



Blossom
HOME CARE

"Just bloomin' good care"



The Story of Blossom Home Care...



John and Fiona Leggott, co-directors, co-founded Blossom Home Care in 2015. Fiona, a registered nurse, had a wealth of knowledge and experience in care and this, coupled with John's business skills and drive, proved the perfect combination to develop a home care brand based on strong ethos and values.

In 2020, Blossom Home Care Franchising was launched to roll out their successful model nationally and to give everyone the opportunity to experience the exceptional "just bloomin' good care' that Blossom Home Care delivers! Their strong ethos and values have set a precedent to both employees and clients and instill a sense of pride in being part of the Blossom Family.

Blossom Home Care is proud to be a highly regarded, market leading successful brand.

Fiona has also received recognition for her work within the social care sector by winning the Great British Care Awards, North East Region 'Outstanding Contribution to Social Care' in 2019 and the 'Social Care Nurse Award' in 2020

Blossom Home Care have also been recognised with the following awards:

- ❁ 'Home Care Team' award at the Yorkshire and Humberside regional Great British Care Awards in 2016 and 2020.
- ❁ Runner up at the Great British Care Awards National Finals 2017, for the 'Home Care Team' Award.
- ❁ In 2017, Blossom Home Care won the 'Best Customer Service' award at the Hambleton Business Awards.
- ❁ The 'Palliative Care Team' Award was won by Blossom Home Care at the North East, Regional, Great British Care Awards in 2019.

We welcome Shaun and Emma to the Blossom family and look forward to working with them as they develop their office in Malton and deliver the bloomin' good care that the elderly, and others with home care requirements, living in the Yorkshire Wolds deserve.

Fiona & John
Fiona & John - Directors

Our Story continues in Durham



Liz, her son Tom, and daughter Bobbie are the proud owners and operators of Blossom Home Care Durham. The Chapmans were all born and raised in County Durham and have worked in the North-East for several years, so they know the area well and are proud to be part of the Blossom family.

Liz, who owns a marketing agency, first met John and Fiona Leggott, co-founders of Blossom Home Care, back in 2015 when the business was first established. The Blossom brand was borne out of those initial discussions. Liz has worked with Blossom since then and knows the Blossom brand well, so it seemed like an obvious decision to invest in one of the franchise areas. After a family discussion it was agreed that Tom and Bobbie would join Liz in the business and the Durham Franchise was born.

The team have all the business and marketing skills needed to develop Blossom Home Care Durham and knowing the Blossom brand well means they also understand how a high-quality home care company operates. They believe in

what Blossom stands for and the ethos and values behind the care that is delivered. The brand is trusted and reliable in the provision of high-quality care so working alongside their handpicked team they deliver the quality care experience clients expect from Blossom Home Care. From personal experience, the family know that parents and grandparents can be fiercely independent, even when they begin to realise that they perhaps aren't managing quite so well on their own. They still want, for as long as possible, to live at home where they feel safe and comfortable; that's what Blossom Home Care Durham enables loved ones to do. Clients are treated with the same respect and dignity you'd expect for a family member and Carers are recruited with that in mind. A strict recruitment process means only Carers who believe in delivering 'just bloomin' good care' are employed. A holistic approach ensures client needs are fully met and the 50-minute minimum call also means Carers have time to interact with clients and do all the things that really matter to them. The Chapmans look forward to demonstrating personally how their commitment to care quality standards set Blossom Home Care Durham apart from the rest. They are fully dedicated to delivering bloomin' good care in the city, towns, villages, and farms across the county of Durham and parts of Teesside. If you'd like to know more about Blossom and the bloomin' good care they offer, please feel free to call at the Durham office on 0191 389 8945.

Liz, Bobbie and Tom

Liz, Bobbie and Tom – Durham Franchisees

What makes us a Multi Award Winning Service?

Blossom Home Care was developed and created based on the following key points that would help to deliver “just bloomin’ good care”!

- ✿ **“Blossom’s emphasis is on effective communication.”** All client records are digital, making them easier to access for staff and quicker to complete. All the completed digital care plans, activities, documentation and rota’s are viewable by family, or next of kin that has authorised access, through the Online Feedback System. This can be accessed from anywhere in the world, providing honest and transparent care.
- ✿ **“Blossom creates individualised, person centered, care plans.”** Care Plans are formulated digitally, incorporating risk assessments for each client, at the onset of care. This means that when the need for review arises, and at scheduled intervals, they can be easily altered to ensure a holistic approach to our care delivery and that all client needs are constantly met.
- ✿ **“Blossom’s real time monitoring system”** enables tracking of staff locality to ensure their lone working safety. It also enables time monitoring of care delivery - giving the exact length of visit plus the time the visit starts and ends. Care invoices are raised from the same system, maintaining total transparency.
- ✿ **“Blossom’s Care Calls are a minimum 50 minutes.”** This gives adequate time for a good period of social interaction and allows for all care needs to be met. The clients have more time to do what they ‘want’ with the help of the carer, without feeling pressurised to rush. This reduces the incidence of accidents and falls and decreases the likelihood of loneliness or depression.
- ✿ **“Blossom specialise in delivering care in rural areas and farming communities”**, the areas where other care providers find it difficult to operate.

The Development of the Service

❁ **“Blossom’s Clients have set visit times.”** These provide a clear structure for a client’s day, as they know what time to expect the carer. It also helps families to plan around care visits so they know when to telephone or drop by. Set visit times also help Blossom to coordinate joint visits with other health care professionals when required. The promised care is always delivered, reducing worry & anxiety for everyone, through a dedicated management team with 24/7 backup support.

❁ **“Blossom recruit the best staff”** selecting those who are kind, caring and skilled, with no criminal record and exceptional references. This safeguards clients and offers peace of mind.

❁ **“Blossom designate Key Carers to each Client.”** This provides continuity and enables good, therapeutic relationships to develop between Carer and Client.

❁ **“Blossom Home Care will not compromise care for cost.”** Blossom doesn’t take on cost driven contracts, with short visit times that aren’t long enough to meet all the client’s needs and provide adequate care.

❁ **“At Blossom Home Care we deliver just bloomin’ good care”** through a professional, experienced, management team leading and training care staff to be knowledgeable and skilled. Undertaking quality assurance methods to provide carer support and monitoring to ensure the best standard of care is always delivered.



Blossom Home Care – Our Ethos & Values

- ✿ We won't compromise care for cost so we don't take on cost driven care contracts, with short visit times that aren't long enough to provide adequate care.*
- ✿ We only work with people who understand the importance of, and want, "just bloomin' good care" delivered in a true, honest and high quality way.*
- ✿ We deliver the highest standard of care from the very best Carers and Management Team, individually tailored for each Client.*
- ✿ We ensure that everyone knows their role and the responsibilities that they have within the organisation to ensure that each individual has a clear view of what is expected of them.*
- ✿ We create an environment where the people in our care can continue to enjoy home comforts for as long as possible.*

Delivering bloomin' good care isn't easy but it is expected and, on that basis, we aim to deliver it!

Roles and Responsibilities

Each member of the team within Blossom Home Care has a role and responsibilities:

This ensures that everyone has a clear view on what we need to do to deliver 'just bloomin' good care'.

Management:

...provide structured leadership, direction and conduct audits.

Gain advice, support and directional changes from directors.

Office team:

Day to day management of the service, act as role models, provide leadership, ensure the service is delivered as it should be.

Monthly management and staff meetings are undertaken.

Care team:

Delivering individualised, holistic care and building good therapeutic relationships with clients.

Follow basic principles of care - gaining consent, keeping confidentiality, dignity and respect, keeping within professional boundaries.



Our Services

Our Clients need to feel comfortable with the services we offer and to know that we can be relied upon anytime, day or night, to deliver them.

When we establish a relationship with a new Client, our highly skilled Management Team will conduct an assessment to ensure that the bespoke, tailored package offered will successfully deliver the care required in a friendly, approachable and professional way.

Family members can be confident that they are leaving the care of their relative in very capable hands. We pride ourselves on doing things differently and aim to lead home care into a new era at the benefit of the Client.

That's why our care packages are as individual as the people we work with and include but aren't exclusive to:

- ✿ Good Morning, lunchtime, teatime and bedtime visits
- ✿ Washing, showering, bathing, dressing & grooming
- ✿ Encouraging, reminding, assisting & administering medications
- ✿ Ordering & collecting prescriptions from the pharmacy plus returning unused medication for safety
- ✿ Preparation/planning assistance with meals and gentle encouragement to consume food and liquids
- ✿ Client shopping, removal of out of date food
- ✿ Helping with a to-do list
- ✿ Laundry and ironing
- ✿ General housekeeping
- ✿ Collect pension, support social activities/ participation in hobbies, and helping clients to attend appointments
- ✿ Live in care
- ✿ Dementia/Alzheimer's specialist care and support
- ✿ End of life care and support
- ✿ 24/7 care, overnight care and respite care

We also care for other long term conditions including Brain & Spinal Injuries, Renal Care, Cerebral Palsy, Learning Disabilities, Mental Health, COPD (Chronic Obstructive Pulmonary Disease) & Asbestosis Rehabilitation. And so much more...

*"The carers are wonderful, kind and gentle.
I could not ask for better."*

Blossom Client



Our Unique Process & Monitoring System

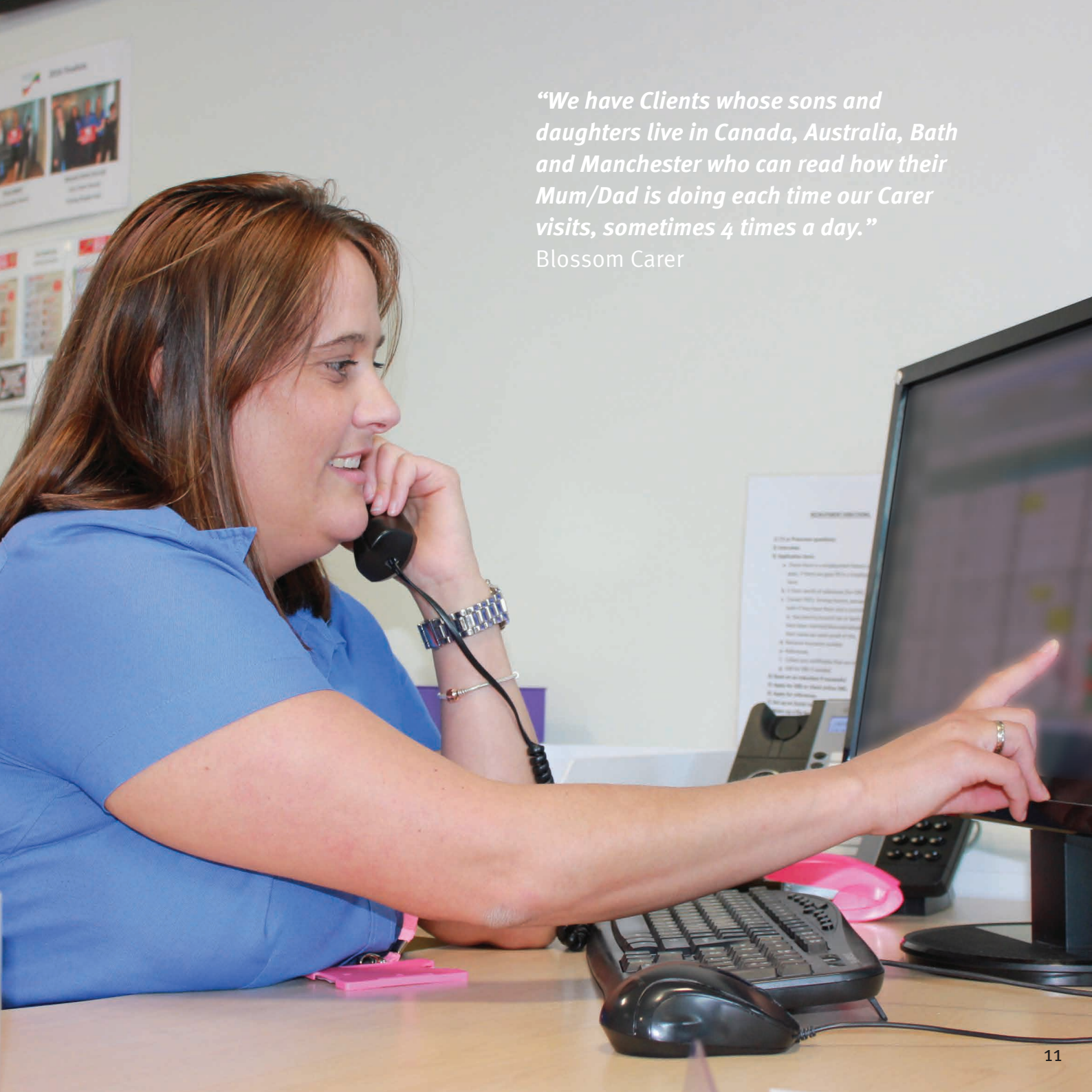
Our people, our processes and our systems set us apart from the rest. We are fully accountable for the service and directly accessible to Carers, Clients and client relatives 24/7.

Our holistic approach to the care ensures we fully meet the needs of the Client so care plans are as individual as the people we work with. Any worries or concerns identified by the Carer or Family are recorded and we liaise with health care professionals to help prevent deteriorating health issues and consequently reduce hospital visits.

All client records are digital, making them easier to access for staff and quicker to complete. All the completed digital care plans, activities, documentation and rota's are viewable by family, or next of kin that has authorised access, through the Online Feedback System. This can be accessed from anywhere in the world, providing honest and transparent care.

Blossom's real time monitoring system enables tracking of staff locality to ensure their lone working safety. It also enables time monitoring of care delivery - giving the exact length of visit plus the time the visit starts and ends. Care invoices are raised from the same system, maintaining total transparency.

Our totally fresh approach to home care is delivering 'just bloomin' good care' everyday, day in and day out, 24 hours a day, 7 days per week.



“We have Clients whose sons and daughters live in Canada, Australia, Bath and Manchester who can read how their Mum/Dad is doing each time our Carer visits, sometimes 4 times a day.”

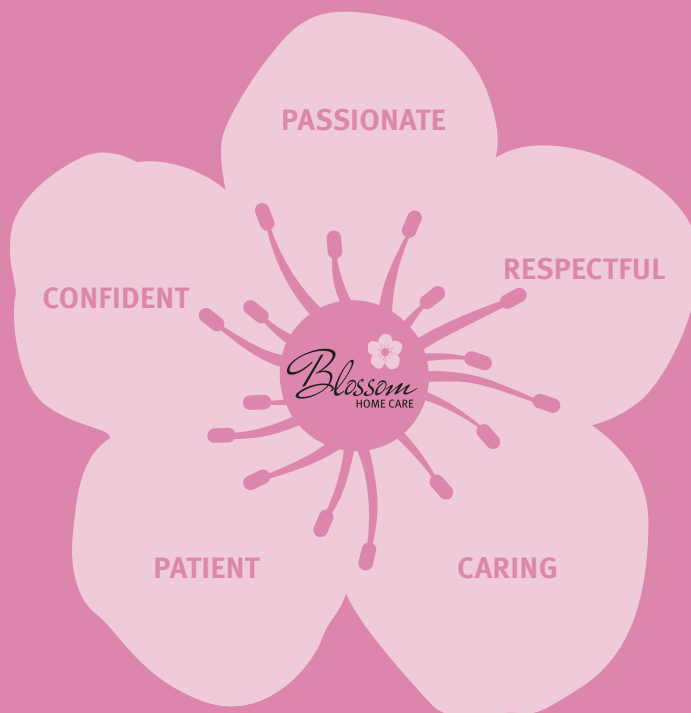
Blossom Carer

Our Carers & What Makes them Different

It takes truly passionate professionals who care about treating people in the right way, to deliver the high quality care Blossom Home Care has become known for. All Blossom Carers are DBS checked and have a clear criminal record so that Clients can be confident about who they are inviting into their homes.

At Blossom, we believe that people bond with those people from similar backgrounds or who have similar interests. Consequently, our Carers are matched to our Clients based on the Client's needs. As we are being invited in to our Client's homes each day, it is vital that Carers can be trusted to deliver the care and attention needed in a way that suits the individual Client. Our matching process helps us to achieve this. We have no shortage of high quality Carers because we reward our employees better than other companies offering similar services. Our strict recruitment process also enables us to confidently say we only employ Carers who believe in delivering 'just bloomin' good care'.

It is also vital that our Carers can adapt to suit the environment and activities in which they may partake with the Client and are enthusiastic about them. Blossom Carers are, therefore, fully trained to ensure they are competent and qualified for the role they undertake. Indeed, we actively recruit Carers who have experience in health care and are willing to expand their knowledge and skills by undertaking training and further qualifications, but also possess the qualities and attitudes of a good carer.



Blossom carers are dedicated to delivering high-quality care and the management team oversees the care given to Clients to ensure their care package is delivered how it should be. Carer and Client spot checks are undertaken, daily monitoring of care times and length of calls helps to ensure consistency of care.

Our care is always delivered, reducing worry and anxiety for everyone, through a dedicated management team with 24/7 back up support through on call staff and staff responders. Our aim is to meet all appointments, even in the worst of weather; we always do everything within our powers to get to ALL appointments.



“Your Carers display a very empathetic, respectful attitude. They are efficient, courteous, knowledgeable and very kind. We are extremely happy we chose Blossom.”

Blossom Client

A ray of sunshine...

Why a Blossom Care call is a minimum of 50 minutes

At Blossom Home Care, our care calls are a minimum 50 minutes, which gives our Carers the time to deliver the best care possible and for Clients not to be rushed.

“The problem with 15 minute care calls is that as a Carer you only have enough time to do what’s absolutely necessary and there isn’t time for any social interaction with the Client. Often you feel like you’ve just arrived and then you’re off again.”

Blossom Carer.

50 minutes is also long enough for Clients to be able to do things in their own time and for Carers to undertake their duties whilst still having the time to do the little things that can make a big difference to a Client’s life. This is generally better for everyone as more time also increases the social interaction between Client and Carer, decreasing the chances of loneliness or depression for the Client. Because more time is invested with Clients, our Carers also get to know them and their life. If changes in behaviour or their health occur, Carers can usually identify these quickly, so advice can be sought to prevent deterioration in health and well being.

As well as social interaction, Blossom’s Carers also get involved with our Client’s social activities like going shopping, doing the gardening, walking the dog, swimming etc. This sort of activity adds variety to a Client’s day and helps build even better bonds between Carer and Client. Clients look forward to their Carer visiting and from everyone’s perspective the minimum 50-minute call really does make a difference.



“It is good. I love the fact you are not rushed. With the 50 minute calls we can provide people with proper care and take time to chat to people.”

Blossom Carer

Dear Blossom Team,

Please share this note if it helps with customers or prospective customers so they can receive some honest feedback. Can I add that I do not work for Blossom or have any reason to write this feedback for personal gain, I just want to tell people about my positive experience.

Blossom cared for my Mum 3 times a day throughout last year through a very difficult time for our family as myself and my brother watched our Mum's terminal illness finally come to an end with my Mum peacefully passing away in her sleep in December. The Blossom Team became part of the family throughout this time and not only cared for Mum, but kept an eye on my brother who was bravely caring for Mum 24/7. I live 100 miles away, so I couldn't be there all the time.

The care given was perfect to meet Mum's needs. The support they gave my brother was amazing. When I was there, infrequently, they were efficient and caring and went the extra mile to do all they could. When they arrived they were a ray of sunshine in an often physically and mentally exhausting day. They were sensitive to my feelings also when I was with Mum.

We appreciated that sometimes previous customers in the day's schedule could take longer from time to time, so we were happy to be flexible. The Blossom Girls were hard working and cared enough not to be clock watching all the time when it wasn't appropriate. The professionalism of the Team was perfect. I would not have left my Mum with anyone less. Even when Mum passed away one of the Blossom Girls, in her own time, came to the funeral. I was not surprised, but this shows the level of care you are getting from the Blossom Girls. There was many a time I could see them professionally holding back the tears at the desperate situation we were in ... but they were there, doing all that was humanly possible.

If anyone is unsure about whether Blossom is for your situation, please pass on my email address or phone number below. I will gladly share my positive experience in the hope that someone else in a desperate situation that we were in can experience that ray of sunshine that used to walk into our lives 3 times a day to help care for Mum.

Thank you so much.

LB

(Email and phone number withheld for privacy, but available via the Blossom team.)



Blossom

HOME CARE



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Blossom Home Care Durham - each Blossom Home Care franchise office is independently owned and operated. Company number 12733074

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