



**Your guide to  
Avatar Care Group**

# **Welcome Pack**



**A V A T A R**  
C A R E G R O U P



# Welcome to Avatar Care Group

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Thank you for choosing Avatar Care Group as your home.

We pride ourselves in providing highly professional and qualified care, with a personal touch.

We like to think that our residents want a home where individuality is emphasised, and it is precisely for this reason that our team pay attention to every small detail to make your stay very happy.

This welcome pack contains a range of useful information about daily life at your local Avatar Care home. If you have any queries, please do not hesitate to speak to your home manager, or alternatively one of the management team at our head office.

From the team at Avatar Care Group.





# Our homes

## Accommodation

Our homes offer care and accommodation for older people, and are designed to provide excellent nursing and residential care for our residents. We value your privacy and dignity at Avatar Care Group, and our team is on hand to offer any help you may need.

## Your room

We encourage residents to furnish and equip their rooms in their own style, and to use them as much as they wish for leisure, meals and entertaining.

Our homes offer single and double rooms, with the option of having en-suite facilities.

## Housekeeping

Our housekeeping team are here to ensure that your room is kept clean, tidy and comfortable. If you have any preferences or requests regarding the way your room is cleaned, please let a member of the housekeeping team know.





## Social areas & lounge

We try to ensure that residents continue to enjoy as wide a range of individual and group activities as possible, both inside and outside the home. Please feel free to make use of the social areas and lounge.

We also encourage residents to share any social, cultural and leisure interests with our team so that we can help you carry on with existing hobbies, pursuits and experiences during your period of residence in the home.

## Nurse call system

Your room is fitted with a nurse call system to ensure that you can get help from our team at any time. Simply press it when you need anything and someone will come to you.

If you have any questions or would like a demonstration on how to use the call system please speak to a member of the Avatar Care Group team who will be happy to help.

## Friends and family

Friends and family are always welcome to visit at any time, and you may invite them to be involved in daily routines and activities.

If you wish to be represented in any dealings with the home by a friend or relative please let us know and we will be happy to arrange this.

## Valuables

You may keep valuables and cash in our safe.

## Hairdresser

Our homes organise visits from the hairdresser. Should you wish to arrange an appointment please speak to a member of our team. There is a charge for this service.



## Bathroom facilities

Our homes have several bathrooms equipped with integral bath hoists, as well as shower rooms. We offer the option to have en-suite bathrooms, with nurse call systems fitted if assistance is required.

## Gardens & patio

Residents are encouraged to enjoy the beautiful outdoor areas of our homes during their stay in the home. Please ask a member of your care team if you require any assistance.

## Themed lounge

Many of our homes have a lounge, some of which are themed, where you can spend time catching up with friends and family, or simply just relaxing and enjoying the decor.

To find out about the theme of the lounge in your home please speak to a member of the Avatar Care Group team, who will be happy to help.





# Day to day

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## Activities

We provide a range of leisure and recreational activities to suit the tastes and abilities of our residents. Please feel free to let our team know what interests you. Some of the activities we offer are listed below. Remember, friends and family are welcome to join in too.

**Board games**

**Cooking**

**Bingo**

**Special birthday teas**

**Bowls**

**Dominoes**

**Arts & crafts**

**Gardening**

**Resident socials**

**Singing**

**Card games**

**Armchair exercises**

**Pet therapy**

## GP visits & healthcare

We work closely with GPs and other primary care professionals, and offer weekly GP ward rounds for our residents. Medication will be prescribed by a GP and administered by our fully trained team.

Our homes organise visits from the podiatrist. Should you wish to arrange an appointment please speak to a member of our team. There is a charge for this service.

In the event that NHS staff, your representatives or relatives are unable to provide you with an escort to hospital appointments or emergencies, we will apply a charge per hour for a member of staff to accompany you.

## Independence

We understand the importance of your independence when entering a group living situation. Our team is on hand to help you make your own decisions and to enable you to stay active and healthy. We treat our residents as individuals to support their every need and our experienced team is proud of the difference they are making.



## Dining

We recognise that eating and drinking plays an important part in your social life, and so we provide a welcoming environment in the dining room.

We pride ourselves on the cuisine we offer. Our chefs provide three delicious, nutritious meals each day, and our menu is changed regularly. We always offer a choice of options at meal times and we cater for special and therapeutic diets.



You can enjoy your meals in either the dining room or in your own room if desired.

Care staff are on hand to provide discreet, sensitive and individual help with eating and drinking for those who need it.

Hot and cold drinks, as well as snacks, are available at all times.

## Newspapers & mail

All mail addressed to you will be delivered directly to your room, and if you need to post letters our team is available to do this for you.

If you require any newspapers please let us know and we will arrange to have it ordered on your behalf. There is a charge for this service.





# Our philosophy of care

At Avatar Care Group, we believe in providing our residents with a secure, relaxed, and homely environment in which their care, well being and comfort are of prime importance. Our carers strive to preserve and maintain the dignity, individuality and privacy of all our residents.

## Our values

Our mission at Avatar Care Group is to provide the highest quality of support so our residents can lead fulfilling and independent lives, in a welcoming environment. We want your loved ones to know they are safe and receiving excellent care.

We treat our residents as individuals to support their every need and our experienced team is proud of the difference they are making.

### CARE

Our team are led by the principles of empathy, respect, kindness and trust.

### QUALITY

We specialise in always understanding and meeting our resident's needs to create the best possible home.

### COMPASSION

You can have peace of mind that your loved one will be treated with kindness, respect, and dignity.

## Trust

All our staff are fully trained and value the fact that your dignity is of the utmost importance. Our team will always treat you in a way that makes you feel comfortable and happy. If you have any comments or suggestions for improvement please speak to your home manager who will be happy to help.







# Feedback & complaints

If you would like to give us feedback or make comments about your stay with us please do not hesitate to speak to your home manager, or alternatively one of the management team at our head office.

It is our aim to act on the views and concerns of our residents and we encourage discussion and action on issues raised before they develop into problems. If you feel for any reason that we have not met your expectations please let us know so we can improve the way we do things.

## How we will manage your complaint

Please talk to a responsible member of staff to see if he or she can address your feedback or concern. If you feel that your comments have not been addressed then please get in touch with your home manager who will create a written formal complaint that will then be fully investigated. We have a formal process to monitor our performance and your home manager will update you with timescales for responding to your comments, as well as outlining what we propose to do to investigate the matter.

Rest assured, we will fully review your concerns and once complete, we will convey to you all the actions we have taken to resolve your complaint. We aim to resolve most complaints within 28 days, unless there are exceptional circumstances.

## Head office details

Avatar Care Group  
Peak House, Farm House Way,  
Great Barr,  
Birmingham B43 7SE.

Tel: 0121 357 4830  
Fax: 0121 357 0217  
Email: [admin@avatarcaregroup.com](mailto:admin@avatarcaregroup.com)





# Regulatory body

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## Who regulates Avatar Care Group

Avatar Care Group homes in England are regulated by the Care Quality Commission (CQC). For our Welsh care homes, Avatar Care Group are regulated by the Care Inspectorate Wales (CIW).

If you wish to provide feedback or information about Avatar Care Group to the CQC or the CIW you can contact them at the following details.

Care Quality Commission National Correspondence Citygate  
Gallowgate  
Newcastle upon Tyne  
NE1 4PA  
**Tel:** 03000 616161

Care Inspectorate Wales  
Welsh Government Office  
Sarn Mynach  
Llandudno Junction  
LL31 9RZ  
**Tel:** 0300 7900 126

## Get in touch

For the contact details of your home, please visit [www.avatarcaregroup.com](http://www.avatarcaregroup.com).

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