architects in the field of designing for older people.

# Memory Lane, Warrington

## Childhood

“My friend and I would await the arrival of American ships on their way to Manchester. We would shout ‘got any gum chum?!’ to the crews. We would occasionally be rewarded by a packet of sweets being thrown from the ship. Far tastier than the English equivalent!”

**Harry Roscoe**



Manchester Ship Canal 1960

Tudor House' Church Street 1894

## Ike Smiths Hardware and Bicycle Shop

“My grandfather, Isaac Smith, had a hardware and bicycle shop on these premises, known universally as the ‘Tudor Cottages’, from some time towards the close of WW1 to the late 1930s.”

**Stan Smith**



Academy and Cromwell Statue 1901

## The Queen’s Visit

“I remember as a youngster my mum and dad talking of the Queen’s forthcoming visit to Warrington and how the statue of Oliver Cromwell was to be covered so as not to upset her. They eventually moved the statue to a less visible place at the side of the Academy.”

**Ian Miller**



Choice and independence are at the heart of the Belong way of life. People are supported to make decisions and enjoy life just as they have always done.

As part of that philosophy, the village will eventually have its own licensed bar – where the residents can raise a gin-and-tonic to the old distillery site that provided the basis for their new home.

**Call us free on 0800 032 2266**

or visit our website at [www.belong.org.uk](http://www.belong.org.uk) to find out more and request a brochure.

# Village News...

## Crewe



### Belong Crewe chosen to host national care event

Belong Crewe was one of three centres in England to host a national care event recently when NAPA, the National Association for Providers of Activities for Older People, held its 'Come to Tea Roadshow' for care professionals across the country.

"We enjoyed showing off Crewe's newest community village to care professionals from all parts of the country," said Melanie Saywell, the village general manager.

The roadshow helped professional support staff to learn about effective ways of engaging residents, and making effective use of volunteers and relatives.

"We forecast two years ago that this village would help to put Crewe on the map in terms of advanced support for older people, because it benefits from innovative design and has Belong's person-centred support techniques at its heart, all aimed at giving people choice and independence," added Melanie.

"Everyone here is delighted that we attracted this important roadshow."

## Hairdresser Sally puts down roots at Belong Crewe

**Sally Brierley has landed her dream job in the hairdressing salon at Belong Crewe after several years of globetrotting.**

After working abroad and at a salon in Nantwich, Sally spent some time as a mobile hairdresser, taking her hairstyles on the road to the ladies of Crewe and Nantwich.

Now, she has finally put down roots at the community village in Brookhouse Drive, and taken 19-year-old Crewe stylist, Charlotte Precious, under her wing. The two are introducing cutting-edge techniques available to people of all ages who live both in and outside the village.

"We are using all the very latest hair products and modern styles such as foils, combination colours and 3-D colours which are just coming in now. We still do a lot of basic cut-and-blows and perms, too."



Contact the Salon on **01270 561208** to book an appointment.  
**15% discount** available for all new customers!

## Wigan



### 60 minute makeover

Customers of Belong Wigan have even more pampering opportunities now that the village has launched a new therapy suite, just a few paces down from the village's busy hair salon.

Following a '60 minute makeover' of one of the consultation rooms, a relaxing space has been created for customers to enjoy a gentle massage and a range of beauty treatments.

**Contact the village on 01942 855600 to book an appointment.**

**Also...** Our Belong Atherton village is now offering some great offers on hair and beauty treatments, as well as a full range of complementary therapies.

**Contact the village on 01942 898410 for your free private and confidential consultation.**

## Macclesfield



### Home grown at Belong Macclesfield

MP for Macclesfield, David Rutley, received a warm welcome from residents at Belong Macclesfield when he visited to officially open the raised bed built by the Food4Macc volunteers.

The extensive raised bed, which took twenty tonnes of soil to fill, will enable members of the Belong village to maintain their gardening skills, while providing home grown fruit and vegetables for their fellow residents.

A composting station was also incorporated into the project, which will reduce waste from the village and feed the beds in the future.

### Belong Crewe was one year old on 1st December

**Forward thinking residents of Belong Crewe were looking to the future as they celebrated the village's first anniversary with a special time capsule burial.**

Residents of the community village, who boast an average age of 80, were joined by pupils 70 years their junior from local Pebble Brook Primary School, as they decided on which items from our time should be buried away, to be unearthed by a future generation in **2061**.

Belong Crewe general manager, Melanie Saywell, said: "Our residents really enjoyed the event and put a lot of thought into which items best represent our times, and should go into the capsule. It also prompted much reminiscence on how times have changed over the past century, and the residents enjoyed sharing their memories and experiences with the visiting school pupils."

## Crewe



# Noticeboard



Below are a selection of dates from the village activity planners, please contact us to request a copy of our What's On newsletter for further details, or pop into your nearest village.

## Belong Crewe:

**11th December**  
12 - 4pm, Christmas markets

**16th December**  
Christmas carols around the tree with pupils from Sir William Stanier school

**21st December**  
6pm - Christmas variety show

**22nd December, 7.30pm**  
St. Andrews church service

**23rd December**  
7.30pm - Christmas party

**24th December**  
12.30 - 2.30pm, Christmas Eve dinner (booking required)

**26th December**  
12.30 - 2.30pm, Boxing Day carvery (booking required)

**31st December**  
New Years Eve party

## Belong Macclesfield:

**5th, 8th and 13th December**  
Carol Singing

**24th December**  
Christmas Eve party

**25th December**  
Christmas Day lunch (booking required)

**26th December**  
Boxing Day lunch (booking required)

**27th December**  
Boxing Day party

**1st January**  
New Years Day lunch (booking required)

## Belong Wigan:

**13th December - 7pm,**  
Carol Service with sherry and mince pies

**18th December -1.30pm,**  
Children's Christmas party

**25th December**  
Christmas Day lunch (booking required)

## Belong Atherton:

**25th December**  
Christmas Day lunch (booking required)

**Please contact the village for event information and details of any charges prior to attending.**

## Festive menus now available

Pop into your nearest village to enjoy a coffee and mince pie and pick up one of our festive menus while you're there.



## Mulled Wine



An easy mulled wine recipe for the festive season, brimming with Christmassy spice and a kick of sloe gin.

- 1 bottle red wine
- 60g/2oz demerara sugar
- 1 cinnamon stick
- grated nutmeg
- 1 orange, halved
- 1 dried bay leaf
- 60ml/2fl oz sloe or damson gin (optional)

### Preparations / Instructions:

1. Put the wine in a saucepan with the orange, sugar, bayleaf and the spices.
2. Heat gently until the sugar has dissolved. Taste to see if you want the wine sweeter, and add more sugar to taste.
3. Off the heat, stir in the sloe or damson gin if you are using it.
4. Strain into heatproof glasses and serve at once.

## Special mentions



### Baby Shower

Hayley Nicholls front of house manager at Belong Crewe enjoyed a baby shower with colleagues and residents at the village at the end of September, to celebrate the start of her maternity leave.

Hayley is pictured above with residents Winnie Mason and Reg Reeves, cutting her cake made by the village's head chef, Samantha Jackson.



## May has charity knitting all sewn up!

**May Scarisbrick who lives at Belong Crewe has been doing her bit for charity and giving her knitting needles a good workout.**

May has knitted over 40 scarves to help children in the Third World. May's daughter Eunice (pictured with May) supports Operation Christmas Child, the annual appeal by Samaritans Purse, a Christian relief and development organisation which works through local churches to support children across Africa, Eastern Europe and Central Asia.

Eunice has been collecting shoeboxes for this charity for 15 years and May has been helping her. Activity facilitator Lee Edwards said "Each shoebox is filled with a variety of things including small toys, pencils, crayons, writing paper, a toothbrush and toothpaste and so on. "But the scarves are what May is best known for and she spends all her free time knitting."

# Belong Values

To provide high quality supported living through Belong villages based on a set of core values



## People feel secure and experience a sense of belonging

People are helped to live a lifestyle that is familiar, comfortable and safe with home and family involvement. A change of address not a change of lifestyle.



## Staff, residents and families work together to create purpose and meaning to the day

Extended family living is encouraged and people are valued as equal partners in care and support.



## Everyone has access to human companionship and the opportunity to develop friendships

Smaller households create a homely feel where relationships will develop naturally.



## People are free to make decisions and choices

Decisions within the organisation are moved closer to the older person and leadership is developed within the households, resulting in decisions that reflect the realities of life. Services are planned internally and externally with the older person taking the lead.



## Honest, spontaneous and fun

Every day is different and not governed by tasks and time constraints. Make play part of your day.



## Caring and sharing

Create opportunities for the older person to give care and support to others as well as receive.



## Active and independent lifestyles

Recognise the potential in everyone and create environments where life revolves around purposeful activity.



## Be yourself

Everyone is an individual and will be valued as such.



## Holistic environments with pets, plants and children

Therapeutic activity is valued, companionship with pets encouraged and intergenerational activity promoted within the community.



## Value privacy and dignity for all

Create smaller living environments that meet the intimate, private needs of individuals, whilst providing larger spaces to accommodate the more public needs of the community.

*We expect all of our staff to respect the individuality of everyone and be committed to enhancing customers' quality of life.*

