

## MEET THE BOSS

## Nicola Deakin

Position: Director

Company: Birkdale Homes UK

Address: 261 Tettenhall Road,  
Wolverhampton, WV6 ODE

Tel: 01902 751092

Website:

[www.newbridgehousecarehome.co.uk](http://www.newbridgehousecarehome.co.uk)

Email: [nicola.deakin@bhscp.co.uk](mailto:nicola.deakin@bhscp.co.uk)



### Who does Newbridge House provide for and what facilities does it offer?

Newbridge House provides residential care for individuals with dementia, with Alzheimer's or elderly people with mental health issues. We offer long stay, respite and also step down facilities from hospitals. We have 30 single ensuite bedrooms, some of which have wet rooms.

### What activities does it offer residents to promote well-being?

Newbridge was awarded a Platinum Award from Wolverhampton City Council for Healthy Living. This demonstrated our strong focus on health promotion both through activities and healthy lifestyle choices. We offer yoga, tai chi, gentle exercise to music and dancing. This is in addition to daily living tasks and integrating with the community. So far this year, residents have been to Weston-super-Mare and Birmingham Botanical Gardens. We have regular themed evenings and also have community theatre groups perform at the home.

### The property has been in the same family for many years, tell us more.

Newbridge was built in the late 1800s. Sylvia and Norman Westwood bought the building in 1979 and began running it as the Westwood Hotel. They lived there with their son Paul and continued to run the hotel providing weddings and functions until their retirement in 2008. At this point Paul Westwood acquired the hotel. Planning permission was granted in 2009 to turn it into a care home. Paul worked together with contractors to create the purpose-built facility we see today. In December 2010 I joined him as director/registered manager to work through the registration process and the finer details. In February 2011,

having gained successful registration, Newbridge opened its doors to its first residents. Paul and I are now partners in the business and some two-and-a-half years on, Newbridge has become a very successful and well respected facility.

### It is managed by Birkdale Homes UK, what is the company's ethos?

Birkdale Homes UK is the company that Newbridge belongs to. The ethos of the company is to be able to provide person-centred care, always tailoring care around individuals needs. We like our service to be friendly and welcoming with professional and caring staff supporting us.

### Tell us about your experience Nicola and why you wanted to work in the care sector.

I qualified as a nurse in 1996 and have worked in many care sectors since then and held senior managerial positions in corporate care companies, commissioning new facilities and acting as a consultant for others. In addition to my nursing qualification, I also hold a Dementia Care Mapping Award, NVQ Assessors Award, Registered Managers Award and qualifications in management and counselling.

Far too often the elderly generation are forgotten and their dignity and lives are not seen as important. I believe that this is a vital part of delivering quality care that provides individuals with a sense of self worth. I am very passionate about Newbridge and our new domiciliary service. Achieving an average mark is never good enough – I strive to be the best I possibly can and always look to new challenges to help Newbridge achieve this.

### Having the right kind of people working in the industry is key. What qualities and expertise do your staff bring?

My staff are the backbone of the company and without them, we would not be what we are today. I have a great deal of pride in each and every one of them. I always look to ensure we have a balanced staff team, not just in age range but in life experiences and skill set. It takes a certain kind of person to be an excellent care assistant or senior care officer. I like to empower my staff with the skills and knowledge they need to do their roles and enjoy their job. A happy, knowledgeable team makes for a happy environment.

### Birkdale is now offering tailor-made care and support packages for people in their own home. What services are included?

Birkdale Homes has now registered to also offer private domiciliary services to individuals who live in their own homes. These services include assistance with daily living tasks to include personal care, household cleaning, meals, support with medication and sitting services. Birkdale Elite Community Services will adopt the same philosophy in its delivery as Newbridge House, always ensuring that clients are treated as individuals and the care packages are tailored to them.

