



Pendine Park news

The newsletter of the Pendine Park care organisation

Issue 6

Still growing after 25 years



Manager Ann Chapman with Mario Kreft and gardener John Sheen.

The year 2010 has already been a momentous one for Pendine Park.

Proprietor Mario Kreft has been appointed an MBE, we're celebrating our 25th anniversary and we're opening a new centre of excellence to look after people with dementia.

The MBE was awarded to Mario, who is also the Honorary Chief Executive of Care Forum Wales for his services to social care.

He said: "The fact that the MBE has been awarded during Pendine Park's Silver Jubilee year is the icing on the cake."

"It is recognition of the huge contribution of social care in communities right across Wales, including the teams at Care Forum Wales and Pendine Park.

"It's a huge team approach and is a reward for all the work that we've been doing together over the years to raise standards in social care and to promote the profession of social care."

Pendine Park has worked closely with one of the UK's leading dementia experts, Professor Bob Woods, from Bangor University, and the Alzheimer's Society, to create the new centre of excellence for dementia care.

The new Bodlondeb (place of contentment) unit will be divided into eight small, family-like units so that the residents receive individual care and attention while benefiting from the back-up of a larger organisation

The centre of excellence has been inspired by Mario's grandparents, Fred and Rene Warburton.

Mrs Warburton had Alzheimer's and the family home in Rhyl was called Bodlondeb.

He said: "We started out by trying to work out how we would want our grandparents looked after.

"Everybody is an individual and should be treated as one. Our guiding principles are dignity, independence, choice and fulfillment.

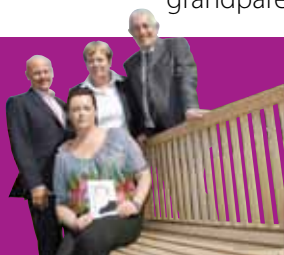
There are plans in the pipeline for a similar centre in Caernarfon and between them the two centres are expected to create 200 new jobs.

Mr Kreft said: "Our vision is to provide a world class community based resource for people with various forms of dementia.

"Bodlondeb will provide 24/7 services and they will include respite and day services, linked with our domiciliary care organisation, Pendine Park Independent Living and our in-house Teaching Care Centre.

"We are also developing specialised 'extra care' accommodation that provides independence and choice to those with varying care needs and enables them to remain in their own home, enabling the spouse or partner to remain as the main carer."

There will be an opportunity to see what is on offer at Bodlondeb during a series of guided tours and presentations. For more information call the manager, Ann Chapman, on 01978 720242 or visit www.pendinepark.com for more details.



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A royal bolt from the blue for Mario

Pendine Park proprietor Mario Kreft has been honoured by the Queen for his pioneering work with an MBE for services to social care.

According to Mario, the news came like “a delightful bolt out of the blue” especially as the timing of the accolade in the Queen’s Birthday Honours coincides with the 25th anniversary of Pendine Park.

Mario and his wife, Gill, were inspired by their own personal experience to establish Pendine Park 1985.

They both had elderly grandparents who needed care and the places they went to see didn’t match their requirements - so they set up their own “family care home”.

Mario is now one of the leading figures in the care sector in Wales and is the founder and Honorary Chief Executive of the representative body, Care Forum Wales.

For eight years, he was a Government-appointed member of the Care Council for Wales and previously served for seven years on the Central Council for Training and Education in Social Work.

He played key roles in developing the Care Standards Act and in helping to draw up the Welsh Assembly Government’s 10-year-strategy, Fulfilled Lives, Supportive Communities, to safeguard vulnerable adults and children.

In addition, he was one of the main architects of a historic agreement between care providers and local authorities in Wales.

The aim of the Memorandum of Understanding, the first agreement of its kind in the UK, is to come up with a better way of planning and commissioning services while providing added protection for people being looked after in the social care sector.

Among Mario’s proudest achievements are the creation of the Wales Care Awards to recognise the contribution of staff and setting up a successful pilot project with the aim of developing a professional body for social care workers, the Academy of Care Practitioners Cymru.

He has also been named as one of the 50 most influential people in social care in the UK by the magazine, Caring Business.

It’s believed Pendine Park was one of the first independent care organisation in the UK to employ an artist in residence 14 years ago. A ground-breaking collaboration with the renowned Hallé orchestra led to an award from Arts and Business Cymru last year.

According to Mario, the values he learned from his grandparents still provide his “guiding light”.

The new centre of excellence for

people with dementia is dedicated to his grandmother who suffered from Alzheimer’s disease in later life and Bodlondeb is named after his grandparents’ home in St Asaph Street, Rhyl.

Mario said: “We started out by trying to work out how we would want our grandparents looked after. We are passionate about giving people the best possible care in a home environment.”

“Everybody is an individual and should be treated as one. Our guiding principles are dignity, independence, choice and fulfillment. These are the core values that guide us.

“Much of the credit for everything I have achieved over the past 25 years must go to my wife, Gill, who has been central to the development of Pendine Park and our philosophy of putting people first.

“We also have a wonderful group of staff around us, a great management team and far from resting on our laurels, we’re very much looking to the future.

“We’re very keen to develop specialist housing, extra care housing that integrates services and the community living and provides choice and independence.

“You’ve just got to keep trying, and if you keep working at it hard enough, hopefully you get most things right.”

Exhibition honours the Old Master

The work of an Old Master was brought back to life – in a special exhibition.

Talented Wilfred Jones, 82 has painted “fantastic” copies of some of the world’s greatest paintings.

He has recreated the famous works of artists like Van Gogh, Velasquez, Michelangelo, Raphael and Renoir.

Now the remarkable replicas have gone on going on display at the Gwern Alyn residential home where Wilfred and his wife, Anne, 72, are residents.

Earlier this year, Wilfred and Anne celebrated their Golden Wedding anniversary.

They first went to Gwern Alyn for a respite break about 12 months ago but on returning home found it difficult to cope on their own, so they now live in the home full-time.

The exhibition was organised by Pendine Park’s artist-in-residence, Sarah Edwards.

Among the works featured were *The Nightwatch* by Rembrandt, *Princess Marguerita of Spain* by Velasquez, *Le Moulin de la Galette* by Renoir and Wilfred’s own composition of the Queen.

Sarah said: “I was amazed when I saw the paintings, they are absolutely fantastic. He has captured the essence of these masterpieces remarkably.

“He has such a great technique, his use of paint and colour is spot on.

“But it is more than that because he has captured the mood and feeling of the paintings – you would think you were looking at the originals.

“Art is so important. It helps with the quality of life and we have seen that time and time again.

Working mainly in oils, Wilfred developed his own technique for replicating the masterpieces. He would map out the



canvas with a large graph with 30 or 40 squares which he lovingly painted.



It was a time-consuming hobby and one painting could take up to nine months to complete.

Wilfred added: “The first one I painted was *The Ascension* by Raphael showing Christ going to the top of the mountain and leaving the disciples.

“I also did a copy of Michelangelo’s *Last Judgement* which is fresco on the altar wall of the Sistine Chapel.

Cindy Clutton, the Manager of Gwern Alyn, said: “At Pendine Park, we always encourage people to follow their individual interests and pursuits because we believe it helps them lead fulfilled lives.”

Tributes to “remarkable heroine”

Tributes have been paid to a “remarkable heroine” who has died at the age of 93.

Mrs Margaret Ellis was dubbed Sister Spitfire when she served as a nurse in the Second World War. She died at the Wrexham Maelor Hospital after a short illness but right to the very end, her devotion to duty was undiminished by her advancing years.

Last year she helped a campaign to send morale boosting “gifts from home” to soldiers on the frontline in Afghanistan organised at Pendine Park.

Proprietor Mario Kreft said: “We were very privileged to look after Mrs Ellis in her twilight years. It was a real pleasure to get to know this remarkable heroine.

“The courage she displayed during the Second World War is incredible and as a country, we owed her a great debt of gratitude.”

Mrs Ellis needed every ounce of her indomitable spirit to cope with the carnage of Northern France in 1939.

But amid the horror of a military field hospital a few miles south of Dieppe, she also found love because she met and later married her much-loved husband, Geoffrey.

She was proud of the medals she was awarded for her unstinting and brave service; proud too of being nicknamed Sister Spitfire by a group of German prisoners of war she looked after.



Marjorie joins the Hillbury 100 club



Pictured is Manager at Hillbury Mildred Heywood with residents from left Marjorie Jebb, 100 Sister Margaret Foster, 100 Esther Wright 102 and Hilda Thomas 100.

We are brightening up the lives of our residents – with a splash of colour therapy.

The pastel shades have been ditched in favour of a vivid, life-enhancing palette in the corridors.

The pioneering approach has been masterminded by our artist in residence, Sarah Edwards.

She has researched the subject in detail and, working with residents and staff, has developed the dramatic new colour scheme.

The main colour is a bright yellow and residents say that being in the corridors is like “walking on sunshine”.

Sarah said: “It’s known that colours affect your mood and well-being so that was the thought behind changing the colours in the corridors at Pendine Park.

“We have decided to go a step further and adopt a more scientific approach so that it’s more like colour therapy.

“We have chosen specific colours for their ability to uplift mood and they’re counter-balanced by other colours.

“We have consulted the residents and the staff so we have taken account of their views from the outset.

“The feedback we’ve had is really positive. Residents are saying that walking down the corridors is like walking on sunshine.

Tracey Smith, the Manager of the Bryn Bella and Highfield care homes, is delighted with the outcome of the colour therapy project and the positive effect it’s having on residents and staff alike.

Walking on Sunshine





A former ballet dancer has joined an exclusive club – as the fourth resident of one of our care homes over 100 years of age.

The bells of Ellesmere Parish Church rang out in celebration as Marjorie Jebb reached the special milestone.

Like the other centenarians, she is a resident of the Hillbury Care Home and Manager Mildred Heyward said: "It's quite remarkable to have four of our 60-plus residents reach 100 and we're very pleased to have them with us.

"We are privileged to be able to look after them at Hillbury where they have formed a very exclusive club."

Sister Margaret Foster celebrated her 100th birthday with a special Mass in the church at the home.

Her milestone came three months after that of Hilda Thomas. Originally from Rhos, Mrs Thomas has been a resident at Hillbury for two years.

The most senior of the quartet, however, is Esther Wright, a native of Moss, who celebrated her 102nd birthday last October.

Pendine Park proprietor Mario Kreft added his congratulations to the "fantastic foursome".

He said: "We're absolutely thrilled that these lovely ladies have all reached this special milestone."

Mrs Jebb was born in India, where her father was a mining engineer, but she spent much of her childhood in Sunderland. As a teenager she trained as a ballet dancer in Paris but returned to India at the age of 18 before turning professional.

"Britain was at the height of its powers in India at that time and she had a very good time out there," said her son Lionel, who lives in Ellesmere.

Lionel, who had himself been working in India, returned to the family home in Ellesmere and the whole family then remain in the area, where Marjorie took a very active part in community life.

She has three grandchildren and five great-grandchildren, most of whom live relatively close and expect to pop in to wish her a Happy Birthday on the 25th.

"And although she won't be able to hear it the bellringers at Ellesmere have told me they will ring a peal for her," said Lionel.

AM Lesley Griffiths opens new offices

Pendine Park's domiciliary care arm, Independent Living, which supports people in their own homes, has opened brand new offices in Wrexham.

The offices in Caxton Place, Wrexham, were officially opened by local AM Lesley Griffiths, who is also the Deputy Minister for Science, Innovation and Skills.

She said: "I'm delighted to be here today. Independent Living has just grown and grown - to the point where it's necessitated this move to bigger premises.

"Pendine Park's name is known throughout Wrexham for the attention to detail that they give everything, from the cushion covers to the food that they put on the plate. That to me is what makes it so special.

"Everything's done with the individual in mind and they place a great deal of emphasis on empowering the people for whom they care.

"As the Deputy Minister, the skills agenda is obviously very important to me and Pendine Park is way ahead on that score.

Proprietor Mario Kreft said the opening of the new suite of offices was a "significant milestone" in the Pendine Park story.

He said: "We are expanding Independent Living, our domiciliary care arm, in response to the growing demand for our services.

"We have fantastic staff who are working in the community and we think that the move to new offices is the right decision at the right time.

"A lot of our work is supporting younger people to maintain and fulfil their lives and we also look after older people and people with mental health issues and dementia.

"We all know that caring for a loved one, particularly someone with dementia, can be extremely difficult and demanding.

"Very often families need support and respite services to be able to continue providing care at home on a 24/7 basis.

"Our vision is to create an integrated range of services, including domiciliary care, respite and residential services – all underpinned by our Teaching Care Centre."



James Cope with Proprietor Mario Kreft, Lesley Griffiths, Deputy Minister for skills, innovation and science and proprietor Gill Kreft.

The magic of music “touches the soul”



An award-winning music project that helps penetrate the fog of dementia has scooped another accolade.

The partnership between Pendine Park and the world-renowned orchestra, the Hallé, earned glowing praise from judges at an awards ceremony.

It was highly commended at the prize-giving ceremony hosted by the Arts and Business Cymru organisation at the Millenium Centre, in Cardiff.

The recognition was for music workshops conducted by the Hallé, held last year as part of a pilot project facilitated by Arts and Business, were hailed as a huge success.

Now, the Hallé are back at Pendine Park for a much more ambitious project with a series of eight-week music workshop courses involving residents from each of the organisation’s six care homes.

The courses are being led by the new Musician in Residence at Pendine Park, Janet Simpson, who plays the piano and

celeste for the Hallé.

Janet will be working alongside other players in the orchestra, including Hallé cellist, David Petri.

This time the chosen theme was Hands and there was wonderful “culmination performance”.

It was a multi-media experience involving music, art work, photography and poetry.

Among those taking part in the project are residents with dementia for whom Pendine Park provides expert care.

Later this summer, we will be opening a new centre of excellence, Bodlondeb, specialising in looking after people with dementia.

The project was the result of Pendine Park’s links with Arts and Business Cymru whose mission is to bring the worlds of business and the arts together.

Pendine Park’s long-standing relationship with their Artist-in-Residence, Sarah Edwards was first recognised by Arts and

Sister reaches new heights to say thank you



A woman climbed Kilimanjaro, the highest free-standing mountain in the world, as a way of saying thank you to Pendine Park.

Claire Dickerson wanted to pay tribute to the “fantastic” care her late brother Jon Jackson, 28, received here..

The 32-year-old presented the £850 she raised to our specialist brain injuries unit, Penybryn, where Jon spent the last months of his life.

Pendine Park proprietor Mario Kreft revealed that he would match the amount raised and that the money

Claire Dickerson, with (seated on the bench) parents Janet and Doug Jackson with Mario Kreft and Pendine staff Jerry Humphreys, Veronica Smaje and Debbie Northall. Right: Claire at the summit of Kilimanjaro.



FARLEFT: Dave Petri of the Halle during a music therapy workshop at Pendine with Gerry Humphreys, Fulfilled Lives and Wellbeing Manager, Brenda Jones, Nan Thom and Marion Loyd Jones



LEFT: Derek Hughes takes part in the workshop with Cindy Clutton Manager of Gwern Alyn

Hazel bowled over by kindness

A former pub landlady has spoken movingly about how her life was devastated when an artery in her brain ruptured.

One minute Hazel Jones seemed a fit and healthy 33-year-old running the Brynteg Inn, in Brynteg, near Wrexham.

But while she was doing some paperwork she had a "splitting headache" and the next thing she remembers is waking up in hospital months later.

Hazel had suffered a brain aneurysm (bleeding) and over the next few years epilepsy developed and she no longer wanted to burden her mother with the responsibility of her care.

So Hazel moved into Bryn Bella, a unit which specialises in 24 hour care for younger people within Pendine Park.

Gerry Humphreys, our activities co-ordinator joined Hazel and other Pendine Park residents, while they enjoyed an afternoon bowling at Tenpin in Eagles Meadow, courtesy of Tenpin manager Alistair Tonkiss.

Gerry said: "We really appreciate this, we have been given two lanes and it really gives the residents something to look forward to.

"We have various outings to the theatre, the seaside, football grounds, museums, art galleries, I am quite passionate about my role. My personal belief is that because someone is in the care system their social life should not be finished, so we try and accommodate all their hobbies and interests.

Hazel thought the bowling was great. "I had six to eight weeks in the Maelor after Walton and had physio, speech therapy, when I had to learn how to eat and learn how to do everything.

"The epilepsy kicked off a lot more last year and I was with my mum and it was getting as lot for her to cope with so I came to Pendine Park to give it a look. I enjoy it, safe is the word I would use, I am safe and confident now. I am a lot calmer.



Pendine Park residents and staff enjoy an afternoon at Tenpin in Eagles Meadow. INSET: Hazel Jones.

Business Cymru two years ago.

Sarah and proprietor Mario Kreft were presented with a Sustainability Award because of their "truly inspirational" work with the residents.

As well as her popular art classes and visits to art galleries, Sarah also organises photography classes.

The creative music sessions are being run by Hallé pianist Janet Simpson and cellist David Petri who are both enjoying the experience immensely.

Janet said: "We were very pleased with the way the first project was received. It's wonderful to see how much the residents enjoy themselves during the sessions.

"Musical memory is an ability which everyone seems to retain. Residents who suffer from dementia may often begin humming, singing or beating time – sometimes even conducting.

"It is very moving when this form of communication takes place. You hope you are giving something to the residents when in fact they often give you so much more."

Pendine Park proprietor Mario Kreft said: "I think it's wonderful for supremely talented musicians like Janet and David to spend time with our residents and create something that is truly magical that touches the soul."

would be used for the next phase organisation's ground-breaking collaboration with the Hallé orchestra.

Jon, a car valet who lived in Moreton, on the Wirral, suffered terrible head injuries after a fall.

He underwent a series of major operations but never fully regained consciousness and came to Pendine Park in February.

Claire recalled: "Within a very, very short space of time there was massive, massive progress.

"The nursing staff and the care assistants at Pendine Park have all been fantastic. – they looked after us and Jon and treated

him with respect."

Sadly, Jon died in hospital in May after developing a chest infection and Claire, who now lives in Nottingham, was determined to honour his memory by scaling the 19,335-foot high Kilimanjaro.

She had tried and failed to climb the African mountain once before while Jon was in a coma and just nine months after their grandmother died. But on that occasion she succumbed to altitude sickness.

Claire, said: "The second time Jon passed away only seven weeks before and it just seemed such an opportunity to do something as a thank you to Pendine

Park for the care that he'd had.

In addition to the £850 raised by Claire, the family have donated an inscribed wooden bench to Pendine Park.

Mario Kreft was deeply touched and grateful to the family. He said: "We put a great deal of effort to provide the best service that we can to support people and their families and it is humbling when families are so pleased with what you've done, especially in such tragic circumstances.

"Today has been a very touching experience and it does make you feel like what we do here at Pendine Park is so worthwhile."

Peace of mind for devoted Malcolm



With 53 wonderful years of marriage and highly successful careers, it was a traumatic time for Malcolm Crosbie to have to entrust the care of his wife Audrey, now 82, to others.

But at 79, Mr Crosbie, of Ruabon, knew he was struggling to cope physically with the demands of 24/7 caring.

Mother-of-two Mrs Crosbie, a former civil service higher grade tax officer and very active charity worker, went into the Highfield unit in May 2007 and her standard of care has been a great relief to Mr Crosbie.

"I don't think I could have found a better place, they do a very difficult job wonderfully.

"There's a wonderful atmosphere and I think that stems from the top. There is care with dignity and that percolates right through the staff.

"Residents are not all sitting in a lounge looking at each other. There are plenty of activities going on.

"You have Sarah Edwards, the artist in residence doing her arts and photography courses.

"She is now working with the Halle orchestra project where musicians come into the centre to work with residents.

"Then, there's Gerry Humphreys, the activities co-ordinator who puts a great emphasis on keeping everyone's mind active."

"It's difficult to know precisely when things started happening. I didn't really pick up on it until March 2005," said Mr Crosbie.

"She broke her wrist and there were a lot of complications. She had to go into hospital and have an operation." And soon after her arthritis meant she had to use a wheelchair.

After a series of falls Mrs Crosbie was admitted to Chirk

community hospital where she was diagnosed with dementia three years ago.

The change from a highly intelligent and independent woman had been gradual but Mrs Crosbie had started to lose her confidence.

The spell in hospital however was the start of a fairly rapid deterioration and although she recognises Malcolm most days, he says she is "in a world of her own."

But there are "flashes of brilliance" when she will remember life-long friends she has not seen for a while but the very next day does not know who they are.

Just recently the part of her brain which controls swallowing is not functioning properly, so she needs a liquid diet.

"In my experience it's like going along a plateau, on the level, and then falling off the cliff and there is a dramatic change to the next level," says Mr Crosbie.

Mr Crosbie is looking forward to the opening of the new centre of excellence, Bodlondeb, at Pendine Park later this year.

He said: "Bodlondeb is a completely new concept, quite revolutionary, because it will be based on family-type units.

"You have to accept life for what it is. The last two or three years have been very difficult and when Audrey went into hospital I think I was very close to a nervous breakdown because I had been running around 24/7 and it just seemed my world had fallen apart but gradually you get used to it.

"Some of us are on the residents group at Pendine and we have an input into the activities, which is another part of the very good organisation at Pendine."