

Are you or a loved one considering a care home?

Here at Wellburn Care Homes, we're first for luxury and comfort. All of which means your kind of home.

We also understand that finding the right care home for you or a loved one can be difficult. But with our expert staff on hand to guide you every step of the way, we'll take all the pressure off and help you make the right choice.

Follow us:
f @WellburnCare



And we'll have a home right on your doorstep.

With 14 homes covering all four corners of the North East, why not discover what a Wellburn Care home could offer you or your loved one.

Your kind of home

Watch our videos and discover more about our homes at:
[wellburncare.co.uk/our-homes](https://www.wellburncare.co.uk/our-homes)

Or call our New Care enquiry team on:
0191 694 1052



Enquire now!
Our rooms are going fast!

The free quarterly from
Wellburn Care Homes

The WellburnPost

Issue 22 | Summer 2021





AN INCREDIBLE EXPERIENCE THROUGH TIME

Beamish, The Living Museum of the North brings history to life!

Take a tram ride back in time and experience the amazing sights, sounds, smells and delicious tastes of the 1820s, early 1900s, 1940s and 1950s.

Our year-round events programme ensures there's always something to see and do, and with our Unlimited Pass, you can come back free for 12 months at no extra cost.



www.beamish.org.uk
 Beamish, County Durham, DH9 0RG
 E: museum@beamish.org.uk T: 0191 370 4000



Editor's Letter

Here at Wellburn, we're proud of our diversity and we believe inclusivity makes us all better people. We strongly condemn all forms of racism and discrimination. We stand together in solidarity.

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We explore our new advertising campaign, and explain the story behind it.

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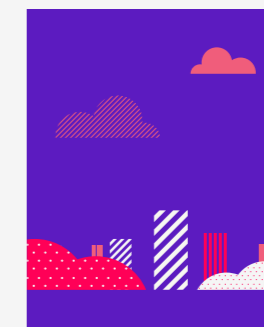
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↑ This quick and easy summer dish is perfect, when craving a big bowl of delicious noodles.

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Our 365 section is full of hints and tips to improve your happiness and wellbeing.



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Book club

↑ We offer up four great books that make the perfect holiday reading, in our book club.

A very warm welcome to issue #22, our summer edition. After a brief pause, we return with a bang. Our summer issue is packed full of exciting and topical content.

We take a look at our exciting new advertising campaign, that takes a slightly unorthodox and fun approach to marketing our care homes, which is proving a huge hit with the public (pg 4).

Our Chairman Rachel Beckett brings us her regular Agenda piece, as she takes time out to reflect as we move out of the pandemic and the challenges that face the care sector moving forward (pg 5).

We explore our inbuilt desire as humans for social interaction and communication, in our 'It's time to reconnect' feature. And how we can build up our connections post pandemic (pg 6).

Our 365 section delivers lots of hints and tips on maintaining our happiness and wellbeing over post pandemic, including the importance

of getting outside. And on the subject of getting out and about, we offer up some ideas of places to explore across our region, this summer. With a nice blend of the usual and the slightly unusual (pg 16).

In our second feature, 'A Post Pandemic Normal', as we begin to transition away from lockdowns and restrictions, we consider what post pandemic life will look like, and whether a return to normal will be a normal we recognise or indeed want (pg 18).

We also bring you a delicious new summer recipe from our Family Dish recipe card collection (pg 28).

And if you're off on a staycation, we serve up four novels that will make the perfect holiday companions (pg 30).

I do hope you enjoy our new issue and have a fantastic summer!

Isobel x

Isobel Moran / Editor



Campaign

This summer we launched our new marketing campaign, which involved some clever paper construction and a little outside of the box thinking.



At the start of the summer we launched our new advertising campaign - Ingredients. The campaign is all based around the idea of what ingredients are needed to go into making the perfect care home.

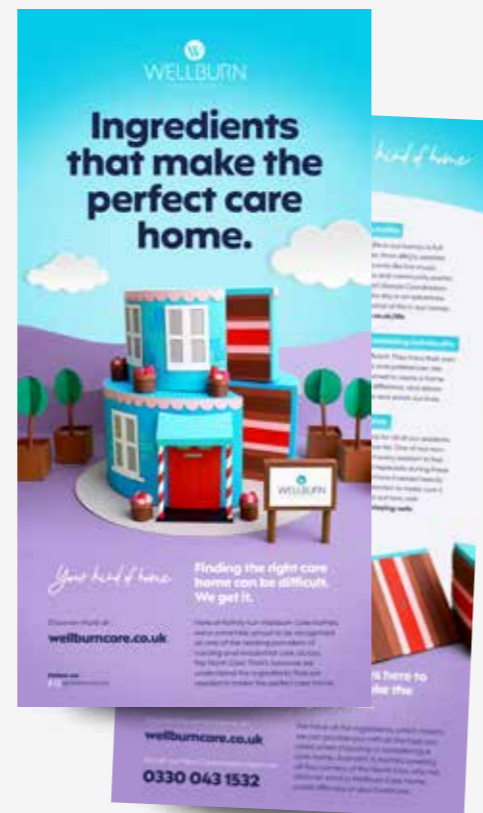
The artwork for the campaign was commissioned using a paper engineer - crafting the main cake and accompanying elements purely from coloured card. The use of dreamy eye-catching colours, created a distinct look and feel for the campaign - delivering a sort of magical Wellburn landscape.

The whole campaign was centred around the 5 main things that we think are super important ingredients when making the perfect care home - Comfort & luxury, wellbeing & happiness, activities, individuality and safety. Exploring each element throughout the campaign, which included amongst other things, press ads,

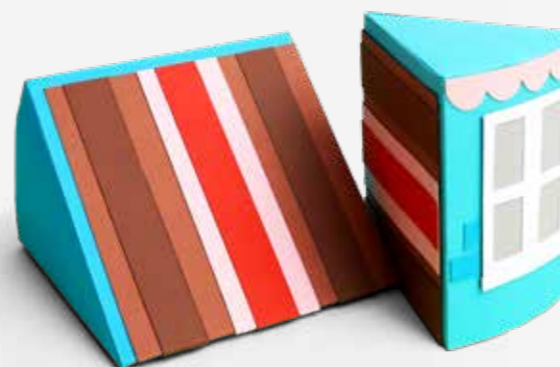
"We wanted a campaign that stepped away from the norm."

banners outside all 14 homes, and a mail drop to more than 90,000 homes across all of our communities. So there's a good chance you may have already see the campaign.

Our Chairman, Rachel Beckett explains the approach. "It's been an extremely tough time for all care home providers up and down the land. Battling the pandemic and making sure residents and staff have been kept as safe as possible has been a long and difficult journey. Coupled with the fact that while we've had our doors closed to visitors, it's been a challenge to attract new residents too.



So we wanted something that really stepped away from the 'usual', when embarking on a new ad campaign. Something that really stood out from the crowd and we feel we really got that. The response to the new campaign has been brilliant and the risk has really been rewarded with an increase in enquiries and occupancy." Explore our campaign at: wellburncare.co.uk/ingredients



Agenda

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



As we slowly enter a post pandemic life, I continue to look back at the amazing work all of my staff did over all those long, difficult months and it fills me with an immense sense of pride. The spirit, commitment and togetherness throughout all of the homes and across the entire company was simply first class. And now that we're slowly but surely beginning to return to normal, we are now facing a whole new set of challenges.

One of the most difficult will be on the staffing side of things. We've seen a shift in attitude in the job market. Potential new recruits and those that might have been considering a career in care are being courted by other sectors. In particular the hospitality sector is challenging us like never before. With record numbers of vacancies, caused by the pandemic and a shortage of migrant workers due to Brexit, many who would normally apply to our sector, are having their heads turned by the short term fix of immediate employment.

Even though working in the care sector can often provide a far better chance of career progression, job security and ultimately, by it's very nature (caring for people) offers more job satisfaction, the message seems to be getting lost. And when you twin that with another problem lurking on the horizon, it really does start to feel like the perfect storm.

That problem comes in the shape of new compulsory vaccination rules implemented by the government. Whilst we support the move, it's only adding to this perfect storm, especially when trying to recruit staff from the younger end of the market place, where vaccination hesitancy remains higher than

"As always, we'll continue to make and accept the tough decisions."

the other age groups. Of course as ever, we'll work hard and we've already started to implement a recruitment strategy that already seems to be paying off. Challenging times on the recruitment front, but as ever, my team will rise to the challenge and achieve success.

Another aspect when it comes to staffing is making sure our existing staff are being looked after. There's no doubt that amongst my staff and care workers up and down the land, we're seeing real time fatigue. The last 18 months have been absolutely gruelling and working within such a pressure cooker environment day after day for so long, has no doubt taking its toll.

During the pandemic, we developed in conjunction with outside specialists a wellbeing programme which looks at all aspects of our staff's mental and physical wellbeing. Of course, it's impossible to create a one size fits all strategy, but over time, we're moving and developing the programme as we go, so it really is becoming more tailored to individual needs. Whilst my team and I are acutely aware this will be a marathon, not a sprint, we're already beginning to see some really encouraging results.

The compulsory vaccination policy, which is currently set for November 11, will also

have an effect on current staff. Although the uptake from our staff is way higher than the national average within the sector, it will inevitably lead to a small number of staff leaving us.

It's a hard pill to swallow for me personally, as these are the very same staff that have enabled us so successfully to navigate through these extremely difficult times. The no job no job approach from the government is very black and white, and the reasons for adopting it are pretty obvious.

But it still doesn't help when we're dealing with colleagues, people we admire and have huge respect for. Although their decision not to have the jab might not be something we agree with, the fall out from it feels less black and white, and more multiple shades of grey.

That said, our primary job in this sector we love, is to care. To care for those who are vulnerable in society and need our help to continue living a comfortable, safe life, in a loving and compassionate environment.

The bigger picture as always demands that we continue to make and accept the tough decisions - and we will. We'll accept the challenges facing us post pandemic, in exactly the same way we rose to the challenges of life during the pandemic, and before that.

Face on, with a steely determination to provide a first class service to our residents and their loved ones, whilst making sure we continue to support our existing staff, and attract the best new staff.

I have absolutely no doubt about this, because we're Wellburn, and this is what we have always done and always will do. ■

"As we begin to emerge from the restrictions we've been living under for months, it's important to reconnect with not just our friends and family but our community too."

It's time to reconnect

→ By Isobel Moran

One of the things we learned about ourselves and each other during the pandemic, is that we as humans have a inbuilt need for social interaction and communication.

As the pandemic forced us into social isolation, it fiercely highlighted what social creature's humans are. A lack of social interaction has made life hard for many people missing close friends, family and the special touch of a loved one.

As the world opens back up again, and we begin to emerge from the restrictions we've been living under for months, it is important to reconnect with not just our friends and family but our community too. This will have a positive impact on our mental health in particular for people living on their own who might be experiencing feelings of loneliness and isolation. Although it has been refreshing in some ways to get a bit

of alone time, experiment in the kitchen or sunbathe in the garden, social interaction and being there for one another is what we have missed most in these challenging times.

Whilst socially distancing, we've all had to get creative with how we spend our time and how we bond with others - whether that be a zoom quiz night, virtual date night or sending a card or letter to someone special.

Ironically, this has meant many of us staying in touch more frequently as we have adapted to these new ways to communicate with our loved ones. Here at Wellburn, our staff have gone above and beyond to ensure residents felt as close as possible to their

loved ones during these uncertain times, whether this be with regular video updates or special Skype/Facetime calls.

Technology has played a huge part in allowing us to keep in touch with the important people in our lives through this pandemic, with social media platforms and the rise in popularity of Zoom allowing us to stay connected in a variety of fun ways. With many of our residents being less familiar with these technologies, our staff are at hand to help family members and friends overcome these technological barriers.

At Wellburn, we recognise the importance of nurturing loving relationships across staff, residents and family members. During the various stages of lockdown, the bonds between residents and staff have grown stronger than ever as the need for greater companionship and understanding has required extra special efforts.

So, with good relationships being fundamental to our wellbeing and many of us now more than ever appreciating the importance of social contact, it's time to put this into practice as we make the move from virtual to in-person human interactions.

Here at Wellburn, we've been working on the gradual return of visitors to our homes in the most COVID-safe way possible as we know this is vital for both our resident's mental and physical wellbeing. And for everyone, we must remember that it will take time for many of us to find our way back to normality and resume life.

But now, as restrictions lift and we hope that the worst is over, what can we do to reconnect with the people in our lives that we have missed? →

Right: Friends meeting up for an early morning jog. **Far right:** Putting those new found baking skills into action. **Below:** Meeting with a friend in the park. **Below right:** Meeting up with friends for a coffee.



“With many people anxious about the gradual return to normality, now more than ever we must pull together, show compassion and look out for one another.”

← Getting back out there

Start with small activities such as going on a short walk with a loved one. Meet a friend and grab a coffee on a Sunday morning or pack a flask of tea and a picnic and have a sunny park bench lunch. You could sit and catch up while watching the world go by.

Seeing people out and about again doing normal things will all help us adjust to moving on to this next phase and feeling more normal again. You could make it a regular activity (weather pending!) and take it in turns to pack some food, and maybe bake some food to have after.

Whatever you choose to do, it's important to look after your wellbeing and take things at your own pace as we make the long-awaited transition to normality.

Reach out

Don't worry if you've lost touch with some friends or family over the lockdown, there are plenty of ways you can reconnect as the pandemic comes to an end.

To start, don't be afraid to make the first move - a simple hello explaining that you want to catch up can go a long way! You can suggest meeting in person, if possible, to have the more personal experience we have all missed.

Having said this, it's important you know your personal preferences and the people who you are meeting concerning COVID guidelines. By stating your preferences on issues such as mask-wearing, hugging and vaccinations, your social plans with family and friends can be more open, honest and fluid. But, reaching out doesn't just apply to making social plans. Make sure you know



friends involved in your workout and get in a catch up too! With the rate of COVID transmission being far lower outside, you might find it helpful to plan reconnecting events outside, especially when the weather is nice this summer!

If you're not quite ready to meet up in person, there are plenty of online classes you can subscribe to together or even just start a video call and exercise from your living room.

Pop round next door

If you're unsure of who to reconnect with as restrictions lift, try checking in to see how your neighbours are doing with a quick doorstep chat. If you're nervous, pop a note through the letterbox or start a WhatsApp group to say hello.

With everyone baking their way through the pandemic, why not use your newfound baking skills and take your bakes next door to enjoy with neighbours on a warm summer evening. You'll find most of the time people are eager to have a catch-up and get involved with activities that build community spirit.

There for one another

Finally, with many people anxious about the gradual return to normality, now more than ever we must pull together, show compassion and look out for one another. It's important that we take things at our own pace, but equally that we try and challenge ourselves to try something different each day or every few days (turn to *pg 18* to read our feature on what a new post pandemic normal might look like). ■

who's in your support network and reach out to them when you need. These can be people or organisations that can provide you with friendship, familial, community, emotional and even logistical support.

And let's not forget that old fashioned ways of communicating are still really valued by older adults and can mean a lot so why not send a letter and make someone's day. This is also a great way to communicate with people that are clinically vulnerable or aren't quite ready for in-person contact yet. Receiving something handwritten from a loved one is special and always feels more personal than just typing something over text or email.

Get your sweat on

With exercise having such a positive impact on our wellbeing, it's important to try and incorporate this into our daily routine. Why not try getting your family members or

Illustration: www.studiomiley.co.uk

Q&A

Choosing the right care home can be a difficult decision. We receive lots of questions that could help you make the right choice.

Q. When will visitors be allowed back into the homes?

Tom, Washington via Facebook

► We say...

Visitors are now allowed into all 14 of our homes Tom. To make sure we keep a handle on numbers and do it safely and following government guidelines, we're currently only allowing 2 people per visit for a resident. But whereas previously we had a limit to only 5 named visitors, numbers are now unlimited, which is a really good thing. We're currently only allowed to accept two internal visits taking place at once, for two different residents (so a maximum of four visitors in the home at any one time.) Of course, as always, we're following guidance and that can change at any time, but as ever we'll always keep our residents and their loved ones right up to date with all of the latest advice and guidance changes.

Q. Can your residents go on day trips now restrictions have lifted?

Susie, York via email

► We say...

Yes. Residents are now allowed to get off the bus on their day trips, but this is monitored and we just have to be careful to avoid over crowded areas. We're therefore focusing on days out to the beach and things like countryside walks for now. After months of suspended trips out, our residents and staff are loving the opportunity to get out and about.

Q. How have residents stayed connected to their family and loved ones over the pandemic?

Amanda, Gateshead via Facebook

► We say...

For our residents throughout the pandemic, we've used various ways to keep them connected with their loved ones for example through regular phone calls, Skype calls, emails, WhatsApp messages, window visits and our purpose built visitor pods. And now as the weather gets warmer, we've also introduced garden visits for our residents to see their loved ones too. So things are slowly but surely getting back to normal.

Q. One of my family members is considering moving into a care home - how do we start the process off?

Robert, Newcastle via phone call

► We say...

We're here for you and your loved one every step of the way Robert. Simply call our dedicated new care enquiry team on 0191 694 1052, and we'll walk you through the process, keeping everything as simple as possible. However, if you'd rather, you can also request an enquiry pack through our website, which includes our "little guide" booklet offering useful tips and advice on how to choose the right care home for your family member or loved one. Whichever way you choose, we're always here to help or to offer advice.



↑ Little Guide

Our handy pocket sized 'guide to choosing a care home', is packed full of useful hints and tips, including a checklist to use when visiting potential care homes. To order your free copy, call us on 0191 694 1052 or order via our website: wellburncare.co.uk

Q. Can residents get involved in any seasonal activities?

David, East Yorkshire via Facebook

► We say...

Yes. We love to get residents involved in seasonal activities especially when it's something they enjoy doing whilst giving them a sense of purpose. Residents are currently taking part in a mixture of activities outside the home environment when able to, such as helping out at the food bank and taking day trips to visit animals (read more about what they've been up to on *pg 24*) We also like to arrange different clubs and activities for the residents if they have a particular interest such as gardening clubs or bird watching.

Q. Can I take my loved one out of the home for a day?

Lisa, North Yorkshire via phone call

► We say...

Yes Lisa! We are so happy we're now able to allow visitors to take their loved ones for days out again. Visitors will however need to complete a lateral flow test on arriving at the home and we also ask visitors to sign a compliance form, so we are confident that all residents are kept as safe and protected whilst outside. We may also need to complete risk assessments and a PCR test on the resident's return. As with our answer to Tom's question, guidance is ongoing, so this may be subject to change.

Full of useful hints and tips to improve your happiness & wellbeing

Inside →

Surviving post pandemic · Getting outside · Happy shopping

365

Happiness & Wellbeing



To keep up to date with what's going on across all of our homes, visit:
[→ wellburncare.co.uk/life](https://wellburncare.co.uk/life)

As post pandemic life slowly returns to normal, you may be experiencing a mixture of feelings. But there's plenty we can do to put our wellbeing first.



For many people, it's great news as we are finally reunited with our families and loved ones again. But this can leave a lot of us feeling overwhelmed and anxious as we return to life as we once knew it. Dealing with the uncertainty of life after lockdown can be difficult, so it's crucial that we're paying attention to our own physical and mental wellbeing. There are many different ways we can ease our transition back to normality, whilst looking after ourselves, so we've brought you some top tips and important things to remember.

Reliable information

One of the best ways to combat post-covid anxiety is by making sure you have access to reliable and quality information about your health. The vast reach of social media means misinformation can spread like wildfire so it's super important to be selective about where and what you're reading. Use reliable websites such as gov.uk and the NHS to source your information with confidence. Keeping up to date with information about the easing of restrictions will help you feel more confident

and will mean you're better informed when you do decide to get back out there.



Pace yourself

Some of us are desperate to get back out there but others will be nervous about doing so. It's important to go at your own pace when returning to normality. Take baby steps. You can start with simple things like going on a walk around your local area or meeting with a friend whilst observing social distancing. Many social activities can be adapted if you're not quite ready for these yet so get creative and make use of the outdoors while you can this summer.

Feeling anxious is totally normal

Feeling anxious is totally normal right now as we make the transition back to normality. It's important to be kind to yourself as you make this transition and recognise it will get easier over time. If you're struggling, make sure to seek support or reach out to your family and friends. Getting support for your mental wellbeing is never a sign of weakness and is often the first step in getting and staying well.

As well as family and friends, you can get support from your local doctor or GP - your mental health is just as important as your physical health.

Charities and support lines are also available for advice, help or if you just need someone to talk to you - visit:

www.samaritans.org
www.mind.org.uk



Getting outside

Whenever we can we're always trying to connect our residents to nature, whether that be organised outdoor activities or simply enjoying being sat in the garden enjoying the flowers. Even activities as simple as being in the garden,

surrounded by flowers and wildlife, has been scientifically proven to deliver significant benefits to both our physical and mental wellbeing. We caught up with some familiar faces to find out what they like most about being outdoors and around nature.



When residents spend time on the garden, they seem much more relaxed and generally happier."

A word from one of our Lifestyle Coordinators

Anna-marie Wintrip
 Heatherdale

When residents spend time in the garden, they seem much more relaxed, observant to their surroundings and generally happier. Their conversation is enhanced and in some cases it appears to improve their memory. Fresh air puts a smile on their faces."



Residents view

Maureen Fenwick
 Nightingale Hall

I've always been the outdoorsy type of lady. No matter what the weather, I like to get outside. Whether that's in the summer with a nice glass of wine or wrapped up warm in the snow, watching staff clear the drive. I often reminisce about being outside when I was younger which always makes me feel good."

Managers view

Kaye Banks
 Manager - Nightingale Hall

Getting outdoors and being around nature is so important in our homes right now. We love to get our residents out and about as much as possible. The benefits they get from even just being in the garden is there for all to see. It lifts their mood and brings back lots of fond memories, which is super important."



From technology to gifting, there's a lot of things out there that can help improve our happiness and wellbeing this summer. Here's some of the best.



Nag Champa – incense

↑ By **Shakti Shop**

Scents not only have the ability to conjure up positive memories, but can also decrease stress levels and anxiety. Nag Champa is one of the most popular incense scents on the market, and are the perfect choice if you want to create a calming ambiance for meditation or relaxation.

£4.45
etsy.com/uk



Don't Sweat the Small Stuff

↑ By **Richard Carlson**

This no-nonsense, calming read is perfect for periods of anxiety and is easily small enough to carry around with you when you're on the go. It's designed to help you learn to remember the little things that are important, while letting go of the tiny griefs we can so easily make mountains of. Carlson's Don't Sweat the Small Stuff has sold over 25 million copies worldwide, and is packed full of simple strategies for living a more fulfilled and peaceful life.

£10.99
waterstones.com



Rose Quartz box gift set

↑ By **The Coven Workshop**

There's a huge choice of healing crystals available out there for soothing anxious thoughts, but we've picked out Rose Quartz as its one of the most popular and effective stones for quelling anxiety. Beautifully packed and boxed, this gift set is perfect for a loved one who needs help lowering stress levels and bringing peace.

£9.95
etsy.com/uk



Headspace meditation app

← By **headspace.com**

Make daily meditation a priority for you, to protect your mental health. The headspace app is super simple to use and gives you access to hundreds of guided meditations, including a 'Reframing Loneliness course'. There's also a 'Navigating Change' course specifically tailored for times of upheaval and uncertainty, so that is worth checking out, too.

7 day trial, then £9.99/month
Apple App Store

Need mental health support and don't know where to start?

Start here

Whatever you're facing, you don't have to face it alone.

Mind Infoline 0300 123 3393
Text: 85463
9am – 6pm Monday to Friday
info@mind.org.uk
mind.org.uk



Things to do

It's summer, and unlike last year, we're able to get out and about to explore the best of what our region has to offer. We've picked out some of the highlights for you.



↑ Victoria Tunnel

Ouse St, Valley, Newcastle
Tickets only

Explore this spectacular fully preserved 19th century coal waggonway and WW2 air-raid shelter. Pre-booking is essential, with tours every day. The tours are both informative and interesting and the story telling by the guides is excellent.

For more information, visit:
ouseburntrust.org.uk

↑ Durham Cathedral and City Centre

Durham
Free

Durham is the perfect destination for a family day out. The Cathedral is just one of many reasons to visit one of the England most popular destinations. With a bustling centre, there's so much on offer, including the University's Botanical Gardens.

For more information, visit:
thisisdurham.com

→ Guided walk: The Ghost Hunt of York

York
Tickets only

The award winning Ghost Hunt of York combines magic and energetic accounts of classic York ghost stories that will take your emotions from horror to hilarity. If you're looking for something a little different this summer, this is the perfect alternative.

For more information, visit:
ghosthunt.co.uk

↑ Jesmond Dene

Newcastle
Free

Jesmond Dene is the jewel in the crown of Newcastle's parks and green spaces. The Dene is packed full of historic and natural features, masses of wildlife and ancient woodland. It's a real escape from the city, without having to leave it. A must see!

For more information, visit:
jesmonddene.org.uk



→ Raby Hunt

Darlington
Booking essential

For the foodies amongst us, a trip to the Raby Hunt should be top of your list. Experience gastronomic expeditions by self-taught chef James Close, who received his first Michelin star in 2012 and second in 2017. Tasting menus (no à la carte) typically feature 12 to 15 intricate courses, such as in-the-shell razor clams with brown shrimp. Reservations are highly sought after, but when there, it's worth the wait. The food and service is sensational.

For more information, visit:
rabyhuntrestaurant.co.uk



↓ Discovery Museum

Newcastle
Free entry

Take a journey through the city from the Roman times to the early millennium through a range of fantastic and fascinating exhibitions. Budding scientists can go exploring in the interactive Science Maze while under sevens can splash around in the Play Tyne water play area. There is so much to uncover at the Discovery Museum and because it sits in Newcastle's City Centre, it's the perfect attraction stop off whilst visiting other parts of the city.

For more information, visit:
discoverymuseum.org.uk



↑ Paxton House

Berwick upon Tweed
Tickets only

This superb 18th-century Palladian Country house and its glorious grounds are full of activities to keep you busy for the whole day, including house tours, boat trips on the River Tweed, tearoom, gift shop, and extensive grounds and gardens to explore.

For more information, visit:
paxtonhouse.co.uk



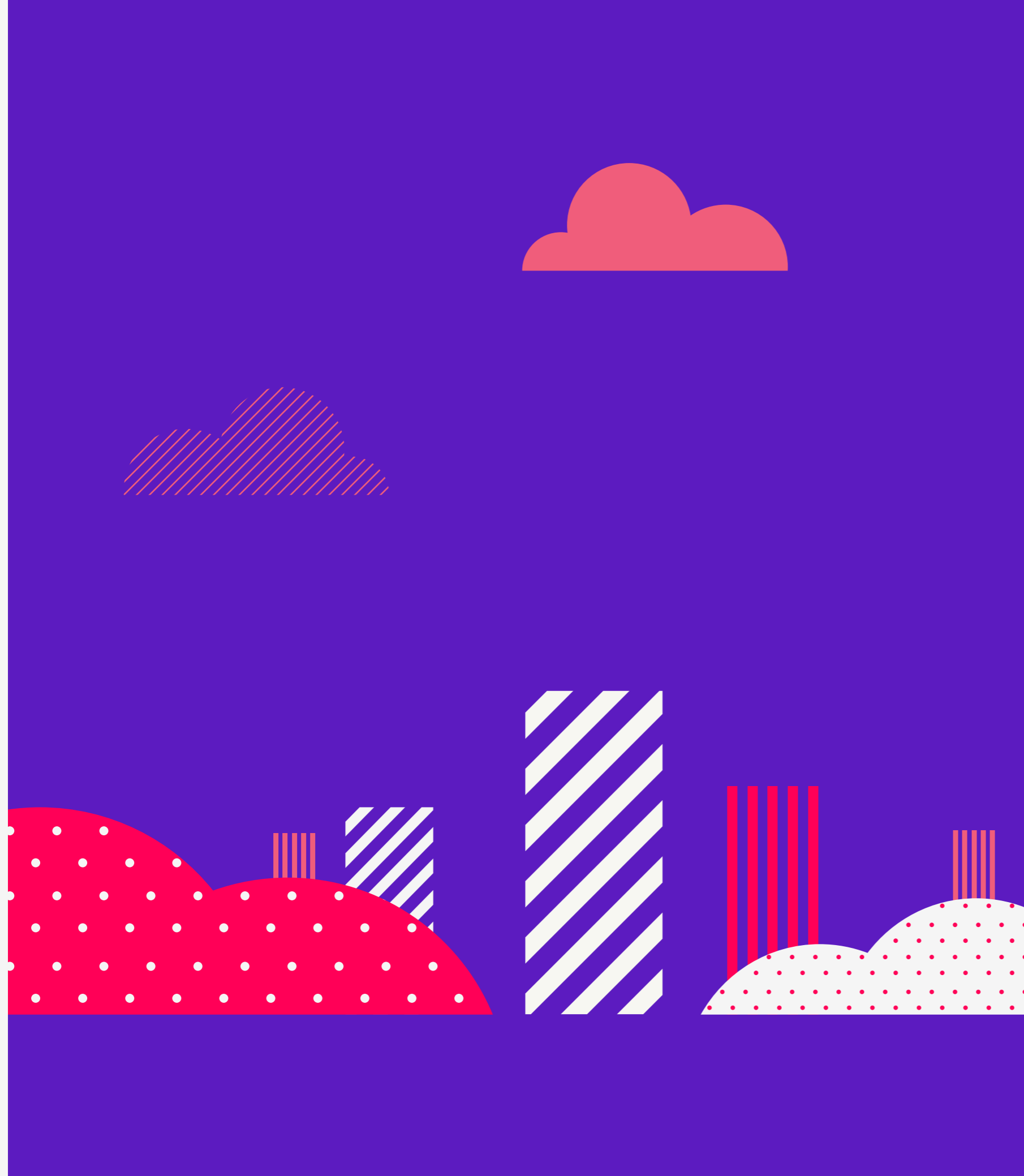
→ Vera Tour of Northumberland

Northumberland (various locations)
Tickets only

Follow in the footsteps of Detective Chief Inspector Vera Stanhope as you explore the filming locations around Northumberland, of the hit TV show, Vera. This guided coach tour is the only one of its kind and is designed for fans of the classic crime show.

For more information, visit:
britmovietours.com





Over the space of a couple of months in 2020, the world as we knew it changed. As word started filtering through news channels and media outlets that a virus was breaking out in China, we observed with relative interest, but little caution. Within weeks however, it was becoming obvious that this wasn't a regional problem, or something that was impacting only a few countries - as the virus spread, it was dawning on the world that this was a global problem, this was everyone's problem - our problem.

We all know what happened next, but do we know what will happen next? COVID-19 seems to have touched every single aspect of our lives, and as we begin to transition away from lockdowns and restrictions, what exactly will post pandemic life look

like? Already we've seen changes across the board as we adapted to life in lockdown. For example, working from home was in most cases compulsory - immediately changing the landscape of both our professional and personal lives. In so many different aspects of our day to day life, the changes have been seismic.

The way we interact with the world around us has altered. Our wants and needs have shifted. Industries and sector landscapes have changed almost overnight. Big and small businesses have struggled, families have been separated. The transition back to normality is often the headline, but after so much has changed, the fundamental question is, 'do we even want to return back to the pre pandemic normal?' →

→ By **Isobel Moran**

A post pandemic normal.

As we begin to transition away from lockdowns and restrictions, we consider what post pandemic life will look like, and whether a return to normal will be a normal we recognise or indeed want.

← There's no doubt that the pandemic has been tough for all of us. It turned our world upside down, disrupted our routines, forced us to stay home, and pushed most of us well beyond the limits of our comfort zone. But amid our collective fear and suffering, there has been some potential game changing silver linings.

"But amid our collective fear and suffering, there has been some potential game changing silver linings."

Appreciating the smallest things

One of the distinctly noticeable things that happened during our time in lockdown, was that there seemed to be an immediate appreciation for the smaller things in life - perhaps even a need.

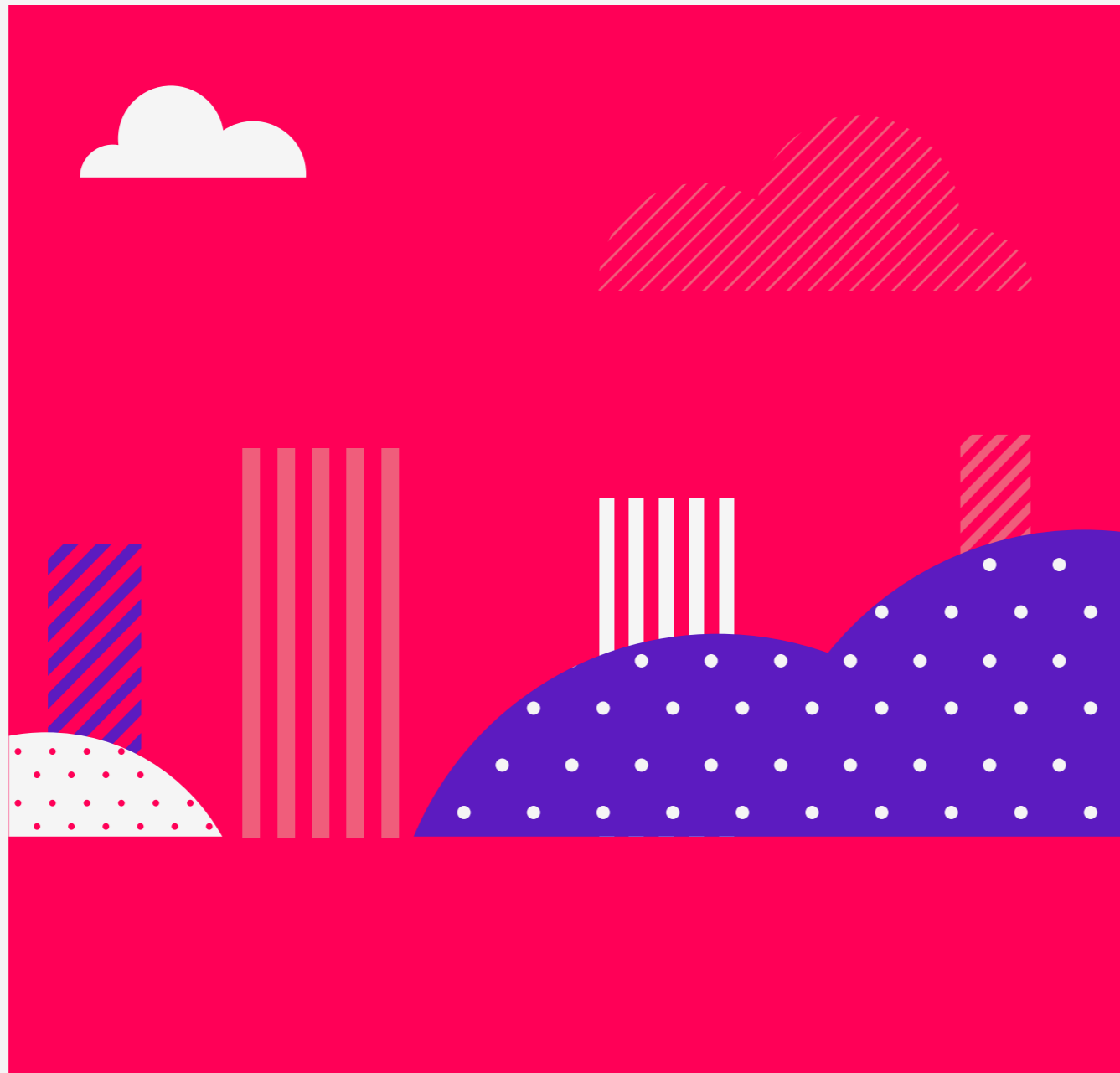
We learned to be kind to each other again. Demonstrated no clearer that in our collective support for the fantastic job NHS and care workers were doing up and down the land, in the face of severe adversity.

We were reaching out to our neighbours, we slowed down our pace of life, parents spent more time with their kids and we communicated with each other more than ever - in person and on Zoom. Adversity and challenging times that required us all to pair our lives back to basics, enabled us to strip away the superficial and materialistic, and replace it with fundamental needs and desires we all share as humans. The need for company, interaction and support.

Wellbeing

In an increasingly fast moving, fast paced lifestyle, the jarring effect of the brakes being slammed on, also allowed us unique and valuable time to just stop, take stock and in some cases re-evaluate our lives.

We focused more on our physical and mental health and learned to appreciate the smallest things we used to take for granted. We proved to ourselves how resilient we are, and we treated each other with compassion. Whether we were joining in with a Joe Wicks online fitness session (nearly a quarter of a million of us were doing that every day during lockdown, with one of his online fitness classes racking up a mind boggling 1 million viewers), or just picking up the phone to ask a friend how they were doing - we collectively seemed to be grasping the importance of making sure our own and those around us, mental and physical health was being looked after more than ever.



Left: Working from home became the new normal. **Below:** The hospitality sector is attracting potential staff away from the care sector.



Work life balance

One of the biggest societal shifts in living memory, came when the Government unveiled their 'where possible, work from home' message. For employers and employees, this shift created numerous, highly complex challenges. Businesses and workers had to adapt, and quickly, to a new way of doing things.

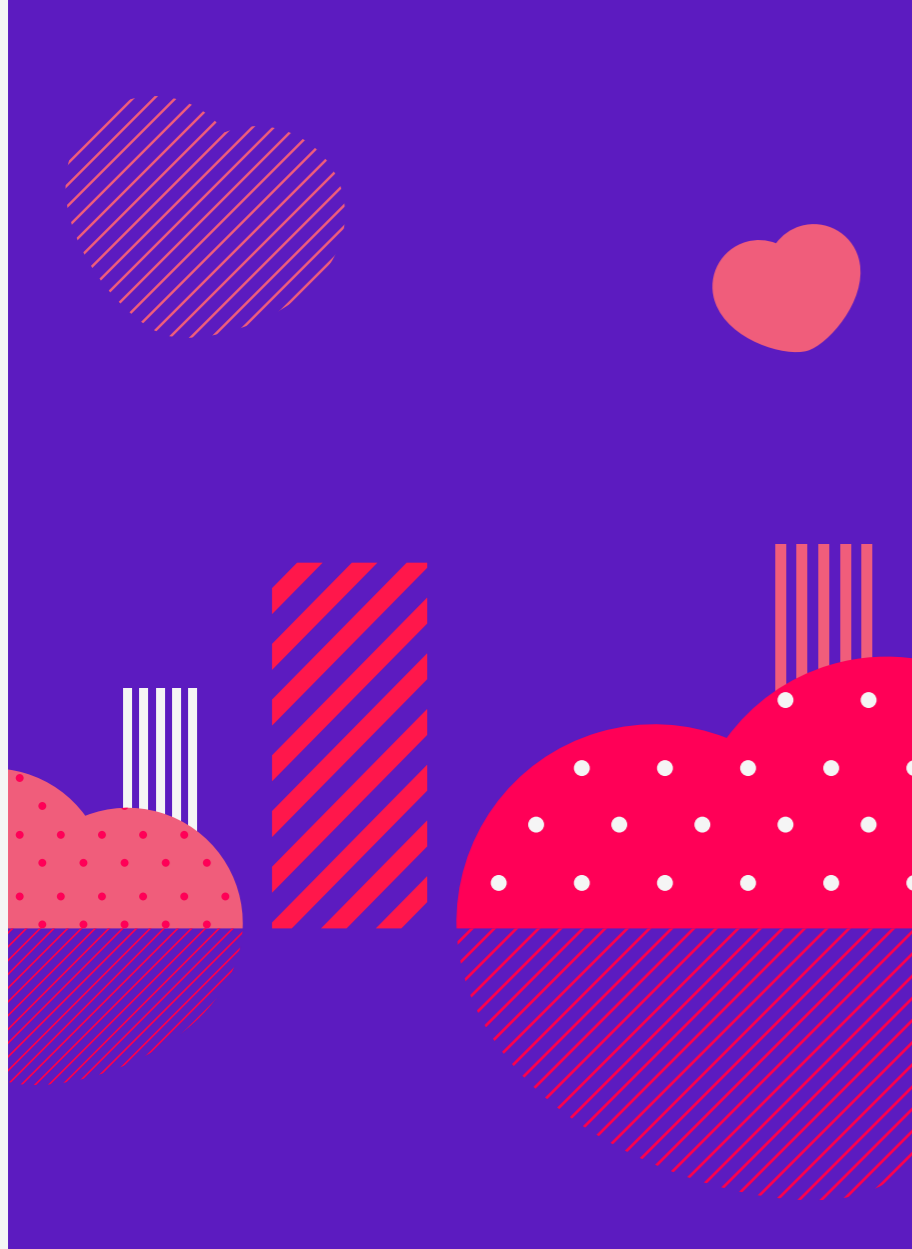
Although the situation was forced, something interesting developed. Businesses were starting to realise that the vast majority of the workforces could be trusted to remote work, productivity in some cases even went up. For years now, most of Scandinavia and in particular Denmark, have realised the true potential of work-life balance. Often working to a four day week, and in most cases offering a timeshare of home and office for those days.

The pandemic forced the situation, but businesses in the UK, US, Europe and beyond have now woken up to a new way of working. For example, less staff in offices invariably means less need for vast spaces,

thus significantly cutting down overheads, is just one of the many benefits of this new working landscape.

Although restrictions have now been relaxed and workers have been encouraged to return to their workplaces, companies such as Google are setting the trend, instructing their offices to stay closed until at least 2022. A pause to give employers and employees time to draw up plans for a new working landscape, that works for both sides? It's certainly an interesting watch.

Of course, the term silver lining suggests that clouds are there, and some sectors have found it much tougher than most. We all know by now which sectors, but the fall-out continues, with the care sector for example currently haemorrhaging new potential staff to the hospitality sector. (our Chairman Rachel Beckett talks about this particular subject in more detail on *pg 5*.) It's clear that the employment landscape changed dramatically because of the pandemic. For the better? Only time will tell. →



Below: An eerily empty Regent Street without cars, buses and the usual congestion, in Central London during lockdown.
Bottom: A cyclist enjoys some traffic free city centre riding, during lockdown.



← Cleaner environment

Another silver lining to come from the pandemic, and it's a hugely significant one too, is the effects it had on the environment.

When the pause button was pressed, it heavily reduced our ability to move around. The skies were emptied of aeroplanes, the roads were sparingly used by cars and buses.

Simultaneously, we were exercising more, going out for runs and walks, and the sale of bicycles went up exponentially, suggesting a boom in the uptake of the cleanest form of transport around. All of which meant that scientists and experts across the globe were given a once in a lifetime opportunity to study 'what if's' in real time. The quality of the water in our rivers improved, reduced commuting enabled our carbon emissions to drastically drop. All of this gave our scientists real time data and valuable evidence, on how quickly we could improve our environment and ultimately the damage we're doing to our climate, if we all do more to manage and minimise our carbon footprints, by shifting our focus not

only towards electric cars and sustainable energy, but to the way we live our lives and the habits we've adopted. In short, the pandemic offered us a glimpse into how things could be.

How things could be - a new normal

Clearly there are some lessons we can all individually and collectively learn from our time during the pandemic and under lockdown that we should keep, and even build upon.

The overwhelming need and appreciation of interaction with others. The power of compassion and kindness - to support and be supported. The need to prioritise our mental and physical wellbeing, and to find the right work life balance.

This list goes on and on, and of course that's before we delve into our own unique moments, thoughts and feelings we had during the pandemic. We individually and collectively had a pause moment - one we'll never get again.

"We have the opportunity to create a new normal - better than the one before."

The upheaval of the pandemic was an opportunity for all of us to imagine a better society, a better way of doing things - everything. Instead, we seem to just be rushing back to 'normal.'

To just forget all of what we've learned about ourselves during the pandemic and slip back into our old habits, seems like an opportunity missed. An opportunity to create a new normal - better than the one before. Whether we take it, only time will tell, but perhaps the biggest silver lining from the pandemic, is that at least we've seen a better way, and that's hard to forget. ■



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To keep up to date with what's going on across all of our homes, visit:

[→ wellburncare.co.uk/life](https://wellburncare.co.uk/life)

24
Out and About

We take a look at what our residents have been getting up to in and around our homes.

26
Latest News

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

29
Active Mind

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

30
Book Club

We review four books based on the theme of happiness, for our latest edition of Bookclub.

Activities

Life

After months of lockdown and restrictions, we're finally able to take our residents on the road for fabulous days out.



Anyone for the beach

↓ Ryton Towers

Our Ryton Towers home recently had a fabulous time hosting a beach party in their garden. There were lots of beach themed decorations including sand pits, paddling pools, deck chairs, beach huts and blow-up beach toys! And it's not a beach day without fish and chips, which went down an absolute treat. Going to town on the beach theme, there was also Cornetto's for everyone. The day was packed full of beach themed activities too, with activities like fishing, playing bat and ball and even making sandcastles. To round the day off in style, there was fantastic live music from the super talented Jade Sanders. It was a fabulous fun day, and a big thank you also to Patterson Joinery, who supplied the beach huts!

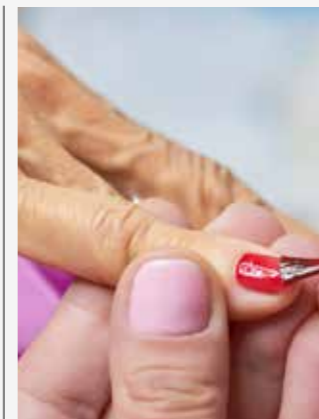
To keep up to date with what's going on across all of our homes, visit:
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Getting creative

↓ Whorlton Grange

Staff and residents at our Whorlton Grange home recently had so much fun making a selection of decorations for their home, in preparation for our Wellburn Olympics. Getting all creative, they made their own Olympic flags and Olympic torches. Getting creative delivers huge benefits to our residents wellbeing, and also improves their cognitive stimulation.



Time for a spot of pampering

↑ Eighton Lodge

Our residents have been getting all glammed up, over at our Eighton Lodge home. They thoroughly enjoyed a proper girly pamper afternoon, getting their nails cleaned and polished. Both residents and staff got involved and after everyone had such a fun time. Afternoons like these are hugely important for our residents. Having the opportunity to get dressed up or enjoy a little bit of extra pampering really helps with self esteem and confidence.



A pizza the action

→ Glenholme House

In our Glenholme House home, Mary and Audrey have been busy making some yummy authentic Italian pizzas for our residents and staff to enjoy. They made a delicious selection of vegetarian, pepperoni, chicken tikka and garlic chicken pizzas. They had so much fun making the pizzas and their efforts went down a storm, with their pizzas proving a huge hit and going rather fast. They're already looking forward to their next kitchen adventures.



Life

They say the house always wins, but this time it was the home

↓ St George's

Our St George's home recently set about transforming their home into a casino for the night. It was billed as 'A night of fun in Vegas', and boy did they deliver! The home was decked out in casino themed decorations, with lots of treats and drinks on offer. Of course there's no casino without the games, and there was plenty going on -

with roulette proving the main draw. Residents and staff really embraced the evening, with everyone getting involved. Even though there was no money at stake, the competitive spirit was alive and well, and there was an air of good hearted competitiveness. The night was a huge success and plans are already under way for another night at St George's.



Soaking up the sunshine

↑ Heatherdale

Over at our Heatherdale home, our residents and staff have recently been soaking up the sun, and enjoying all the beautiful vibrant flowers in the garden. Whilst enjoying the sunshine, they've been keeping hydrated with some refreshing ice creams and ice lollies, which went down well with both residents and staff. More sunny days like this please!

Out and about again

↓ All homes

As the weather gets warmer, and our bus trips are thankfully back, our residents and staff across all our homes have been enjoying trips to their favourite places, including lots of day trips to the beach to soak up the sunshine! Getting out and about again as the world opens up is so important, as it provides our residents with much needed experiences, both for their physical and mental wellbeing. Of course we are still taking the necessary precautions - respecting social distancing and visiting sensible locations, so we can all enjoy our newly found freedom. Day trips out usually involve stop off's for lunch, with fish and chips a firm favourite. It's just a huge relief all round to be able to get out and about again, and long may it continue.

We catch up with all fourteen of our homes, to see what our residents and staff have been getting up to.



The good times are back

↑ Home news

Over at our Glenholme House home, staff and residents have been enjoying the summer and there's no better way of enjoying the sun, than over a BBQ. And the sun was out for their traditional annual summer BBQ. There was a whole host of goodies served up BBQ style, all washed down with a nice glass of wine or lager. After the food, residents and staff were treated to entertainment from the very talented Michaela from Musical

Memories, who performed her fantastic summer show! It's been such a difficult and enduring time for care homes up and down the country, so the sight of residents and staff dancing, singing, laughing and just having such a good time, was very emotional - and long awaited. The good times are slowly returning and everyone over at Glenholme was certainly ready to embrace them. What a day - full of fun and happiness.

Two reasons for celebration

→ Staff news

Eh up! Staff and residents at our Rosevale home, recently came together for a day of fun and a double header celebration. Not only was it Yorkshire Day, but it was also Rosevale resident Patrick's 99th birthday. There was lots of Yorkshire snacks to enjoy and a yummy tower of chocolate profiteroles. A very special day of pure joy and celebration.



Rishi to the rescue

↓ Home news

Our amazing residents and staff over at our Nightingale Hall home, raised hundreds of pounds at their coffee morning recently. In aid of our friends, Wetheriggs Animal Rescue Centre, which has been the charity of our choice this year. And look who turned up - our local MP - Rishi Sunak! A big thank you to everyone who helped out.



Grand designs

→ Home news

Our Rosevale home has been going through a huge revamp this year. After months of hard work, the finishing touches have been made and the results are amazing, with residents and staff loving the changes. Our new look Rosevale home now has 11 new double en-suite bedrooms, 2 garden suites, a new lounge, cafe and a stunning new extension.



So much pride

↑ Home news

It's important for us all to practice acceptance, tolerance, and learning about one another. So, our Whorlton Grange home decided to hold their very own Pride celebrations. There was a talk from members of the LGBTQ+ community, which proved extremely successful, with all residents and staff thoroughly engaging with the subject matter. The day was rounded off with music and dancing to celebrate diversity.

Taking care of the carers

→ Staff news

Our staff have gone above and beyond throughout the pandemic, and their wellbeing has been a priority as we've navigated through it all. Amongst other things, we recently gave each home a wellbeing bag, packed full of goodies, including scented candles, face masks, lip balms, recipe cards and bath bombs. Our staff are the best!



Lights, camera, action!

↑ Home news

Over the summer we've been travelling around all of our homes, to shoot our brand new promotional videos. After a lot of hard work, and some outstanding contributions from both our residents and staff, we're so excited to be able to launch them. To view them, simply visit 'our homes' section on our website. Take a peek to see if you recognise some of our residents and staff. So far the reaction has been overwhelmingly positive, so a huge thank you to everyone who helped and took part.



Visits are finally back

↑ Resident news

After making the extremely difficult, but necessary decision to suspend all inside visits across our homes, we are just so happy after months and months, to finally be able to say we're now able to welcome visitors back into our homes. We've had some extraordinarily touching moments as residents have been reunited with their loved ones.

Going for gold in our inaugural Wellburn Olympics

↓ Home news

This summer, staff and residents from all 14 of our homes have all enjoyed taking part in our Wellburn Olympics. There was a whole raft of activities and games going on, including getting creative and making Olympic themed decorations in

the build up to the games. All the homes competed against each other via Zoom as well as residents competing against each other too. Events included the bean bag toss, discus throwing and an egg and spoon race! The games were conducted in a friendly but competitive manner, with everyone involved having fun. There was winners and losers throughout, but it's clear that the real winner has been fun. The game really did invoke a spirit of togetherness and reminded us all just what we've been missing the last year and a half. Photos from the events can be found on our Facebook page.



We're launching our exciting new Community Garden project

↑ Community news

This year we've got a very exciting project launching at our Eighton Lodge home. Plans are well under way for one of our most ambitious projects to date. Our Community Garden Project aims to bring our community together, from local gardeners and wildlife specialists, to disadvantaged teens and minority support groups. The project was planned

to launch last year, but like most things was delayed because of the pandemic. Which means we're as eager as ever to get the project underway and get as many people involved as possible. We'll be providing more information as we go, but if you've got any bright ideas or would like to get involved, please get in touch with head office at marketing@wellburncare.co.uk

In Focus



365 Wellbeing initiative

↑ Staff news

It's clearly been a challenging time for all our staff, and they of course always put our residents first. So, we created the 'Little book of wellbeing' just for them - it's packed full of useful hints, tips, and information to make sure that they're also looking after their own wellbeing too. The booklet makes up a raft of things we do to make sure our staff's wellbeing is prioritised and looked after.

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



Picture Quiz - Clockwise:
1 South Shields Pier 2 Seahouses
Harbour, Northumberland 3 Spanish
City, Whitley Bay 4 Derwent Reservoir

Family dish Life

Family run Wellburn, share some of their favourite recipes to share, make and enjoy with your family.

This quick and easy summer dish is perfect, when craving a big bowl of delicious noodles.

Chilli Garlic Noodles

Serves: 2
Prep time: 10 mins
Cook time: 10 mins

↓ Ingredients

150g thick flat rice noodles
3 tablespoons sesame oil
2 spring onions use the white part finely sliced
4-5 garlic cloves crushed or finely chopped
2 teaspoon chili flakes

↓ For the stir fry sauce

1 tablespoon soy sauce
juice of ½ lime
1 tablespoon maple syrup

↓ For the dressing

Black sesame seeds
Spring onion green part



This summer seasonal delight is from our Family Dish Recipe card collection.



↓ Method

Cook the noodles following the instructions on the packet, rinse them with cold water and leave to one side.

Heat up the sesame oil to medium heat and add the spring onions finely sliced, cooking for 2-3 minutes.

Then add the garlic cloves crushed or finely chopped. Cook for a further minute.

Now add the chili flakes. Still on a medium heat, stir for 1-2 more minutes.

Add the stir-fry sauce, combine the ingredients and add the cooked rice noodles and mix well.

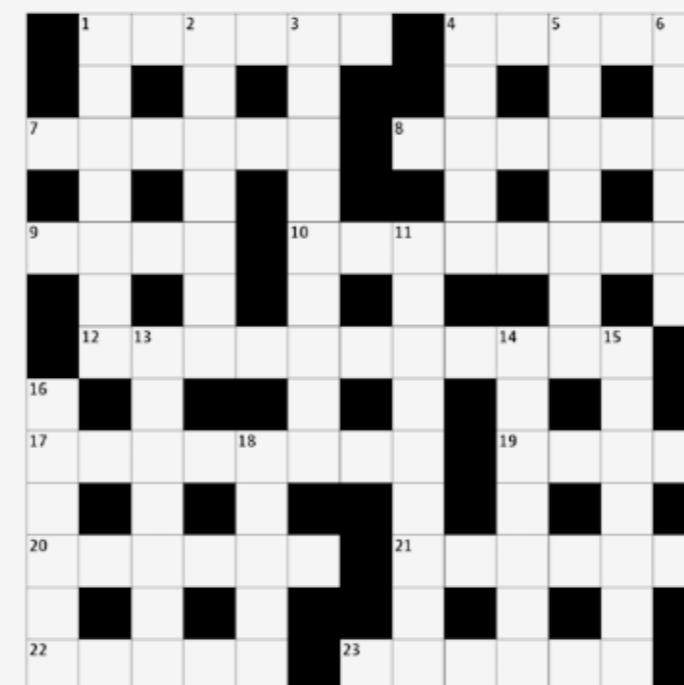
Before serving, garnish with the greener part of the spring onions and sesame seeds.



Mind Life

Keeping our brain active has a hugely positive impact on our health and wellbeing. All answers on page 23.

Crossword



Across

- 1 Send-up (6)
- 4 Cut meat, stone or wood (5)
- 7 Coming together of businesses (6)
- 8 Slender and graceful (6)
- 9 One gets over it as one gets older (4)
- 10 Underground energy source (4,4)
- 12 Regains Mali (anag)—place on the sidelines (11)
- 17 And soon (2,6)
- 19 Debatable (4)
- 20 Support for photography (6)
- 21 Line around an area to prevent entry (6)
- 22 Object used in playing chess (5)
- 23 Mixture of things from different sources (6)

Down

- 1 Extra cost (7)
- 2 One often found in pub? (7)
- 3 Order issued from above (9)
- 4 Nit-pick (5)
- 5 Recovers in health or morale (7)
- 6 Time for a mid-morning something? (6)
- 11 Sudden appearance of an overwhelming mass (7)
- 13 Record store (7)
- 14 Degenerate (7)
- 15 Thrift (7)
- 16 Repressed (4-2)
- 18 Common theme (5)

Sudoku

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

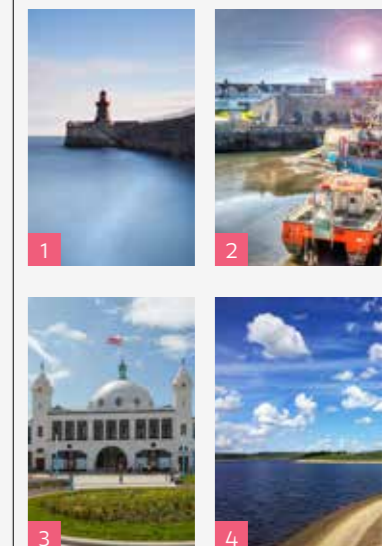
Fill the grid so that every row, every column and every 3x3 box contains the numbers 1 to 9.

← Answers

You'll find the solution to this and all the other puzzles on page 23.

Picture quiz

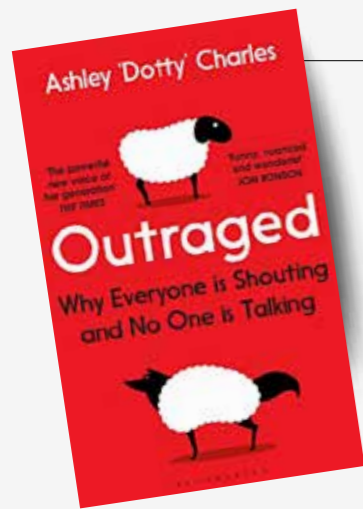
We're all getting out and enjoying the sun, but can you name these four North East summer hotspots?



Bookclub

Life

We offer up four great books that make the perfect holiday reading. So whether it's a staycation or not, kick back, relax and enjoy the read.



Outraged

← by Ashley 'Dotty' Charles

Exploring the insatiable taste for outrage in today's world, BBC presenter and DJ Ashley 'Dotty' Charles calls for a return to civility in this brilliant, punchy book. Outraged is a study of flash activism and why it doesn't last. It reminds us how to keep some perspective in a social and political landscape where many cause

offence without thought to the consequences. Charles eloquently manages to write about a hugely emotive subject with grace and clarity - it's an immensely thought provoking journey, without ever being provocative. A witty, thoughtful and super enjoyable read on how to get our outrage back on track.



The End of the Earth

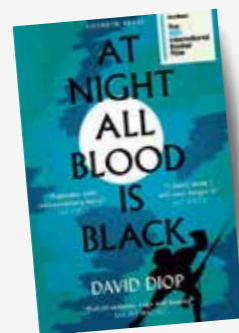
↑ by Jonathan Franzen

A searingly sharp and provocative new essay collection from the acclaimed and award-winning author of Freedom and The Corrections. Franzen as always, flexes his unerring ability to blend wit and realism, delivering yet another impressive literary punch.

At Night all Blood is Black

↓ by David Diop

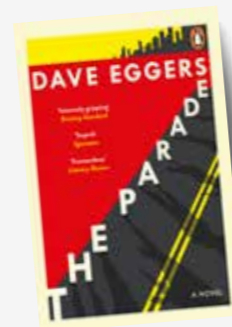
Diop's astonishing and disturbing tale of two Senegalese friends and soldiers in the Great War, picked up the 2021 International Booker Prize. Little wonder - an extraordinary novel, full of sadness, rage and beauty.



The Parade

↑ by Dave Eggers

Eggers writes with echoes of J. M. Coetzee and Graham Greene, and The Parade is arguably his finest work to date. Immediately timeless, The Parade questions whether we can ever understand another nation's war, and what role we have in forging anyone's peace.



Our Lifestyle Coordinators run Bookclubs in all of our homes. Residents take part by either reading or listening to a selection of books, often from this page, and discussing their experiences together.

All books are available for you to buy at: waterstones.com



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

