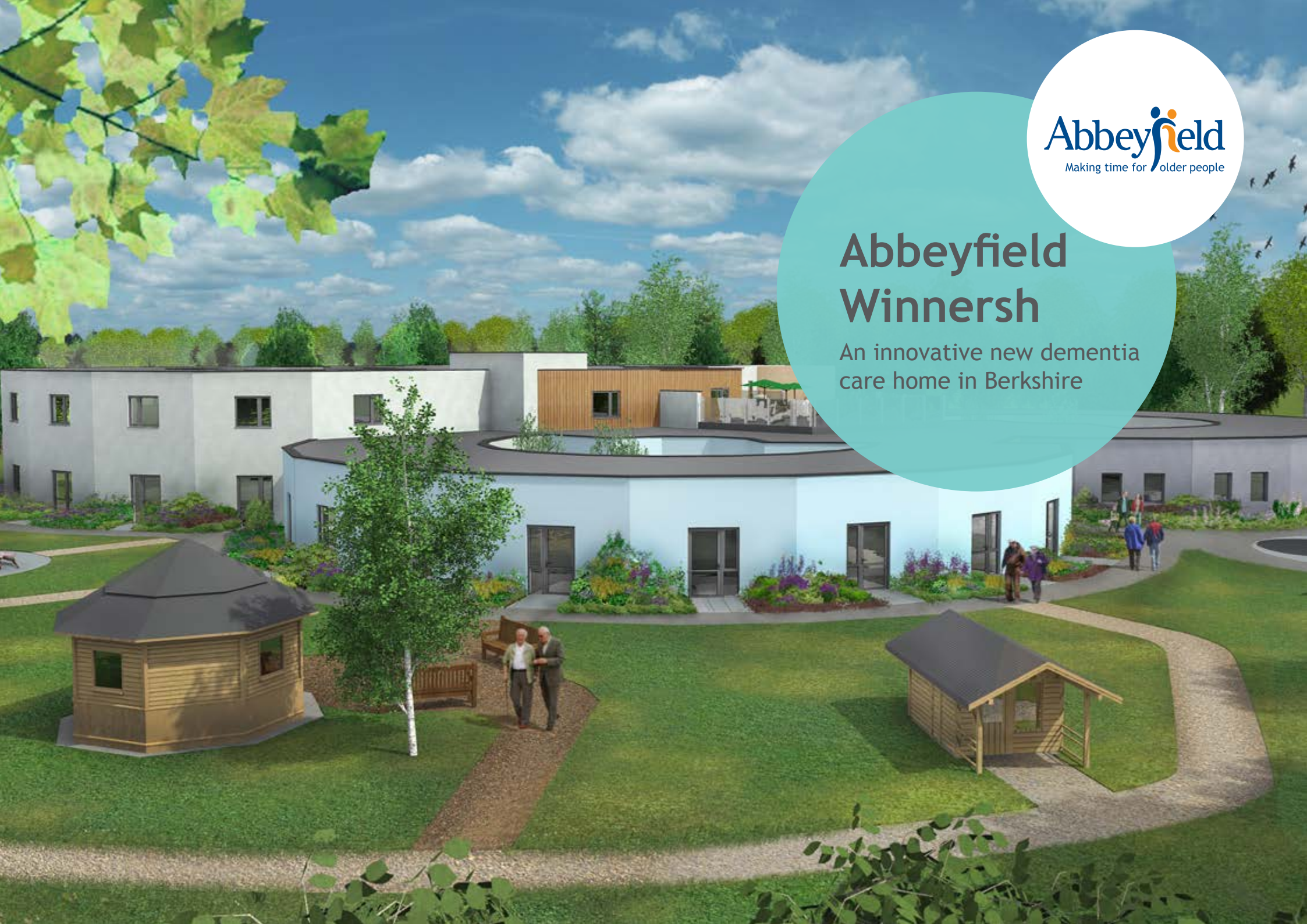


# Abbeyfield Winnersh

An innovative new dementia  
care home in Berkshire



# A state-of-the-art residential dementia care community

## Foreword

The Abbeyfield Society is a charity that has been providing housing and care for older people for 60 years, and we are delighted to announce the launch of our innovative specialist dementia care home here in Winnersh.

Opening its doors in summer 2016, this project is the culmination of many years of pioneering research into providing the best possible care and environment to those living with dementia.

We look forward to welcoming you.

**Natasha Singarayer**  
Abbeyfield Chief Executive

Set in the village of Winnersh, Wokingham, this innovative new facility has been carefully planned to provide you with a unique approach to specialised dementia care. From what was a disused brownfield space, Abbeyfield has transformed the landscape into a state-of-the-art residence to benefit the local area – putting the development at the heart of the community.

As specialists in dementia care, we recognise the importance of caring for you as an individual and striving to understand your personal needs. Our research and experience demonstrates that careful design of physical and social environments positively supports people living with dementia, providing safe and stimulating surroundings that have a positive impact on health and wellbeing.

Your welfare is at the heart of all that we do and for this reason we have worked

with pioneering specialist architects, interior designers and landscape gardeners; all to ensure that every aspect of the Winnersh development actively encourages you to live a happy, healthy and fulfilled life. These include highly innovative communal facilities that promote friendship, alongside well-designed acres of gardens that encourage enjoyment out in the fresh air. These are just two elements in a long list of considerations we've made to enhance your quality of life when you come to live with us at Abbeyfield Winnersh.

Whilst our care for older people takes on many forms, our work is driven by the same commitment – our dedication to making time for older people so that life is happy, sociable, comfortable and safe. Abbeyfield is there for you every step of the way, with the care and support to help you make the most of life through times of change.



In the heart  
of the local  
community





Abbeyfield Winnersh  
– carefully designed  
to support you

Abbeyfield  
Making time for older people







[Note: tunic to be recoloured]

# Dementia care

Devoting quality time and expertise to your quality of life

**Abbeyfield is a leading and trusted provider in specialist dementia care. We have offered care and support to older people since 1956 and over the years have refined our service based on the very same caring and compassionate approach of our founder, Richard Carr-Gomm.**

At Abbeyfield we strive to change the way people view dementia, and it is our mission to help those living with the condition to continue with their lives just as they want to. This means that we constantly look to support you, removing potential barriers to peace and fulfilment, so that you can continue to do the things you enjoy. So, why is Abbeyfield Winnersh different to other dementia care providers?

## **Pioneering care**

Our research foundation awards significant grant funding each year for important research into supporting those with dementia to ensure that we are at the forefront of dementia innovation. This, in turn, enables us to deliver pioneering care that is sympathetic to the needs of those who come to live with us.

At Abbeyfield Winnersh we have combined cutting edge technology with expertise in design to provide

a safe, stimulating and comfortable environment. Dementia can affect spatial awareness and perception of depth, and we know that walking up and down corridors can be frustrating and increase agitation. For this reason we have taken away that potential frustration by making our building completely circular. Each area flows in to another so there are no dead ends and no places where you have to decide whether to turn left or right.

The building itself enables complete freedom of movement. We have worked with specialist interior designers to select furniture and furnishings that work harder for you. In addition to being comfortable, they also help you to find your way around and provide an environment that's familiar. The calming colours and textures used in the building have been chosen to stimulate the senses and promote reminiscent memories.

“ Our skilled staff look beyond the symptoms of dementia to see the person within and to understand their reality ”



### **Breath of fresh air**

We know how important it is for everyone to have access to the outdoors, so we've developed our unique *Breath of Fresh Air* programme. Our gardens will actively encourage you to enjoy being out in the open, absorbing much-needed Vitamin D, whether it's taking part in activities, relaxing, reminiscing, or enjoying our specially adapted planting areas. We've even designed outside buildings with heating and light where you can continue with hobbies and activities. And as we know how important family and friends are, we've created specially designed spaces for enjoyment by the whole family. Visiting children can play safely outside in the play area and there are plenty of places to sit quietly and simply enjoy the surroundings with your friends and family.

### **Best practice**

Abbeyfield's expert dementia advisors ensure that our services are of the highest quality, based on best practice. The greatest insights however, come from our panel of 'experts by experience' – current Abbeyfield residents living with dementia – who help us to develop services and products that work for you. Their guidance helped us design signposting for the development to help you find your way around comfortably.

### **Every person is unique**

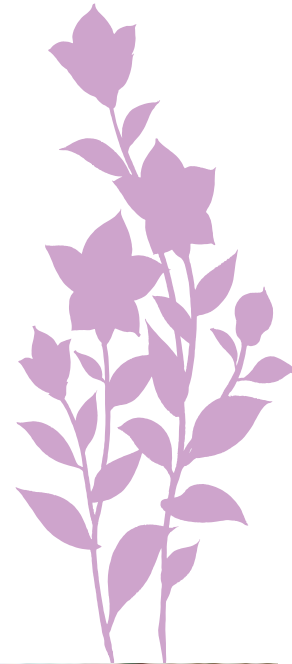
You and your family are firmly at the heart of our dementia care service. We believe that it is our privilege to care for you – we see everyone as a unique individual with their own interests, backgrounds and experience. Our carefully selected, skilled staff know the importance of taking care of both physical and social needs – they look beyond the symptoms of dementia to see the person within and to understand their reality. They know how to communicate in a way that is calming, even if a resident is no longer able to tell us how they feel or what they need.

Our dedicated dementia care training enables staff to experience what it might feel like to have dementia, building empathy and understanding for those in our care. Our training is based on best

practice and excellence, but it's more than that.

### **Making time**

Making time for older people underpins everything we do at Abbeyfield and this is especially true in our dementia care settings. Spending time talking to you and your family, getting to know you and finding out what you need to live well, means that we can support you as an individual. We take time to discover your life history, cultural, spiritual and care preferences, and who's special in your life. In essence, everything that's important to you. And in this way, every aspect of your care is tailored to you.







# A caring community

More than just a care home





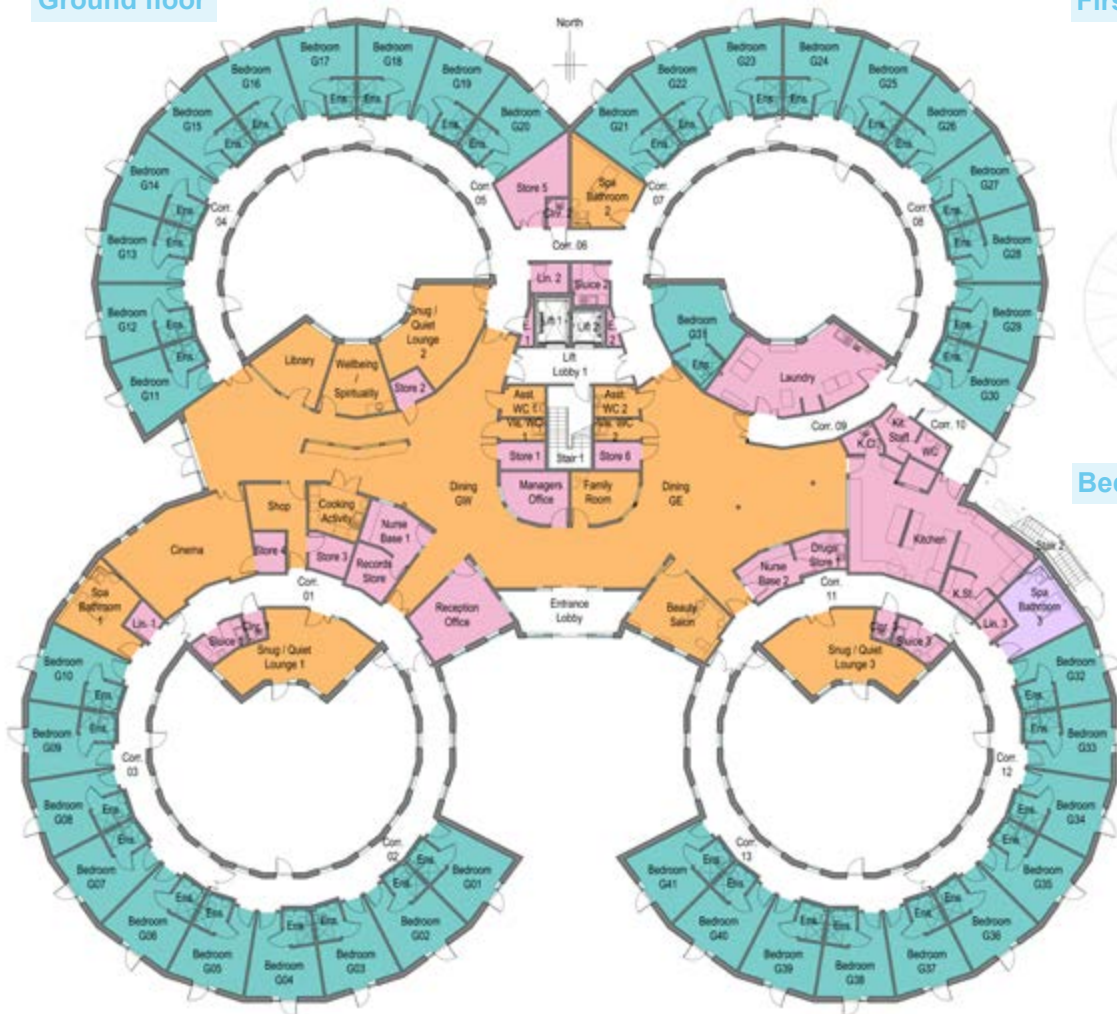


# Your environment

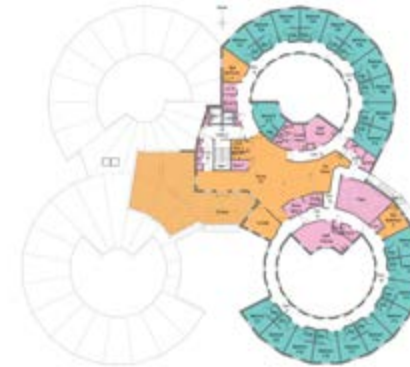
## Layout and specification

The pioneering layout of Abbeyfield Winnersh was inspired by our detailed understanding of how those living with dementia interpret their environment. This knowledge helped shape how building materials and facilities could be best arranged to provide comfort and safety.

Ground floor



First floor



Bedroom



Abbeyfield Winnersh consists of 60 homely bedrooms, each with an ensuite shower room and organised in six intimate clusters of 10 bedrooms. The design gives a sense of community within the larger home without restricting movement throughout the building. The clusters are decorated in themes to help identify the different areas, which in turn reduces potential anxiety and confusion when it comes to finding your way around. Four of the clusters are located on the ground floor around the courtyard gardens and there are a further two clusters at first floor level. Each cluster has its own lounge space and spa bathroom as well as easy access to outdoor areas, including the courtyards, and a magnificent first floor roof terrace.

### Daily routines

Bathing should always be a calming and enjoyable experience so we have introduced two spa bathrooms at Abbeyfield Winnersh. We've avoided clinical materials and lighting and have



introduced a soft colour scheme for the bathroom suites and decoration to make residents feel more relaxed and at home – bathing will be a pleasure once again.

Within Abbeyfield Winnersh there are many bespoke communal areas designed to encourage sociable activities and interaction. There is a kitchen and an activity area with task lighting for painting, sewing and other craftwork. Themed quiet lounges are available in each cluster, giving you space to read, watch television, socialise or relax – this will support independence and allow you to decide how you spend your time. Other on-site facilities include a cinema, a hairdressers, beauty suite, shop and a tea room that visitors can enjoy too.

### Lighter and brighter

As we age we all experience less frequent exposure to sunlight. Some physical conditions can prevent us from getting outside into daylight as much as we would like and changes to eyesight can also present difficulties. We know that people living with dementia benefit from higher levels of light to help prevent difficulties with sleeping. Disruptions in sleep patterns can lead to confusion in daily routines, decreased alertness, low mood and can sometimes lead to depression. For these reasons we use LED lighting as standard throughout

Abbeyfield Winnersh – it is far brighter and much closer to natural daylight than regular light bulbs. Sympathetic lighting can actually help to reduce the progression of some dementia-related symptoms, slowing deterioration by as much as 5% through resetting the natural body clock. Brighter daytime lighting has been shown to reduce depressive symptoms by up to 19%<sup>[1]</sup>.

### Time to enjoy some fresh air

All ground floor bedrooms have direct access to the gardens that have been carefully designed to be safe and fully accessible for all, allowing you unlimited access as you wish.

Being involved in gardening activities, particularly those that involve a growing cycle, such as sowing, planting, watering, nurturing and harvesting, can help to improve memory and maintain cognitive functions such as reasoning, problem-solving and decision-making. It also helps to give a clearer perception of your own health and wellbeing.

Being out in the garden or taking part in a garden-based activity can help support talking about the past and remind residents of garden tasks they might have been involved in when they were younger. Talking about favourite flowers, what they used to grow or do

“

We've carefully chosen materials and lighting to make you feel more relaxed and at home in your surroundings

”

in their own garden, can often open up other related memories.

Physical activity such as watering plants, raking leaves and walking boosts oxygen levels that are often lacking if one is indoors all the time. Exercise helps maintain coordination and balance, and improves strength and stamina. At the same time, this exercise aids better sleeping and eating patterns, supporting good health.



[1] Riemersma-van der Lek RF, 2008. *Effect of bright light and melatonin on cognitive and noncognitive function in elderly residents of group care facilities*. Netherlands Institute for Neuroscience, Royal Netherlands Academy of Arts and Sciences, Amsterdam, The Netherlands.



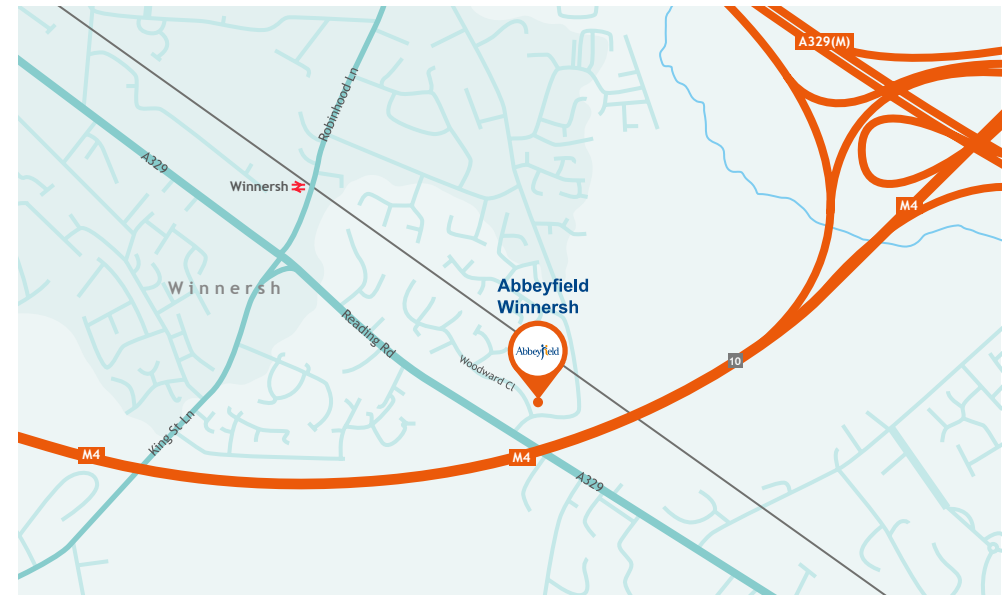
# Discover why people continue to choose Abbeyfield time after time



Whether you're considering care for yourself or a family member, you've just started exploring options or at the point of narrowing them down, we can help you make the right choice. We are committed to providing exceptional care for our residents. Please do get in touch or come and visit us.

## Where to find Abbeyfield Winnersh:

Woodward Close  
Winnersh  
Berkshire  
RG41 5UU



Call us on

**01727 734140**

or email us at

**winnershcare@abbeyfield.com**

The Abbeyfield Society  
St Peter's House, 2 Bricket Road, St Albans, Hertfordshire AL1 3JW

Tel: 01727 857536  
[www.abbeyfield.com](http://www.abbeyfield.com)

Registered in England and Wales, Company 574816, Charity 200719, HCA H1046