

# The Malvern dementia success story

## Celebrating Bradbury Court's one-year anniversary



The Malvern-based specialist dementia care home, Bradbury Court, has celebrated its one-year anniversary with a summer strawberry tea party in its grounds for residents. The home incorporates the very latest research and thinking into facility design for dementia care and has proved to be a resounding success in its inaugural year. Now boasting a happy and vibrant community, Bradbury Court has grown from three residents at opening to filling all 24 bedrooms plus a waiting list.

The £3.2 million home was opened last year by Alfred Molina, The Da Vinci Code, Spiderman and Chocolat star when he planted a tree marked with a plaque to commemorate the occasion. Adjoining the Davenham and Perrins residential and nursing homes, the specialist home was built by charity Friends of the Elderly, who pride themselves on the implementation of innovative care for older people. The home was built in response to figures predicting a 71% rise in the number of people with dementia in the West Midlands over the next 20 years[1]. In

Worcestershire, the number of people with dementia is proportionately higher than in other areas of the country, and these numbers are projected to increase considerably over the next 15 years as people live longer[2].

Funding for the home was in part made possible by a local Peace of Mind fundraising appeal chaired by Sir Michael Perry which through donations, grants and sponsorship raised over £266,000, with a further £300,000 given by the Bradbury Foundation after which it is named.



Home Manager Charlotte Potter said: "We are thrilled to have cemented such a high reputation for outstanding dementia care in such a short period of time, proven by the fact that most of our residents have found us via word of mouth from the local Malvern community. Our aim for Bradbury Court has been to focus on the specific needs and interests of each individual resident enabling them to carry on doing the things they enjoy doing in a safe and comfortable environment. Bradbury Court is home to our residents and many people in residential care feel disempowered and lose their sense of purpose and identity. I am proud that it feels so different here to other homes...it really feels like home."

Long-term Malvern local Bob Marriott, whose wife Pat is a resident at Bradbury Court, said, "Bradbury Court shone above all the other places I visited when I had to make the difficult situation to let my wife go into care. It is so clean, the staff are very friendly and it is obvious they care a great deal about the residents. I am very pleased Pat is at Bradbury Court because I know she is getting the best possible

care and attention."

Charlotte Potter continued, "Dementia does not discriminate, it can affect anyone, and often affects those nearest and dearest most of all. At Bradbury Court we embrace families to be part of our home, to share the ups and downs and to continue being as large a part of their loved one's life as they can. Our community boasts some incredible residents from all walks of life, including former Cambridge Dons, nurses, teachers, a Doctor's receptionist and even an Olympian. We encourage everyone to talk about and celebrate their former lives, not who they were, but who they still are."

Bradbury Court was built with the latest thinking in design for dementia care, based on research by Stirling University including colour-coded areas to help residents find their way around. Clever use of glass keeps everything bright and cheerful, reduces residents' fears of entering a room and attempts to 'bring the outside indoors'. Different coloured doors to private rooms give a welcoming, less clinical atmosphere and all bedrooms have en suite facilities to give as much independence as possible. There are a variety of communal living spaces to encourage social inclusion, calmness and a sense of security including a café, a leisure area, courtyard gardens and two 1950s-themed rooms which offer familiar environments and encourage reminiscence. Technology is also being used to maximise the attention to care including pressure mats on beds to let staff know if anyone is up during the night and sensor lights which come on automatically when residents walk into toilets and en suites.



Friends of the Elderly has pioneered a new approach at Bradbury Court with the introduction of 'Wellbeing Workers' who provide a holistic approach to care, replacing the task-specific roles - such as 'Healthcare Assistants', 'Domestics' and 'Activity Coordinators' - traditionally performed by different individuals. It has been very successful with both residents and staff as it means they get to know each other very well. The 'Wellbeing Workers' work alongside residents assisting them with all areas of their lives, from helping them engage with activities they want to participate in to performing elements of personal care. This approach is

aimed at encouraging residents to be more actively involved in their own care, empowering them to make their own choices about what they want to do and when, which promotes wellbeing and independence.

Jenny Russell, Friends of the Elderly's Head of West Midlands Region, said: "We are delighted with the success of this project. With the predicted rise in the number of people with dementia in Worcestershire, Bradbury Court underlines our commitment to care for the people of Malvern and the surrounding areas, and meet this increasing need. We remain very grateful to the Peace of Mind Appeal fundraising volunteers – and to the people of Malvern and Worcestershire – for their generosity throughout in helping us raise the funds to create Bradbury Court."

Friends of the Elderly provides a full, integrated range of services to older people in Worcestershire including day clubs, home support and residential care. The charity welcomes residents through social services and by private funding.

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[1] National End of Life Care Intelligence Network, published in late 2010

[2] 2011 NHS Quality and Outcomes Framework