

Enter and View the Report

Rosemary Lodge

4th December 2024



Healthwatch Staffordshire

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Report on Enter and View Visit Undertaken by Healthwatch Staffordshire on 4th December 2024

Service Visited:

Rosemary Lodge Residential Home

191 Walsall Road, Lichfield, Staffordshire, WS13 8AQ

01538 415223

Authorised Representatives undertaking the visit:

Christine Sherwood, & David Bassett

Image of Rosemary Lodge



The Service:

Rosemary Lodge Residential Home offers thirty-two rooms that can accommodate up to thirty-two people. The home features twenty-six single bedrooms and three larger double rooms that can be shared by a couple. All rooms are equipped with an en-suite bathroom.

Opened in 1990, the home is located near the historical Lichfield Cathedral City, previously known as the site of Boston House and adjacent to the Walsall district. It is situated on Walsall Road, close to Lichfield Town Centre, which hosts various businesses, including a pharmacy, grocery stores, bank, cafés, a garden centre, a museum and churches. The home benefits from nearby public transport links that connect Lichfield to multiple locations, including Walsall, Cannock, Rugeley, and Stafford, as well as proximity to the M6 toll road, A51, and A452 roads.

The surrounding area features a mix of new and old buildings, and Rosemary Lodge Residential Home is conveniently located near local nurseries and schools. Owned and operated by Abivue Ltd, this care home is the only one in the UK under this organisation, providing care to older individuals aged sixty-five and over who require nursing and personal support.

The home boasts a warm and cosy atmosphere, decorated and furnished to a high standard. The reception area has a modern aesthetic with neutral tones and white paintwork, while one lounge features pastel blue walls and another is adorned with calming green tones. The bright, high-quality furnishings in the main areas of the home create a welcoming environment with a contemporary touch.

Purpose of the Visit:

As part of the Healthwatch Staffordshire's responsibilities, authorised representatives will carry out Enter and View visits to health and social care premises to assess how they are managed and to make recommendations for improvement. The Health and Social Care Act 2012 empowers authorised representatives to observe service delivery and speak with service users, their families, and carers at locations such as hospitals, residential homes, GP practices, dental surgeries, optometrists, and pharmacies. Enter and View visits may be conducted based on reports of issues with a service or

to learn about and share examples of services that are performing well. These visits are not intended to specifically identify safeguarding issues, but any concerns that arise will be reported in accordance with Healthwatch Staffordshire's safeguarding policy, and the visit will be ended if necessary. The local authority safeguarding team will also be informed.

Methodology:

Was to engage with and speak to:

- the manager & the deputy about various aspects related to how the facility is operated, such as the number of staff employed, the number of vacancies, and the recruitment processes. Also, discuss staff training, induction, staff meetings, shift patterns, care planning and reviews, and complaints procedures.
- Engage with residents about their care, do they feel safe, whether they are happy with the care provided, whether there are enough activities & plenty of stimulation, do they feel they have a choice and are listened to. What is their experience of being treated with dignity and respect? Is there plenty of choice regarding food and drink?
- Communicate with available relatives about their satisfaction with the care provided to their relatives or loved ones. Feedback will be obtained during the visit and via the QR code displayed on a poster in the home a week before our visit date, the frequency of communication with staff, and whether the relatives are comfortable in reporting any concerns they may have.
- Interview staff regarding staffing levels, training, management support, and development opportunities.
- Conduct observations of the environment and interactions among residents, staff, managers, and visitors at all levels.

Physical environment:

External

Rosemary Lodge is located on the main Walsall Road, conveniently situated near both Lichfield and the borders of Walsall. The building was formerly known as Boston House before Abivue Ltd purchased it in January 1990 and updated its facilities. Over the years, the property has been extended to a very high standard, creating a more spacious dining area, reception, additional lounges, and bedroom spaces. Some areas boast a modern appearance with custom-made bespoke furniture, adding a contemporary touch for convenience.

The fixtures and fittings are of exceptional quality, with no expense spared to create a luxurious atmosphere. The building is surrounded by a mix of new and older housing, and it is close to the local town, pubs, and various businesses. The local nursery frequently visits, fostering a strong sense of community with events such as the fete, Mother's Day celebrations, and community invitations.

Both the manager and the owner are dedicated to utilising local services and engaging with community businesses to enhance the quality of the home and improve outcomes for the residents. At the rear of the building, there is a spacious car park. The building is prominently signed and visible from the main road, with the entrance located at the rear, adjacent to the parking area for easy access.

A large, green lawn area features a heated summer house for convenience. The area includes a mix of paving and tarmac pathways, along with plants and landscaped borders. Enclosed gardens are situated at the front and side of the building, featuring large umbrellas, paved sections, grassy areas, raised plant beds, a beautiful water feature, and ample seating for residents and families to enjoy. This garden area is surrounded by hedging and wooden gates, providing safety and security.

Internal

To gain access to the building, visitors must use an intercom system connected to an electronic door entry system. Upon entering through the front door, you will find a reception area with a small reception desk and a staff member available to greet you and provide instructions for signing in.

To the left of the main reception area is a large administrative office, along with a small sitting area and a stairwell, which then leads to a cosy lounge along the ground floor that features beautiful high ceilings and plaster cornice, as well as a bay window overlooking the main road. Adjacent to this lounge is a hallway with a notice board displaying various activities (including the Healthwatch poster and visit announcement). To the right of the stairwell, you will find kitchen facilities and a dining room.

If you turn right from the reception as you enter the building, you will encounter the lift and a large notice board showcasing staff images, names, job titles, and pictures of activities that have occurred with residents over the years. This area leads to the bathrooms and another beautifully modern conservatory lounge that overlooks the car park, summer house, and back lawn. This area connects to another wing that houses personal bedrooms and the upper floor.

The home consists of two floors, each bright, clean, and fresh-looking. The corridors have carpet flooring, and there are stairwells accessible at each end of the building—one on each side of the lounges—though they can only be accessed via a PIN code for security reasons. Lifts are located adjacent to each lounge, providing access to the upper floor. Each floor features themed pictures and several notice boards promoting activities as you enter the lounges. The corridors are wide enough to comfortably accommodate wheelchairs and other mobility equipment. Each residential room is identified by a number on the door, allowing residents to easily recognize their rooms. The manager's office is located on the upper floor.

The lower floor is arranged in a U shape that includes a dining area and kitchen facilities. There is an enclosed garden at the rear of the

dining room. The individual lounges are equipped with TVs mounted on the walls, panoramic fireplaces, and entertainment stations. On the ground floor, the dining room opens into the enclosed communal gardens, while the conservatory lounge opens onto the car park and back garden. Continuing further along the corridor, you will find individual bedrooms. The upper floor is arranged in an L shape, accommodating additional bedrooms.

In the dining area, a large digital menu is displayed, showcasing the meals offered at each mealtime, including breakfast, lunch, and dinner. The menu follows a rolling four-week rota, ensuring that residents have a minimum of two meal choices per sitting each day, along with a warm breakfast daily, mid-morning and afternoon snacks, and unlimited drink options.

The facility comprises twenty-nine rooms spread over two floors. Each room includes a bed and bedroom furniture, and most have the option to wall-mount a TV if desired. Some rooms are larger and can accommodate couples, providing enough space for additional chairs and making them feel more like self-contained apartments. Residents are encouraged to personalise their rooms with personal items to enhance the sense of home. Medication for all residents is administered by trained staff members, and it is securely stored in a designated medication room.

Residents are allowed to bring in some of their own furniture and decorative items to make their rooms more personal. The ground floor includes areas where residents can comfortably meet and socialise. Relatives are also welcome to visit and engage in activities with their loved ones ([which we observed during our visit](#)). The lounges are decorated in pastel colours, creating a calm and relaxed atmosphere. During our visit, we witnessed a nursery delivering a carol service to entertain the residents and saw evidence of various planned activities.



Image of Rosemary Lodge Activity Boards in Main Reception areas.

Activity Timetable Rosemary Lodge
 Week beginning 2nd December 2024
 (Subject to Change)

| Day | Time | Activity | Location |
|-----------|----------|-----------------------------|-----------------|
| Monday | 11.00 am | Exercise with chris | Sun lounge |
| | 2.30 pm | Church service | Top lounge |
| Tuesday | All day | Hairdressing with Sue Brown | Hair salon |
| | 11.00 am | Star Bingo | Sun Lounge |
| | 11.00 am | Peter king (volunteer) | Around the home |
| Wednesday | 2.30 pm | Film of Residents Choice | Sun lounge |
| | 10.00 am | Footsteps Nursery Visit | Orangery |
| | 11.00am | Hairdressing with Julie | Hair Salon |
| Thursday | 2.30pm | Play your Cards Right | Top lounge |
| | 11.00 am | Reminiscence | Around the home |
| Friday | 2.30 pm | Nails and hand massage | Around the home |
| | 11.00 am | Exercise with chris | Top lounge |
| Saturday | 1.30 pm | Mimi therapy dog | Around the home |
| | 2.30 pm | Singer Fran Dwain | orangery |
| Sunday | 11.00 am | Live stream church service | Sun lounge |

THIS WEEK

There is also a hairdressing facility onsite and visits from a chiropodist, optician, and dentist if needed can be arranged. Each floor has several bathrooms with a bath and motorised chairs that aid residents' use.

The managers informed us that the owner's primary focus is on prioritising the welfare of the residents. She has assembled a dedicated team to ensure this mission is fulfilled, treating residents the way they would want their own family members to be treated. The owner considers the business to be her "baby," and she spares no expense to provide whatever is needed for the comfort and care of the residents. The company's website states...

"We value every individual who choose to make our home, theirs. We consider our Residents as family, and care for them with utmost respect and dignity".

Management:

Upon arriving at the residential home, we were greeted by the receptionist and shown how to sign in. Almost immediately, we were welcomed by the Registered Care Manager and the Deputy Care Manager. The Registered Care Manager has been with the facility since 2004, starting as a general assistant and working her way up to her current position, which she has held since 2012. The Deputy Care Manager has also been with the home since 2019. Currently, the home accommodates 28 residents, most of whom are privately funded, while a few are funded by the local authority. Additionally, one individual attends the home as a day service for respite care. The remaining rooms are currently unoccupied.

The residential home plays a vital role in the local community, maintaining strong connections with a nearby nursery that allows children to engage in activities with the residents, including a Christmas choir service. The activity program is primarily managed by the Activities Coordinator from Monday to Friday, although the schedule is flexible based on the needs of the residents. Activities include a variety of options such as pamper sessions, "Play Your

Cards Right," and dog therapy, among others. The home also offers a wide selection of books, arts and crafts, and games, and organises events for residents, such as visits from professional singers and day trips, all at no additional cost.

Families are encouraged to participate and support their loved ones, and they can easily see the notice boards displaying the dates and times of upcoming events.

Rosemary Lodge is registered for residential care and can accommodate residents requiring dementia care, respite care, palliative care, and end-of-life care, with the support of the District Nurses team and Advanced Health Practitioners. There are two local GPs who conduct ward visits on separate days, alongside the Registered Care Manager.

Complaints are typically addressed by the Registered Care Manager or Deputy Care Manager. If necessary, the Owner of the business may also become involved. Additionally, there is the Business Administration Manager and an Administration Assistant available to help individuals flag a complaint or compliment.

Staffing:

The residential home employs forty-one staff members, including the Registered Care Manager, Deputy Care Manager, the Business Administration Manager and an Administration Assistant. Each care shift has a senior staff member on duty, along with members of the care team who work during the morning and afternoon hours according to the needs of the service and the care elements being provided. These staff members are spread across the two floors of the home. During the night, two staff members are on duty with a third team member on call. The home operates 24/7 with three different rotas for the care team. Shift lengths vary based on job roles, with shorter shifts of 7 ¼ hours during the day and 12-hour shifts for the night staff. Breaks are allocated throughout the shifts, lasting either 20 minutes or 40 minutes, depending on the hours worked.

The home has a good recruitment and retention rate, with several staff members staying long-term. It also uses two specific care agencies as needed to ensure continuity for both residents and the care team. Management acknowledged that during COVID, some staff were lost, but they feel that recruitment has stabilised now.

In addition to the care staff, there are two front-of-house staff members, two chefs, and four catering assistants who work on a rota system during core hours. Every meal, including breakfast, snacks, homemade cakes and pastries, is freshly prepared on-site, and there is also plenty of fresh fruit and other snacks available. Additionally, there are seven housekeeping staff members who work during the day, covering all seven days of the week on a rota basis. There is also one activity coordinator and one handyman.

Each shift includes a senior member of staff who handles any issues and communicates with the on-call manager if necessary. New staff members undergo an in-depth induction program that lasts for a specific number of days onsite and includes mandatory training to equip them for their role. They are also expected to complete their care certificate if they have not already done so. Staff will have access to online training through Mentor and Social Care TV platforms, as well as a buddy system during their induction period to ensure they feel competent before fully joining the team.

External training opportunities are available for the home, covering areas such as Manual Handling, Fire Marshall training, and medication training. There is a six-month probation period for new staff, followed by a one-on-one session to discuss future progression. All staff are either Level 2 or Level 3 diploma holders or working towards obtaining these qualifications. The e-learning platform provides training opportunities on various topics such as continence care, data protection, and whistleblowing.

Staff members can also access the council's MPFT service, which connects them with health professionals, including counselling and mental health teams. The company recognises staff contributions through incentives such as hampers, quarterly bonuses for not being sick for three months, and a Christmas bonus designed by the owner to reward employees and show appreciation. Additionally, a "Blue Light

Card" offers discount codes for items and goods as another incentive for staff.

The manager will have social gatherings during the year such as Mother's Day, garden parties or Christmas parties and families can get together with the management team to raise concerns. Families are invited to meetings but rarely attend.

The company also implement a communication care plan if needed and can access an accessibility information tool to help do picture aids, larger print or easy read to be inclusive to the residents & will accommodate residents' personal cultural beliefs. In the past funerals have been televised for those who wish to attend but are incapacitated for whatever reason to take part. Also, last rites for some residents have been accommodated as well as church services.

Care plans are recorded electronically, and daily activities are documented throughout each shift using a handheld device called the Patient Care System (PCS). This device alerts staff to complete specific tasks throughout the day to ensure that the care plan is properly followed and serves as a reminder with visual notifications. Handovers are conducted at the beginning of each shift for a minimum of 15 minutes to facilitate effective communication and continuity between staff members, and staff are compensated for this time.

Rosemary Lodge is registered for residential care. However, various community services, including District Nurses, the Community Rapid Intervention Service (CRIS) team, St. Giles, Virtual Wards, and others, regularly visit the facility to provide patient care. The home offers dementia care, residential care, palliative care, end-of-life support, and additional services. It maintains a strong relationship with two local GP surgeries, one of which conducts fortnightly rounds with the management team and makes in-person visits. The home also has positive relationships with local pharmacies and Advanced Nurse Practitioners.

Staff Feedback:

During our visit, we spoke with several staff members from several departments, including some who have been with the home for many years. One staff member described it as “a lovely place to work”. Another staff member, who had been at the home for a few years, “felt very supported and appreciated by not only the staff & management, but also valued by the residents” It was noted that there were currently no job vacancies at the home, but the management team are keen to keep the staffing and recruitment up. The staff we spoke to also expressed that the “training and development opportunities provided by the home were great and that they felt supported by the management & colleagues”.

All the staff members we spoke to had positive feedback about the home. They were described as “kind, caring and like family” and this was evident in the atmosphere of the home and in the work we observed.

A family member observed that her relative was “always well looked after and cared for and encouraged to participate in activities” During our visit, we also observed that the staff appeared to engage with the residents individually and demonstrated a caring, kind compassionate manner.

Resident Experience:

During our visit, we spoke to eight residents. A couple of them had been living in the home for over a decade, four had resided there for one to two years, and two had been there for less than a year. Four residents stated that they were involved in their care planning and had it reviewed every six months. One resident mentioned they had never been involved in the process, but felt their family may have intervened, while the other three were unsure about their involvement.

All the residents expressed that they felt safe, and happy with the staff, and were treated with dignity and respect. No resident complained about the food; everyone stated it was “great” and

mentioned that if they didn't like something, they could inform a staff member or the chef, and their feedback would be taken seriously. One resident [commented that there were plenty of choices](#) and that the chef would sit down with them to discuss their preferences, adding that they enjoyed engaging in light-hearted banter. Another resident praised the meals and noted that adjustments were made to their diet following an episode of ill health.

Residents indicated they would reach out to family, staff, or management if they had any issues or complaints. Activities were also discussed during our visit, which we had the opportunity to observe, though some residents chose not to participate. A family member suggested that a ["reminiscence activity"](#) might be beneficial to encourage conversation among the residents.

When asked what they would change, everyone responded with ["nothing."](#) Overall, the residents appeared [content and happy](#) with their environment, care, management, and life in general. The only notable feedback was a preference for their [regular staff over agency staff](#), as this helped to build rapport. A couple of residents mentioned they were happy living there but would prefer to be in their own homes.

Many residents appreciated the autonomy they had, being able to stay in their rooms and have meals brought to them without feeling pressured to adhere to staff decisions. One resident occasionally returned home, supported by friends and family members. Several residents praised the staff for the activities and trips, stating that ["they do their very best; nothing is ever too much trouble."](#)

All staff were well regarded as ["supportive and kind,"](#) and the residents expressed gratitude for their work. Noteworthy comments included, ["There is never any tension,"](#) and one resident chose to live at the home instead of moving closer to family, as they felt better cared for by the staff and management. This reflects positively on the home, as stated by Healthwatch, and speaks volumes about the care provided.

All residents we spoke to have **no regrets** about moving to the home. They appreciated the feeling of safety, the kindness of the staff, companionship, and the variety of activities available. During our visit, we observed a group of six individuals and a family member participating in a game of "Play Your Cards Right," while others engaged in artwork, and in another lounge, residents enjoyed listening to music and conversing with each other and staff members.

The Registered Care Manager and Deputy Care Manager informed us that they work on weekends and bank holidays and are on call, audits are conducted on care plans. Each shift has a senior lead available for staff, residents, and families to approach in the absence of management. Residents spoke highly of both the manager and the owner, noting that when the owner visits, "**she always walks around to see how we are doing. We only have to ask for something, and within a few days, we receive it.**"

Residents do not pay any additional fees for trips or activities; the only expenses they incur are for hair care, toiletries, and some healthcare services such as opticians and chiropodist visits.

Feedback from Relatives online:

Before Healthwatch visited Rosemary Lodge, we asked them to display our poster with a QR code a week in advance so that relatives who were unable to attend on the day could also leave feedback if they wished. However, we never received any feedback. *We asked the following questions, also some were about demographics, but we have not included those in the report to keep the feedback anonymous.*

The completed survey was done by a relative or friend.

- Do Carers treat you with respect and dignity?
- Have you read and signed the support plan?
- If you were unhappy about your care, could you tell someone and who would you tell?
- Do you think the people who look after you would fix any complaints you had?
- Have your carers helped you stay active/engaged?

- Have your carers helped you stay in contact with friends and Family?
- Do you get to choose your food?
- Do your carers ask your permission before helping you?
- Do you have enough interesting things to do?
- Do your carers give you the information you need to help you make choices?
- Are there always snacks and drinks available when you want them?
- Do you feel safe?
- Do you think there are enough staff?
- Have your carers told you what to do if you feel unsafe or at risk?
 - Is there anything you do not like about your carers?
 - What is your favourite thing about your carers/living here?
 - If you could change one thing about your care, what would it be?

No Responses were left.

Feedback from Relatives During visit:

On the day of our visit, we spoke with one family member and used the same questions from our online survey. Here are the results: The family member expressed their satisfaction and was eager to share their experiences regarding the home. They felt that they were actively involved in care planning and decision-making and appreciated the regular reviews of care plans. They described the management team as "great and always willing to help," which gave them reassurance that their loved one was being well looked after and safe in this home.

Additionally, they praised the cleanliness of the home and noted how immaculate the individual rooms were, highlighting that no expense had been spared on the environment. When asked what they would change about the care, the family member expressed a desire for "a reminiscence activity."

General Feedback from Relatives regarding the 2024 Christmas Party at Rosemary Lodge:

Quote 1 "Just a quick note for everyone at Rosemary Lodge to thank them for organising such a wonderful Christmas party. I think everyone had a great time, particularly all the residents - which is the most important thing. I know X did! Great entertainment, lovely atmosphere and a fabulous buffet. We appreciate that a lot of time and effort goes into organising such an occasion, so thank you."

Quote 2 "Thank you to yourself, Lynn and all the staff at Rosemary Lodge, the effort that was put into making the Christmas Party so special for all the residents and their families was really special. It truly felt like a family and that is as a result of all of the care and attention that the staff put into the event. I think a good time was had by all and it was a pleasure to see X out of her room, socialising and enjoying her time with everyone. A wonderful Christmas celebration for all involved."



Summary:

Rosemary Lodge is a beautiful, cosy facility that has been built and furnished to an excellent standard; it is presented immaculately everything is fresh and the paintwork is bright and clean, the quality of everything is exceptional even down to the dinner plates, cutlery, bedding and furnishings. There are no unpleasant odours, nothing out of place or any tripping hazards the grounds of the property are perfect with a real homely type feel to it. The individual rooms have a uniqueness to that person and hold a lot of personality with a real representation of the resident everything is very well-maintained.

The environment is comfortable, with well-equipped communal areas and nicely furnished resident rooms. The standard of personal care is highly regarded by the staff, residents, and their families. All residents are well-groomed and receive individualised care tailored to their needs.

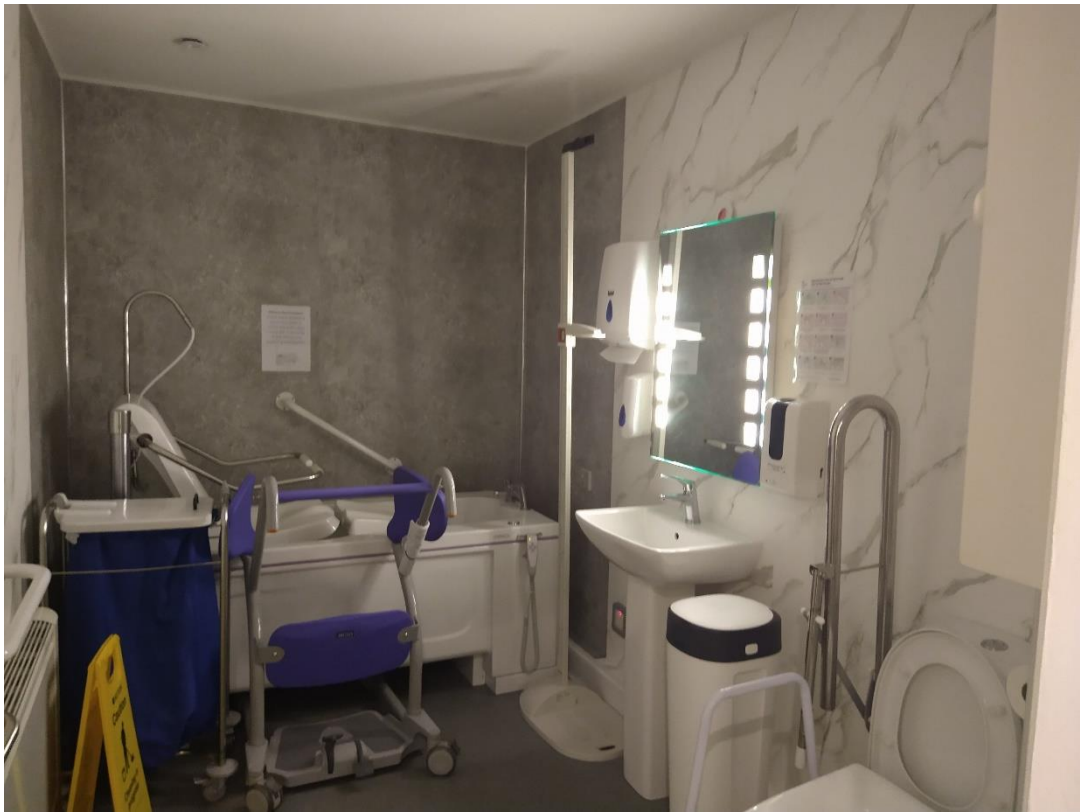
The quality of food is also noteworthy, as all meals are freshly prepared on-site with nothing processed. The home will often use local suppliers/ingredients. Residents appreciate the plentiful menu options and choices available. The on-site activities are well-received, with residents and their family members encouraged to participate; for example, some family members attend Christmas dinner together.

Even the little finishing touches are thoughtful. The home organises activities and events, and the deputy manager has been known to take residents out for drives to lift their spirits and add a personal touch to the service.

Additionally, the notice board contains information on how to give feedback, how to make a complaint, and contact details for the local chiropodist and dentist, among other items.

We must also recognise the consistency and dedication of the housekeeping team. Every day, six bedrooms are fully deep cleaned. All furniture is moved and cleaned behind, skirting boards and woodwork are wiped down high and low, flooring and windows are cleaned, and ensembles are thoroughly attended to. Curtains

and bedding are dry cleaned, ensuring that each resident's room is completely refreshed. This is in addition to the daily maintenance of all other rooms. Laundry is cleaned and ironed before being returned to the residents. It feels more like a 5-star hotel than a home.



Rosemary Lodge Assisted Bathroom.

Recommendations:

At this stage, our recommendations are as follows:

We recommend ensuring that residents understand when their care and support plans are being reviewed, as some residents expressed confusion regarding this process, possibly due to terminology.

It would be beneficial to actively seek support from relatives. Consider placing a ballot box for comments and ideas or routinely sending out questionnaires via email to family members for feedback.

Additionally, some homes now use picture frame boxes outside individual rooms to display items that are important to the individual residents, such as photos, hobbies, or favourite sports teams. This can help initiate conversations and create common ground when entering someone's room. It would be good to know how the home feels about this idea.

Finally, consider using a show plate during lunchtime that presents two food options plated up for residents who may be forgetful; sometimes, visual aids can be more helpful.

Before leaving the home, we did give the management team feedback regarding a reminiscence activity. However, the manager did show Healthwatch that this activity takes place and that the home utilises reminiscence packages provided by the local library, which contain various topics, visual aids, and other resources to spark conversations.

Overall, we suggest that Rosemary Lodge shares its exceptional practices with other facilities to continue enhancing the relationships formed by the management team, staff, owner, and the local community. Everyone we spoke to, including residents, family members, and staff, appreciates the positive presence and impact this has had on them, making it a better place to live, visit, and work.

The ethos reflected on the home's website regarding the "[Bright Side of Life](#)" truly seems to resonate throughout the home. We have never

seen so many residents over the age of ninety appear so well, engaged, and content—a true testament to everyone involved.

We would like to acknowledge and commend the efforts of all the staff and congratulate them. This reflects what outstanding care should represent.

A quote shared during our visit by a resident:
'Exceptional, can't find a fault, very contented.'

Feedback from the Home manager or company

"We would like to express our thanks to you for your report following your visit to Rosemary Lodge. It is reassuring to see recognition for the dedication and care of our staff, the high standards of our facilities, and the satisfaction of our residents and their families reflected so positively.

The observations and recommendations you've given us are very important in our ongoing efforts to provide the best care. We appreciate the recognition of our practices, such as the cleanliness and personalisation of resident rooms, the diverse activity program, and the dedication of our team. The acknowledgment of our ethos of treating residents like family is particularly meaningful to us. Our Registered Care Manager's mother was with us for four years which emphasises our commitment to this.

We take note of the recommendations made, particularly around ensuring residents are more actively involved and aware during care plan reviews, and we will strive to make this process more transparent and engaging. We do have a feedback box in the entrance hall, but we will also consider implementing additional methods to encourage feedback from families and further enhance the personalisation of our care through thoughtful suggestions, such as picture frame boxes outside rooms.

It was a pleasure to welcome Christine and David to Rosemary Lodge, and we are grateful for the opportunity to showcase our home, hear your feedback and constructive suggestions for improvement as well as hearing some great ideas from other homes that you've seen that we could

implement. We remain committed to building on the positive aspects highlighted in the report and thank you for your recognition and support, which inspires us to continue providing the best possible care to our residents."

Healthwatch Staffordshire is thankful to the management, staff, residents, and families for the warmth and hospitality shown to us during our visit.

Next Step

The report will now be published on our website for the general public to read and copies will be forwarded to Rosemary Lodge and shared with Staffordshire County Council & Care Quality Commission (CQC), it will also be added to the next Healthwatch E-Bulletin.

Disclaimer, please note that this report relates to findings observed on the specific date set out above. Our report is not a representative portrayal of the experiences of all residents, relatives and staff, only an account of what was observed and contributed at the time of this visit.