

News Matters



Autumn 2022

Independence Matters *'the life you choose...'*



Halloween



Spooktacular!



Welcome to News Matters

Hello everyone, what a brilliant edition of News Matters, absolutely full of great articles and links. Check out the [Norfolk Industries video](#) it gives a good insight into the factory life.



I think this edition really showcases the diversity of what we do as a group of companies, and I love that we make a difference and play a part in making great memories with our customers and colleagues.

It's wonderful to share and capture those special moments, whether it's celebrating Elsie's 100th birthday, or the new lives of Bobby-Rae and Isla-Rose. Hello also to Harry-Jay... fab names!!!

Autumn is my favourite time of year and this edition has a lovely autumnal feel to it with some great Halloween photos (I might make myself a Spooky Temple mocktail!).

Thank you to our customer Rachel for raising awareness of bullying, a powerful insight and message. And congratulations to our HSM colleague Katherine on becoming the first Trainee Associate Nurse from a Care Company. We are super proud to be able to support you to achieve your dream.

It's good to see that wildlife is flourishing on our sites, those hoglets look so cute. 🐷

Finally, it's never too early to think about Christmas, so please support the Brewery and buy some of our Festive Ale. It's super delicious and I'd like to think that this year's batch will be extra special 😊

A handwritten signature in black ink that reads "Sarah Stock".

Sarah Stock, Managing Director

Sarah joins the brew crew!

Sarah visited the Brewery in September and lent a hand to get their Festive Ale on the go ready for the Christmas season. The group learnt about the brewing process, the different temperatures needed, and the ingredients required.



We're delighted to announce that the Festive Ale is now available and orders can be made online through the Brewery's new website for collection from Ipswich Road.

Visit the new Brewery website here: www.equalbrewery.org.uk



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Halloween Spooktacular!

We love an opportunity to dress up and **Dereham Community Hub** got into the spooky spirit with some fab-u-lous outfits! Their Halloween event included a themed lunch, a very popular mocktail bar and a costume competition.



The Elm Street Bar



Spooky Temple – lime, syrup, lemonade or ginger ale. Garnished with a cherry.

Witch's Brew – lime, rosemary syrup, soda water. Garnished with sage.

Dracula's Blood – a spiced cherry juice punch.





Congratulations to the costume competition winners

1st Shirley

2nd Annie

3rd Jacob





Customers at **Sprowston Community Hub** held a disco and made skeleton ginger bread people.



Colleagues and customers at **Harford Hill** cosied together round the fireplace and shared ghost stories by candlelight.





Customers at **Ipswich Road Community Hub** were busy making decorations and carving pumpkins.

They enjoyed a Halloween party with a buffet followed by a disco/karaoke.

As you can see, Service Manager, Chris, got into to the spooky spirit, plus there was a surprise visit from a dinosaur!



Colleagues and customers at **Crossroads Community Hub** were inspired by the different varieties of pumpkins available, making the beautiful seasonal creations to decorate their room.



Keep spooking, we'll see you next year!



Rachael's raising awareness of bullying

Well done to customer Rachael at Holt Community Hub who has been working hard on a project with a serious message - to raise awareness of bullying.

Rachael wants to help colleagues get a better understanding of the different forms bullying can take and how to get help. She said: "I just hate to see children and adults with learning difficulties get bullied, it's not nice as some of them can't do anything about it because of the disabilities they have."

The poster board is situated in the Hub for everyone to learn from and we think she's done a fantastic job!



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World Alzheimer's month

Customers at the William Day Centre made Forget Me Nots to recognise World Alzheimer's Month in September. They cut up egg trays, shaped them to look like flowers, then painted them blue and made the centres out of yellow crunched up tissue paper.

The finished flowers were used to make a fabulous display. Find out more about how you can give your support on the [Alzheimer's Research UK website](#).



Check out our *Community shop*

Customers at Dereham Community Hub have a new community shop where they are selling Hub-grown produce, crafts, preloved items and their ever popular kindling. It's a great way to support Gateway learning skills including numeracy and customer service. The shop is located just inside the Hub entrance and is available during Hub opening hours.

To find out more about what's in stock, visit the [Dereham Community Hub Facebook page](#)



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Indoor fete has *all the fun of the fair*

Customers at Crossroads Community Hub wanted something fun to do and everyone agreed on an indoor fete with games and a picnic lunch. Their wish is our command!

You can see the participation was great with some traditional type stalls such as hook-a-duck, hoopla and a hat contest amongst the fun on offer.

Colleague Marie said: "It was a super event enjoyed by all and there was plenty of laughter throughout - always the best tonic!"



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Katherine is first Trainee Nursing Associate

HSM Field Care Supervisor, Katherine Thornton, has been accepted onto the University of East Anglia (UEA) Trainee Nursing Associate (TNA) programme.

She is the first community-based TNA in Norfolk & Waveney, and HSM is the first home care provider with nursing provision to put a colleague through the course.



I'm so excited to be accepted onto the TNA programme! I always knew I wanted to train to be a nurse and when I qualify I'll become a third generation nurse as my grandmother and mum were both nurses. My Dad has also been in care all his working life, so I was brought up in a family that helped people, and this is what I wish to do.

On leaving school I applied for a temporary Christmas job at a card factory and stayed for six years - mainly because I had a young son and it allowed me to work around nurseries and early year schooling. When my son went to full-time school, I started working at a local nursing home as a housekeeper and hostess. After three months I moved into a care assistant role where I remained for two years.

It was whilst doing the care assistant work that a colleague mentioned she worked part-time for Home Support Matters on their Enhanced Home Support Service (EHSS). It sounded exactly what I was looking for, so I applied and was offered a place. I worked on the EHSS until 2022 when it was decommissioned.

I approached Su Carver, HSM's Care Delivery Director, in the summer of 2021 and asked if I could be considered for the Trainee Nursing Associate Programme.



I knew Su had various meetings with the Clinical Care Commissioning group, UEA and Norfolk and Suffolk Care Support, who all support providers to link into the programme.

The challenge for HSM was the need for the company to have a qualified nurse to be my mentor and an additional nurse to act as an internal assessor. Eventually it was agreed that Kerry Rey, HSM's Nurse Lead to be my mentor through the programme and Charlotte Hilburn, IM Trainer and Clinician Nurse, to be my internal assessor.

It was suggested I move into a supervisory role in preparation for the TNA programme, so I successfully applied to be a Field Care Supervisor and will remain working in this role throughout the TNA programme.

My interview with the UEA took place on 5th October and I heard later that day that I'd been successful. I'll be attending UEA once a week and working alongside my mentor Kerry Rey at least one day a week for the duration of the course. I am extremely appreciative of this amazing opportunity and cannot wait to get started!

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A warm welcome to our *Patina* colleagues

In early August, Home Support Matters was approached by Norfolk County Council commissioners who asked if we would be interested in being introduced to a community-based home care provider who would be ceasing to trade in September.

The company, Patina Homecare, was looking for a provider to take over the management of their commissioned and privately funded customers in Great Yarmouth and surrounding area, with the opportunity to transfer its employees under a TUPE arrangement.

Following a successful introduction and speedy mobilisation programme, Patina customers and colleagues successfully transitioned into Home Support Matters Great Yarmouth homecare provision on 12th September.

The IM Group would like to extend a warm welcome to the following colleagues: **Chantelle Houldey, Jane Day, Chelsea McCann, Erica Love, Michelle Vlachos, Jane Kirton and Donna Brennan.**

It's great to have you on board!

HSM baby news

Baby Bobby-Rae was born to Care Co-Ordinator, Martin Wilkerson, and his partner on 28th August weighing a healthy 9lb 11oz. Mum is doing really well and we are all super proud of her.



The beautiful Isla-Rose was born on 7th September weighing 8lb 5oz. Her mum is our lovely Field Care Supervisor Chloe Smith. Isla-Rose has made Chloe's other daughter Evie-Mai a big sister.

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A Day in the Life

Rebecca Keers is a full-time Co-ordinator for Home Support Matters. She supports with the day-to-day management of HSM's Community Care Support Service (CCSS), Supported Living, Learning Disabilities, and Norwich Rapid Response service.

Prior to this she spent over three years as a care worker in the Enhanced Home Support Service.



My day starts with feeding my son and my pony. One is always easier than the other, I'll let you decide which! I then make my way to the Beccles branch, unless I'm working from home, and set myself up for the day by logging on to check on my emails. One of the many things I love about my role is that it can be so varied and so different from day to day.

I spend a lot of time working on rotas and covering care and support visits for customers in Norwich and nearby areas. As an office team, we work well together to get other geographical areas and sectors covered, so you never feel on your own and there is always someone on hand to help. I also spend time talking and working with health professionals from across the care sector, taking on new customers and creating rounds into existing staff rotas. I work very closely with the Field Care Supervisors, who assess new customers, and together we build care and support rounds that enable individuals to live in their own homes as independently as possible. Customers needs change all the time and it's my job to notify Social Services to ensure packages of care are centred around each person's changing needs.

Admin tasks fill up a lot of my day; ensuring all care and support visits are attended by a care/support worker at the correct time, taking



phone calls from customers, their families and care and support workers, making sure that all information is passed onto the correct people or dealt with there and then.

Fridays are always a busy day for us Co-ordinators, making sure the weekend is covered before we leave off. I'm on call every other weekend, making sure the phones are answered, any issues are dealt with, and again making sure all customers receive planned care and support.

When I'm not working you'll find me spending time with my pony, Pauline, who is a rescue from Redwings, as well as spending time with my son. Having an office role has allowed me to build a work/life balance that works for me, with hybrid working meaning I can be at home when I need to be there for my son.

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Holt's Macmillan fundraiser

Holt Community Hub held a coffee morning raising a brilliant £160.41 for Macmillan Cancer Support.

The event was attended by a special guest, former actress Candace Glendenning, whose daughter works at the Hub.

Candace acted from 1968 to 1982 and played the part of Rashel in the cult sci-fi series Blake's 7 which is one of Kevin's favourite TV shows.



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In aid of
**WE ARE
MACMILLAN.
CANCER SUPPORT**

Our ale's for sale in a phone box?

Yes it is!! Thanks to Saul Press who runs what's been dubbed the 'UK's smallest off-licence'.

The Beer Hatch operates from a red telephone box in Tombland, Norwich and sells local craft beers and real ales from around East Anglia – including the Brewery's Golden Ale.

Saul connected with the Brewery via Instagram and visited our Ipswich Road Community Hub to find out more about what we do and sample our ale.

Saul plans for The Beer Hatch to be open on Thursdays, Fridays and Saturdays from September.



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Time out to escape for Church Green team

Colleagues at Church Green Lodge held an action-packed team building away day in October. The event included a mock fire evacuation with role play, a themed game of Pictionary and a visit to an escape room.



Colleague Carly said: "We were lucky enough to go to Cryptic Escape in Norwich and I would highly recommend this to anyone. Neither group managed to escape but it was a lot of fun!"



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We've signed up to Signalong

Many of the people who come to us for work experience benefit from support with communication, they may be deaf, hard of hearing, or have learning disabilities. Now three members of our team, Sharon, Sue and Leanne, are learning Signalong, an alternative form of sign language in which signing is accompanied by speech. Being able to understand each other is so important in life and in the workplace and we are working to make communication equal and inclusive to all.

It's good to be back at PATS!

Norfolk Industries was back at PATS Telford tradeshow at the end of September. This was the first trade show that we've been able to attend since the pandemic and we were super excited to be there.

PATS is ideal for making contact with potential new business customers, as well as meeting with current trading partners to discuss how things are going and showcase what's new. The show went really well with some lovely reactions to our new product Furry Friends Farewell, particularly from veterinary nurses, giving us a new target market to focus on.



Our new website is now live!

Our new website went live in September with a new online shop designed to make it easier to do business with us. The shop sells our range of Norfolk Industries branded products and caters for independent retailers as well as those buying for their own pet. Take a look here:

<https://www.norfolkindustries.co.uk>



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Some Jollye good news!

We're delighted to have secured a new contract to supply Jollyes, one of the largest chains of pet superstores, with stores across the UK. We'll be supplying them with our own brand paper flakes, recycled paper and cotton bedding products.

Being able to supply our own-branded products to a major retailer is a real bonus for us. We welcome every opportunity to get our name 'out there' and raise the profile of our business in the marketplace.

The Jollyes contract is additional work against our budget so it will also directly contribute to more paid employment and opportunities for people with disabilities. Products will be available both instore and online at www.jollyes.co.uk



Take a look at our new video

Our website features a new video that explains our purpose and why we love what we do. A big thank you to video production specialists [Trendy Grandad](#) for their great storytelling.

You can [watch our video here](#).



Not all disabilities can be seen

Our motto is 'think workability, not disability' and we're advocates for people with disabilities of every type, including those whose disabilities that are invisible or hidden.

We recently experienced how difficult it can be for people with hidden disabilities when one of our work placements Ellen (not her real name) took on a paid, part-time role with a local employer.

The work was perfect for her, and we were confident it was a good match for her strengths. But what should have been a happy and successful outcome turned out very differently. Due to a lack of understanding of Ellen's disability and communication methods, she quickly became misunderstood, ultimately leading to her leaving her employment.

Situations like this can create anxiety and stress, dent confidence which might have taken years to build, and cloud disabled people's views of finding an understanding and accommodating employer.

We'd like to send Ellen every good wish for the future and just hope that she finds a more suitable opportunity soon.

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Helping Harry-Jay raise awareness



September is hydrocephalus awareness month and Harry-Jay's mum, a Team Manager at Ipswich Road Community Hub, asked us to help him raise awareness of the condition.

“ September is a very important month for me, every year my mum and dad do what they can to raise awareness, but now I'm older I like to do it myself (with a little bit of help).

Hydro is where there is too much fluid in your brain which causes the pressure in the brain to rise. This can cause brain damage and many other things. I was born with hydrocephalous; no one really knows why, it just happened. A blip in the system my mum says.

I had a very turbulent first few months, lots of hospital appointments and brain surgery at three weeks old. In my surgery I had something called a VP shunt (Ventriculoperitoneal Shunt) inserted. This is a pump that goes into my brain, it pumps all the fluid stuck in my head through a tube that is placed in my tummy. This keeps the pressure in my brain normal.

Now my mum and dad worry because the special pump can block which will then cause the pressure in my brain to rise. This always means a trip to a special hospital called Addenbrookes but luckily this has not happened yet where I need a new shunt.



I am a very lucky boy; even though my doctors still look for issues I am yet to have any, no brain damage, no disabilities. So, I have decided to raise as much awareness as I can for others who aren't as lucky as me.

Thank you for reading and please spread the word! You can read more about hydrocephalous on the [Shine Charity website](#).



Memory stone art

Crossroads Community Hub enjoyed a session with Eyebrow Arts where they created these memory stones. Each stone is the mould of a customer's hand/fingers creating a unique memory of them. They have been arranged to demonstrate the benefit of being with others and how we grow as a result, and will be displayed at the Hub for all to see.

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Making sport fun *and accessible*

NPAS customers had fun using adapted bikes at the inclusive sports group which runs at the UEA Sports Park in Norwich every Wednesday morning.

The group offers different sports activities each week for any ability for just £1.50 per session. Customers enjoy trying out the different sports which include bowls, tennis, rock climbing, badminton, cycling and much more.



Headlines & chips!

Customers and colleagues at Crossroads Community Hub enjoyed a meal of fish and chips, which we're told was, of course, very popular with only scraps left.

As chippies no longer wrap their food in newspaper, the Hub made their own, using a combination of past and current headlines to prompt reminiscence discussion. What a lovely idea! 😊



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Huge Thanks To Tesco!

Great Yarmouth Community Hub has received a donation of £781.20 from Tesco's Great Yarmouth Community Store.

Colleagues and customers and staff plan to spend the funds on a day out in the community and improvements to the Hub's sensory room.



Happy Birthday Elsie

Massive congratulations to William Day Centre customer Elsie, who celebrated her 100th birthday in September. Her family brought in a cake which colleagues decorated with balloons and banners. She also had family visit from the USA and Australia to celebrate with her. Elsie, we hope you had a great day, you look amazing!



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A prickly surprise at the Hedgehog Hotel

Customers and colleagues at Church Green Lodge had a wonderful surprise in the summer, when they discovered that some new guests had checked into their Hedgehog Hotel. 🦔🦔🦔

The 'Hotel', which is located in the Lodge's garden, was found to have a family of hedgehogs in residence. The hogs were soon named; Mrs Prickles, and her three babies; Thorn, Sonic and Luna! How wonderful she chose us as a safe space to raise her hoglets.

Everyone was very excited about the new guests, including customer Vincent. Vincent is getting to be something of a hedgehog expert having helped to rescue Horace Hogglesworth while staying at the Lodge last December (as reported in the Christmas 2021 edition of News Matters).

We are pleased to report that the whole Prickles family successfully 'fledged' and the hotel is now vacant and ready for any new visitors who are looking for shelter this winter.



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Summer fete makes a *welcome return!*

Ipswich Road Community Hub held its first summer fete since the pandemic. Held on 23rd August it was a very successful day, raising a total of £300.

The weather was kind and a great time was had by all with games, face painting, a raffle, bric-a-brac stall, crafts, dancing, singing and a very tasty BBQ!

Singing was provided by a customer's brother and the Hub's 'Sign Along' customer choir run by Belinda Key also performed.

Huge thanks go to everyone who was involved with organising the event.



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Capturing wildlife!

The TAPS Wildlife Watchers are excited to have a new bridge camera to take photos of the birds and wildlife around the Hub.

Everyone is having a turn to use it, with Mark and Jasmine taking some lovely shots, our favourite being Jasmine's (below) of a blackbird taking a wash in the bath soon after she had cleaned it. We've named that 'gratitude'. We're sure you'll agree it's a very professional pic.



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Autumn craft work

These lovely autumn-themed decorations were made by customers at Crossroads Community Hub. Celebrating the season is a great way to boost your mood and customers have enjoyed getting involved with the sessions. Plus they are all using easily acquired local resources - how fab!



Are you going to the Norwich Festive Fayre?

The Brewery will be attending the Festive Fayre at the Forum in Norwich on Friday 25th and Sunday 27th November. Do pop along to see us if you are there and maybe order your Christmas beer!

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