



Your life, your pace, your way.





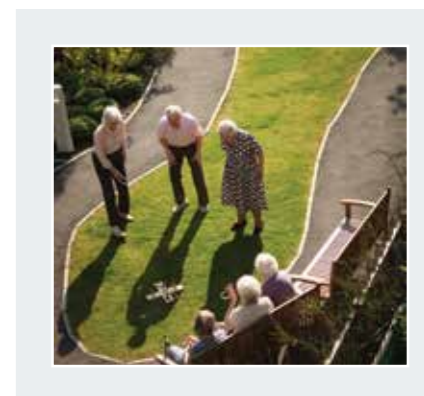
a new perspective on life

Innovation, vision, determination, belief

Born out of a commitment to innovation

A vision to create a magnificent setting for magnificent care. A determination to deliver what customers and their families told us was needed: a radically different alternative to the host of traditional care settings already out there. A belief that older people, no matter how frail or vulnerable, have a right to enjoy the same richness of experience they have always known.

The result: **Belong villages**



All images used in this brochure were taken on location at Belong villages, and we would like to thank all residents, their relatives, our employees and visitors who have taken part. Without them, this brochure, and its contents, would not have been possible.

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About you

Developing a real understanding

Everything we do has been built around understanding customers' needs, maximising their independence, offering real choices.

Our starting point is to fully understand the individual, so we appreciate and value the things that matter to them, and provide continuity and stability as they move into a Belong village.

We are fully committed to promoting equality and diversity, and welcome people whatever their background or characteristics.

A positive experience

For many, moving to Belong is a truly restorative and rehabilitative experience where they are able to enjoy improved health and greater social integration, often after a period of relative isolation.



Positive interaction between residents, employees and visitors often broadens horizons, encouraging people to blossom.

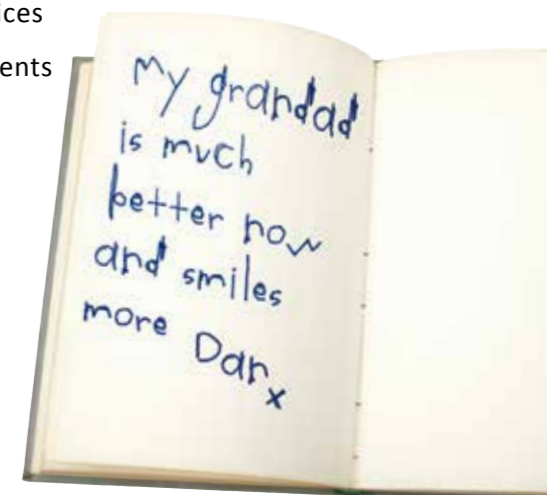
For others, Belong is simply a place where they can continue to enjoy a truly independent and private life, with easy access to all aspects of village life and facilities, backed by the reassurance that help and assistance is constantly at hand if ever it's needed.

A real choice

For this reason, Belong villages offer different accommodation choices with varying degrees of support. These range from modern apartments for couples and individuals to live independently, right through to households with dedicated nursing and support staff to care for the most frail.

Our commitment

Our overriding commitment is to support individuals and enable them to enjoy a higher quality of life and a higher quality of personal care, no matter how complex their needs become.



About us

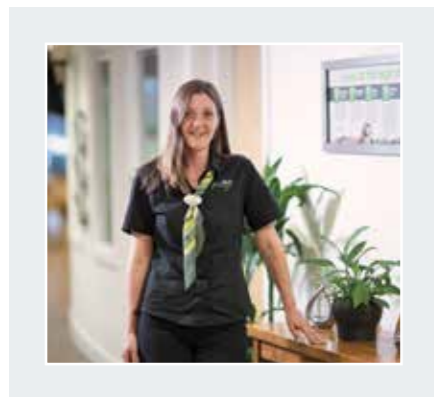
A long history of caring and specific expertise in supporting people with dementia

Belong is a not-for-profit organisation and was one of the early pioneers of the 'household' model, where flexibility is a key constituent.

Developed to offer a more intimate setting and provide care and support for an individual's needs, the 'household' concept strives to achieve a family atmosphere, where everyday household activities can continue to be enjoyed and where residents are well understood and have a relationship with their carers – a direct contrast to the conventional model of care driven by an institution's requirements and not the individual's.

From concept to reality

With the launch of Belong villages came the ability to create a purpose-built physical environment where the quality of care could be matched by the quality of the surroundings.



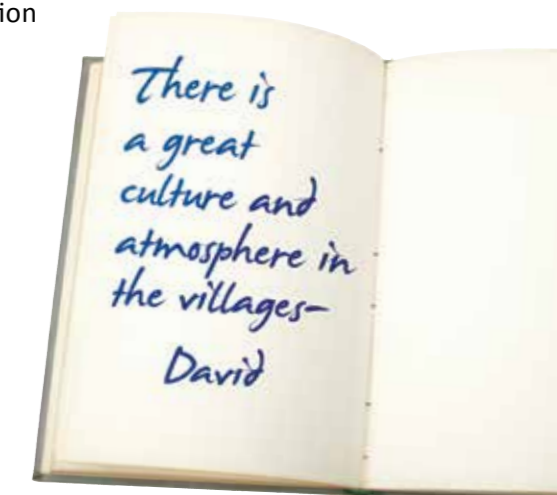
Working with leading architects in the creation of spaces for older people and who specialise in creating 'personal architecture', we developed a building design and layout to support easy orientation and 'visibility', secure access to the outdoors and proximity to a range of village amenities open to the public.

Purpose built

The result was the creation of Belong villages. Facilities, accommodation and spaces designed, for the first time, to support an increasingly diverse population, including people living with dementia.

A background in care

Belong has over twenty years of invaluable experience in care services. It employs this solid foundation of knowledge and expertise to ensure villages have the right mix of superbly trained staff, services and facilities.





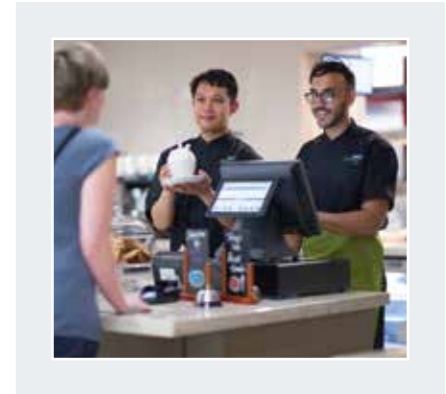
real communities with you at the heart

About our villages

Making life more interesting

Creating connections and links within the wider community to enhance everyone's lives.

Every Belong village has a bistro, internet café and gardens open to the public, where people can meet and enjoy each other's company. There is a range of further facilities at each village to reflect the requirements of customers and complement amenities in the neighbourhood.



Bistro

The licensed bistro serves excellent food and snacks at all times of day. Bistros are open to members of the community, as well as providing a great meeting place for visitors to spend time with their relatives.

Hair and beauty salon

All Belong villages have ladies and men's hairdressers and a beauty salon where you can be pampered to your heart's content.

Exercise studio

An equipped gym is available to village members and, at certain sites, a qualified exercise instructor works with residents to improve their mobility and wellbeing.

The Venue

A multi-purpose room, The Venue is used for social gatherings and events. It is also available for hire by organisations, businesses and other groups in the community.

Therapy suite

Therapy rooms and spa baths are used to offer opportunities for relaxation, pampering and complementary therapies.

Guest accommodation

A dedicated suite can be booked out by visitors who wish to stay overnight.

Togetherhness

In partnership with the people who choose to live with us
People make a community; given the right environment, they thrive and blossom.

Visitors, residents and employees combine to create a vibrant neighbourhood that's beneficial to everyone. Like any other close community, Belong villages generate a nurturing atmosphere which permeates all aspects of village life.

A broader view

Village facilities are available to visitors and members of the community. The village bistro, for example, creates a vibrant hub where local people meet and mix with residents. This intertwining with the wider community enhances and underlines Belong's person centred approach to living.



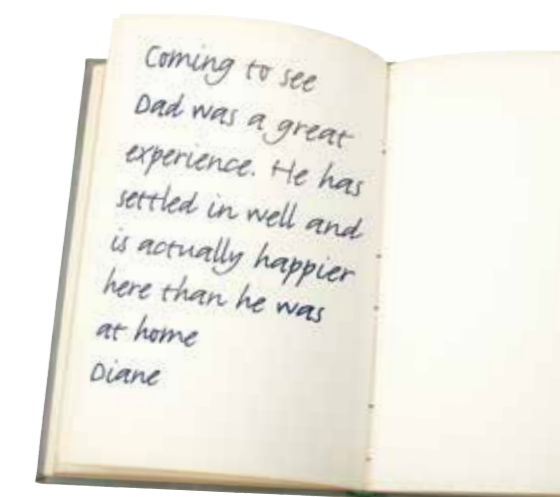
Bringing the outside in

Residents and employees regularly organise events and functions which entertain, engage and enrich. Cinema evenings, dance classes, lectures, Christmas markets and more – they all take place at Belong.

Just like any other family, we celebrate birthdays, anniversaries and other special times. We encourage residents, if they wish, to get involved in everything from craft sessions making greetings cards, to helping decide on and organise events.

Our customers have helped to define who and what we are – a place where life is lived to the fullest extent possible. A place where people are free to make decisions and choices. A place where you can be yourself.

A true community.





the opportunity to feel right at home

Choosing a home

Choosing a home is never easy

Often it comes down to the place that 'just feels right'.

This is what we set out to achieve at Belong: a place that 'just feels right' and that people can make their own so they feel truly at home.

A real difference

The moment you enter a village it's clear that 'this is different...'

Whether you are a visitor or resident, Belong villages immediately impart a feeling of warmth and welcome.

Detail counts

Some things are obvious: large open areas, both inside and out; well designed spaces to sit and rest; hospitable personnel; newspapers and magazines to read, flowers on tables.

Others are not so obvious until they are pointed out. No uniforms to create a divide between carers and residents; communal gardens designed to be safe and practical for people to enjoy; flowers growing at heights where residents can enjoy them without effort; doors that open easily yet provide the utmost in safety; colour contrast in fixtures and furnishings that work to enhance perceptibility in a considered and stylish manner.

Every aspect of the environment is examined in detail to ensure that a customer's stay is the best and most comfortable it possibly can be.



Our people

More than a fabulous building

There's more to quality care than a properly thought out building, no matter how fabulous. Excellent management, carers and employees are an intrinsic part of the mix.

Belong operates with higher than average staffing ratios and employs people who genuinely care.

We are constantly looking for ways to improve service and satisfaction levels for customers and employees.

Belong actively encourages 'life long learning' for all employees so that they can constantly renew and extend their skills and knowledge in ways that help them to develop, progress and grow. Our aim is to ensure that people have a job that is satisfying and rewarding, which in turn gives customers an even better, more capable service, as well as total peace of mind.



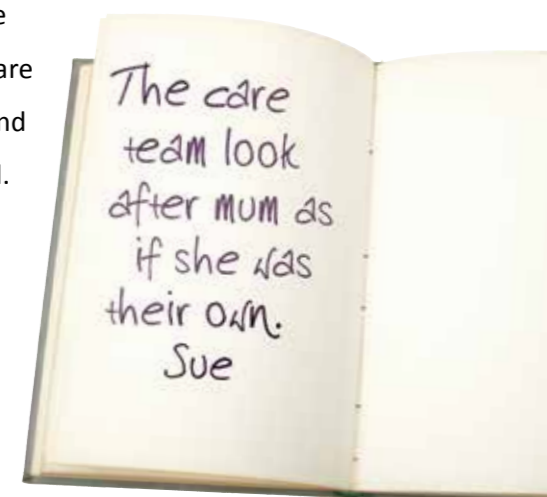
This ethos permeates through everything Belong does: better buildings, better training, better people, better care.

A dedicated workforce

Belong is a values-driven organisation, and all our teams are trained in person-centred approaches to care and encouraged to become Belong 'champions', giving 110% to their work. In turn, employees are given extensive support and training, with on site practice development facilitators providing regular observation and feedback to deliver and identify on-the-job and formal training opportunities.

A holistic approach

We don't forget the small things that mean a lot to a person. Favourite clothes, preferred foods, habits and rituals. Every aspect of support, care and village life is tailored for the individual, from determining wants and needs to ensuring the appropriate level of assistance is clearly defined.



Making life easier

A range of care options

The Belong lifestyle is actively chosen by many people, because it offers protection, choice and independence.

Belong provides 24 hour care for all people in village households, which are also able to provide specialist care for people living with dementia or those with a nursing requirement.

The right environment

Households use visual clues to compensate for memory difficulties and maximise independence. Activities are also geared towards helping sensory communication, improving interaction and aiding recall, actively striving to improve quality of life.

Respite care

Respite programmes provide planned short-term breaks for families and other carers in order to support the care giving relationship.

Day care

Experience Days offer the chance for people, including those with dementia, to access our specialist day care service. A dedicated staff team will coordinate your day, which includes lunch in the Bistro and the chance to join in with a range of meaningful activities.

Experience Days at Belong are designed to support the needs of carers too. Support can be offered either on a regular or *ad hoc* basis to give them a much needed break.

If you need assistance to get to your nearest Belong village, we can help to arrange this (subject to availability).

Whatever you would like to be able to do, Experience Days at Belong will provide you with the time, space and support you need to do it.

Nursing care

For all household customers, the nurses at Belong are able to step in and use their clinical judgement to help residents improve, maintain or recover their health.



Rehabilitation and enablement

Our aim at Belong is to work with residents, families and professionals to restore each person's confidence and ability to self manage aspects of life that are most important to them.

Often we prevent people having to go into hospital, or indeed ensure an early discharge home if hospital treatment is needed.

After a period of intensive rehabilitation, many of our residents will return to independent living either in our Belong village or return home feeling confident and supported.

Household living

A home for life, a home for living

A home where choice and enjoyment run hand-in-hand, and specialist care is provided for residents who need more advanced support with daily living activities.

More than a helping hand

Those who need more than a helping hand in their daily life may prefer to choose to live in one of our households, staying in one of our comfortable, contemporary-styled rooms with the latest en-suite facilities, all equipped with state-of-the-art electronics to make life safer, easier and more enjoyable.

Grouped in 'extended family' sized communities, each household provides complete 24-hour care.

At the heart of each household is a kitchen, opening onto a modern lounge and dining area. This enables residents to enjoy the appetising smells of food as it is cooked and the opportunity to participate in preparation of meals if they wish. The open plan layout makes for a

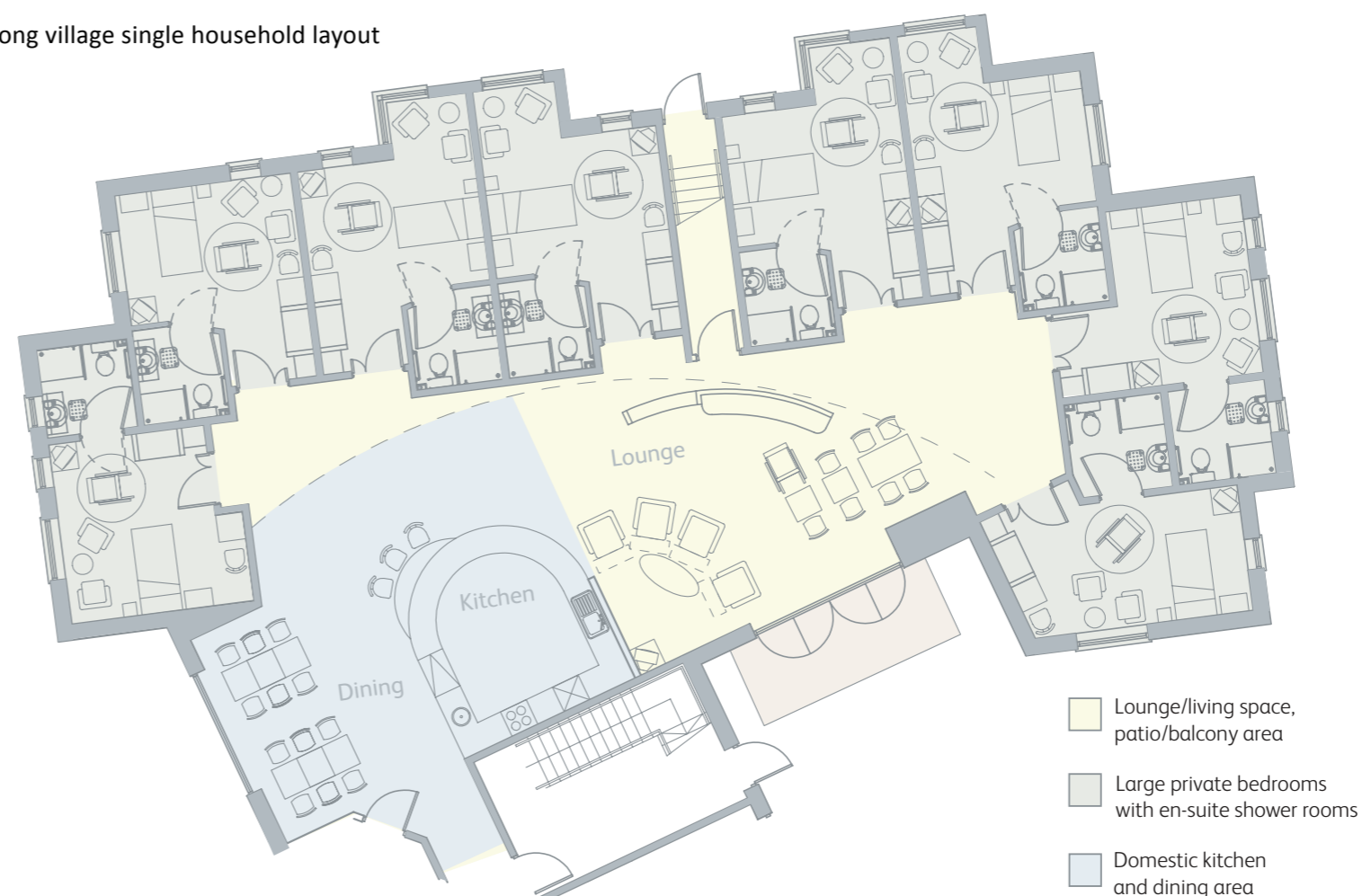
flexible, homely environment, and one where carers are able to observe and offer assistance in an unobtrusive way.

All residents have their own rooms or 'suites' leading off from the communal part of the household. Each suite has its own domestic-style front door to create the feeling of a small street. Because there are no corridors, it's easy to find your way around and instantly see what is going on.

Household suites also have the latest 'smart room technology' to help detect falls or sudden movements without invading an individual's privacy.

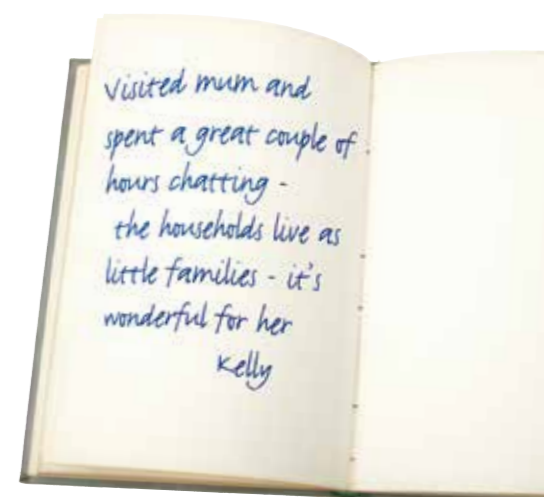


Typical Belong village single household layout



Promoting choice

Residents are encouraged to lead their own lives, with choice, independence and their own routine. They are able to retain and exercise existing skills and abilities, as well as contribute to everyday tasks and the general running of the household.



Apartment living

Privacy and community hand-in-hand

For the more independent individual or couples, moving to a Belong apartment offers the opportunity of a new start in a light, modern apartment, with the ability to access support if needed.

With a choice of one or two bedroom apartments and superb village facilities just a short walk away, a Belong apartment is a place where you can be yourself, entertain old friends and have the opportunity to make new ones.

Designed and built to the highest standards

All doors and bathrooms are fully accessible to wheelchair users; they have an access control system including video and two-way audio entry phone and an emergency 24 hour call system.

Wiring is pre-installed for satellite and terrestrial TV and radio.

Wireless broadband 'Hotspot' facilities are available throughout the village.



A vibrant community right on your doorstep

The village facilities offer opportunities to meet with a diverse range of people and pursue your interests and hobbies. With activities on offer every day, you can join in as much or as little as you please.

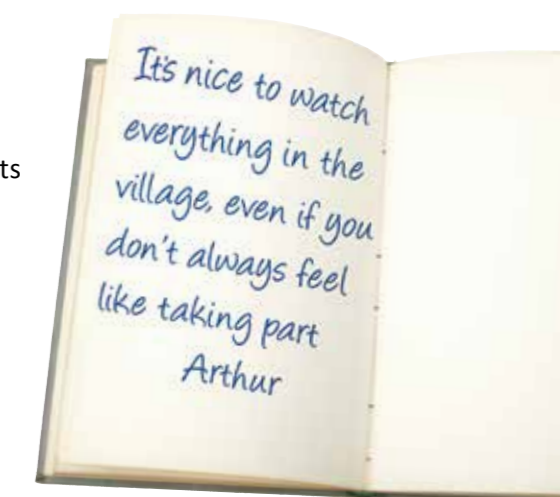
Support in your home

For those who need additional support, home care packages can be provided, either by Belong at Home* or a care provider of your choice.

*Subject to availability, and at extra cost.

'Buy back' scheme and financing options

Belong apartments are available to either purchase or rent, with a monthly community fee payable in both cases to cover many of the building maintenance, utilities and service costs. Please see each location's Key Facts document for details of the financial arrangements to rent or purchase a Belong apartment. If you choose to purchase your apartment rather than rent, Belong guarantees to repurchase your apartment for the same price you originally paid; subject to reasonable deductions for any repairs, arrears and legal costs.



Living at home

Belong at Home

In addition to providing care in the community, Belong is a registered domiciliary care provider, enabling us to provide support to people in their own homes.*

The Belong at Home service is designed to enable people in the community to take advantage of the high quality support we provide, whether to facilitate care, activities or simply offer companionship.

We take time to match support workers to customers and ensure continuity so that good relationships can be developed.

People who have previously stayed in a Belong village for respite care often use the Belong at Home service, providing them with support from a familiar and trusted face.



Dementia expertise

Belong invests extensively in the training and development of our people to ensure they have good understanding of the issues they may encounter when working with people with dementia. We ensure they are well equipped to address them sensitively and competently. We also have a rigorous recruitment process when selecting people in the first place.

*Charges apply; nursing care may not be available in the community; please ask for details of local services.

A flexible service

We appreciate that people's requirements may not be the same each week and our service reflects this. Customers can change the days and times at which they require support, or simply use the service on an occasional basis to give their usual carers a break.

Bespoke support

Belong at Home provides support in many ways, from simply providing companionship to help with all aspects of care, such as washing, dressing, medication or meals. We can also offer assistance to solve day-to-day problems and take people out in the community, whether to attend appointments or simply for pleasure.





rich experiences

The principles that drive us

Values-based

Living by our values is fundamental to the Belong ethos, and first amongst these is the commitment to putting customers at the heart of everything we do. Combined with this guiding principle are the values of compassion, respect, teamwork and honesty.

These values determine the way we recruit, train and develop our people and they inspire the way we research, design and plan our buildings and services.

Our years of experience in supporting our customers has also given us insight into the things we believe make a real difference to people's quality of life.

Our customer commitments

Our aim is that everyone living in Belong will experience and recognise these as features of our communities:



Belonging to a vibrant community



Enjoying a home for life



Living an active lifestyle



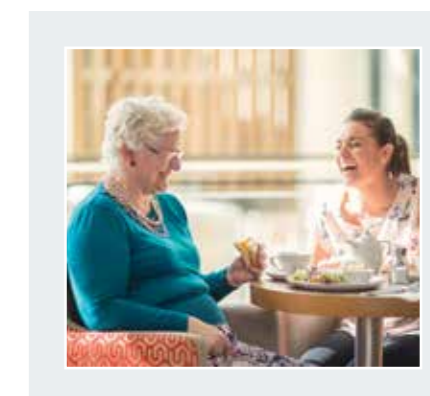
Offering choices and independence



Nurturing relationships



Gaining peace of mind



Belong villages a better choice

A growing alternative

Belong has a pipeline of new villages, please visit our website www.belong.org.uk for up to date location details.

Belong Atherton

Mealhouse Lane, Atherton, Greater Manchester M46 0EU
Telephone: 01942 898 410

Belong Birkdale

Oxford Road, Birkdale, Southport PR8 2JT
Telephone: 01704 614 101

Belong Chester

City Road, Chester, Cheshire CH1 3AE
Telephone: 01244 445 500

Belong Crewe

Brookhouse Drive, Crewe, Cheshire CW2 6NA
Telephone: 01270 561 200

Belong Macclesfield

Kennedy Avenue, Macclesfield, Cheshire SK10 3DE
Telephone: 01625 508 700

Belong Morris Feinmann

178 Palatine Road, Didsbury, Greater Manchester M20 2UW
Telephone: 0161 804 4200

Belong Newcastle-under-Lyme

Lower Street, Newcastle-under-Lyme, Staffordshire ST5 2RS
Telephone: 01782 986 300

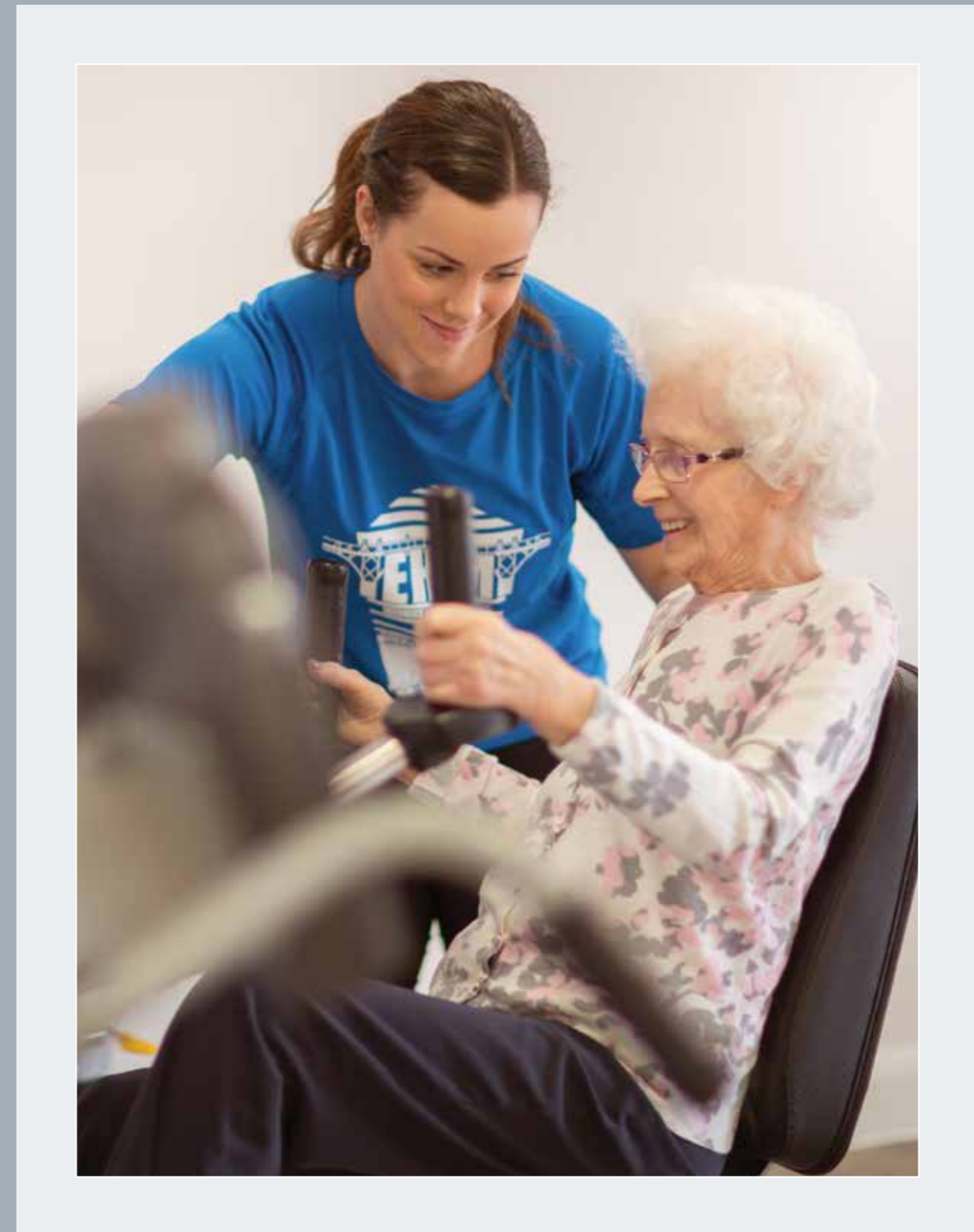
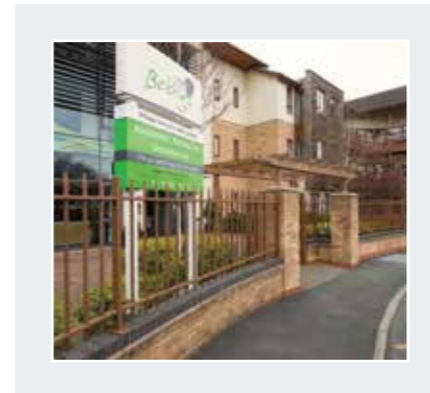
Belong Warrington

Loushers Lane, Warrington, Cheshire WA4 6RX
Telephone: 01925 593 800

Belong Wigan

Millers Lane, Platt Bridge, Wigan WN2 5DD
Telephone: 01942 855 600

Call for more information or to arrange a personal tour of a Belong village.



a better way of life

Belong Limited is a Registered Society under the Co-operative and Communities Benefit Societies Act 2014, registered number 27346R. It is registered in England and Wales at Pepper House, Market Street, Nantwich, Cheshire, CW5 5DQ
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Belong is a not-for-profit organisation with over thirty years' experience in providing outstanding care.
As a not-for-profit, any surplus is reinvested into its award-winning services, people and facilities.

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