

# You First

ISSUE 29 - AUTUMN 2011



Introducing CIC's new CEO | Beating the Rat Race | Satisfaction Success



# Neil's Foreword

Hello and welcome to **You First**

It is my pleasure, for the first time, to welcome you to this wonderful magazine for members of the CIC Community.

In early August I joined CIC Group as Chief Executive, and I am genuinely delighted to be leading your community. I have always been passionate about the good work that goes on in the care sector and I am proud to be part of an industry that makes such a considerable contribution to society.

From my early career in 1982, when I started work as a hospital porter to support myself through university, right through to my previous role as Managing Director for Health Services at NHS Blackburn with Darwen Care Trust, I have always been keen to have a career that makes a difference to people's lives (for more about me and my career read pages 22-23). Having visited many CIC services over the past few months and met the dedicated people who work for this charity, I know that this ambition is shared.

In fact, this is the key reason why I chose to join CIC. I truly find the prospect of working for a care provider that supports so many people, in so many settings right across the country, exciting. I know that CIC has a considerable legacy; for over two decades this charity has been forward thinking - championing social inclusion, better care and innovative practices. It is my job to support CIC to uphold this fine legacy, and also to continue to progress and make an even greater impact on the communities in which we work.

That is why, as I settle into my role, I have been taking some time to meet the people we support, our staff, and CIC's many stakeholders, and consider ways for our organisation to further develop and improve.

CIC are proven problem solvers, and with our breadth of services and vast experience of providing the people we support with better lives, I believe there are many opportunities for us to answer the issues faced by those providing and receiving care today. Over the coming months we are going to review the overall care market and speak to our professional partners, as well as senior figures in the sector, to find new opportunities and to develop CIC's strategy going forward.

Of course, our foundations will always be our vision and values, which are brought to life in this magazine. From giving the people we support opportunities to fulfil their ambitions – as demonstrated by the intrepid team of staff and service users who took on the Stockton-on-Tees Riverside Rat Race (p8-9); to championing inclusion for all - such as our efforts to raise awareness of mental health issues (p20-21), CIC always strives to fulfil its role in creating a society where diversity is celebrated.

The fruits of these efforts can not only be seen in the commendations we have recently received from our peers in a whole host of care awards (p14-15), but most importantly, in the overwhelmingly positive feedback the people we support gave us in their Service User Survey (centre spread). I look forward to not only helping CIC to progress in new ways, but also to nurturing all that is good about this special charity.

Best wishes,

Neil Matthewman  
Chief Executive - CIC Group

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Congratulations to our **You First** 28 competition winners:

### Doris Day album

Paula Young  
Karen Anderson  
Susan King  
Julia Mountain  
Andrew Baggott



### Barbara Streisand album

Joanne Warren  
Liz O' Shaughnessy  
Cathy Farrington  
Karen Sanders  
Jean Gardner



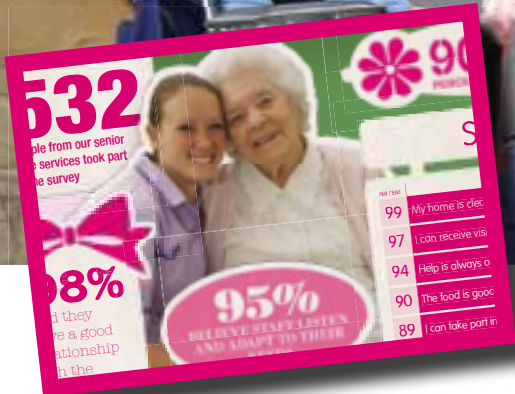


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**cic**  
— group —  
putting individuals first



Johnston Press



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**You First** is a free magazine published four times a year.

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**Our cover stars:**  
Support Worker, Samantha Brown and resident, Doris Dixon, from Gardner House Care Home in Hartlepool.

The views expressed in this magazine are not necessarily those of CIC.



**Riverside Rat Race**  
**STOCKTON-ON-TEES**

## Planet Friendly

**You First** is printed on paper that is manufactured from sustainable forests and is elemental chlorine free. Please recycle after reading.

# News



Keep the flame alive for our Olympic torch hopefuls!

CIC are proud to support not one, but two potential London 2012 Olympic Flame Torchbearers. Iain McDonald, from Station Court in Scotland and Keith Cookson, student at the Rievaulx Centre in Cleveland, have both been nominated to carry the Olympic torch when it arrives in the UK next Spring. Look out for the next edition of **You First** to see how they got on. Good luck guys!



Staff from Thorneycroft Care Home in Dumfries were presented with their certificates for successfully completing a specialist distance learning course in Dementia Care, accredited by Stirling University.

## THE BIG HEALTH DAY

CIC will soon be taking part in West Sussex's Big Health Day. The event, organised by the local PCT Trust and County Council, for people with learning difficulties, their families, carers and supporters, will include lots of workshops, presentations and group discussions, as well as a 'market-place' style session where care providers, such as CIC, can inform service users and their families about the different types of care and support on offer.

The Big Health Day takes place between 9am-4pm on 9th December at Martletts Hall, Burgess Hill, West Sussex. CIC's Southern Region are still looking for willing volunteers to help out on the day so if you want to get involved, contact Jo Hallt at CIC's Portsmouth office.

To mark National Dementia Awareness Day in September, the Everystep team in Manchester held a special event, inviting members of their local community to come along and learn more about the condition, as well as CIC's new £5 million dementia service, opening next Spring.

Congratulations to St Catherine's Care Home in Cheshire who were awarded the silver award in the prestigious Nantwich in Bloom Flower Show, for the second year running.



### Congratulations to the following CIC staff who have welcomed new arrivals:

Lee Cunliffe, support worker at Winsford Grange care home and baby boy Riley.

Vicky Hannigan, qualifications administrator and baby girl Ciara.

Kate Bradshaw, HR assistant and baby boy Noah.





# Bank offers change



**Disabled bank users in Duns, Scotland, will now be able to access their local branch of Royal Bank of Scotland thanks to the tireless campaigning of two CIC service users – Morag Blaikie and Iain McDonald.**

Morag and Iain, who both live at CIC's Station Court in Duns and have physical disabilities, joined forces with fellow activist, Amanda Hanlon, to lobby the bank to improve access to the branch after becoming dissatisfied with having to conduct their banking transactions on the pavement outside the building.

After gaining the support of Borders MP Michael Moore and Berwickshire Councillors, Frances Renton and David Raw, the determined three set about their plans to persuade the bank to act upon their concerns. Nearly three years later, the group have been victorious as work finally begins on installing a wheelchair ramp and improving access to the bank.

Morag says: "I'm delighted that after a lot of persistence, RBS have finally taken our concerns on board. I don't like having to do my banking in the street and I am looking forward to being able to go inside the bank like all the other customers."

Carol Boid, Personal Assistant to Iain at Station Court said: "Everyone is so proud of what Morag, Iain and the others have achieved. They are people who in spite of their disabilities enjoy leading independent lives; they expect and deserve the same level of service as everyone else who banks with RBS. I just hope some other shopkeepers in the area now sit up and take notice too."

## A 'V' Special Day

The Whinnies in Gateshead took part in a national volunteer pilot this Summer organised by 'V' - the national volunteer service for young people. The service welcomed a group of young willing volunteers, who were taking part in the organisation's Summer of a Lifetime Programme – a personal development scheme aimed at encouraging its participants to become more confident and socially responsible young adults. The youngsters spent three days helping out with weeding, planting and harvesting cane at the service's allotments. Brett Clark, Senior Support Worker at the Whinnies said: "It was great having the young volunteers helping out at our service. The Summer of a Lifetime programme is a fantastic initiative which really gives young people from all backgrounds the chance to work together and make a difference. The guys and girls all worked really hard and their efforts were greatly appreciated by both the staff and the people supported at the Whinnies."



**Well done to all Newcastle Children's Enablement staff who successfully passed their OFSTED inspection of the PHAB club in Jarrow, South Tyneside.**



# Community



Tranquil Moments Beauty Salon in Stranraer kindly treated residents and day centre members at Thorneycroft Care Home to a fabulous spa day, including relaxing massages, manicures and facials, topped off with a glass of bubbly!

Victor Scales (centre), from Redmayne House in Cumbria celebrated his birthday with friends at the Stocksman Pub in Wigton.

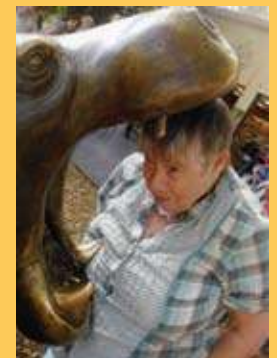


Painting by budding artist, Lee Stephenson, from Dean View Villas in Tyne & Wear.



David Little from Norfolk Road in Cumbria raised over £400 for Cumbria Wildlife Trust by organising a sponsored walk in memory of his late father.

Residents from Station Road, Hampshire, had a thrilling day out at Longleat Safari park in Wiltshire.



A big thanks to Halton and District Junior Football League for their kind donation of £100 to the young people at Orchard House Homelessness project in Widnes.



Over 30 residents and staff from Eccleston Court Nursing Home enjoyed an afternoon outing to the local park followed by a pub lunch to celebrate Dignity in Care Week.

A fond farewell to Derek Fowler, support worker at Ivy Hurst close in Liverpool, who retires after 20 years of service with CIC. Good luck from all your friends and colleagues.



Staff from Munches Park Care home in Dalbeattie came an impressive third in the town's annual Civic Daze Parade with their hippy themed float.



Staff from Garston Old Road in Liverpool made tenant Shirley Mooney's wish come true when they organised for her to fly on a plane for the very first time! Shirley made the journey to Ireland where she spent a week enjoying the beautiful scenery of Cork.

The people supported at Mansfield House had a very busy summer, with lots of fun activities and events, ending with a big summer BBQ for all tenants, staff, friends and family. The fun doesn't stop there though and they are now busy preparing for a 60th birthday and their annual Halloween party.

Cornwall Park senior care home in Dumfries and Galloway held a summer fayre raising a whopping £2000! All monies raised will be used to build a sensory garden for residents to enjoy.







The Arbroath Strikers bowling team from County Durham were the triumphant victors of a bowling tournament with neighbouring team - The Bowling Stones - from Broomside Close. The teams, made up of people supported and staff, enjoyed the match so much that they have decided to make it a monthly event. The Bowling Stones are now busy in training to reclaim the winner's trophy!

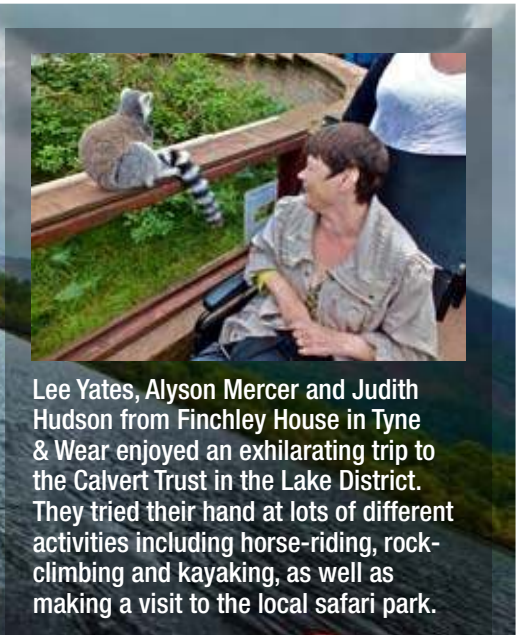
Die-hard reds fan, Paul Jones, from Belton Road in Liverpool, pictured with the European Cup belonging to five time winners, Liverpool FC.



Many happy returns to Barbara Simm from Cecil Street in Liverpool who celebrated her 50th birthday in style, travelling to a special birthday meal in the back of a girly pink limousine.



Michael Jackson and Michael Rodgers, both from Ship Street in Cheshire enjoyed a fabulous Mediterranean Summer cruise, taking in the sights of Rome, Sicily and Florence.



Lee Yates, Alyson Mercer and Judith Hudson from Finchley House in Tyne & Wear enjoyed an exhilarating trip to the Calvert Trust in the Lake District. They tried their hand at lots of different activities including horse-riding, rock-climbing and kayaking, as well as making a visit to the local safari park.



Residents at Thorney Croft Care Home and Day Centre in Dumfries enjoyed a week of beach fun this Summer - without ever having to go outside! Sand, palm trees and deckchairs were all shipped in, with residents enjoying daily visits from the ice-cream van, beach games and sandcastle competitions! Fish and chips served in newspapers, BBQ's and picnics were all on the menu too. The week was topped off with a visit from Dennis the Donkey, who evoked lots of wonderful memories and stories of beach holiday from the past.

Joan Prescott, resident at Pemberton Fold Care Home, was the lucky winner of a pair of tickets to watch legendary musical The Sound Of Music, at Manchester's Palace Theatre. Activities Coordinator, Pauline Elliot accompanied Joan to the show, and the pair were treated like royalty with an upgrade to a private box with their very own concierge!



Staff and people supported in Portsmouth enjoyed a sausage sizzle BBQ at the Queen Elizabeth Country Park.



David Tomlinson from Glenhead in Widnes pictured celebrating his 50th birthday with Elvis... (AKA Tony Beard, Support Worker at Hesketh House in Liverpool!)





**Riverside Rat Race**  
**STOCKTON-ON-TEES**

# RACE TO GLORY

By Barry Walker and John Robinson

Finally, we're here: the start line. Hearts racing, adrenalin pumping, every inch of our bodies tingling with excitement, anticipation, and fear. The doubt creeps in. 'Can we do this?', 'Are we prepared?', 'Have we taken on too much?'. And then suddenly – 'BANG!' The gun sounds and the crowd surges. No time for questions. No turning back. This is it. The challenge of a lifetime...

It was six long months ago that we started preparing for what would be one of the toughest trials any of us had ever faced: The Stockton Tees River Rat Race - a 10 kilometre assault course along the banks of the Tees; notoriously gruelling, with daredevil obstacles at every turn – an audacious test not for the faint hearted.

Five brave students had stepped up to take part in what seemed like mission impossible. Keith Cookson, John Nolan, Stephen Neil, Harvey Kell and Sean Malclom, each paired up with a member of Rievaulx staff. Amazingly, we would be the first mixed ability team to ever take part, in the history of race.

It was this thought that spurred us on during the months of exhausting training that followed. Week in, week out, we endured preparation like none of us had ever known. We built up our stamina running, cycling and swimming for miles on end; practiced water-skills and lifesaving; and even completed specialist training in canoeing and hill-climbing. We studied the course; made sure we knew the risks and readied ourselves to be pushed to our limits.

And pushed to the limit we were. No amount of practice could really have prepared us for the gruelling challenge that lay ahead. Yet as we stood at the start line we could only hope we'd done enough.



**BANG!**

The sound of the starter's pistol electrified the first wave of two hundred runners into action. A mass of bodies burst forwards, jostling for position. Mesmerised by the moment, we somehow manage to force our legs into action and we are off, in the thick amongst the throngs and excitedly shouting words of encouragement to each other. "Come on! We can do this!"

Soon, we're in our stride and in what feels like the blink of an eye, we reach the one mile mark: the magnificent Infinity Bridge which bobs gently up and down under the strain of 400 pairs of feet.

Training can only prepare you for so much, and as we approach the 12 foot decent into the freezing cold Tees Barrage Lock – it suddenly hits us what we are about to do. We gasp as the icy water bites through our wet suits – our first of many shocks. As we scramble out of the lock, student John Nolan jokes: "My shoes are wet!"; a comic understatement that keeps our spirits high. No time to laugh though; we have to focus on the test ahead - the steel obstacles of the Tees Barrage Bridge.

By now, we're flagging. The cross-country run follows: three hills..each one bigger than the next. How long left? Not even half way through. But then, as we reach the summit of the final hill, the boost we need – breath- taking views of the North Yorkshire Moors and the beautiful Roseberry Topping mini-mountain.

A serene moment of calm before the





# DRY

After what feels like a lifetime, we reach the top. 80ft in the air we turn back and review the panorama of the course; rows of people like a trail of tiny ants following in our path. The wind whistles in our ears and all at once we are terrified, captivated, and elated. We finish our descent and look at the faces around us: tired but wide-eyed, astounded at what we've just achieved.

But no time to reflect. We're back in the freezing waters for 500m of kayaking. The river is choppy but it's brilliant fun and we are in high-spirits as we climb back onto the banks of the river.

of the Galleon Ship - a 25ft drop into the river. Again, we see more people turn back than make the leap. Not us though, we ready ourselves to dive into the freezing waters and... "1..2..3 JUMP!" We plunge deep into the cold water, gasping for air as we surface.

We swim back to land, quickly getting to our feet ready for the final stretch. Lungs burning, legs aching but a steely determination keeps moving us forward. Only 500 yards to go, suddenly, we are sprinting, faster, faster, faster...the finish line appears..the noise of the crowd is deafening "Go Go Go!"...one last burst... nearly there...only a few more steps... and...we're FINISHED!!!!

As we stand at the finish line, medals draped around our necks and tears in our eyes, we're

shock of what's to come. It's the one we've all been dreading: a 200 step vertical climb up the side of the Newport Bridge - a daunting monster of engineering, renowned for bringing to an end many a River Rat Racers' dream of completing the course.

We start the ascent. Ahead, we can already see people stopping; pale-faced and petrified, they despondently retreat back, defeated by the scale of the challenge. Heroically our students press on, leading the rest of the team who follow suit.

exhausted and emotional but euphoric at the thought of what we've just achieved. We all embrace, celebrating our moment, surrounded by friends and family who are bursting with pride.

We are proud too, of our historic feat and all the effort that has enabled us to achieve it. We know we've overcome greater barriers today than any obstacle course could ever set - we've proved that disability shouldn't hold anyone back from achieving their dreams, goals and aspirations, and made a real statement for inclusion. The Rievaulx Rat Race Team - true champions.

By now, we all know the end will soon be in sight and the group cheers: "Come on Rievaulx, keep going, nearly there!" We know nothing can stop us as we approach the final big challenge: walking the plank





# A Night to Remember

Staff and the people supported across CIC's central region flocked to Liverpool's Adelphi Hotel this Summer to enjoy a fabulous night to remember. Over 300 guests donned their finest suits and most glamorous cocktail dresses to attend a glitzy black-tie Summer Ball, organised to celebrate the re-launch of the region's Social Inclusion Group.

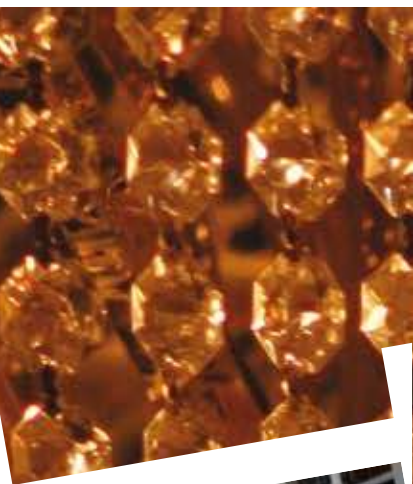
Held in the Grand Ballroom of one of Liverpool's most historic buildings, guests were treated to drinks on arrival, a delicious hot buffet, live music and a disco, with two lucky guests even winning a two night stay at the hotel!

Karen Stewart, Liverpool Service Manager, who along with colleague Leanne Cretney, helped organise the event, said: "Leanne and I worked closely with the Social Inclusion Group's new chair people - David Tomlinson, from Glenhead in Liverpool, and Lorraine Cole from Tranquil Meadow in Prescot - to help bring their vision for the event to life."

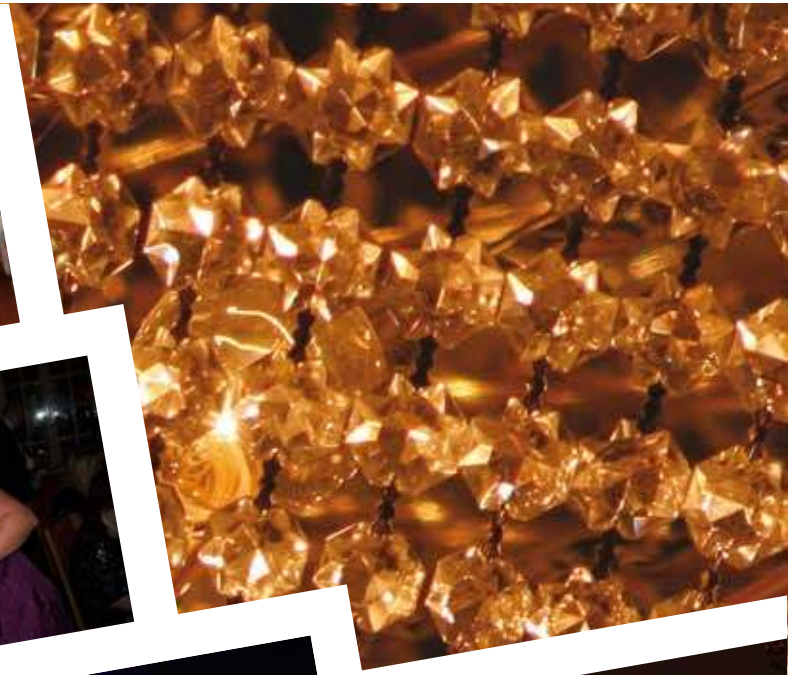
"We really wanted to create a special and exciting evening, which gave people the chance to get together and catch up with old friends as well as making new ones too. Everyone really let their hair down and it all went off with a bang! An amazing night that I'm sure we'll all remember."

The freshly formed Social Inclusion Group will now build on the success of their Summer Ball, organising lots more events over the forthcoming months, with ideas such as coach trips, theatre visits and music gigs, as well as a very adventurous suggestion of sky-diving!

If you would like to find out more about the Social Inclusion Group or its events contact David Tomlinson, Lorraine Cole, Jason Hengler or Cara Chin at CIC's Liverpool office on 0151 230 4490.







**With special thanks to..**  
 Photographers:- Karl Harry and Paul Caslin from Vocational Support  
 Live music:- Sonia White and her partner Bill , from Glendale, Widnes.  
 Greeters:- David Tomlinson from Glenhead and Sue Potter from Martin Ave  
 Valet parkers:- Paul Patterson, Keith Astley and Anthony Smith  
 All the staff at the Adelphi Hotel for their fantastic service and wonderful hospitality.

# Words of

“It was a sledgehammer. I felt so sorry for the doctor, telling a young woman of 52 that she had this terrible diagnosis. My mum was with me at the time - we put our arms around each other and said, “Look we’ll get on with this”, and we have done ever since.”



Ann Johnson was rocked by the diagnosis of dementia at a tragically young age, but she did not buckle. Instead, with a steely determination, she refused to accept that the condition would beat her and set about finding ways to continue to live life with the zest and enthusiasm she always had.

And in improving her own life, she also wanted to improve the lives of others with the condition, by educating carers and the public at large about the effects of dementia. This cause has led to her

addressing care homes, conferences and even millions of people on television and radio, to help us understand the difficulties she and thousands of others with the condition face.

But let’s start at the beginning of the story; the early signs of dementia that first raised alarm bells with Ann, who knew all too well the symptoms of the condition having previously supported people with it during her decades as a nurse, and also seen her own father develop early-onset dementia.

## The diagnosis

“At first I was forgetting little things, like taking my medication”, Ann explains. “But then other things happened – I’d get lost, forget words. My father had this at a young age as well, and things that had happened to him were happening to me too.”

It took Ann a year to find the courage to visit the doctor and confront head on that she might have the condition she so dreaded. “You have to accept that your



# Hope

How Ann Johnson gave a voice to dementia sufferers.

memory is going, that you can't do what you did before, and that something is wrong. It takes all your courage to go and admit something is wrong."

Although what she expected, the diagnosis left Ann reeling. "I had nursed people with dementia and my own father as well, so I know what to expect in the future and it terrifies me." But as she and her mother both committed to do when first presented with the diagnosis, they have never given up. "Why worry? Because that won't change anything; I'm grateful for what I can still do", says Ann frankly.

Ann credits much of her buoyancy to the support her friends and loved ones have given her. "All my friends are trained nurses. They have been very supportive and caring. I found it very difficult to tell them though, its not like I've broken my leg."

## Speaking out

It was a friend who sent on her incredible journey into public speaking. "My friend who was President for Inner Wheel, which is part of the Rotary Club, asked me to give a talk to explain to their members how it is not just older people who develop Alzheimer's."

Ann enjoyed giving her talk, and was asked to share it with carers at the care home she now lives at. Soon things caught momentum and as word spread of her inspirational message, other invitations followed. Ann was inundated with requests to speak for other providers – including CIC, at care sector conferences and for the Alzheimers Society.

Even carers who support people with dementia day in and day out, found that they benefitted from speaking to someone who could talk about its effects as eloquently as Ann.

She gives an example. "I did a talk to all the carers at the home I live at now before I moved there", says Ann. "They said, "Ann because you've told us why

you can't handle taps, we now know why our residents can't too". So I hope that by talking to carers they can understand my problems and maybe help their residents who share them."

"We all have problems and they are all to do with memory. It might be things like forgetfulness, not being able to read a book or not being able to wash like you used to. If carers understand things like that they can help residents through it."

Ann believes that the cornerstone of good care is carers really getting know the people they support. "If you know your resident, you will know them as a person, how they deal with everyday life and know how they react to things. You will know what is normal and abnormal to them. It is vitally important that carers know their residents."

In her meetings with care professionals, she has encouraged them to consider the simple ways she has found to cope with the disease and improve her life. "I use various things that allow me to live life as much as I can, to the best of my ability." She gives an example: "I use a Dictaphone to record simple messages as reminders, which is a lifeline. I have found these strategies myself and I want others to know them too because these things have been a godsend."

## Raising awareness

For the public at large she has another message: "People should not be scared of the word 'dementia'. We need to get rid of the stigma around mental health issues. We are just people with a condition; be with us and love us, and try and understand our difficulties."

Ann has taken this message to millions of people, making many media appearances, including on BBC Radio 4's Today and Woman's Hour programmes, and on BBC Breakfast where she joined Professor Alistair Burns, National Clinical Director for Dementia to talk about the condition. "I was interviewed by Sian Williams and Charlie State, I had no idea



Ann, 19, at the start of her nursing career

what they were going to ask me so it was nerve-racking, but I really had the most marvellous time", she laughs.

Ann believes it is particularly important that society gets to grips with the dementia crisis. "This condition will only progress, as people get older there will be more people with dementia and care has to be out there to support them in their life."

And with that inspiration she will continue to give her talks for as long as she can. "I was asked what three things keep me going. I said, "My faith, my friends and doing my talks". My friends are so wonderfully supportive, my faith is vitally important to me as well, and doing talks gives me a purpose for living. As long as I can keep on doing them I will keep on going."

# Outstanding

**Jane Worsley, CIC Group's Director of Operations, collected the prestigious Outstanding Contribution to Social Care Award at the Great North West Care Awards this October, recognising her years of dedication and achievement in the care sector.**

The awards, which are supported by the Department of Health, are part of the Great British Care Awards, a series of regional awards which celebrate excellence in social care and pay tribute to those who work in the sector throughout England. They were presented by former Coronation Street actress Sally Lyndsay, at Blackpool Tower.

Jane's career began in 1983 when she qualified as a nurse. Since then she has gone on to hold a number of senior management roles, supporting and developing a wide variety care services. Jane joined CIC in 1998 and in her current role as Operations Director, takes overall operational responsibility for CIC's Independent Living, Senior Care and Homelessness services.

As the North West region's winner, Jane will now go forward to the national finals of the Great British Care Awards – to be held in May or June 2012.

Neil Matthewman, Chief Executive of CIC Group, said: "Jane is a fantastic ambassador for the care sector and a valued member of the senior management team at CIC. Throughout her long and distinguished career, Jane has always been focused on enabling individuals with care and support needs to live fuller, better lives. She is a passionate advocate for innovation and excellence in the care sector, and is undoubtedly a well-deserved recipient of this award."

Jane said: "It was a great honour and surprise to collect the Outstanding Contribution to Social Care Award. The Great North West Care Awards are renowned as a showcase of best practice, dedication and innovation in the care sector, so to be recognised by them as making an outstanding contribution throughout my career is truly an overwhelming accolade."

Judges of the awards commended Jane, saying: "Jane is proud of her roots as a nurse and these values drive her ambition and dedication to putting individuals first. She works tirelessly to ensure the individuals she supports are treated with dignity at all times. She strives to lead her teams to develop continual improvement programmes."



*Jane (center) collects the Outstanding Achievement Award*





# Achievements

It's not just Jane who has received recognition for her good work; over the past few months a whole host of staff from across CIC's services have been nominated for Care Awards. From champion chefs to marvellous managers, we've got a lot to be proud of at CIC!

## The Great North West Care Awards

### **Malar Siddmarthan**

The Peele, Senior Care Home, Manchester - Care Home Worker Award.

### **The Ivyhurst Staff Team**

Ivyhurst Independent Living Service, Liverpool - Nutrition and Hydration Award.

## The Great North East Care Awards

### **Elizabeth Stavers**

Beechwood Gardens, Gateshead - Home Care Coordinator Award.

### **The Cheviot Gardens Staff Team**

Cheviot Gardens, Independent Living Service, Gateshead - Putting People First Award.

### **The Beechwood Gardens Staff Team**

Beachwood Gardens, Independent Living Service, Gateshead - Care Team Award.

### **Brenda Cawton**

The Whinnies, Independent Living Service, Newcastle-Upon-Tyne - Care Home Registered Manager Award.

### **Peter Murray**

St Johns, Senior Care Home, Darlington - Care Chef Award.

### **Shirley McTier**

Charnwood Lodge, Senior Care Home, Dumfries - Care Home Registered Manager Award.

### **Lee Rafferty**

Charnwood Lodge, Senior Care Home, Dumfries - The Ancillary Worker Award.

### **Karen Shearman**

CIC Learning and Development Team - The Care Trainer Award.

## The Great South East Care Awards

### **Susan Riggall**

Dornyway, Gosport - Putting People First Award.

## Caring Times Dementia Care Awards

### **Julie Arkinsall**

St Stephens Senior Care Home, Sandbach - Dignity in Care Award.

## Caring Times Care Awards

### **Sarah Loftus**

Mount Road, Independent Living Service, Sunderland - Special Needs Manager Award.





# Independent Living



**576**

PEOPLE FROM INDEPENDENT LIVING RESPONDED TO THIS SURVEY

**94%** said they felt encouraged to try new things and be independent

**92%** of people say that being part of the service has improved their quality of life

# OUR SURVEY SAYS...

The results of our most recent Service User Survey are in and we are delighted to say that for yet another year, the people we support have told us loud and clear how happy they are to be part of the CIC community.

Our last survey (2008/2009) yielded exceptional results for our charity, demonstrating unprecedented high levels of satisfaction across all three of our divisions – Independent Living, Senior Care and Homelessness. Achieving these results, we knew that we had set the bar high for ourselves! So it was with pleasure that we received the results of our 2010/2011 survey – showing yet again broadly the same remarkably high levels of satisfaction across the whole CIC Group.



**532**

people from our senior care services took part in the survey

**98%**

said they have a good relationship with the people who support them

**95%**  
BELIEVE STAFF LISTEN AND ADAPT TO THEIR NEEDS

**90**  
PERCENT

SAID THAT SOMEONE CLOSE TO THEM ARE INVOLVED IN DEVELOPING THEIR PERSONAL CARE PLAN

# Senior Care





# Inspirit Care



**95%**

the service I receive is flexible and tailored to my needs

**97%**

THE SERVICE I RECEIVE HAS HELPED ME MAINTAIN MY LIFESTYLES AND ROUTINES

**91%**

the service I receive has helped me improve my quality of life

**98%**

said this service helps them to retain their independence

The past few years have presented many changes in the health and social care sectors, and coupled with the economic downturn, have created a climate which has challenged many care providers. So, we are proud to say that despite these constraints, CIC's standards have not waived and we have continued to take our charity, and the people we support, from strength-to-strength.

These results do not just represent the achievements of a successful charity; more than this, they represent thousands of people achieving their goals, living the lives they choose, and being shining examples of our commitment to always 'PUTTING INDIVIDUALS FIRST'.

**Thank you to everyone who took the time to take part in our survey, or supported somebody to do so. Your feedback will help us shape CIC and the services we deliver, both now and in the future.**

**93%**

told us staff help to improve their health and well-being

**84**  
percent

said their quality of life has improved since accessing the service

**84**  
percent

**97%**

SAID THAT THEIR KEY WORKER INFORMS THEM ABOUT WHAT HELP THEY CAN GET AT THE SERVICE AND IN THE COMMUNITY

**90%**

feel safe and protected in their accommodation

PER CENT

**90** Staff at their service are friendly and welcoming

**90** Staff make sure I'm ok

**84** I'm supported to achieve my goals

**83** I feel more positive about my future since coming here

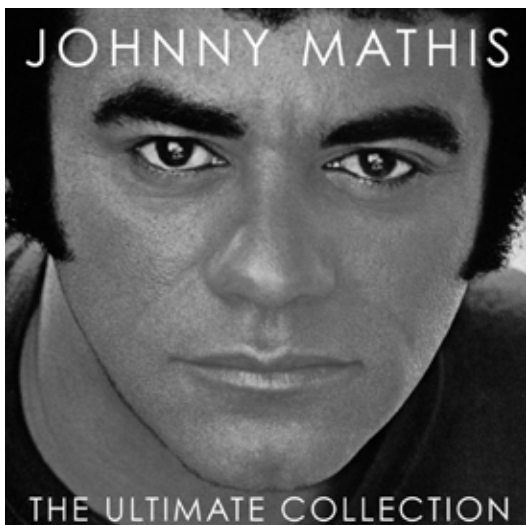
**83** My confidentiality is safeguarded

**83** I've got a good relationship with staff

0 10 20 30 40 50 60 70 80 90 100

# Homelessness Services

# Reviews – Your chance to win the latest album releases.



## Johnny Mathis -

Johnny Mathis, the voice of romance for more than two generations and one of the biggest selling artists of all time, releases his greatest hits album - 'The Ultimate Collection'. The album, featuring all of Johnny's most memorable songs, plus two previously unreleased tracks, coincides with his first UK tour in 5 years.

In his long career Johnny has made more than 100 records, of which he's sold over 350 million copies, and is one of only five recording artists to have Top 40 Hits spanning each of the four decades since 1955.

His new album showcases 21 of his classic songs such as: 'Too Much, Too Little, Too Late', 'I'm Stone In Love With You' and 'When A Child Is Born', along with new tracks – 'Something To Sing About' and 'I Love My Lady'.

## Competition

**You First** are offering Johnny Mathis fans the chance to get their hands on one of five copies of his fantastic new album simply by answering the following question:-

**Johnny's album contains which new song?**

- A I Love My Lady
- B Crazy in Love
- C Mr Loverman

## Il Volo

The Italian teen sensations, Il Volo, release their self-titled debut album this month. The operatic pop trio, described as the Italian Jonas Brothers, have been taking the world by storm with their undeniable vocal talent.

Already nominated for two Latin Grammys - Best New Artists and Best Pop Album - the brothers, who were discovered on popular Italian talent show "Ti Lascio Una Canzone", have already achieved huge chart success and attracted a host of celebrity fans including Britney Spears and Jennifer Lopez.

Their debut album features 12 tracks produced by the legendary Humberto Gatica, who has worked with the likes of Andrea Bocelli and Celine Dion and the world renowned Italian composer Tony Renis.

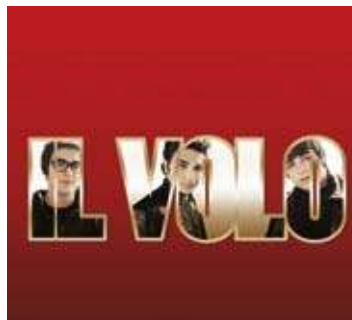
The album includes the group's version of classics such as 'O Sole Mio', 'Un Amore Così', 'E Piu Ti Penso' (a medley of songs from the soundtracks to Once Upon a Time in America and Malena), and 'Smile' (by Charlie Chaplin).

## Competition

**You First** readers can get their hands on a copy of the boys' hotly anticipated debut album, just by answering the following question:-

**Which operatic classic features on Il Volo's new album?**

- A Mio Heart Will Go On
- B I'm a Sole Man
- C O Sole Mio



## The Puppini Sisters

The glamour and lights of Hollywood's golden age are celebrated with The Puppini Sisters' fourth album. 'Hollywood' is a gloriously evocative record that pays homage to the music of the silver screen in The Puppini Sisters' inimitably stylish manner.

The classically trained performers are the living embodiment of 1940's glamour and their latest album features a number of early Hollywood classic, beautifully revived and reworked, so as if being sung for the first time. 'Diamonds Are A Girl's Best Friend' – immortalised by Marilyn Monroe in 'Gentlemen Prefer Blondes' – is musically recast as a sparky, upbeat number but is sung in a minor key to give it a more subversive and sinister nature. Meanwhile the classic, chirpy 'Good Morning' becomes a reluctant, stiff-upper-lip wake-up call.

Recorded in the old-fashioned way by the three ladies all standing around one microphone, each song features sweetly charming vocal harmonies of the Puppinis, bringing new life to songs that have existed in the public consciousness for over half a century.

In a testament to their undeniably distinctive talent, the band have been handpicked by Michael Bublé to appear on two songs on his upcoming Christmas album – including the first single – while they will also perform with him at his upcoming ITV special.

Email your answers to [john.hughes@c-i-c.co.uk](mailto:john.hughes@c-i-c.co.uk) or send your answers to our address on page 3. Deadline for entries is 20th December 2011



## Competition

**You First** readers have the chance to win a copy of the The Puppini Sisters' new album, by answering the following questions:-

**What is the name of The Puppini Sisters' new album?**

- A California
- B Hollywood
- C New York





# A Marathon Challenge!

In April next year, three ambitious runners will take on the challenge of a lifetime by running the London Marathon for CIC. Each has their own personal motivations – to fulfil a lifetime ambition, honour the memory of a loved one or to test their fitness to the limit. But more than anything, they all want to give back to our charity and the people we support. Here are their stories...



**Cindy Southall –  
Acting Service  
Manager,  
St Stephens –  
Sandbach.**

“Over the past few years I’ve had a real ambition

to run the London Marathon. I promised myself I’d do it by the age of 50, but every time I have applied I haven’t been able to get a place, such is the competition for the most famous race in the world. So when I saw that I could run it for CIC and raise money for our Senior Care services at the same time, I jumped at the chance.

The money I raise will purchase state-of-the-art reminiscence software for one of our care homes, to help people with dementia. Having supported people with the condition for many years, the prospect of being able to further improve their lives by taking on this challenge gives me all the motivation I need.

I’m excited about the race, but also daunted by the scale of the challenge – I’ve never raced more than a 10k before! But the support I’ve had from family and friends, and everyone at St Stephens has really given me all the encouragement I need. Even if I have to crawl to the finishline I’ll make sure I complete it!”



**Wais Zamani – CIC  
Independent Living  
Service Manager,  
North East England.**

“During the summer I helped to organise the Time To Change

Challenge, an event which saw members of the CIC community travel the length of the country to raise awareness of mental health issues. The incredible passion and support that this challenge received was a true demonstration of why this charity is so amazing. Because of this kind of community spirit – and my years of experience of working for CIC, I am proud to support and represent our charity whenever possible.

I was delighted and honoured to be selected to run for CIC and will work hard to raise lots of money for our Independent Living Services. My sponsorship money will pay for self-advocacy training for people who access our Independent Living services across the country, helping them become more involved and independent. What a brilliant cause to run for!

I haven’t run a marathon before, so this is all very new for me, but I try to keep myself fit and healthy and am excited about testing myself with this challenge. Everyone has been so positive, wishing me well and promising me sponsorship. This means so much and will give me all the energy and inspiration I need.”



**Oliver Marshall –  
Supporter of CIC**

“My mum (Debbie) works for CIC as a Service Manager. One day I was looking through her copy of **You First** and saw that CIC had places for the London Marathon.

I’ve been lucky enough to meet some of the people CIC supports and see first-hand how hard people work for the charity, so I decided that taking part in the race would be a good way for me to give back to a great organisation. I chose to run for CIC’s Senior Care services as a way to remember my granddads, who have both passed away.

One of my granddads had dementia and I know how difficult life can be for people with the condition, so I am pleased to be able to do something that will help others with it. I know that running 26 miles will be incredibly difficult, but I’ll stay focussed by remembering my granddads and knowing how valuable the money I raise will be.

Another motivation for taking part is that I’ve applied for a football scholarship in America next year, with the aim of becoming a player or coach in the future. Taking part in the marathon is a great way to get in shape for this – as well as making a difference to the lives of the people supported by CIC”.

## Show your support!

To sponsor our runners visit <http://bit.ly/ciclondonmarathon> or scan the QR code for more information



**You First** | [www.c-i-c.co.uk](http://www.c-i-c.co.uk) | 19

see me...

# CIC Mental Health Forum - Scotland.



In July last year, CIC signed the 'See Me...' pledge – Scotland's national campaign to end the stigma and discrimination surrounding mental ill-health. In doing so, we publically committed to creating a plan of action which would enable us to make a significant contribution to this important cause. Over the past 12 months, CIC's Scottish Mental Health Forum – who were responsible for organising the pledge signing - have been busy putting their ideas into action. Here, *You First* catches up with Teresa Fraser, the Forum's Chairperson and Jenny Duncan, from South William Street in Perth, one of the Forum's most passionate members, to find out more...

## What is the Scottish Mental Health Forum all about?

**Teresa:** The Forum is there to help promote the good mental health of CIC staff and service users, as well as playing a part in challenging the stereotypes surrounding mental ill-health. It's a chance for people to get together, share their experiences and get some support from other people, who genuinely know what they're going through. As well as this, it's also an opportunity to feed back to the senior management within CIC, telling them how we think CIC could change or do better in terms of improving the mental health support it offers to service users and staff.

## Jenny, you have been a dedicated supporter of the Forum since its inception. What made you want to get involved?

**Jenny:** I have had a long term mental health problem, Schizophrenia, for over 30 years. Before I joined CIC I had spent many years in and out of hospital and it was only when I came to live at South William Street that things began to change for me. I feel that CIC and its staff have given me so much, the least I can do is try and give something back by sharing my experiences and hopefully, helping other people in the process.

## What has the Forum been doing since signing the 'See Me...' pledge?

**Teresa:** The signing of the pledge was an important step for us, as it really helped us focus our efforts and gave us the opportunity to create our own action plan. One of our main aims was to increase

awareness of mental well-being within CIC, and so we have been busy raising the profile of the Forum and trying to educate people, through regional and team meeting and events. During Scottish Mental Health week we also organised a 'See Me Tea' – an afternoon tea party where people could take five minutes to just relax, chat, and catch up. As well as this, we have also put a lot of effort into improving the mental health training given to all staff and we are pleased with the progress we have made with this goal.

## What are the Forum's plans for the year ahead?

**Teresa:** Communication is going to be key for us, as we want to be able to spread our message far and wide. We'd really like to get a volunteer from the CIC community who would be happy to keep our intranet page up-to-date, as well as write and publish a mental health news blog for us. Events, both at a local and national level will be important and we'd like to work on building better partnerships with other mental health providers in Scotland. More staff training is definitely on the agenda and of course, increasing the Forum's membership.

## Is it only people from CIC's mental health services that can get involved?

**Jenny:** Absolutely not! Anyone, no matter what their individual circumstances or challenges, can face mental health issues at some point in their lives. For example, people with physical disabilities often feel isolated or cut off from the outside world and this can lead to depression. Many people with learning difficulties are also affected by mental health issues too. Peer support and encouragement can be a source of great comfort and our doors are open to anyone who wants to come along.

*Jenny relaxes at home*





# Exercise right

# Sleep tight!

**There is nothing like the feeling of waking up refreshed from a great night's sleep; you're rested and revitalised, your batteries are re-charged and you're ready to take on the day ahead. But what about the millions of people for whom sleep is more of a nightmare than a dream?**

A recent report from the Mental Health Foundation - entitled 'Sleep Matters' - has revealed that over 30% of the population currently suffers from insomnia or some other form of sleep disorder. And whilst a bad night's sleep now and again is certainly nothing to worry about, chronic, long-term sleep deprivation is not only detrimental to our physical health, it can have a huge impact on our mental well-being too.

Sleep repairs and restores our brains, not just our bodies, and a persistent lack of it has been identified as putting sufferers at a greater risk of mental health concerns ranging from low mood, lack of concentration, poor memory and irritability, to more much more serious illnesses such as depression, anxiety and bi-polar disorder.

That is why this year the Mental Health Foundation chose the topic of 'Sleep' as the centrepiece of its annual campaign, aiming to raise awareness of how sleep



can affect our mental state and how we can all achieve a better night of it.



To show support for this campaign, as well as for World Mental Health Day 2011 in October, CIC services across the country held a series of fun, informative events, looking at one of the main ways to help improve sleep, and thus our mental wellbeing: Exercise.

Wais Zamani, who leads CIC's Mental Health Forum in England, explains: "Although many of us struggle to find the time to fit exercise into our hectic lifestyles,

when done regularly, it can make a huge difference to both how much sleep we get and its quality." He continues: "Exercising eases anxiety and stress, reduces body temperature, which makes falling asleep easier, and releases feel-good endorphins, which can also work to break the sleeplessness cycle."

He adds: "We included lots of different types of exercise in our events - from football to basketball, trampolining to badminton, we even did some bowling to show that less energetic forms of exercise are still worthwhile too. The people we support had a lot of fun trying out these activities, but most importantly, everyone said they felt like they'd get a great night's sleep!"



# Interview with CIC's new CEO

## Show the world we care!



On Monday 8 August 2011, the day Neil Matthewman stepped into his new position as Chief Executive Officer of CIC Group, everyone was talking about the riots that had broken out the weekend before in Tottenham, London. TV broadcasts bombarded our homes with images of shops, businesses and homes being looted and burned. As Neil settled into his Widnes office, the days that followed saw copycat rioting in city streets across the country including: Bristol, Birmingham, Liverpool and Manchester. These acts of lawlessness and greed shocked the nation.

"Whilst politicians and social commentators were claiming Britain was a broken society driven by selfish individualism," says Neil, "I was meeting and learning about the vibrant community within CIC, individuals united by a strong sense of collective responsibility and commitment to delivering excellent care and support." Here, Neil shares with **You First** his extensive experience of the sector and reveals his passion for delivering excellent service provision.

"Good news is rarely reported. We are not called upon to celebrate the hundreds of heroic everyday acts of carers and families who have helped someone less fortunate overcome obstacles. Yet these are exactly the stories we need to hear to help balance the acts of mindless violence and destruction we witnessed in the August riots."

Having forged a successful career across the public sector (recently as Managing Director for Health Services, NHS Blackburn with Darwen Care Trust Plus), but also having held senior positions in both NHS service provider and NHS commissioning organisations, before joining CIC in August, Neil has a wealth of knowledge and experience to draw upon.

"The care sector is united by a common purpose – positive outcomes for individuals. Organisations like CIC, a recognised social and health care charity, founded upon the principles of respect, dignity and choice for every individual service user, strengthen our communities. I would like to see the media showcase the good work of service providers like ours and the care sector in general."



Born in Doncaster, South Yorkshire, Neil now resides in Longton, Preston, with his wife and two children. Neil's career in the care sector began in 1982, when he took a part-time job as a hospital porter at Doncaster Royal Infirmary, whilst studying for his degree.

"As a porter, I did everything from sweeping the grounds to helping to support professional staff look after the patients. The three years I worked at the hospital were very formative. I learned a great deal about how the NHS operates at the frontline. It made me a strong supporter of the care sector. I was captivated by the concept of many people working together in a range of roles towards the same outcome – to provide care and support. It made me want to pursue a career where I could make a positive difference to people's lives."

As soon as he graduated, Neil entered the NHS, taking a job in personnel at Wakefield Health Authority and then, through a localised graduate training scheme, Neil worked his way up through acute and mental health hospital services in Humberside and South Yorkshire. He then moved across the Pennines to East Lancashire to Burnley Health Care NHS Trust where he spent 10 years gaining operational and strategic planning experience, attaining the position of Director of Planning.

Neil moved to Lancashire Teaching Hospitals in 2003 to become Director of Operations (Modernisation) before being promoted to Director of Service Development. He joined the 5 Boroughs Partnership NHS Trust in 2005 as Director of Children's and Psychological Therapies Service before being appointed as the Trust's Executive Director of Service Development in 2006. Neil also acted as the Trust's Chief Executive for nine months prior to his appointment as Director of Commissioning for Blackburn with Darwen PCT in October 2007.

**"The care sector is united by a common purpose – positive outcomes for individuals - CIC is founded upon the principles of respect, dignity and choice for every individual service user - I would like to see the media showcase the good work of service providers like ours."**

Whilst in Blackburn Neil was responsible for overall commissioning of services and development. This included the integration of NHS commissioning services with those of the Local Authority, resulting in an annual transfer of £85m of funds to what eventually became a Care Trust Plus.

Neil was appointed Managing Director of the Care Trust Plus in July 2010. Although Neil enjoyed the challenges of commissioning his passion remained with service provision.

"Commissioning helped me consolidate and develop my skills and gave me an understanding of both health and social care commissioning imperatives, along with how innovative approaches from service providers can result in mutual benefit in terms of outcomes and proactive responses to underlying financial challenges. Commissioners are facing massive challenges and it is essential that providers work with them to deliver solutions that are mindful of costs, but importantly, progress meaningful choices and opportunities for service users."

When Neil saw the advertisement for the post of CEO of Community Integrated Care he was excited by the opportunity. "Providing quality services is what drives me on. The more I found out about what CIC does and aspires to do, the more I wanted to get involved. I could see that the skills I have gained and the path my career had taken are a very good fit with the organisation."

Having been both a provider of services and a commissioner, Neil can indeed draw upon a wealth of knowledge and experience that will no

doubt benefit CIC. He has been at the forefront of the transformation of public services responding at a senior level to the Personalisation agenda that is revolutionising service provision for CIC's service users.

"The ambition for Personalisation is a good one. As service providers we should always be moving forward, trying to design and tailor services to individual need and promote independence and choice. As a concept, personalisation will be with us, in one way or another. It is up to us to make this a positive experience for every service user."

"Although I hadn't heard much about CIC, when I began to research the charity I heard good things. No one I spoke to had anything negative to say. CIC has a good reputation for delivering care and support in local communities and it has an excellent value base. One that I share. I was put through a very rigorous recruitment process by CIC's Trustees and was thrilled when they offered me the position of CEO."

#### First Impressions

"I have been at CIC for a few months and my original expectations are being borne out. I have started to visit the services we provide and I have been impressed by the skills and commitment of the staff I have met so far, the skills of our senior team, and the experience of our Trustees. I am looking forward to building on the foundations of our previous achievements and working together to shape CIC's strategic direction and to develop opportunities to deploy innovative service solutions."

"I want to raise the profile of CIC to ensure that more people know about our charitable aims and know how they can access our great services. Also, developing better communication within CIC is an ambition, as is establishing better service user involvement."

**"I am looking forward to building on the foundations of our previous achievements and working together to shape CIC's strategic direction and to develop opportunities to deploy innovative service solutions."**



Neil pictured with the people we support at Glendale and Bankfield Road in Widnes.

# Would you like to work with us...

## Careers

If you want to work for a leading not-for-profit service provider, whose innovative approach is based upon the needs and preferred lifestyle of the individual, then CIC may have the job for you. We employ people in a diverse range of careers:



- Support workers
- Registered nurses
- Domicillary care
- Hotel services
- Management support



At CIC we are committed not only to investing in excellent services, but also in the staff that deliver them. We provide support for personal and career development, opportunities to obtain qualifications and a friendly, supportive working environment.

**We employ over 4500 people, delivering care and support to over 4000 people in more than 300 settings nationwide.**



Call 0151 420 3637 | [www.c-i-c.co.uk](http://www.c-i-c.co.uk)

Old Market Court, Miners Way, Widnes, Cheshire WA8 7SP

**All of our vacancies are available on our website, [www.c-i-c.co.uk](http://www.c-i-c.co.uk)**