

BELONG NEWCASTLE-UNDER-LYME - HOUSEHOLD KEY FACTS & PRICING INFORMATION

From 1st April 2026

Our care

Belong provides 24-hour care on-site, as well as day care, home care and an Admiral Nurse service. Accommodation is offered either in households for 24-hour care or in apartments for independent living. Details of these are provided below.

24-hour care

- 24-hour care is provided to people living in our households.
- The village is registered to provide both nursing care and personal care (sometimes described as residential care).
- We are specialists in supporting people with dementia to enjoy independence and a high quality of life.
- We are regulated and inspected by the Care Quality Commission and Belong Newcastle-under-Lyme holds the Good rating; the report is available at www.cqc.org.uk and via www.belong.org.uk
- We are highly rated by our customers, and Belong holds a Top 20 Award, and an average rating on Carehome.co.uk of 9.8 out of 10.
- We hold the Gold Standards Framework Platinum Accreditation for high-quality end-of-life care.
- Belong Newcastle-under-Lyme holds the Food Hygiene Rating of 5 from the Food Standards Agency.
- There are 72 suites in Belong Newcastle-under-Lyme, arranged in six households, with each household containing 12 suites; this ensures customers live in a relatively small, homely environment.
- Each suite (from 21m – 22m²) consists of a bedroom with an en-suite, including a walk-in shower; beds are three-quarter size rather than single, and nursing beds are available if needed.
- During the day, there are typically two to three team members on shift at any one time on each household (supporting up to 12 customers); the exact number is dependent on the time of day and a needs assessment.
- There is always at least one nurse on-site, day or night.



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Our care costs

The summary of Belong Newcastle-under-Lyme's standard charges for 24-hour care (self-funded customers) is as follows:

	Weekly rate*	
	From	To
Permanent residence in a household	£1,630	£1,780
Respite stay	£1,730	£1,880

Fees are reviewed annually on 1st April.

Important notes about our charges

Note that fees are payable monthly in advance by direct debit, while respite stays are payable in full prior to the stay.

Where nursing care is provided, Belong accepts the Funded Nursing Care (FNC) contribution paid by the NHS in addition to fees paid by the customer as outlined above; this means that if you find yourself needing nursing care, the amount you pay is not normally affected.

Funding towards your care costs

We accept NHS Continuing Healthcare Funded placements and local authority funded placements, where an agreement for a top-up to the full weekly fee is in place with a third party; again, this is payable monthly in advance by direct debit.

You may be eligible for a range of allowances and benefits to help with care and living costs. For all customers, we carry out a financial assessment as well as a care assessment. Our customer support adviser will be able to signpost a number of information sources at this point if you need further assistance. You can also find resources in the ['Advice'](#) section of our website.

Key terms and conditions

All rates are subject to a needs assessment, and your fees are confirmed in writing.

If you are assessed as requiring one-to-one support, either to support with the settling in period or for other reasons, this is explained as part of the care assessment and charged separately.

There is a reduction in fees of 10% for periods of absence from the village (for example, for a holiday or hospital stay) from the 8th day of the absence. This reduction reflects a fair and reasonable reduction in fees based on the costs we will not incur during the absence, such as food and drink.

Fees are reviewed annually on 1st April (28 day written notice will be provided).

For 24-hour care, the maximum increase per week is £125 for personal support or nursing support, representing a 7.7% cap. Belong may apply a lesser increase, but will not apply a higher increase, except in the event of unexpected major changes in the environment, which lead to cost increase in excess of those allowed for above.

A financial assessment is completed prior to moving in for all customers (irrespective of funding route) and we usually expect that three years' funding is in place. If a customer runs out of funds, we do everything possible to enable them to remain in Belong and work with the local authority to facilitate this; however, we can't guarantee it and if you cannot secure the funding to pay our fees in full, we will assist you to find alternative accommodation.

A [contract](#) with full terms and conditions will be provided at assessment and a copy can be found on our website.

Care fees breakdown and additional costs

The household fees include:

- Care and staffing costs
- Accommodation
- Food and drink (whether taken in the household or the Bistro)
- Activities including exercise within the village
- Laundry
- Utilities (gas, water, electricity)
- Wi-Fi

Optional extras, which are not included, but can be arranged by customers or their representatives are:

- Television subscriptions
- A private phone line

Optional extras, which are not included, but can be arranged by Belong include:

- Hairdressing
- Newspaper deliveries
- Some activities, e.g. outings
- Escorts to appointments
- Appointments with visiting professionals*

*We can support you to access visiting professionals such as podiatrist and optician visits. Please speak to a member of the team.

Full details of what is and isn't included in our fees are spelled out in our ['Your Guide to Living in a Belong Household'](#) publication, available on our website.

Day care

- **Day care at Belong Newcastle-under-Lyme is a supported service, normally charged at £96 per day (subject to an assessment).**
 - The service is available from 10am – 4pm Monday to Friday under the Experience Days service.
 - The daily fee includes lunch.
 - Customers also have access to the village’s specialised exercise gym, for an additional charge; appointment required.
 - All rates are subject to a needs assessment and are confirmed in writing. For example, higher charges would apply if a customer needed one-to-one support.
 - Fee levels are reviewed annually, and any change is normally applied from 1st April (28 day written notice will be provided).
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Home care

Belong at Home Newcastle-under-Lyme is a registered service, available to support people living in their own homes, within a Belong apartment, or in the wider community.

The team provide personal living support in the home and enable customers to go out in the community, for example, to take part in social activities, pursue hobbies or attend hospital appointments.

This service is rated Good by the Care Quality Commission; the report is available at: www.cqc.org.uk and via www.belong.org.uk.

The minimum visit is 30 minutes and current rates are:

- **£25.25 for 30 minutes**
- **£31.88 for 45 minutes**
- **£38.50 for a 60-minute visit**
- Rates are charged double on bank holidays and £1 per hour premium at weekends.
- Charges are subject to a needs assessment and confirmed in writing.
- Fee levels are reviewed annually, and any change is normally applied from 1st April (28 day written notice will be provided).

Admiral Nurse service

Belong offers a free Admiral Nurse service to Belong customers and their family members and carers.

Belong's Admiral Nurses work across villages and appointments are arranged via the village team.

As mental health nurses specialising in dementia, Admiral Nurses provide individualised support for those medically diagnosed with any form of dementia.

Belong works in partnership with Dementia UK to provide its Admiral Nurse service, enabling nurses to access specialist dementia training and development.

Facilities

Belong Newcastle-under-Lyme has the following facilities in the village centre:

- Bistro
- Venue – function room with a licensed bar – used for village community events and available for hire for private events
- Belong Heritage Gallery
- Samuel Bell's Tea Room
- Old Pomona Inn with licensed bar
- Reminiscence Room
- Arts and Crafts Room with potter's wheel
- Hair and beauty salon
- Gym – see below for details
- Library
- Internet café
- Therapy room
- Assisted bathroom

Facilities subject to change.

Gym and exercise service

Belong Newcastle-under-Lyme's gym is fitted with specialist hi-tech equipment, designed to enable older people to exercise for longer in a targeted way.

It includes large screens to view breath-taking scenery while cycling, and virtual reality games to build strength, balance, cognition and movement.

Belong exercise specialists work with residents and customers from the community. Household residents are encouraged to use the gym regularly and this service is included within our fees.

For customers living in the wider community, including residents in our apartments, there is a charge and prices are available from the village exercise specialist.

Belong Apartments

There are 28 apartments in Belong Newcastle-under-Lyme available to rent or buy: sixteen of these are one-bedroom and twelve are two-bedroomed.

See separate Key Facts (Purchase, Part-Purchase/Part Rent, or Rent) for further information on these properties, pricing and details of all relevant charges.

Find out more

Further information about Belong Newcastle-under-Lyme's [management team](#), more about Belong, [events and activities](#), a [sample contract](#) and our detailed [guides to living](#) in Belong Newcastle-under-Lyme are available via our website www.belong.org.uk/locations/newcastle-under-lyme or on request.

Alternatively, you can email us at enquiries@belong.org.uk with any further questions you may have, and a member of the team will be happy to help.