



THE BRIDGE  
LUXURY CARE HOME



# Dementia Strategy

Our Strategy to Dementia Care

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



## Introduction

Given the increasing number of residents living with dementia, The Bridge has designed a comprehensive strategy to ensure that residents experience a full and varied life. Our focus is on wellbeing, enjoyment and the recognition of personal history through carefully planned and agreed support.

## Person-Centred Approach

### Core Principles

- **Resident-Centric Care:** All residents are at the centre of what we do, receiving individualised, needs-assessed care.
- **Community and Inclusion:** Our strategies extend beyond dementia care, creating a sense of community and inclusion for all residents.
- **Training Excellence:** Staff are trained to deliver the best care, recognising the uniqueness of each individual resident.

### Kitwood's Theory of Dementia Care

Based on Kitwood's model, our approach emphasises six psychological needs: **love, comfort, identity, occupation, inclusion and attachment**. We adhere to Kitwood's principles during our recruitment process, selecting staff for their personality, compassion and the right skill sets.

## Dementia Care Model

Our model ensures accessible, sustainable and future-proof dementia care. Leveraging technology, we strive to meet the growing demand and provide the best possible care.



## Family & Community Engagement

Our care home is designed to welcome families and friends, fostering longer and more frequent visits that contribute to residents' wellbeing. We actively engage with the wider community through various activities.

## Environment Design

Our environment is designed to stimulate cognitive abilities, encourage social interaction and support physical independence. We incorporate small objects, colours, smells and textures to stimulate memories.

### COGNITIVE

Improving cognitive ability by promoting the use of familiar and recognisable surroundings. Objects, colours, smells, textures and photos are used to help stimulate memories.

### SOCIAL

Creating social environments that allow residents, staff and visitors to participate in activities and daily tasks together.

### PHYSICAL

Promoting physical independence by providing colour contrasts for sight loss and physical aids such as grab rails and handrails.

### Design for the Senses

### Activities and Tasks

### Mobility and Vision



## Our Design Principles

To explore design ideas and practical solutions that challenge and stimulate cognitive decline within dementia.



The main design principles and ideas are to...

- Recognise the differing capabilities and needs of the residents.
- Encourage and support residents to make their own choices.
- Promote independence.
- Create well designed comfortable spaces.
- Provide stimulating and social activities.

Design should not just aim to support their disabilities, but utilise their remaining abilities.

## Specialised Spaces

- **Private Dining Room:** Residents can host their families, actively participating in decision-making.
- **Gardens:** Designed to stimulate senses, encourage occupation and foster attachment.

## Our Gardens



- 1) Sensory planting selected for scent, colour, texture and sound flank the paths through the new garden area.



- 2) Curved seating at path junctions provide opportunities to rest and enjoy the garden.

- 3) A new summer house provides shelter and a resting place to enjoy the garden. It provides an area of shade contrasting from the sun in other areas.



- 4) Curved looping paths in a contrasting light colour create a circular route around the garden, with features at path junctions to create a journey through the space.



- 5) Raised beds encourage interaction with opportunities to grow and raise plants and provide enhanced seasonal change within the garden.



## Our Strategy

We have designed a carefully designed environment, that supports our residents not only in daily living, but in in occupation, and attachment.

Our model is an all inclusive model so that residents and families can enjoy what The Bridge has to offer with out the concern of added cost.

It is developed around strategic commitments to support it to best meet the needs of Residents living with dementia now and in the future, including:

- **Model:** We shape the care we provide, and the workforce and skills we deliver. By developing a model that is rooted in evidence and best practice, which is underpinned by the Kitwood Flower of Emotional Needs which encompasses the 6 key psychological needs (love, comfort, identity, occupation, inclusion and attachment).
- **Team:** A workforce, incorporating staffing models/structure, leadership, teamwork, competence and excellence, with skill mix assessed and lead by Resident need.
- **Learning & Development:** Our Learning & Development is delivered through both e-learning, face-to-face delivery, competencies and reflective learning, which further provides the team with the skills needed to deliver the best possible care both now and as the residents conditions progress.

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