



# Bluebird Care Winter Newsletter



First and foremost, we would like to take this opportunity to thank each of you for your dedication and hard work over the last year, it hasn't been easy and we recognise that.

Both Jane and I, are continuously blown away by all the positive comments from our customers, which drives us to maintain and improve our commitment to you, our amazing team.

From a personal point of view, my role in the business will be changing and next year I will be taking on a more Ambassadorial role in our businesses and visiting both you and our customers in our local communities so I look forward to seeing you doing what you do best.

Our service is only as good as the people who provide the care to our customers and we as directors are extremely thankful for all that you do.

Thanks again for all that you do.

*John & Jane*



Kind & Caring



Professional  
& Respectful



Fun &  
Passionate



Supportive



Innovative

## Our Values

## Our Mission

Through the supported development of our care experts, we deliver a **premium**, **person-centred** home care service of the **highest quality**.





# A message from our Registered Mangers



Dear Team Blue,

We want to express our gratitude for all your hard work, dedication, and unwavering commitment to our customers. Your efforts contribute significantly to the positive impact we have on the lives of those we care for. As we continue our journey in providing exceptional care, we wanted to share some exciting news about the changes and improvements we have in store.



## **Enhanced Training Programs**

We understand the importance of continuous learning and development. In the coming months, we will be rolling out enhanced training programs designed to ensure you feel confident and equipped in your roles. This will include specialised training programs such as epilepsy and enhanced level dementia in addition to everyone being enrolled as a Dementia Friend. We will also be asking our care team to take part in wellbeing workshops.

## **Enhanced Communication Channels**

Effective communication is the key to our success. From regular team meetings to open forums for idea sharing, these enhancements aim to create a more collaborative and supportive work environment.

## **Your Voice Matters**

Your feedback is invaluable and we want to hear from you. We will continue to introduce mechanisms for regular feedback sessions and surveys to gather your insights, suggestions, and thoughts on how we can continue to grow and improve as a team. Of course, our doors are always open to hear from you directly too.

## **Field Care Supervisors**

We will continue to recruit for our Field Care Supervisor positions to ensure that you are receiving the guidance, assistance, and resources you need to deliver the highest quality care. This role will operate seven days a week between the hours of 7 am-10 pm to ensure we always have a presence in the field to support you. We are confident that this enhancement will contribute to a positive and enriching work experience for everyone.

As we embark on these exciting changes, please know that your dedication to the well-being of those we care for and each other is at the forefront of every decision we make. Your hard work and commitment are the driving forces behind our success, and we are confident that together we will achieve new heights in providing exceptional care.

Kind Regards,  
Geraldine O'Reilly & Annemarie Frew

# Meet the team



	<p>Together, these ladies play a vital role within our management team.</p> <p>At the age of 17, they both joined the Care Sector as Care Assistants. Over the last <b>40 years</b>, they've worked their way through experiencing the different roles within our offices and now they can take their wealth of experience and knowledge into supporting our teams.</p>	
<p><b>Annemarie Frew</b> Registered Manager Ayrshire &amp; Glasgow South T - 01292 430960</p>		<p><b>Geraldine O'Reilly</b> Registered Manager Edinburgh T - 0131 659 9444</p>

**Robbie Roo**  
Chief Happiness Officer  
Bluebird Care Ayrshire, Edinburgh & Glasgow South

After opening Bluebird Care Edinburgh, Jane and John brought Robbie into the family. He's dedicated his entire 14 years to his role - that's some long service.

He loves attention, scratches and treats.




His magic power is spreading smiles.





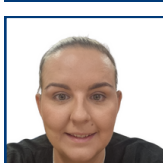
## Supervisors

	<p><b>Ashlie Creelie</b> Field Care Supervisor - Edinburgh T: 0131 659 9441 E: ashliecreelie@scotland.care</p>
	<p><b>Ashley Duncan</b> Field Care Supervisor - Edinburgh T: 0131 659 9437 E: ashleyduncan@scotland.care</p>
	<p><b>Diane Rawlinson</b> Care Supervisor - Glasgow South T: 0141 465 4780 E: Dianerawlinson@scotland.care</p>
	<p><b>Tracy Plunkett</b> Field Care Supervisor - Glasgow South T: 0141 465 4781 E: tracyplunkett@scotland.care</p>

## Coordinators

	<p><b>Angela Young</b> Senior Coordinator - Edinburgh T: 0131 659 9440 E: angelayoung@scotland.care</p>
	<p><b>Dorothy Anderson</b> Coordinator - Edinburgh T: 0131 659 9445 E: dottyanderson@scotland.care</p>
	<p><b>Amanda McBlain</b> Coordinator - Ayrshire &amp; Glasgow South T: 0141 465 4796 E: amandamcblain@scotland.care</p>

## Recruitment & Training

	<p><b>John MacDonald</b> Learning &amp; Development Manager T: 0131 370 7888 E: johnmacdonald@scotland.care</p>
	<p><b>Lindsey Clark</b> Recruitment Consultant - Edinburgh T: 0131 659 9435 E: lindseyclark@scotland.care</p>
	<p><b>Jennifer Gilmour</b> Recruitment Consultant - Ayrshire &amp; Glasgow South T: 0345 521 1621 E: Jennifergilmour@scotland.care</p>

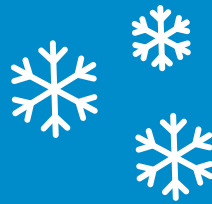
## Business Functions

	<p><b>Nicole Clarke</b> Marketing Manager T: 07498508986 E: nicoleclarke@scotland.care</p>
	<p><b>Maria Lisi</b> Business Support T: 0131 659 9434 E: marielisi@scotland.care</p>
	<p><b>Tracie Stevens</b> Payroll &amp; Wellbeing Manager T: 0131 659 9433 E: traciestevens@scotland.care</p>
	<p><b>Andrew Spurling</b> Accounts Assistant T: 0131 322 0963 E: andrewspurling@scotland.care</p>





# Staff Spotlight



## Hazel celebrates her 14th anniversary

This is Hazel, she joined our Edinburgh team back in 2010. Next month, she celebrates her 14th anniversary with Team Blue. .

We interviewed her to find out more about life at Bluebird Care.



### **Q - What has been the key factor in you staying in our team for 14 years?**

A - Bluebird Care has been very good at allowing me to work hours that best suit my family's needs. A good work-life balance and lots of flexibility to go alongside it. Their continuity of care has been important too, an example of this has been me caring for one of our customers for my full length of service.

### **Q - What do you find the most rewarding about being a Care Assistant?**

A - Making a genuine difference to someone's daily life, whether that is practically or emotionally.

### **Q - Tell us about your career journey, where did you begin, and where are you now?**

A - Before I had my family, I was a secretary for a partner in a large legal firm in Edinburgh. However, after caring for my family and helping to care for my father-in-law who had Parkinsons disease - I felt I enjoyed a caring role more - I find it a natural response. I went along to a Bluebird Care open day and was relieved to find that my natural abilities were what qualified me to do the job; and some excellent training of course.

### **Q - What advice would you give to those considering a career in home care?**

A - I have enjoyed spending a lot of time caring for the same customers and I have always felt valued and encouraged by Jane and John.

### **Q - Why did you choose home care vs working in a care home?**

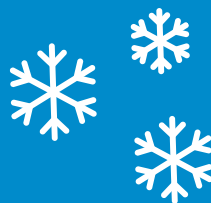
A - It means so much for people to stay in their own homes where it is familiar and where there memories are.

### **Q - Tell us about a memorable moment at Bluebird Care?**

A - I used to care for a gentleman with Alzheimer's but it touched me that he could always remember my name and he would always say "Every home should have a Hazel". It helps you to remember why its all worth it.



# Our News



## WE GOT GLAMMED UP FOR A SCOTTISH CARE WIN

In May, the team went to the Scottish Care Awards at the Radisson Blu, in Glasgow. Mark Croy from our Edinburgh Team was awarded Care Assistant of the Year. We're so pleased that his hard work, dedication and thoughtfulness haven't gone unnoticed.

Mark said "I am thrilled and honoured that my work has been recognised by such a prestigious industry award. I can't wait to celebrate the news with my customers and colleagues, who inspire me to deliver my best every day!"



## OUR EDINBURGH TEAM COMPLETED THE MUDDY 5K RUN FOR CANCER RESEARCH

The team got together in June to run the Muddy 5k run together in order to raise money for Cancer Research. It was no small feat and the washing machines took a battering but they were able to raise £2,065 for Cancer Research.

## 7TH PLACE BETTER WORK AWARDS ACROSS THE WORLD

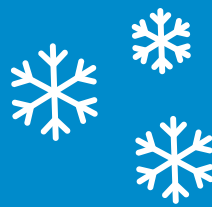
We are delighted that Bluebird Care has been awarded 7th place in the Better Work Awards by Indeed. The award recognises the top 10 companies for work wellbeing.

Wellbeing is something we're extremely passionate about and we've got bigger and better plans up our sleeves. Tracie Stevens has now been appointed as our Wellbeing Manager and has a message for you later in this newsletter.

indeed  
**Better  
Work  
Awards**  
**2023**  
**Winner**



# Our News



## WE CELEBRATED OUR ANNIVERSARY

In August, we celebrated yet another anniversary. Who can believe that our Edinburgh office opened 15 years ago and Glasgow 11?

A lot has changed over the years and more positive changes to come, but we all share one unwavering passion for the people we care for.

We thank every single one of you who has been on our journey with us.



## JANE TOOK THE BIG SEA DIP FOR THE BRITISH HEART FOUNDATION

Our Director Jane turned 50 in September, and in honour of her big birthday she wanted to raise funds for a charity close to her heart, the British Heart Foundation.

After losing several family members to sudden cardiac arrest, Jane's family decided to investigate further. The family underwent several intensive tests, and it was found that they all shared the same heart defect, meaning they would need a defibrillator fitted imminently.

Following this surgery, Jane is determined to live life as normal and to the fullest, so is always looking for ways to support charities and get her adrenalin fix, so she coordinated the fundraiser with other Bluebird Care offices across the UK and did a Big Sea Dip in the cold Brighton Sea as part of the annual conference.

In total, we raised an amazing £5,790.



**British Heart  
Foundation**

## WE WON TWO AWARDS WITH HOMECARE.CO.UK

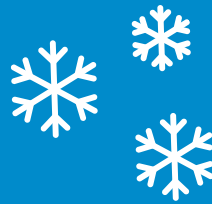
Not only did Bluebird Care as a whole win Top 20 Home Care Group this year but our Edinburgh office also won a spot on the Top 20 awards. This wouldn't be possible without the fantastic work from you in supporting our customers resulting in them leaving us feedback.







# Our News



## GO PURPLE FOR AYRSHIRE HOSPICE

Our Ayrshire team had a great day recently raising awareness and funds for Ayrshire Hospice. We invited our customers and Care team into the office to enjoy some lovely cakes and sandwiches.

We raised £216. Well done team blue.

## WE WON THE BUSINESS RESILIENCE AWARD

East Renfrewshire Chamber of Commerce awarded our Glasgow South team the Business Resilience Award for services and recovery post covid.

It's an amazing achievement and we're incredibly proud of every single member of our team who has made this possible.



✓ **Ayrshire - 93%**

✓ **Glasgow South - 92%**

✓ **Edinburgh - 95%**

## OUR INTERNAL AUDIT NUMBERS ARE IN

On a yearly basis, Head Office visits our offices to audit our records and ensure that we're delivering high-quality person-centric care to people in our community.

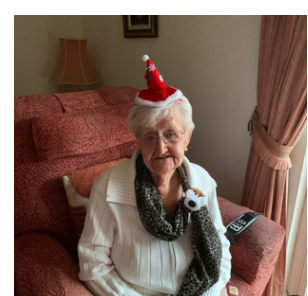
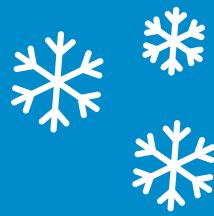
We've recently had our audit and we've received some fantastic results. We're incredibly proud of our team for their hard work & dedication.

Despite the fun and awards, it's also been a very challenging year for Bluebird Care, but we've taken it in our stride and we've used it to our advantage to help shape 2024.

With changes to our office teams and some familiar faces moving on, we are certain that the further changes planned will mean there will be more fun and awards for us to fuel our passion to be better in 2024.



# Our News



We had lots of fun on Christmas Jumper Day across all offices and our little Christmas elves were busy spreading Christmas cheer in the community. See anyone you know above?

Not only that but we managed to raise £100 for the Save the Children charity.

With all of our fundraising events this year we've managed to raise a whopping £8,171 for charities who mean so much to us.

That's a fantastic achievement, especially given we know some of our team have also been doing personal fundraising events for themselves. A huge well done to Team Blue!

If anyone would like to suggest some events for 2024 please contact our Marketing Manager Nicole by email on [nicoleclarke@scotland.care](mailto:nicoleclarke@scotland.care).



# Our Services



You are our ambassadors; it's not only about delivering high-quality home care but also about understanding the services that Bluebird Care can provide.

Whether you're with a current customer and you think they could benefit from a change in their care plan to speaking to someone who is looking for home care for themselves or a loved one.

Bluebird Care offers services from companionship through to full live-in care and whilst other providers may offer short visits, we pride ourselves on only offering 1 hour and above. This allows us to ensure that you have enough time to be able to update your care notes, and accomplish your tasks whilst being able to dedicate enough time to each customer – nobody should feel rushed.

Whilst most would assume as a home care provider, that we can assist with Personal Care, Waking Nights, Sleeping Nights, Respite, Live-in Care and medication, it is important to remind them of all the other tasks we can complete to ensure they stay safe at home.

These include housekeeping, meal preparation, shopping, appointments, helping with their pets, companionship visits or even taking them out for the day.

Contact one of our wonderful supervisors if you know of someone who could do with a review of the services they receive from us.





# Our Benefits



Every year we take the time to review our salary and benefits, and whilst we'd love to be able to give you the world, it just isn't possible. This is why we do our annual reviews and obtain your feedback to ensure that we're giving you what you want and need.

Our recent survey told us that **84% of you are happy with the rewards and benefits**. Based on feedback, we think this may be due to education around what we offer. This is something we're going to make a priority whilst also looking at what we can do to improve.

## So, what benefits do we offer:

### The Essentials

- A competitive hourly rate
- 45p mileage
- Fully paid holidays starting at 28 days, increasing a day per year up to 5 years service.
- Incremental paid sick days through long service

### Pension

If you earn at least £10,000 a year and you're over the age of 22 you will be automatically enrolled into our pension scheme with Smart Pension. You will contribute 5% of your salary and we'll pay in 3% helping you to create a nice little nest egg. If you already have pensions from other work settings, you can look to merge your pensions to help make it more manageable and just build one pot.

### Westfield Health, your medical cash plan

Westfield Health helps with the costs of routine dental, optical, and therapy treatments; including physiotherapy, osteopathy and acupuncture. It even includes chiropody, private consultation fees and access to 24hr GP telephone helpline. You can also add cover for your children.

This means if you need any of the above services/treatments, you can pay as usual then claim back through Westfield Health, easing some of the burden of the unexpected costs.

This is a taxable benefit and it starts on a very low fee each month but due to this, we don't automatically invite you, rather you can speak with Tracie Stevens to learn more about the benefits and cost to you.

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# Our Benefits



## Training & Development

As well as having John our in-house trainer to ensure that you are always up to date with compulsory training, we are all supportive of you continually learning and developing.

We review the training we provide after every session following your feedback and seek specialist training to ensure you are prepared for any situation.

If you have any suggestions for training that you would find useful please do share them by contacting John by email on [johnmacdonald@scotland.care](mailto:johnmacdonald@scotland.care)

## Long Service Achievements

Every company aims to retain their work family and we are proud to have our longest serving carer Hazel Storey in Edinburgh who will reach 14 years service in January plus Harman Kaur who recently celebrated 10 years service in Glasgow South. From 1 year to 14, you know our Bluebird Care ways of working, our customers, and our team, and you have a wealth of experience to be proud of.

Every year we celebrate people's long service anniversary and that's not just a post on social media, it's extra pay in your pocket to spend on the things you love plus paid sick days should you need them and more holidays to enjoy with your loved ones..

Once you've been a part of the work family for 10 years, your picture is placed on our long service wall we agreed to call "In wi the bricks" and Jane and John celebrate this occasion with you over a team lunch.

## Refer-a-Friend

As our team are our biggest ambassadors, we provide a £250 refer-a-friend scheme. As you recommend someone to join our team and they pass their training and officially start work with us you will receive 150 Care Friends points. As they pass their probation, you'll receive an additional 100 Care Friends points. That means you get a total of 250 points which equates to £250. You can then request this payment whenever you like, whether you'd like it straight away or even to save your points for a well earned holiday or some Christmas shopping.

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# Our Benefits



## Rewards, Recognition and Events

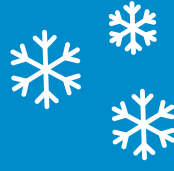
As well as the above, we always love to reward and recognise our team for their hard work and dedication. We just want to remind you that your hard work does not go unnoticed and any compliments are rewarded with CareFriends points being allocated to your account.

Following the success of our Christmas events in each office (pics below), we are looking at how we can bring everyone together again. It would be lovely to be able to host events throughout the year to allow us the opportunity to spend more time together getting to know one another. One suggestion has been a summer BBQ where everyone can bring their family. We look forward to hearing from you with more suggestions.





# Your Development



You can't have failed to have heard in the news that recruiting in the healthcare sector has become more difficult since covid, and we hear that working as a Care Assistant isn't a career. But we're here to remind you that it absolutely is. Being a Care Assistant is one of the most rewarding roles. there is and don't let anyone tell you any different!

The difference you can make to people's lives in the community is amazing; putting a smile on faces, being the only source of company sometimes, ensuring people are well looked after and encouraging independence where you can.

Some people may opt to stay within this role to allow them to stay out in the community making a difference, whereas some may wish to develop their skills into other roles allowing them to enable the team to achieve great things.

We have some exciting news to share with you in the new year about how we will go one step further in "matching" your personality, skills and experiences better with our customers using software developed in America which will be a first ever in the care sector. Watch this space.

**Did you know that many of our office team started as Care Assistants giving them first-hand experience of what it's like to be out in the community?**

**Angie Young** started with us as a Care Assistant in Edinburgh in 2012. Since then, she has experienced roles as a supervisor and coordinator and now taken those skills and her experience to lead the coordinating team.

**Lindsey Clark** started with us in 2015 as a Care Assistant in Edinburgh and in 2018 she became our recruiter for a short spell then took the lead in training of our team. Lindsey is now back hiring more great people into our Edinburgh office.

**Diane Rawlinson** joined us in 2018 in Glasgow South as a care assistant and developed into a support supervisor and then supervisor in 2022.

**Jennifer Gilmour** started with us as a Care Assistant in 2022 and has taken her experience within the role and her passion to bring more people into our team in her new role as Recruiter for Ayrshire and Glasgow South.

**Ashlie Creelie** joined our Edinburgh team as a Care Assistant this year and quickly found her knowledge and experience suited the Field Care Supervisor role.

# Our Survey Results Care



In August, we sent out surveys to both you and our customers. Thank you to all who responded. This survey allowed us to understand what we're doing right but most importantly where we could improve to make things even better next year. We've received some fantastic results, but it is apparent that there are a few things we need to change to make things better in your opinion, and that's what matters most to us.

Over the course of the last few months, we've been analysing these results and we'll be working through your feedback to ensure we improve our support, care plans, wellbeing plans and many suggestions made during this exercise..

If you feel like there is something specific you'd like to share to help us with our plans, please reach out directly to Geraldine O'Reilly [geraldineoreilly@bluebirdcare.co.uk](mailto:geraldineoreilly@bluebirdcare.co.uk) or Annemarie Frew [annemariefrew@bluebirdcare.co.uk](mailto:annemariefrew@bluebirdcare.co.uk)

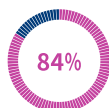
Whilst some of these results are extremely positive, we obviously would like the other areas to be improved upon in 2024.



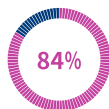
**of you LOVE your job**



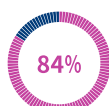
**think the training provided is great**



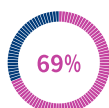
**are happy with the support provided**



**feel listened to**



**feel comfortable raising concerns**



**feel that wellbeing is a priority**

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# Useful Information



## We need your help!

Next year, we want to move Bluebird Care's marketing into a new space. This will allow us to showcase and educate people on all things home care, encourage more people to enquire about our services and hopefully continue to build our amazing team.

To help make this possible, we're keen to get you involved. If you would like to be a marketing champion and find out how you can help, please contact our Marketing Manager, Nicole

 [nicoleclarke@scotland.care](mailto:nicoleclarke@scotland.care)



## Don't forget to get your winter vaccines

This is vital for your health and wellbeing over the winter months ahead, so don't hesitate to contact your GP so your protection doesn't fade.

## Protect yourself against scams

People are getting smarter and it's becoming more difficult to spot scams. They come in many different forms, whether it's a text, a WhatsApp, email or even a phone call.



1. Never give out your personal information
2. Don't click on strange links
3. Look at the details to look at numbers, names and emails to ensure spellings and information looks professional and is correct.

You can find more information: [www.friendsagainstscams.org.uk](http://www.friendsagainstscams.org.uk)

## Make sure you're stocked up and claiming back!

As part of our uniform, you should have a Winter Jacket, Rain Jacket, Fleece, Tunic and Snow Shoes. If you don't have any of the above, and you'd like them, please contact Maria Lisi.

If you haven't already, scan the QR code to the right to claim tax relief for washing your uniform. Once you've done it once, you won't need to do it again.



# Your Wellbeing Matters



69% of you feel that health and well-being is an important topic here at Bluebird Care. Whilst we've implemented some initiatives to support you over the last few years, we still don't feel like we've really embarked on making this a priority.

To help us change this, Tracie Stevens has moved into the role of Wellbeing Manager and will be looking at how we shape our plans for next year.



Tracie has already circulated a health and wellbeing survey and with your feedback has designed a wellbeing plan to launch in January.

Part of Tracie's plan is to create a Wellbeing Newsletter twice a year, so please let her know what information you would like to see in your newsletter.

If you also need any help or support, please do reach out to Tracie who has been trained in Mental Health First Aid and Menopause amongst others.



0131 659 9433



Traciestevens@scotland.care

## Health and Wellbeing Takeaways

- 1** Have 30 minutes no screen time before bed each night
  - 2** Set yourself a goal each month. Even if it's something small, you should set yourself something achievable.
  - 3** Carve out some time for yourself each week. It doesn't include doing everyday household chores in peace.
-