

Our impact in 2021 – 2022



CEO and Chair report

Whilst this has been a transitional year for Greensleeves Care and the wider care sector, it has also been a year of achievement and celebration of all we have overcome. Despite the challenges, we delivered high-quality care; rewarded our people for exceptional work in extreme circumstances and continued our sustainable programme of growth to take our award-winning care to even more people across England.

Our thank you goes to our colleagues and volunteers. They added to our social impact every day over the past year by choosing to come into work, and their daily acts of professionalism and kindness have made all the difference to residents and families.

As COVID-19 restrictions gradually eased, up and down the country colleagues were asked to navigate fast-evolving changes. They had to adapt rapidly and constantly balance the desire for our homes to reopen to their communities with the need to keep our residents safe and comfortable.

The first heartfelt thank you of this year's Social Impact Report goes to all our colleagues and volunteers – those on the frontline and those supporting from the side-lines. They added to our social impact every day, by choosing to come into work amidst the relentless difficult news; and their daily acts of professionalism and kindness have made all the difference to the residents in our care and their families. The consistently high praise and positive reviews we received in the year are a strong testament to that. As are the stories of Maureen, Cyril and so many others which you will find in these pages, and which explain why we do what we do.

2022 marked our 25th anniversary – you will find highlights from our celebrations at the end of this report. Greensleeves

Care, and care as a sector, have changed exponentially over the last quarter of a century. However, our fundamental values of respect, openness and responsibility have stood the test of time. In a year when the sector continued to face some of the most challenging times in anyone's memory, we are proud to have provided exceptional care to our residents, supported our teams and expanded our impact.

We now care for over 900 residents across our 26 homes. We have the highest ratings from our regulator, the Care Quality Commission, we have ever had, and our homes, which provide award-winning residential, dementia and nursing care, are consistently at the top of regional listings.

Feedback from residents and relatives remains vital to our success and driving continuous quality improvement. This year we started a new residents' and relatives' survey and the results tell us both what is working and where there is room for improvement. Residents confirmed they feel happy with their care, the staff and their facilities.

Relatives told us what any care provider wants to hear: that they have 'peace of mind' knowing their loved one is safe with us. Where we have not got it completely right, we have liaised directly with residents, relatives and stakeholders to improve our performance. We are hugely thankful for their encouragement and honesty.

Residents confirmed they feel happy with their care, the staff and their facilities. Relatives told us what any care provider wants to hear: that they have 'peace of mind' knowing their loved one is safe with us.

Our financial approach means we have been able to deliver high quality care and

our programme of growth. This year, we celebrated becoming a Real Living Wage Employer and achieving Gold Investors in People accreditation, joining the list of only 17% of organisations to have received it.

In 2021 we added two new homes to our group and made great inroads towards completing another two properties due to open later in 2022. They are helping us deliver our person-centred approach to care to even more people. We have set out to grow sustainably, with a target of zero waste to landfill for all our capital projects by 2030 as part of a strategy that is also seeing us moving towards being fossil fuel-free and engaging with more local and sustainable suppliers.

Over the past year we continued to expand the reach of our charitable impact. We sought to help even more people and their families through our free online advice centre, and we got one step closer to realising our mission of helping older people live fulfilling lives by leading the creation of new international standards to achieve more age- and dementia- friendly communities around the world.

This year, we celebrated becoming a Real Living Wage Employer and achieving Gold Investors in People accreditation, joining the list of only 17% of organisations to have received it.

As the world opened up again, so did many of our operations. Our homes worked hard to re-join their communities safely, and we were thrilled to be able to hold our annual Greensleeves Care Awards in April 2022 in person for the first time since 2019. Colleagues joined residents to recognise excellent teams and individuals across our organisation, and once again we were reminded that we are among friends – and that nothing beats getting together with friends in person. This year we also saw some changes to

our Board. Our previous Chair, Chris Shaw, and Our previous Chair, Chris Shaw, and Trustee, Liz Marsh, both retired after eight years of unstinting service; and our previous Vice-Chair, Rob Strange, also retired in July 2021. We Would like to thank them all for their dedication and insight throughout the years. Dallas Pounds stepped up from Vice-Chair to Chair and we welcomed three new Trustees – Mark Foster, Mark Shaha and Jill Tombs – who bring a wealth of experience in property, finance and HR.

We continued to expand the reach of our charitable impact, helping even more people and their families through our free online advice centre and supporting the creation of new international standards to push for more age- and dementia- friendly communities around the world.

Increasingly, care homes are viewed as a positive and empowering step in people's life journeys, and places to develop a fulfilling career. This year we were humbled to see that people are living and working in our homes over longer periods. Some of our residents have lived in a Greensleeves Care home for over 20 years and this year we proudly issued a large amount of 10 and 20-year Long Service Awards to colleagues.

As we celebrate 25 years of service, we would like to acknowledge and thank all the people, past and present, who have made our charity the success that it is today. We very much look forward to the next 25 years.



Paul Newman
Chief Executive



Dallas Pounds
Chair

Who we are



Our values

Respect

We operate with a person-centred approach to care and we treat both residents and colleagues with dignity, valuing their individuality, unique life experiences and personal contributions.

Openness

We act with candour to build trusting relationships and confidence in our intentions, behaviours and actions. We choose words and actions that are sincere, not misleading.

Responsibility

We are privileged to hold responsibility for the wellbeing of our colleagues and residents and are committed to meeting their needs. We empower individuals and encourage each other to take ownership of our responsibilities whilst being careful and considerate of the choices we make.

Our motto – ‘You’re Among Friends’

Our care homes promote genuine friendships between residents, families and colleagues alike. This friendship also extends beyond our care home walls and we aim to help as many older people as we can in local communities by establishing our care homes as hubs of connection and activity.

How we operate as a charity

Greensleeves Care is a not-for-profit organisation. For us, this means we do not have to compromise the quality of our care to secure profits for shareholders. We focus all our efforts on our residents, ensuring they can live happy, independent and fulfilled lives while in our care.

Income from care fees

The majority of our income comes from the weekly fees that our residents pay. We strive to provide the best possible value to our residents and to minimise fees, which is largely achieved because we have no shareholders. Any surplus is reinvested in improving our environments and expanding our charitable impact.

Donations

We also receive revenue from generous donations from either current residents, their families and friends, or through legacy donations made in people’s wills. Many of our homes also do their own fundraising activities for their residents’ amenity fund which goes towards trips out and other special activities.

9.5/10

Average review score of our homes across the group
(Source: carehome.co.uk)

Our impact on residents



2021-22 IMPACT HIGHLIGHTS

- Our new customer experience survey showed that 95% of residents are happy with the care they receive, and 90% felt they were protected from the risks of the pandemic
- Innovative new training is supporting our staff to care better for residents with a range of conditions including dementia
- As restrictions eased, residents started to resume crucial social activities and to reconnect with their local communities

At Greensleeves Care, we pride ourselves on the exemplary and award-winning residential, dementia and nursing care that our homes offer. Our dedicated Quality, Compliance and Operational teams are constantly making improvements and introducing innovation to continue providing high-quality care and to keep Greensleeves Care at the forefront of the sector.

What our residents say

Key findings from our 2021 residents' survey include:

- **95%** of residents are happy with the care we give
- **90%** of residents felt they were protected from the risks of the pandemic
- **89%** of residents would recommend us
- **97%** of residents were overall satisfied with how staff support/help them
- **92%** of residents were satisfied with their respective home's facilities and amenities
- **94%** of residents were happy with the overall cleanliness of the building and its grounds

95%

of residents are happy with the care we give

These surveys are vital to our improvement plans and enable us to directly address the concerns of residents and their families. Where there are improvements to be made in our feedback, we action these going forward and always welcome these suggestions.

In their own words

*"I was very favourably impressed by all aspects of my involvement with De Lucy House over four months. **The administration was efficient; my accommodation was satisfactory; all staff were friendly and worked to a high standard - their patience was phenomenal.** I appreciated the effort to provide activities and enjoyed the meals."*

*"**I have had the best of care (at Speirs House), and the food is very good. All managers are easy to talk to and will help you.**"*

*"**Nothing is too much trouble, I moved rooms recently and they were marvellous. I love it here and I am very happy at Henley House.**"*

*"Excellent. Great view of the sea from my room. A cafe within easy reach. **All my pictures from home are on my wall at Grosvenor House. Very nice staff. Well run and attentive care.**"*

(Source: carehome.co.uk)

Creating a sense of belonging and community

Instilling a sense of community for our residents, both within our care homes and further afield, is something we strongly emphasise in our tailored and varied activities programmes. Below are some examples of ways in which friendships are encouraged between residents, as well as between our homes and their respective local communities.

Facilitating Friendships

“When connections are made between residents, we encourage new friendships through activities and socialising.

“Some residents are naturally drawn to each other and choose to spend more time together. For example, on National Best Friends Day, three ladies who get on ‘like a house on fire’ all went out together to the seaside.

“Those that find it difficult to mix and cannot communicate as well have the more sociable residents sit with them and read to them and hold their hand whilst listening to music so they are still benefiting from those important connections.”

Gareth Activities Co-Ordinator at Harleston House.

Community groups

“Every afternoon we have a group activity which gets together groups of residents, some who are already firm friends and some who may be new to the home. Residents get to meet new people during the activity but often afterwards choose to spend time together and build friendships with people who have similar life experiences or who have similar hobbies and interests.

“We like to ‘do our bit’ in the local community, for example we work closely with groups such as Berkshire Vision to link our residents with people in the community who live with sight loss or impairment and they offer a buddy system which can be via online chats or face to face visits.

“We have strong links with a local secondary school and have visits from groups of 12-year-old children each fortnight who come in to talk to residents and form friendships across the generations.

“We also have a favourite pub - we aim to get out at least one afternoon a fortnight with a group of around five or six residents at a time. We always meet new neighbours there, whilst having the chance to break away from the hustle and bustle of the home and have meaningful conversations.”

Nikki Activities Co-Ordinator at The Manor

Befriending the neighbours

“We are lucky to be situated by the lovely West Marina Gardens, a small area that has a bowling green in, where we often like to walk with residents and colleagues. We always stop and chat to our neighbours there. One of our residents used to be a member of the bowls club, and they gave him a schedule and said he is welcome to pop along any time and watch the games. We have also had a bowls session with our residents which they loved!”

“At the other end of the gardens there is a group of people that maintain a wild flower garden and are restoring a statue. We often chat to them and get updates on how things are going with their project.”

“While residents also take trips further afield, we feel it is important for them to feel a sense of belonging within the immediate local area, where many of them have lived for a long time.”

Paula Activities Co-Ordinator at Grosvenor House.



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Paula Activities Co-Ordinator, Grosvenor House



Delivering high-quality care through well equipped teams

Next year, we are aiming to create a Future Leaders Programme to further promote the development and progression of our existing colleagues and create a sustainable workforce; the learning materials for which will be accredited with ILM (Institute of Leadership and Management). We are also working on a training skills academy for colleagues across the whole Trust.

- **Introduced mandatory virtual dementia training:** we have embedded experiential learning into our dementia training whereby all colleagues take part in a virtual 'tour' which allows them to see the world through the eyes of a person living with dementia. This is now a mandatory part of our training programme.
- **Created bespoke courses to reinforce person-centred care:** these have been created for our colleagues who support residents whose behaviour can be challenging at times. As an organisation, we take a person-centred approach to care and believe that person-centred training must be a key part of our learning offering.
- **Secured market-leading accreditations:** Our training is now endorsed by Skills for Care, as well as City & Guilds. These accreditations are rarely awarded outside specialist care training providers and enable us to provide colleagues with leading learning credentials.





Maureen at home at De Lucy House

Case Study: Maureen

Life was good for my husband John and myself, until two years after his retirement, when we decided to move back to the countryside after living all our married life on the edge of Cambridge. We moved to Norfolk to a village near Diss.

I was diagnosed with anxiety and depression two years after we moved, brought on by not being able to settle in my new surroundings. While I had John, I managed my anxiety and depression fairly well, relying completely on him for almost everything.

Then in December 2018 John passed away from cancer. I found myself unable to be in the house on my own during the day and would constantly be out visiting friends or at church to avoid being alone. Then COVID-19 struck, and naturally, there were times when I couldn't be with anyone, and these were the times when my panic attacks occurred.

"The home manager came to see me and tell me all about De Lucy. She said my psychological needs were just as important as someone with physical care needs. Within two weeks, I moved in!"

On one occasion, I had to go to hospital as I couldn't get my breathing under control during a panic attack. After examining me, a doctor at the hospital said, "Maureen, the only way you're going to get rid of these panic attacks is if you go and live among people again."

People in the local area had recommended De Lucy House to me, so the home manager came to see me and tell me all about this lovely place. She said my psychological needs were just as important as someone with physical care needs. Within two weeks, I moved in!

I felt such a relief and after a few days, I settled down and began to love living at De Lucy House.

When it comes to the staff, seniors and carers, I have been given as much or as little independence as I want or need. My psychologist also helped me decide in what ways my carers could help me. With all the support I receive, I look forward to what God will bring into my life each day.

Since living here, I have started leading a very informal church service for any fellow residents who wish to come. One of our Activities ladies is really supportive and also plays the choral versions of the hymns we are using, on her mobile phone, attached to a karaoke loudspeaker!

"Looking back to last summer and how I was then and how I am now, I am not the same person. In fact, I feel so much more like the person I was before I lost my husband."

I am also active on Facebook and send messages to family and friends twice a week, which I call 'Maureen's Ramblings' where I ramble on about what I have been doing both in De Lucy House and outside of it too.

It took a long time before I saw any reduction in my anxiety and panic attacks, as the slightest things could trigger them, but looking back to last summer and how I was then and how I am now, I am not the same person. In fact, I feel so much more like the person I was before I lost John.

I am blessed in every way by living here in this lovely care home and I haven't once wanted to be anywhere else.

Eric enjoying life at Grosvenor House



Case Study: Eric

I have limited movement in both arms, and arthritis affecting both kneecaps. Before I moved to Grosvenor House, I was struggling to cope on my own at home. I was only able to move freely around one room, and I had a vitamin D deficiency as I was not able to get outside much.

"I came to the home in wheelchair, and within four weeks I was walking about with a frame."

My grandson was the one who suggested I move into a care home. He visited me one day and said "Granddad, you can't stay like this" and he was right. He saved my life, bringing me to Grosvenor House.

Grosvenor House was recommended to me as my brother was also in a Greensleeves Care home, and my niece worked for the organisation as well.

I came to the home in wheelchair, and within four weeks I was walking about with a frame. I have been able to walk all round the gardens here - to the seafront, where I often sit and sketch. I have always

been a keen painter, since the age of four, and my room here is the perfect studio.

I've had a very interesting life so far. I worked in the film industry as a cameraman and later as a director of photography, the second most important person on a film set after the director! I always knew I wanted to go into the film business. When you're doing what you love, you don't feel like you're working. I think anybody can do it!

"I have always been a keen painter, since the age of four, and my room here is the perfect studio."

No two days were the same throughout my long career, but no two days are the same now! Everything I have ever wanted to do in my life, I am still doing here today.

There are times where I am in a euphoric state here, I've been given a new lease of life. My best piece of advice is: "If you want to be a happy person, live now, don't live yesterday, don't live tomorrow. This moment now is all we have."

Our impact on relatives

At Greensleeves Care, we recognise the role relatives and friends have in the care of our residents. Part of that is acknowledging the importance of communicating with our residents' loved ones, and this has been especially true of the past few years. At a time of much uncertainty and challenge for families, we are constantly striving to improve channels of communication and ensure that families are actively involved in the care of their loved ones.

2021-22 IMPACT HIGHLIGHTS

- 97% of relatives were satisfied with how staff support their relative/friend who lives in the home
- Relatives and friends continued to trust our care and reported to feel peace of mind
- Families and loved ones reported feeling well informed about visit arrangements

What our residents say

Key findings from our 2021 residents' survey include

- **92%** of relatives would recommend us
- **95%** of relatives are happy with the care we give
- **89%** of relatives felt residents were protected from the risks of the pandemic
- **92%** agreed that arrangements to manage the pandemic were communicated to them
- **98%** agreed that visiting arrangements were communicated to them
- **97%** were satisfied with how staff support their relative/friend who lives in the home
- **96%** were satisfied with staff members' general manner and attitudes

97%

were satisfied with how staff support their relative/friend

In their own words

*"I find Gloucester House to be a very friendly, warm and caring care home. **It really does have the feel of a home rather than an institution** and the staff facilitate this in the work they do. The atmosphere is always lovely and I feel there is always a welcome for visitors. The residents appear to be happy and well cared for having all their needs met. Food is wonderful too!"*

Friend of resident

*"Having recently moved our mother permanently into Henley House after three periods of respite in 2021. **We now have peace of mind and total confidence that she is being well looked after in a completely safe environment.** The building is new and very smart and the staff are wonderful. So kind and caring, nothing is too much trouble. The room is very comfortable, the food is well prepared and nutritious and everything is spotlessly clean."*

Son of resident

*"**From the moment Mum arrived to a 'red carpet', I knew she would enjoy her stay and I was reassured that she would be safe and cared for** by the incredible staff who all engaged with her at every level, with friendly, yet disciplined interaction. I have no worries about recommending Bucklers Lodge to anyone who needs care for a loved one."*

Son of resident

*"Glebelands has been a life changer not only for my mother who was very ill when she first went in last July 2021 but also for myself, **working full time and a long distance from her. It has given me the peace of mind that she is being well looked after and cared for** in beautiful surroundings. I couldn't have found a better nursing home for my mum."*

Daughter of resident

"My mother and father became residents at Lavender Fields in Seal this month. It was a huge step after seventy years in the same house together so we investigated various homes to find the right fit. We could not be more pleased with the care they are both receiving from the wonderful staff and facilities. They're both very happy."

Daughter of resident

Our impact on colleagues



2021-22 IMPACT HIGHLIGHTS

- Awarded a 5% pay increase to our nursing and care staff and worked towards becoming a Real Living Wage Employer
- Achieved Gold Investors in People Accreditation and grew our programme of activities to embed equity, diversity and inclusion
- Maintained high levels of staff retention, with turnover well below the sector average

Our motto, 'You're among friends,' applies to our colleagues just as much as our residents and their families. We believe in fostering a supportive environment for our colleagues, where they are empowered to take ownership over their role and progress in their careers in a rewarding sector such as care.

Supporting and growing our team

Career progression

We are working hard to show the opportunities for progression within a career in care. We offer paid training courses such as the RQF (Regulated Qualifications Framework) and other health and social care qualifications for our colleagues to upskill and progress up the career ladder.

Head office staff are also encouraged to take training courses, diplomas and professional qualifications funded by the Trust.

Mental health support

Colleagues get anonymous free access to mental health support from the Thrive app, as part of our wellbeing strategy. Where we are seeing reports of anxiety and depression, we are seeing good rates of recovery.

Competitive pay rates

In 2021 we issued a 5% pay increase to our nursing and care staff to thank them for their hard work and dedication throughout the pandemic.

We also worked towards becoming a Real Living Wage Employer in 2022.

Investing in people

In 2021 we received Gold Investors in People Accreditation, something which only 17% of organisations achieve.

We were also commended in the Employer of the Year (London Region) category of the Great British Care Awards 2021, following a nomination by a frontline colleague.

Staff retention

From April 2021 to March 2022, our staff retention is 83.1% with turnover averaging 16.9%. Turnover is well below the sector average which stood at 34.4% in 2020/21 (most recent published data). We are working with our care homes to retain colleagues and keep staff turnover below 20% in the coming year.

Equity, diversity and inclusion

We live by our motto of 'You're among friends' meaning we actively promote diversity among colleagues. We are committed to being an equal opportunities organisation and have an evolving programme of ED&I initiatives and policies.

Celebrating long service

We are proud to foster a culture whereby when people work for Greensleeves Care, they often choose to do so for many years. So far in 2022, we have celebrated the following long service awards:

5 years' service
77 colleagues

10 years' service
21 colleagues

20 years' service
7 colleagues



In their own words

"Support from colleagues is always there when asked. The business encourages development, diversity and inclusion, which are the key thing that makes me feel empowered in my role. That's due to great management within the business that goes across all our homes."

"Supportive and patient management who nurture you in your role and encourage you to progress and build up your skills. Great company values that make you feel like you are working towards the bigger picture and directly impacting people's lives for the better."

(Source: Glassdoor)

Our impact on local communities

We strive to establish our care homes as pillars of their communities. Our residents benefit from being part of their local neighbourhood. And welcoming people from the area to our homes helps residents keep connected and active, and break down generational and other barriers.



Extending our impact nationally and globally

As an organisation with a vision of a society where older people can live fulfilling lives, we believe in using our expertise to help raise the quality of care for older adults not only in our care, but well beyond.

Over the past year, we have dedicated efforts to extend our impact to our homes' local communities and further afield.

This year, three new international standards, aimed at enhancing the quality of life for older people, were approved by the ISO (International Standardization Organisation).

These focus on supporting dementia-inclusive communities and age-inclusive workplaces, and send a clear signal to the international community of the standards demanded for older people both in the UK and globally. We are proud that our Chief Executive, Paul Newman, led the UK Committee which collaborated globally over four years to bring these standards to fruition.

In an effort to spread our impact through knowledge, we also launched our online advice centre in 2021. Available through our website and open to all, the centre offers free and impartial information and fact sheets on topics ranging from seeking a dementia diagnosis to choosing the right care home for yourself or a loved one.

We supported the creation of new international standards to drive dementia-friendly communities and age-inclusive workplaces, sending a clear signal across the UK and globally of the quality demanded by and for older people.



Our impact on the environment

What we are doing

Replacing old heating systems as they reach the end of their life with non-fossil fuel alternatives.

Engaging with suppliers who have carbon neutral options and are actively making sustainability improvements.

Introduced a Food Waste Reduction Action Plan with the aim of a year-on-year reduction and increase in seasonal, local, and sustainable ingredients.

Produced policies to support our environmental and sustainability efforts.

Our targets

- Zero waste to landfill for all capital projects by 2030.
- Care homes to be fossil fuel free by 2030.
- Replacing all single use plastic products with reusable versions throughout 2022.
- Year on year reduction in waste going to landfill.
- Three new developments in the pipeline which will be non-fossil fuel, water harvesting and solar powered with net carbon zero build and operation.
- Have 100% energy-efficient LED lighting in homes by end of 2026.
- Install energy and water meters linked to building management systems and time clock/sensors in homes by end of 2026

Our financial performance

The global changes brought about by the COVID-19 pandemic have continued to impact financial performance, something which is affecting the care sector as a whole. However, our financial position has also benefited from our continued improvement in occupancy levels during the year, and the addition of new homes.

Our income for the year ended March 2022 is £53.7m. To compare, in March 2021, this figure was £47.9m. As we care for more residents, costs have also increased to £58.7m (2021: £51.4m). Overall, the Trust generated a net loss of £5.1m, leaving reserves at 31st March 2022 of £31.9m.

Income excluding gains on property sales increased by £5.8m to £53.7m as follows:	Expenditure increased by £7.3 million to £58.7m as follows:
£51.0m related to income produced by providing residential, dementia and nursing care, an increase of £6.8m.	£53.4m related to the running of our homes and caring for our residents.
£382k was for the recharge of services paid for on behalf of our residents, such as hairdressing and transport.	£3.0m was attributable to our programme of capital developments and centrally funded property work.
£1.7m related to COVID-19 funding including the Coronavirus Job Retention Scheme for staff who had been furloughed and specific funding paid to the care sector.	£213k of costs in respect of independent rented accommodation.
£426k was income generated by independent rented accommodation.	£181k was the amortisation of initial set up costs in respect of two loans from Retail Charity Bonds plc.
£50k was from donations and fundraising.	
£120k related to other miscellaneous income.	

The balance sheet shows that as of 31 March 2022, total funds were £31.9m. This was represented by fixed assets of £93.9m, net current assets of £12.7m and long-term liabilities of £74.7m. Unrestricted funds of £31.3m represent the reserves available to the Trust to fulfil its current operations and existing financial commitments over the long term and to finance the growth in activity envisaged in our future development plans.

1997 - 2022

25

greensleeves
care

You're among friends



Celebrating 25 years of Greensleeves Care

A quarter of a century at the forefront of care

On 1 April 2022, we marked our silver anniversary. Reaching this milestone is entirely attributable to the thousands of committed colleagues and dedicated volunteers, as well as the thousands of residents who have been part of our journey throughout the decades. We celebrated by honouring their contribution and legacy, and by looking forward to the next 25 years.

How it all began

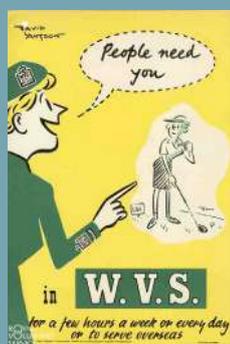
Greensleeves Homes Trust first emerged from the Women's Royal Voluntary Service (WRVS) on 1 April 1997.

Following the Second World War, many older people in England were living in crowded family homes and unsuitable, expensive or even bomb-damaged buildings. A report from 1948 by the WRVS stated, "W.R.V.S. has been able to make a considerable contribution towards the relief of this situation by opening Residential Clubs for Old People in many areas designed primarily, though not entirely, for the reception of old people from bombed areas."

Of the original 17 homes in operation when Greensleeves Homes Trust (now operating as Greensleeves Care) started, 11 are still in part of the group today.

In the mid-1990s, the WRVS decided to exit direct service provision, which is when Greensleeves Homes Trust took on responsibility for the existing properties.

Of the original 17 homes that were in operation at the emergence of Greensleeves Homes Trust (now operating as Greensleeves Care), 11 are still with us today. The proud WRVS legacy lives on through our homes and our name, taken from the WRVS uniforms which were famous for their green sleeves.



Uniforms worn by the Women's Voluntary Service

Celebrations across our family of homes

In honour of the 25th Anniversary of Greensleeves Care, all our care homes planted a commemorative tree within their grounds, which residents chose themselves from local providers.

The Manor in Old Windsor opted for a very fitting Silver Birch. Others also chose to get involved with the Queen's Green Canopy project for the Platinum Jubilee and our residents at Lavender Fields in Sevenoaks went for a Royal Star magnolia tree.

All homes also held their own parties, which included some very impressive homemade cakes from the catering teams.



1997 - 2022

25

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You're among friends



Residents' reflections: "When I was 25"

To mark our 25th anniversary, we asked our residents to reflect on what their own lives looked like at age 25.



"I was a Staff nurse on a male orthopaedic ward. I remember asking the Matron for time off over Christmas and she told me that no one had permission to take a holiday in December, however everyone took it anyway and I should do as the others did. That is not my way of working - I didn't quite say "stuff it" to her but that's what I meant!"

Jean Jackson
The Manor



"Having just left the army as a gunner I became a domestic plumber for a small family firm and my wife and I bought our first house in London. Life was good and stable. Myself and others were settling down to peace following the end of the war and people were moving on. Life was getting better."

George Walker
Harleston House



Long-standing residents

Cyril Ward

90-year-old Cyril Ward has lived at Torkington House in Acton since 2006. In honour of our 25th anniversary, he reflected on his long stint at the home.

Cyril keeps active with his own exercise bike, which he rides for an hour and a half every day! He also says he enjoys walking in the nice garden in the summer.

He is not afraid to move with the times, and he recently bought himself earphones and a tablet, which he says is “one of the best things that I ever bought.”

“I have also got a laptop and a computer, which the carers have shown me how to use.”

Alexandra Apostu, Torkington House’s administrator, said: “Cyril just learned how to use the computer recently and we are all very proud of him.”

Torkington House has undoubtedly changed over the 16 years Cyril has been a resident. “I have seen a few come and go, but I get on well with most people here”, he says.

“I hope to spend the rest of my days here. I would not like to be anywhere else.”





In Memoriam: Winnie Hull

We would like to take the opportunity to pay tribute to a wonderful lady who lived at Gloucester House in Sevenoaks for almost 20 years, who recently passed away.

Mrs. Winnie Hull was an integral part of Gloucester House. She was considered family to the staff, particularly those who had been there since the very first day she moved in, and a friend and source of comfort to new residents over the years.

Winnie had an exceptional aptitude for fundraising, and raised over £48,000 for the residents' amenity fund during her time at the home through activities such as her weekly 'bonus ball' which will continue in her honour.

Winnie made a profound mark on both Gloucester House and Greensleeves Care. She will be fondly remembered and sorely missed.

"Winnie was considered family to the staff and a friend and source of comfort to new residents over the years."

An extra special edition of the Greensleeves Care Awards

This year's Greensleeves Care Awards were particularly memorable as it was our 25th Anniversary and the first in-person awards since 2019.

Awards are issued annually from nominations across all our homes and head office, and they celebrate teams and individuals who go above and beyond the call of duty in their care provision.

A particular highlight of this year's ceremony was the recognition of our 'founding' colleagues who transferred from the WRVS when Greensleeves Homes Trust was created in 1997. Together, they represent over 200 years of service to the thousands of residents who have lived in our homes.

This year's Home of the Year Award went to Torkington House in Acton. Team

members were recognised for their "unrivalled support and care to residents and their families" and described as working "like a tree with different branches but with one goal - to deliver a high quality of care."

Other highlights of the ceremony included the Volunteer of the Year Award, which went to Edith Pidoux, a resident at Rose Cottage in Huntingdon. Edith selflessly volunteers every day, booking in visiting family members, checking lateral flow test results, completing paperwork and issuing PPE to ensure everybody's safety.

The awards – the first to be held in person since 2019 recognised our 'founding' colleagues who together represent over 200 years of service to thousands of residents who have lived in our homes.



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Our Locations



18

● Birmingham

Norwich

1

17

22

20

24

6

● Bristol

● London

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28

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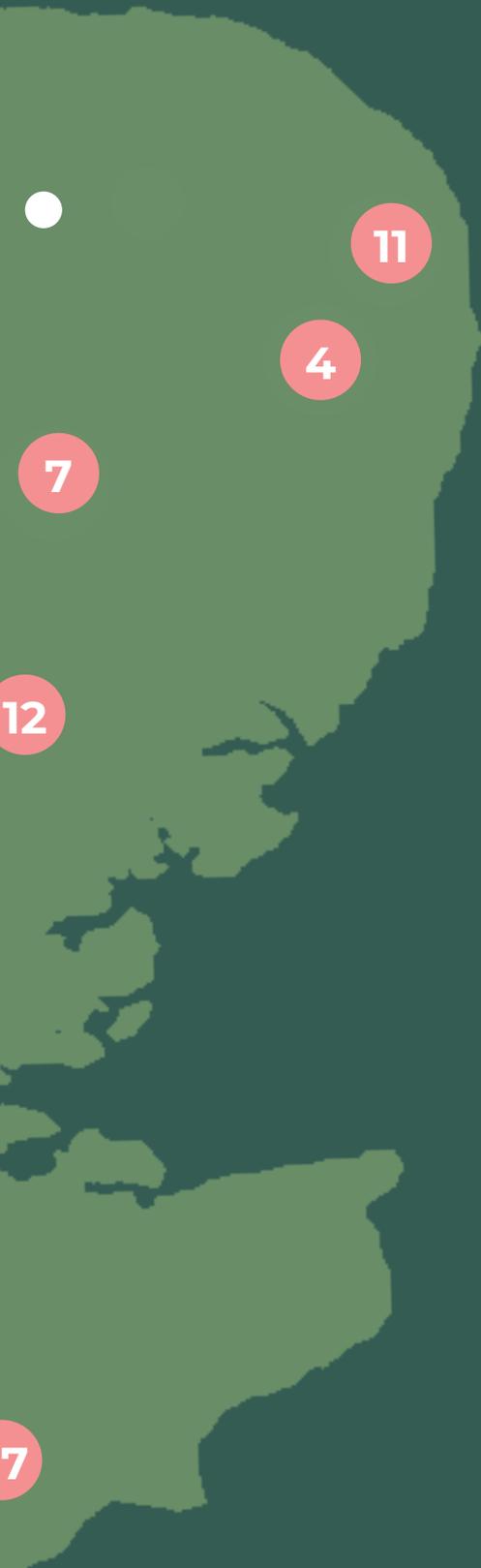
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- 1 Arden House (Leamington Spa)
- 2 Borovere (Alton)
- 3 The Briars (Sandown, Isle of Wight)
- 4 Broadlands (Oulton Broad)
- 5 Buckler's Lodge (Crowthorne)
- 6 Clarendon Lodge (Rickmansworth)
- 7 De Lucy House (Diss)
- 8 Glebelands (Wokingham)
- 9 Gloucester House (Sevenoaks)
- 10 Grosvenor House (St Leonards-on-Sea)
- 11 Harleston House (Lowestoft)
- 12 Henley House (Ipswich)
- 13 Kingston House (Calne)
- 14 Lavender Fields (Sevenoaks)
- 15 The Manor (Old Windsor)
- 16 Mount Ephraim House (Tunbridge Wells)
- 17 The Orchards (Ely)
- 18 Pelsall Hall (Walsall)
- 19 Queen Elizabeth House (Bromley)
- 20 Rose Cottage (Huntingdon)
- 21 St Cross Grange (Winchester)
- 22 Sharnbrook House (Sharnbrook)
- 23 Speirs House (New Malden)
- 24 Tickford Abbey (Newport Pagnell)
- 25 Torkington House (Acton)
- 26 Viera Gray House (Barnes)
- 27 Whitegates (Hastings)
- 28 The Meadowcroft - future opening (Tooting)

Find out more about our not-for-profit approach to care and our family of proudly bespoke care homes:

 greensleeves.org.uk

 Greensleeves Care

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