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The Wellbourn Post

Issue 19 / Spring 2020



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Editor's Letter

Welcome to issue #19. Our spring issue is all based on the theme of love, kindness and inclusivity.

We discover some of the regions hidden gems to visit if you're out and about exploring this spring (pg 4). We also look at the importance of talking to each other (pg 6).

In our 365 section (pg 9) we explore the importance of loving ourselves and offer some top tips on how we can improve self love and our positivity. We also offer up some app suggestions that may broaden your horizons when it comes to self love and inclusivity.

Our main feature (pg16) asks just how inclusive we are, both personally and societally, and what we can all do to improve inclusivity.

And of course, we have our regular Life section (pg 19), full of the latest goings on at Wellburn, including our latest residents day trips, book reviews, and much more.

I really do hope you enjoy our new issue and it's theme of kindness and inclusivity. Happy reading and from me and all of us here at Wellburn, have a fantastic spring.

Charlotte x

Charlotte Frankland
Editor



6 IT'S GOOD TO TALK

Typing has become our default mode of communication, but are we losing one of our most powerful tools - our voices? We look into why it's good to talk.

4 HIDDEN GEMS

If you're exploring the region this spring, we've picked out some real hidden gems to visit.

5 AGENDA

Social media is taking the blame, but we all need to take responsibility for kindness.



8 LETTERS

We tackle some of the many questions that arrive in our various in-boxes daily.

9 365

This section is all about health and wellbeing. Full of tips for mind and body wellbeing.



16 JUST HOW INCLUSIVE ARE WE?

How kind can we really be, if as a society we're still struggling to be truly inclusive?

19 LIFE SECTION

Our Life section is packed with news, reviews, games and the latest book reviews.



For those who want to get out and explore the region this spring, we've picked out some hidden gems to visit, that are just a little off the beaten track.

Hidden gems



The House of Trembling Madness

48 Stonegate,
York, YO1 8AS

This superb medieval ale house, started life as part of the first Norman House in York in 1180AD. Which makes it York's oldest medieval drinking hall. With stuffed animal heads lining the walls, the quirky tone is set. The bars speciality is serving ales and hard-to-find Belgian beers, all served up with a delicious selection of platter boards.

For more information, visit:

tremblingmadness.co.uk



Prohibition Bar

25-27 Pink lane,
Newcastle, NE1 5DW

Prohibition Cabaret Bar is the award winning home of all things entertainment for 1920's themed fun and lots of interesting out of the box stuff. It's set in Newcastle's bustling West End, on the cobbles of the notorious Pink Lane.

For more information, visit:

prohibitionbar.co.uk



Star & Shadow Cinema

Warwick Street,
Newcastle, NE21BB

This fascinating arthouse cinema is situated on the outskirts of Newcastle City Centre. It's compact, volunteer-run community cinema, comes with a vintage organ and bar, and also hosts gigs and exhibitions.

For more information, visit:

starandshadow.org.uk



The Cycle Hub

Quayside,
Newcastle, NE6 1BU

Walking distance from the Millennium Bridge, this is more than a bike shop. The Cycle Hub is a bike friendly independent café, offering bike hire, with a fully equipped workshop for bike services and repairs. A great meeting place for all, cyclists and non-cyclists alike to catch up over coffee and cake or to refuel with some delicious homemade food

For more information, visit:

thecyclehub.org



Love Cheese

16 Gillygate,
York, YO31 7EQ

A light filled bistro with a wide selection of wine and cheese, served by just the friendliest and welcoming staff. All can be enjoyed inside or outside in the garden or during the summer months, pop upstairs to discover their hidden rooftop terrace.

For more information, visit:

lovecheese.co.uk

In our regular Agenda column, Wellburn's Executive Chairman Rachel Beckett, offers her views and thoughts from the inside.



Agenda

“Social media is taking the brunt of the blame, but we all need to take responsibility for kindness.”

No sooner does one story like this fade from the headlines, another seems to sadly take its place. Most recently, the events leading up to the tragic death of TV presenter Caroline Flack, has brought the spotlight firmly down on social media. In the months leading up to her death, it seems she suffered intolerable levels of online abuse via various social channels. The levels of online abuse have reached such epidemic levels - that the government has now had to step in.

But do we need a government to tell us that the abuse Caroline Flack and many others before and sadly to come, have had to live through and endure, is wrong?

It's abundantly clear that social media giants including Facebook, Twitter, Instagram and Snapchat have little to no interest in protecting the victims of bullying, whether that's racism, sexism, homophobia or any other forms of discrimination.

So in a time when governments are struggling to enforce measures and the social media giants continue to turn a blind eye, we must all take more responsibility for our own actions. Currently, as I write this #BeKind is trending at number one. A shame we need another tragedy to remind ourselves of this simple truth, but it seems necessary.

My marketing team have just completed an overhaul of our new employee handbook, and a lot of the content would be what you'd expect. Editorial about why we do what we do, how we go about doing it etc, but this

time, there's a new section in there about how we talk to each other (to colleagues and residents) and also to those outside the company. Both in person or on social media.

It's not telling my staff how to talk of course, but how to be kind. How a smile can lift another's day, how the small things make such a difference. Saying nice things, and sharing positive vibes.

We're also doing many more things to also encourage inclusivity, which in my mind is absolutely central to kindness. Encouraging and fostering an inclusive environment just isn't possible unless it's built on the foundations of kindness.

They're from the same palette of human nature, just as much as anger and hatred belong on the opposite side of the palette.

For example, we've recently embarked on a campaign to reach out to any staff or residents from the LGBT+ community, to let them know we stand together with them,

offering advice or support if needed. We also train our staff who are responsible for hiring, so they interview and judge candidates, not by the colour of their skin, their sexual preference or their physical ability. They judge the person on two main criteria - their ability to do the job and if they'll fit into the team.

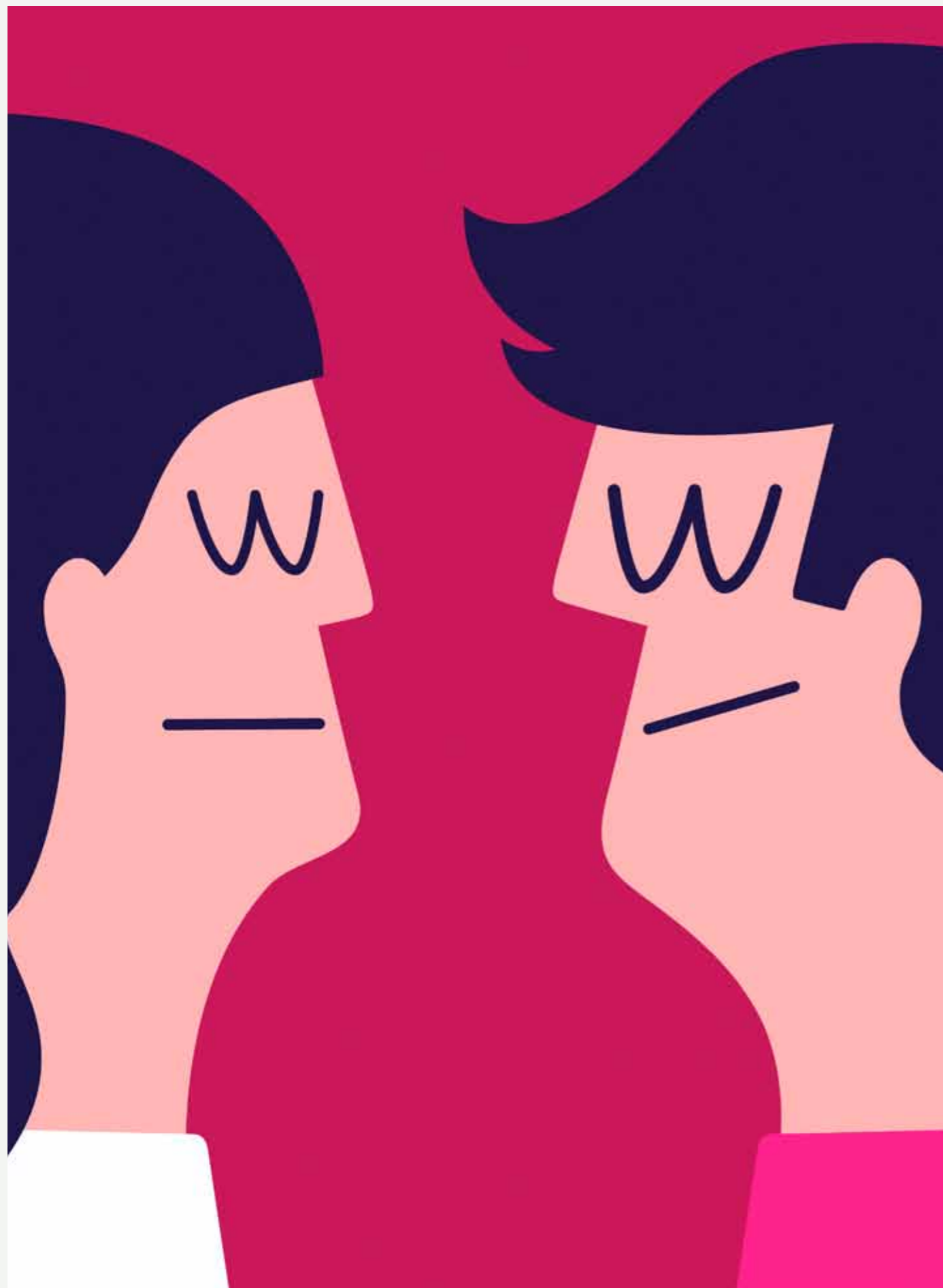
On a business level, I'm finding the more initiatives we have to tackle all forms of prejudice, the more dialogue and the more open we are with each other, the clearer the message. Our aim is always to be as kind and inclusive as we can be, and anything short of that, simply isn't good enough.

Of course, the issue goes beyond our business, local community or country for that matter - it's a global issue, but we're sending out our own message, loud and clear. We do whatever we can to make a difference. As a Female at the top of the tree in a business, I've encountered stereotyping, prejudice and sexism. As a business, we've been on the wrong end of social media bullying and trolling at times.

But we continue to shine a light on the positives, and try to rise above it. We've made progress, not by argument, or confrontations, but by a willingness to enter into dialogue to try an understand why this happens.

We've found by talking about inclusivity rather than prejudices, it brings people together. Encourages less marginalisation and that will continue to be our approach. The message will always be #BeKind. ■





It's good to talk

Typing has become our default mode of communication, but are we losing one of our most powerful tools - our voices?

Chances are, if you take a look around you now, whether that's at home, the office or on the train, you'll realise just how much our devices and phones dominate our attention. Most will be plugged into their headphones - head down and focussed on phone screens, or tapping away on their computers. There's no getting away from the fact, that typing has become our default mode of communication.

Most of us are contributing to the 356 billion emails and 65 billion Whatsapp messages sent every single day. But while these staggering numbers continue to rise each year, the number of phone calls we make and face to face meetings we have are dropping significantly.

Typing is now our default, go-to mode of communication and our keyboards are our new best friends.

Emails and Whatsapp messages are just two examples, but when you're jumping in and out of group chats, sending emoji's, replying to work emails and personal emails simultaneously, we're in constant contact with each other, but is anyone really connecting?

There's a whole raft of benefits tapping away on our devices can bring us. For example, banking has never been easier,

and without new technology, a trip to the bank for even the most trivial purposes was unavoidable.

But for all its benefits, there are some glaring floors when it comes to new technology. As a provider of care, on a very basic and fundamental level, human face to face interaction is vital - and how we do that even more so.

It's a sign of the times, that in our newly designed welcome pack for new employees, we now have a section called 'How we talk to each other'. Clearly this isn't some controlling big brother type command from head office on how we say hello, but it covers off why it's important to talk face to face and how we do that. A reminder of some communication basics, that seem irrelevant in the digital world of social media.

A really good illustration of this sort of communication happened recently, after we'd received a negative comment and a 1 star rating on Google, for one of our homes. We replied, inviting the person who wrote the review to engage in dialogue with us. In fact they ended up coming in to our Head Office and we discussed their issues face to face. Within the first 5 minutes it was quite obvious to all of us, that the bad review was based on a complete misunderstanding and a break down in communication. 20

minutes later, the meeting was over, the relationship repaired and within two hours the review had been removed and replaced with a 5 star review and a glowing comment.

For a business that relies heavily on word of mouth and reviews, this was a prime example, that nothing beats a face to face conversation.

And this is the main message we run in our employee handbook. Friendly, compassionate, open and constructive dialogue is always the way forward. The only way to forge strong relationships.

Nowadays we mainly exist on bite-sized information based messages, where cartoon faces take the place of words and emotions. It's almost like we've put ourselves on a conversational diet, when at a time more than ever in an uncertain world, we should be gorging on connecting.

Face to face connection is strong and healthy in all of our homes. Even though we do use technology to the fullest, it's only used to help facilitate activity based human on human activities. Walk into any one of our homes, and you're instantly hit with the lovely sound of conversation. Is it a coincidence that our residents grew up in a simpler world, without the technological demands and resulting bad societal and human habits we're now burdened with?

Science tells us that face to face human contact and conversation is not only good for our emotions, but good for our health too. When we enjoy close interaction, through conversation, a smile or a hug, a feel good hormone called oxytocin is released. Research has shown that oxytocin can help reduce anxiety and stress, reduce blood pressure and even help prevent against heart disease.

Conversation is the one unique thing that as humans, we've been blessed with. It connects us, makes us laugh, makes us cry. It informs and inspires us to be better versions of ourselves, both individually and as a society (To read more about inclusivity, turn to our feature on page 16). Conversation is invigorating, it sharpens our minds and nourishes our souls. It quite literally heals our hearts. It makes us better listeners, not only to others but to ourselves. It makes us and those around us happier.

So, the next time you start typing, why not pick up the phone instead and call them? Or better still, meet up with them with your real face. So much more will be achieved if we all did it a bit more often. ■

We often get asked a lot of questions, about a lot of different things, across all of our channels, including email, social media and our website. Here's a selection.

Letters



I am interested in working for Wellburn, what is the best way of applying for a role?

Laura, Prudhoe, via Facebook

We say...

All available positions (across all 14 of our homes and at our head office too) are posted on our website, www.wellburncare.co.uk/careers, or our Facebook page @Wellburncarecareers. You can also apply via email by sending your CV to careers@wellburncare.co.uk stating the role you're interested in applying for.

We are looking for care for my mum who enjoys painting, would she get the opportunity to do this at one of your homes?

Dave, Durham, via email

We say...

We have a dedicated Lifestyle Co-ordinator in each home who will ensure your mum has plenty to do whilst she is with us. We look forward to seeing all her creations in the home.

My mum often gets unsettled when we leave her at home, what can you do to help her?

Karen, York, via phone call

We say...

Hi Karen. We are here 24 hours a day to ensure your mum is settled into her new home and her needs are met.



When are visiting hours in your homes?
Sharon, Berwick, via Facebook

We say...

We don't have specific visiting hours in any of our homes. You are free to visit your relatives as and when you please, however much this may be.

My dad loves the radio on in his house, will he still be able to have the radio on?
Colin, Leeds, via Facebook

We say...

Of course, as this is your dad's home he is more than welcome to listen to as much radio as he can stand. We want our residents to feel as comfortable as possible during their time with us.

Do you do day care for my elderly mother?

Susan, Newcastle, via Google

We say...

Hi Susan, yes, we do offer day care in all of our homes. To discuss further, please call us on 0191 2293530 and we will be able to advise you.

Our handy pocket sized 'guide to choosing a care home', is packed full of useful hints and tips, as well as a checklist to use when visiting potential care homes, is available for free.

To order your copy, call us on 0191 2293530 or order via our website: wellburncare.co.uk

My gran is a very fussy eater, which is a little bit of a concern for us. Will you make sure she gets what she likes to eat?

Deb, Bradford, via Email

We say...

All the food in our home is made by Apetito, with a lovely blend of healthy, nutritious and tasty dishes, that cater for a wide range of tastes. Your gran will love the food. She may even be tempted to try some new dishes too!

How can I follow what my mum is doing in the home?

Will, Alnwick, via Facebook

We say...

We have a Facebook page for each of our homes that are updated regularly so you can follow the activities within the home. We also have a monthly newsletter for each home, which will have a full list of the forthcoming months activities. You can of course call any time and we'll talk you through everything that's going on.

As a keen gardener, it is important for my grandad to be in the garden as much as possible. Do you have gardens in your homes?

Gemma, Aycliffe, via Email

We say...

All of our homes have accessible gardens for our residents to enjoy. We will certainly ensure that your grandad is out as much as he wishes, whatever the weather!

3 pages full of useful hints and tips for mind and body wellness

INSIDE >>

Self love • The benefits of inclusive activities • Feeling 'app'y & kind

365

HEALTH & WELLBEING



365

As we move into spring, we'll naturally start feeling more positive as the weather warms up, but there's a whole heap of stuff we can do to help ourselves.

Start by loving you. The rest will come.

Self love is a term we hear a lot these days, but strangely it's something many of us are guilty of overlooking. Self love doesn't just mean feeling good about ourselves, although this will always help our mental and physical wellbeing, it's also about developing a healthy appreciation and respect for ourselves. Many of us, including those who work in the care industry, spend a lot of time making sure others are

cared for, feeling healthy and that their wellbeing is thriving. We do this for family members, friends and loved ones too, but how many of us look inward? How many of us give ourselves the same level of care and attention? Loving and looking after ourself is vitally important, both for our mental and physical health, and there's a whole heap of things we can do to boost our levels. Here's a few top tips.

Lose the phone

We live in a world dominated by technology, especially our mobile phone. As a society, we're spending more and more time on social media, and less time talking to people face to face. We're also giving ourselves less time to switch off, which is vital time we should be giving our brain some much needed

down time. It's also easy to fall into the trap of comparing your life to others on social media, especially when your life may not be going as well as others seem to be. But remember this is only the parts they want you to see. No one is the perfect person, but you can be the perfect version of yourself. Try and spend less time on your phone by leaving it off the dinner table, leave it in a different room when you go to bed or give yourself some designated phone free time on an evening. All of these little things will add up to you getting more quality time, and less worrying about your phone.



Eating well

We all know how easy it is to skip a meal when you're rushing around during a busy day, but skipping meals can have hugely negative effects on both our mental and physical wellbeing. It can cause us to be more irritable, confused and reduce our energy levels. So always make sure you take time out of your day to refuel - eating the right stuff at the right times.



Stay active

As much as it's nice to have a lazy day in the house, getting a bit of fresh air and stretching your legs can really help improve our wellbeing. Whether it's a 5 mile jog or a walk to the shops, getting some exercise comes with a whole heap of health benefits, from reducing stress, aiding weight loss and increasing our energy levels.



Positive thinking

Our thoughts can sometimes be our own worst enemy, making it difficult to see positives about either ourself or the situation we find ourself in. There really isn't a quick overnight fix to this, but there's a lot of little things we can do, that when all added up, really will have a significant impact on our

positivity. Start small - finding just one positive thing about your day, maybe you like your outfit or you managed to make that deadline. Whatever it is, take a moment to congratulate it. Positivity is a little like a snowball effect. The more we do it, the more positive we get, and the momentum will continue.

Some 'time out'

Often, it's easy to become a little overwhelmed, when you have so many thoughts going around in your head. Taking a 'time out' now and then is vital, especially when you are struggling to focus. Try taking a bath, going for a walk or even the cinema, anything that takes your mind off things. We all need time for our brains to switch off and recharge.

365



Inclusive

When it comes to activities in our homes, we try to make sure they're as inclusive as possible, and that doesn't stop when it comes to age. Intergenerational activities are a huge part of our schedule, across all of our homes - and they deliver significant benefits to all who take part in them. They inject a unique feeling into the home, whilst helping to keep our residents history and stories alive. Bringing children and the elderly

together in the same room has a magical effect on both. For our residents, these intergenerational activities decreases the feeling of social isolation, and increases a sense of belonging, self-esteem and wellbeing. For the children, these activities improve their social skills and gives them a better understanding and appreciation of their elders. It's clear to see why these activities have become a regular feature within care homes.



Residents view

Margaret Stevenson
Garden House Care home

“When the children from the local schools visit to take part in activities, it really puts a smile on my face. Seeing their happy little faces and enthusiasm - I love it”.

A word from the professional
Denise Bainbridge
Sensory Connections



All of our residents at Garden House enjoy seeing the children - it benefits them a lot by interacting with a younger generation and really encourages them to take part in whatever activity they are doing that day. It really does brighten their day up



Kirsty Forbes
Lifestyle Co-ordinator
Garden House Care home

“Sensory Connexions provide intergenerational art and craft activities within all of the Wellburn Care Homes. The positive impact on all generations is clear to see. Our creative activities support their fine motor skills, increases social interaction, helps individuals feel a sense of purpose and to be valued, and this can positively enhance their mood.”

A word from a
an accompanying
School teacher
on a recent visit

“My school children always love visiting Wellburn Care homes. The staff are always so friendly and welcoming. The activities we get involved in are always fun and inspirational. The children learn a lot and take so much away from their visits. The Lifestyle Co-ordinators are always on form, and super inclusive. They walk our children through everything step by step and make sure all of them are focussed and enjoying themselves. Intergenerational activities are such a great idea and I would encourage and call on all teachers to get involved in similar initiatives. Such a lovely community thing for us to be a part of.”

365

Feeling 'appy & kind



It starts with being kind to yourself, then you can go out there and spread the love, happiness and kindness around .

Overuse or overreliance on our smartphones can be detrimental to our wellbeing, but used properly and in proportion to other daily activities, they can bring us all real benefits.

In this issue, we've talked a lot about the importance of living in a kind and inclusive society. Now it's easier than ever to access technology that can help us achieve that.

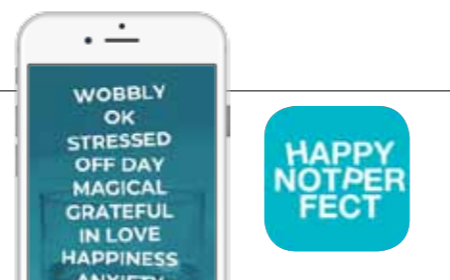
Spreading love, compassion and kindness is far easier for us, when we're personally in the right mental and physical shape. So it's important to

maintain your levels and to work hard to find and stay in that happy place, before we can truly look out and help others too.

In previous issues, we've brought you many other great apps to help boost your mental and physical wellbeing.

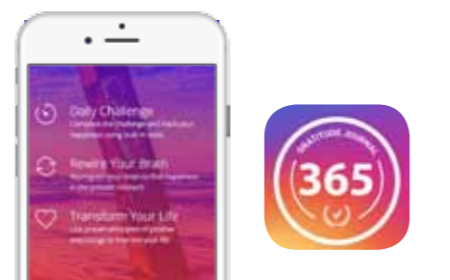
But the three we bring you in this issue show how we can use apps progressionally. Looking after yourself first, then identifying the methods and habits that make you feel happier, so you can then pay it forward by making those around you feel better and happier too. Then finally and more altruistically, how we can then show acts of random kindness to those who are much less fortunate than ourselves, across the world.

If you're using an app that improves your health and wellbeing, we'd love to hear from you, so we can share it with our readers. Email us at: thewellburnpost@wellburncare.co.uk



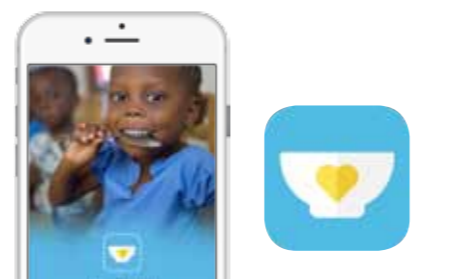
Happy Not Perfect

This app is all about making sure you're in the right place both mentally and physically, so when you want to spread the love, happiness and kindness, it's coming from the right place. The app's mission is simple - to help you feel good from the inside out. It's a great resource, with a really good community to draw inspiration from.



365 Gratitude

365 Gratitude is not just your average journal. It's a science-based toolkit that will motivate you to build habits of positivity through self-love and compassion. It focuses on developing habits that increase positivity for yourself and those around you. It really does work.



ShareTheMeal

Random acts of kindness should of course start with those around you, but sometimes we have to think bigger. ShareTheMeal is an amazing app initiative, from the United Nations World Food Programme - the world's first app against global hunger. It makes giving so easy - pay it forward.

Illustration: www.studiomikey.co.uk

We'd love to hear from you. Contact us for a chance to win some of these amazing prizes.

Readers corner

Competition

This year, we're going big and proud, and we'd love for you to get involved. To celebrate Northern Pride, part of UK Pride, we're planning a whole heap of activities, including taking part in the official march, and we're calling on everyone to get involved. We'll be keeping you posted with all of our plans and events.

Reader's Corner gives you the chance TO WIN!

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DON'T MISS OUT
We use our mailing list for all the right reasons. We keep you up to date with all the latest news from HQ and across all 14 of our homes. Giving you the heads up on the latest free goodies, competitions and giveaways. We also use it to let you know about our day trips and events, so you don't miss a single social event. Signing up couldn't be easier. Head to our website and if you haven't signed up already, you'll receive an invitation when you land. If for some reason it doesn't appear, simply go to: www.wellburncare.co.uk/signup

WIN
This fantastic official Northern Pride T-shirt



*Winners will be picked by the Editor. Editors decision is final.

To kick off the celebrations, we're offering you the chance to win 1 of 5 official Northern Pride T-shirt. To be in with a chance of winning one, simply pop your name and T-shirt size across to us at: marketing@wellburncare.co.uk

Closing date for entries is: Friday 29 May.



All of us at Wellburn stand side by side, together with NorthernPride



As the North East continues with its aim to create a truly dementia friendly society, we highlight our favourite dementia friendly places to visit.

No.6



Find dementia support that is right for you

If you're affected by dementia you are not alone.

Our specialist services will help you to get tailored information and advice, keep your independence and improve your well-being .

Find out how we can support you today

0300 222 11 22
alzheimers.org.uk

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity no. 296645

Here for everyone affected by dementia



“WITH LAUGHTER AND SMILES FILLING THE ROOM, IT LEAVES YOU FEELING WARM AND FUZZY INSIDE.”

THE DEMENTIA CAFÉ GATESHEAD

Within The Sound Rooms in Gateshead, lies The Dementia Café, which runs every other Tuesday. It has become a firm favourite with our residents since opening late 2019.

The attraction to this place doesn't come from fancy wall fittings or stylish furniture, it comes from the warmth and community spirit you feel as soon as you enter the room.

The volunteers who run The Dementia Café, Brenda and Jill cannot do enough for you when you visit. Countless pots of tea and coffee, sandwiches and cake all served in china crockery, and all of our residents are greeted by name as they enter. The small touches, with lashings of great conversation and smiles.

After lunch has been served, the music starts and the magic happens. As the sound of the golden oldies fill the room, everyone is encouraged to join in and have a dance.

With laughter and smiles filling the room, it leaves you feeling warm and fuzzy inside. What a place of joy!

Just how inclusive are we?

This issue is all about love and kindness, but we wonder how much of that we as a society can really achieve, if we don't first conquer personal and societal inclusivity?



In a recent interview, Booker Prize winning author Hilary Mantel went a little off brand and made a fascinating observation. Famed for her book *Wolf Hall*, which charts the Machiavellian world of the Tudors and Henry VIII, Mantel knows a thing or two about the royal lineage and the oppression and persecution of female members of the Royal family.

In the interview, Mantel suggested that a lot of the negative press surrounding the Duchess of Sussex, Meghan Markle has received, comes from a place of racial and gender prejudice.

She then went on to say that she believes all of us hold some form of prejudice, that may be subconsciously affecting our judgements and opinions.

If Mantel is right, then how can we identify these subconscious thoughts? Furthermore, are these holding us back as individuals and as a collective society, in the pursuit of living in an inclusive world?

If Mantel is right, and there's a lot of evidence to suggest she is, what can we do about it? Surely it rings true that if only some of our community are feeling included and happy, whilst others aren't, there's a lot of hard yards ahead of us.

Of course, tackling the tough questions

of our day, including racism, sexism and homophobia is and should be in the forefront of all of our minds.

Recently, we've seen racism splashed across both the front and back pages, with the majority asking the question 'why is this still going on in 2020?'

Has Meghan Markle been treated worse than Kate Middleton, because of the colour of her skin, because she was born in America, or because she's more outspoken and refuses to bow to tradition, inside a family and Monarchy that clearly struggles with modernisation?

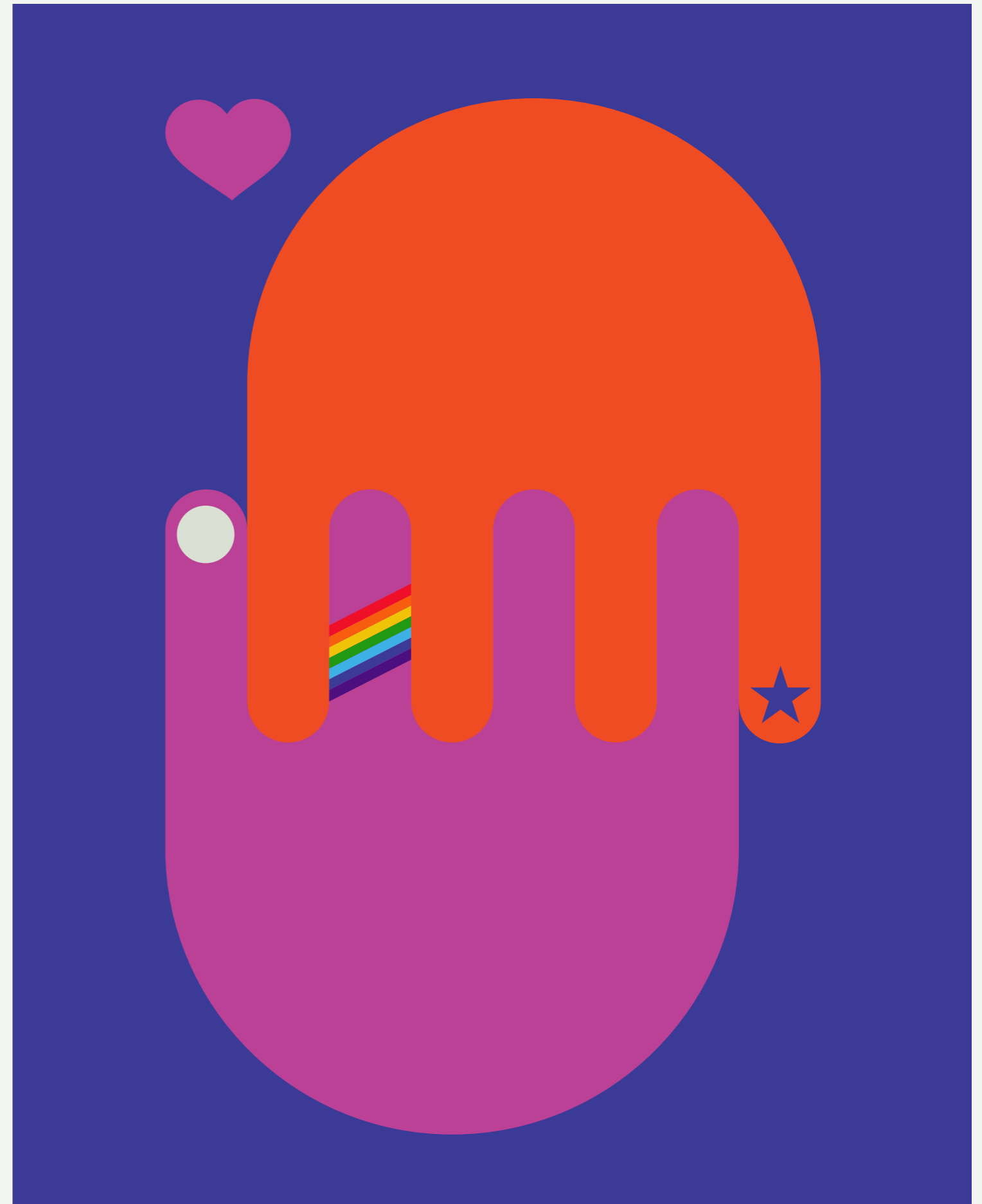
Maybe it's all of the above, or maybe some of the above, but what's not in doubt is that all are rooted in prejudice.

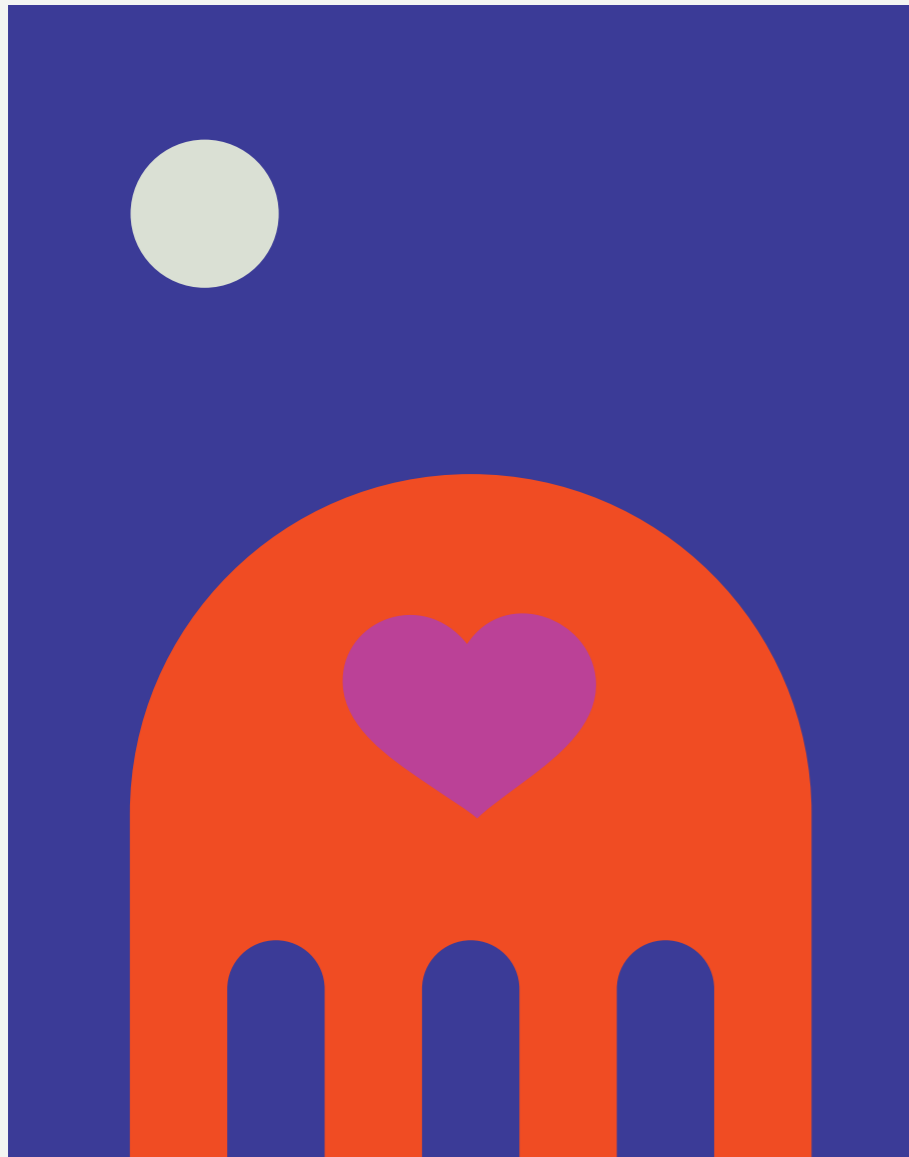
From our own experiences in tackling these issues as a company, we've found certain words to be problematic. For example, when we recently asked all members of our hiring team, 'do you have any prejudices?', all said no. It was the same answer when we asked, 'do you think we could do more to tackle diversity?'

But if Mantel is right in her theory, then a blanket no to both questions, would surely be impossible?

A recent Tedx Talk shed much needed light on the subject, and may hold the key to how we can move the conversation on, by approaching these problems from a different angle.

Toni Carter is an Inclusion and Diversity Strategy Director, based in America. In her TedxTalk, she recalls a time when she was the first black woman, to be head of her village council. Carter describes passionately about how she tried over and over again to start conversations about diversity, with the rest of the council who weren't from minority groups. She describes how it always ended with the subject being dismissed, worse still usually in hostility. It was only when she was promoted to the role on the Inclusion and Diversity board, in her day job, that Carter had what she called her epiphany moment. After getting the same response after four meetings, she knew she needed another angle. So instead of using the term diversity, she started to use the term inclusion. Immediately when the word inclusion was used, the conversation flowed and the feedback was exceptional - people engaged like never before. Carter took this approach back to her village council and remarkably the change was also immediate. Where previously people had been dismissive, ►





◀ they were now engaging, where there was silence, there was now voices, and a lot of them. Carter knew she'd stumbled onto something seismic. She concluded that when the term diversity is used, people from majority groups feel excluded from the conversation - which in turn allowed them to feel that they weren't part of the problem. Use the term inclusive and everyone automatically feels included in the conversation.

Carter finally goes on to say the same approach is applicable to all forms of bias or prejudice, be it sexism, racism, homophobia or other groups that suffer from prejudice.

We went back to our hiring teams with this in mind, and asked them the same two questions. Replacing the terms prejudice and diversity, with inclusive. So, 'could you be more inclusive?', and 'do you think we

could do more to tackle inclusivity?'. The answer to both was an overwhelming yes.

Of course they're right, Hilary Mantel is right, but Toni Carter and others like her have found a way to move the conversation on from merely identifying the problem, to solving it. Recently, the CQC (Care Quality Commission), which regulates all health and social care services in England, sent out a directive to all care home providers. The message was that all providers must make sure they're providing an environment that enables all members of the LGBT+ community, be it residents or staff, to feel supported and safe.

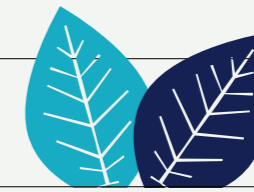
There's no doubt that we as a company have always championed diversity, but recently we've been looking into just how inclusive we've been on an issue such as the LGBT+ community. Now that we know the fundamental difference between diversity

“AND THEN PERHAPS WE CAN ALL SMILE AND SAY YES, I AND THE SOCIETY I LIVE IN IS TRULY KIND.”

and inclusion, the answer would be not nearly as much as we could have been. We're working hard now, to make real steps in all of our local communities. As an example, company wide, we're taking part in Northern Pride this summer. In the build up, we're going to be involving local LGBT+ groups to engage with us - we'll be introducing topical elements into our resident activities and we'll be mobilising all staff to engage to.

For us as a company it's no longer enough to throw up numbers to prove our diversity. We want to be part of the inclusion conversation. We're now actively looking to engage with minority groups. Now starting the conversation off with, how can we help you feel more included, rather than talking about diversity.

Only time will tell what effects this sustained approach will have, but we're confident it'll only be for the positive. A step closer to all of us smiling and showing kindness to all. Talking honestly about how inclusive we really are as individuals and as a society, is the only way we're all going to force a change and enable all of us to come together, no matter our race, colour, gender, sexual preference or disability. And that to us sounds as close to societal utopia as it gets. And then perhaps we can all smile and say yes, I and the society I live in is truly happy and kind. ■



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OUT & ABOUT

Day tripping as we catch up with some of the days out our residents have been enjoying.

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NEWS

We catch up on all the latest news and goings on from all fourteen of our care homes.

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MIND

Keeping our brain active is vital, so our puzzles page is packed full of brain teasers.

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BOOKS

We bring you four of the best books on offer this spring. So sit back, relax and enjoy.

We catch up with the latest days out and about, enjoyed by our residents and staff.

DAY TRIPPING

All 14 of our homes have full and varied activities programmes, that are central to day-to-day life.

They stimulate our residents, and in turn create an extremely positive and supportive environment for them to thrive and enjoy life.

Activities, social events and entertainment, aren't just confined to inside our homes too. We regularly take day trips out and about, exploring all that our great region has to offer. Trips can include visits to the theatre, exhibitions, local community events and places of interest. Sometimes, it's to realise one of our residents goals, that they may have mentioned on their goals card we encourage residents to fill out.

We catch up with four recent resident days out. To keep up to date with all of our trips, visit our Life section on our website: www.wellburncare.co.uk/life



Bowes Museum

Nightingale

Our residents at Nightingale Hall recently took a wonderful trip out to the Bowes Museum at Barnard Castle. They had a tour around the museum, investigating all the fascinating exhibits. Their favorite definitely has to be the famous Silver Swan! They stopped in the café for lunch and a tipple before heading home.



Gateshead Knife Angel

Heatherdale

Our residents at Heatherdale recently took a trip down to Gateshead Quayside to see the Knife Angel Statue. They had a

lovely walk up to it, and found the whole experience really quite moving. They finished their trip off, by taking in lunch at a nearby restaurant, with the Knife Angel still the main topic of conversation.



Church visit

St George's

We encourage all of our homes to get as involved as possible with the local community. The residents at St George's have been doing just that, as they took their regular visit to St George's church. Chatting and mingling with their neighbours over a nice cup of tea, and has quickly become one of their favorite times of the week.



Community Library

Riverhead

June, a resident from Riverhead Hall took a trip out to the library for an afternoon of reminiscing. The local library opens up on an afternoon to the public, allowing everyone to take a trip down memory lane to share memories not only about Driffield, but the surrounding villages. A great way to keep our resident's minds active.

We ask our residents if they have any particular goals they'd like us to help them realise. Here's a selection of the latest achieved.

MAKING THEM HAPPEN



Lake District

Eighton Lodge

Eighton Lodge resident Marilyn spent a lot of her childhood in the Lake District - hiking up the mountains and messing around with her friends. So we decided to take her back there for the day. Even though there was no hiking, just being back in a place she loves put a huge smile on her face and brought back a flood of memories.



Train Museum

Glenholme House

We recently took a trip out to the Railway Museum for one special person. Glenholme House resident Douglas has always had a passion for steam trains, and one of his goals was to visit the museum. He had the best day ever, checking out all the different types of trains and even learning some new facts, finished off with a spot of lunch.



Nail Salon

Ryton Towers

Our Ryton Tower's team have completed a rather relaxing goal for the lovely Kate. Kate wanted to have a pamper day getting her nails done, so the staff took her to a nail bar in the Metro Centre. She enjoyed every minute and spent the rest of the afternoon showing off her new nails to the rest of the residents.



Opera Trip

St George's

For one cultured resident, we recently helped her achieve a very special goal. St George's resident, Margaret has always been fascinated by the opera and regularly watched them at the theatre in her younger days. So when it was advertised that Madam Butterfly was coming to the Sunderland Empire, we simply had to make sure that Margaret got the chance to see it. Thanks to all the lovely staff at the Sunderland Empire, who even organised for Margaret to visit the VIP lounge, before the performance. For our very own opera superfan Margaret, the day couldn't have been better. In fact she enjoyed herself so much, that she's already looking forward to her next visit. Curtains for now, but an encore guaranteed.

Family and friends are always welcome to join in with any of our activities and our goals days out. Just let the relevant home know and we'll take care of the rest.

Life News

In Short

IT'S IN THE POST

Staff news

January saw the launch of Wellburn's first staff newsletter, ThePost. Going out to every member of staff, the newsletter is filled with lots of great content, about what's going on across the whole company. It also gives staff the chance to win a cash prize in a monthly lottery. We also have a Bright Ideas section which gives staff the opportunity to win a cash prize, for any ideas they may have, about how we could be more cost efficient and more environmentally friendly, as a business. We're looking to add even more content over time, so it's exciting times! CF



BRIGHT IDEAS

Staff news

The first ever winner of our Bright Ideas staff prize (more info above) was Michelle Scorer from Ryton Towers. Her idea was about switching all refillable hand soap to a larger refill bag, which has a potential annual saving of £7000 across our homes. We're currently looking into it, so well done Michelle. CF

For the very latest news and to keep an eye on all of the latest goings on at Wellburn, visit our life section at: wellburncare.co.uk/life



RIGHT UP OUR STREET

Resident news

Wayfinding is always at the forefront of our minds here at Wellburn. Some of our residents, especially those suffering from dementia, can often struggle to remember their way around. So when an idea was recently suggested, we immediately realised just how brilliantly simple it was. The idea was to give all of our corridors street names and each bedroom a house name. All of

the residents were involved in the whole process, from beginning to end. We had so much fun during the name picking, and it also sparked lots of lovely conversations and moments, reminiscing over old streets our residents lived on. We finally arrived at a shortlist and set about getting the signs made and fitted, and already the results have been amazing! They've created a real street spirit within the homes, and made wayfinding so much easier for those who had previously struggled. CF



TON UP FOR OUR NAN

Resident news

One of our Whorlton Grange residents, affectionately known as simply 'Nan', recently celebrated her 100th Birthday. The hugely popular 'Nan' was treated like royalty, spending the day with her best friend Molly, the other residents and staff. There was a lot of cake eating, music, presents and cards, including one from the Queen. What a day for our Nan! CF

WHAT AN EFFORT

Community news

A massive well done to all of our staff and residents, at our Glenholme House home in Sunderland. Over the last year, they've been doing various things to raise as much money and awareness for the Macmillan Nurses, as they could. In the end, they raised a whopping £1174.35. Thank you to everyone who donated towards this great cause. The amount raised is enough to pay for 40 hours of Macmillan nurses. Amazing effort. CB



PICTURE THIS

Resident news

One of our residents at Ryton Towers, Ron, has been busy this month creating beautiful pieces of artwork. As a professional artist in his working days, he's been putting his talents to work, creating some amazing pieces of art, which are currently on display around the home, for all visitors to admire. With more planned, we can't wait to see what he creates next. CF

'GOOD' NEWS

Staff news

We've had two great CQC inspections recently. Whorlton Grange and Grimston Court were both rated 'Good' in all aspects of care. There were celebrations all round, and it's deserved recognition for all the hard work and dedication, from both teams. So proud! CF

LOVE IS IN THE AIR

Resident news

Love was in the air around all of our homes in February, as they celebrated Valentine's Day in style. With lots of activities, games, quizzes and yummy treats, all themed around love. Some of the highlights included some loved up baking, amazing arts and crafts projects and lots of stories about valentines past and present. Love was most certainly in the air. CB



FOR A GREAT CAUSE

Community news

The staff and residents at Rosevale have donated a whopping £1140, to their chosen charity of the year, Tourette's Society. The money will go towards providing families and friends a place to go for much needed advice and support. It's a cause close to the hearts of our team at Rosevale and it will go a long way to help them. CF

In Focus



GOODBYE BRENDA

Staff news

Here at Wellburn, we pride ourselves on being a real family run business, and we view all of our staff as an extension of that family. So when one of our favourite and longest serving family members leaves us, it's always an emotional time. Brenda worked as a housekeeper at our Heatherdale home for 22 years, and has left us to relocate to a different area of the UK. She'll be sorely missed by all of us and we wish her all the luck in the world on her new adventure. CF



HELLO HALO

Staff news

Our brand new exciting 'Halo Staff Recognition Awards' are launching in April. Staff, residents and their loved ones can all nominate - and it couldn't be easier. Simply complete a nomination card, which will be by the front door of the home, telling us which member of staff you're nominating and why. Then pop



it in the locked comments box at the home, and each and every month, all nominations will only ever be collected by head office, verified there and a winner from each home will be awarded a fantastic Halo certificate and cash prize. One overall winner from all the homes will also win a Golden Halo award each month too. We'd love for all of you to get involved and nominate. Happy voting! CF

LOOK NORTH

Resident news

Recently, our Nightingale Hall residents became local superstars, as they appeared on TV, in Look North Yorkshire. The story was following Katy from KL Pony Therapy, as they all spent the afternoon with us, as we were all entertained by Wish Upon A Star and Blondie, Katy's two miniature ponies. The feature was highlighting the many benefits of animal therapy within care homes, and how much visits like this can give to our residents. Animal therapy not only helps with focus, attention, motor skills and reducing anxiety and depression, it also brings huge smiles to our resident's faces. Both ponies were on good form for the cameras and our residents enjoyed the limelight too. What an amazing day! CF

4	2	1	6	7	5	3	8	6
9	7	3	8	2	1	5	4	3
3	8	1	4	9	6	2	5	7
7	3	8	1	4	9	6	2	5
2	7	6	4	9	3	1	5	8
8	3	7	6	1	5	4	9	2
1	9	4	3	2	7	8	6	5
3	4	8	7	6	9	2	5	1
5	6	9	1	3	2	7	4	8
7	1	2	8	5	4	9	3	6



Picture Quiz - Clockwise: 1 Gateshead International Stadium - Gateshead FC 2 Kingston Park - Newcastle Falcons 3 York Community Stadium - York City FC 4 Emirates Stadium - Durham Cricket Club. Riverside - Durham Cricket Club.



Pop in to see us

If you or a loved one are considering care, then why not pop into one of our 14 homes. You don't even have to make an appointment, so when you turn up, you'll receive a warm welcome, and a tour of the home. You'll also receive a lovely tote bag, full of useful stuff to help you make an informed and unbiased decision, enabling you to choose the right home for you, with confidence.

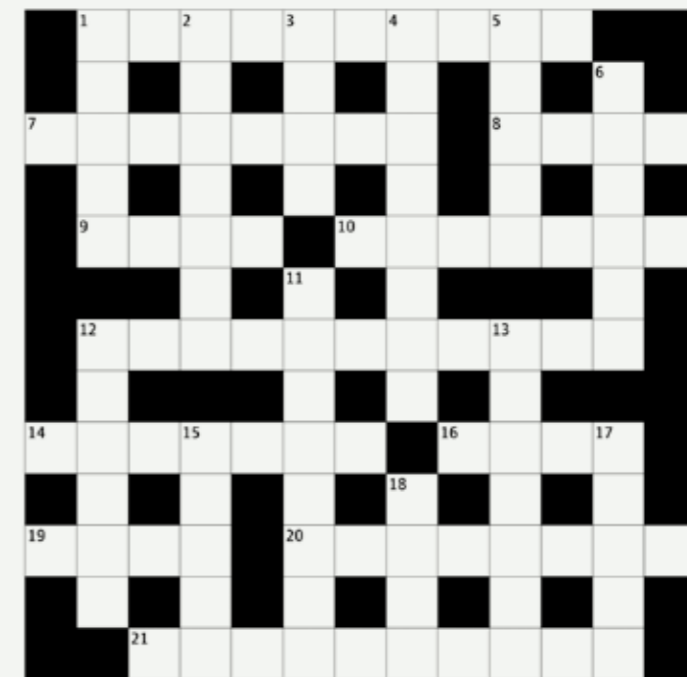
You'll find us in:

Northumberland, Newcastle, Sunderland, Gateshead, North Yorkshire and York.

Find out more about our homes at:
wellburncare.co.uk/our-homes

Life Mind

KEEPING OUR BRAIN ACTIVE HAS A HUGE POSITIVE IMPACT ON OUR HEALTH AND WELLBEING.
ALL ANSWERS ON PAGE 23



ACROSS

- 1 Coming together (10)
- 7 Small pile of soil blighting a lawn (4,4)
- 8 Legislative assembly (4)
- 9 Flat - bottomed boat propelled by pole (4)
- 10 Jockey's foot support (7)
- 12 Seamstress(11)
- 14 Mandible (7)
- 16 One attaching importance to social position (4)
- 19 Overabundance (4)
- 20 Inclined to believe (8)
- 21 All things considered (2,3,5)

DOWN

- 1 Munch noisily (5)
- 2 Person put up for a post (7)
- 3 Ages (4)
- 4 Splash out (2,2,4)
- 5 Rock bottom (5)
- 6 Homecoming (6)
- 11 Whale food (8)
- 12 Almost (6)
- 13 Huge (7)
- 15 Sandwich (5)
- 17 Human head (informal) (5)
- 18 Knitting stitch (4)



SUDOKU

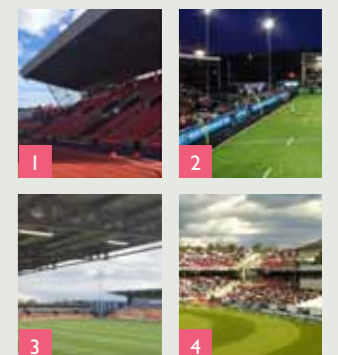
Puzzle

Fill the grid so that every row, every column and every 3x3 box contains the numbers 1 to 9. You'll find the solution to this and all the other puzzles on page 23.

PICTURE

Quiz

Four North East sporting venues, but can you name the venue and who plays there?



Life

Books

INKEEPING WITH THIS ISSUE'S THEME OF UNDERSTANDING AND INCLUSIVITY, WE OFFER FOUR GREAT READS, THAT TACKLE SOME OF THE TOUGH ISSUES OF THE DAY.



LOST CONNECTIONS

by Johann Hari

Hari's ground breaking book *Lost Connections*, delves into the world of depression, with an extraordinary and radical approach. With depression and anxiety now at epidemic levels, Hari looks into why this has happened. His book offers a radical new way of thinking about the crisis, and shows that once we understand the real causes, we can turn to pioneering new solutions that offer real hope in the battle. It's one of those books that you want all your friends to read immediately – because it's so compelling and dramatic that you wonder how you'll be able to have conversations with them otherwise. MC



TOP READ

An astonishing book that transforms our understanding of one of the crucial issues of our times. A truly stunning piece of work, it's a must read - for everyone.



GOOD ENOUGH

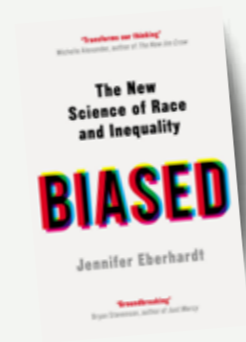
by Jen Petro-Roy

Petro-Roy's *Good Enough* is centred around 12 year old Riley, who's in treatment for anorexia. The story offers an intimate and realistic portrayal of Riley's destructive thinking patterns as well as her victories and setbacks. An extraordinarily powerful, well-told, and authentic story, that gives us an insight into the day to day struggles with the disorder. MC

WHAT IF?

by Steve L. Robbins

Robbins provides twenty-six inspiring, lively, and sometimes deeply touching personal stories that illustrate diversity and inclusion concepts, in a refreshing, bold way. He offers insight and practical advice on how to reconcile unity with diversity and reframe our organisations for competitive advantages. It'll take you on a fascinating and extremely enlightening journey, and will change the way you look at things. MC



BIASED

by Jennifer L. Eberhardt

Throughout *Biased*, Eberhardt sifts through the origins, impact, and implications of racial biases and what they reveal about our culture, while challenging how we consciously and subconsciously perpetuate or internalise racism in our day-to-day lives. *Biased* is an unblinking and powerful read that will stay with you, long after the last page is turned. MC

All books are available to order at waterstones.com. Also, if you've read a book that you'd like to recommend for the next issue, please let us know. All ways to contact us here at The Post can be found on the page 13.

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for better mental health