

Well, hello.

This is your journey, and it starts here...



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Our homes

Craghall
Jesmond

Eighton Lodge
Gateshead

Garden House
Berwick

Glenholme House
Sunderland

Grimston Court
York

Heatherdale
Northumberland

Nightingale Hall
Richmond

Riverhead Hall
Driffield

Rosevale
York

Ryton Towers
Gateshead

St Catherine's
York

The Manor
York

St George's
Washington

Wellburn House
Northumberland

Whorlton Grange
Newcastle

If you have any questions about anything in this pack, please reach out to our HR Team now on:
0191 229 3544
careers@wellburncare.co.uk

Follow us:
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→ Our Chairman

"Let's not forget, you've got a career here for you at Wellburn. We want to really harness your empathetic, energetic, passionate nature and display that in its fullest when looking after our residents.

Because they need your help, and they deserve to enjoy what is a new chapter in their lives too. Make us proud and we'll offer as much support and guidance along the way to make it happen."

...and what a journey it will be.



Firstly, I'd like to welcome you to our team. Our lovely family run business operates a little differently to a lot of other businesses.

We don't hire robots. We hire people. Everyone is different, and we love that.

Our recruitment policy is as much to do with personality as it is about qualifications. We need you to fit in and be part of the team. Part of the family.

To help with that, we've designed this handbook, to give you lots of useful information you'll need to survive and thrive here, whether on day one or day one thousand.

This booklet won't provide details about your job, show you where we keep the teacups, or help you find your way into work every day. It will however, help you begin to understand how we work, why we do it and what we expect from you.

This booklet belongs to you. Read it. Share it. And most importantly, show that you care. For your job, for your team, and for our residents.

Welcome and good luck!

Rachel x

Rachel Beckett
Chairman



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How we talk to our community.

Keeping it all super simple...



→ And of course

we understand that whenever anyone starts a new job, the first couple of weeks can seem a little much and there can be a

lot to take on board. Don't worry though, we're here for you every step of the way, so if you have any questions about anything

in this pack, don't hesitate to get in touch with us at careers@wellburncare.co.uk or simply give us a call on 0191 229 3544.

We've all been there. You start a new job and there's always a load of paperwork to look over, company policies and handbooks for everything.

Here at Wellburn, we like to do things a little differently. We like to keep things really simple. Which leaves you with more time for the important stuff.

This handbook has been designed with the same approach to simplicity too.

It'll walk you through the way we like our teams to work, as well as explaining what we expect from you and what you can expect from us. Including how we talk to each other and how to get more involved.

What we expect from you

As a family-run care home provider, we care for our residents as we would our own family and loved ones. Care is at the core of what we do, and is reflected in our four company values.

Compassionate

At all times we prioritise compassionate care responding with humanity and kindness, supporting our residents and colleagues to ensure we meet their needs.

Accountability

We are responsible for our actions, behaviours, and performances to provide the best possible care to our residents.

Respect

We always treat everyone with dignity and respect, acting in a reliable and trustworthy way to both colleagues and residents alike.

Everyone

We act in an inclusive way without bias or prejudice, embracing the differences of others allowing them to be their authentic selves.

The traits we want you to have and show

Of course, our values are important but what's more important is how you interpret them and apply them in your own unique way.

So, we'd rather talk to you about the human traits that are really important to us and the things we'll also be expecting from you. It's the touchy, feely stuff we're looking for - the intangible qualities that can't be taught. All the technical skills can be learned, but here are some traits we need every new and current team member to have in abundance:

Love and understanding

Showing love and understanding for all around you, whether it's a resident or colleague is vitally important at all times.

Resilience

No matter what role you have, there'll be good times and tougher times. A strong resilience will help you and others around you feel confident and supported.

Kindness

We'd expect every employee to show kindness to those around them, every step of the way. Be kind and think about how your behaviour affects others.

Dedication

It's what drives us and inspires those around us too. We love dedication and for those who have it, there's always rewards.

Inclusivity

We have zero tolerance when it comes to any form of prejudice. We show support and love to all, and we pride ourselves on our desire to create and maintain a diverse culture.

Loyalty

Our success as a company is in large part due to the loyalty of our amazing employees. We recognise this and we go to great lengths to make sure loyalty is rewarded.

Honesty

Be true and honest to yourself and those around you at all times. It's not a weakness to admit faults, we all have them. Be open and others will open up to you in return.



We're humans. We want you to be human.

Most workplaces, intentionally or not, train people out of normal human behaviours. They want you to be predictable, replaceable and not to challenge the status quo. But humans don't work that way - they're unpredictable.

At Wellburn, we believe workplaces that try to control human nature become miserable, pretty fast. We hired you for your brilliant individual qualities so show your true colours, bring that human touch, and share it with the other residents and your colleagues. And we promise, they'll deliver it right back.

→ From our staff

"One of the best things about working here, is that it doesn't matter what the role is, we all just pull together and work as a team."
Lifestyle Coordinator

"My career is developing so well with Wellburn. You always get 100% support from the entire management team."
Deputy Manager

A few human truths.

Humans aren't perfect

Don't be afraid to fail. And be brave enough to take responsibility. This is how we grow and learn.

Humans have voices

Yours is as valuable as anyone else's. Use it. Singing out loud is encouraged and it happens often.

Humans are unique

Maybe you love Scandinavian death metal, or you're obsessed with tattoos or passionate about rom-coms, there's no need to hide it. Be your wonderful, unique self. That's how you'll fit in here.

We've talked about the kind of person we want you to be on the inside, but let's look at our company and home structure from the outside.

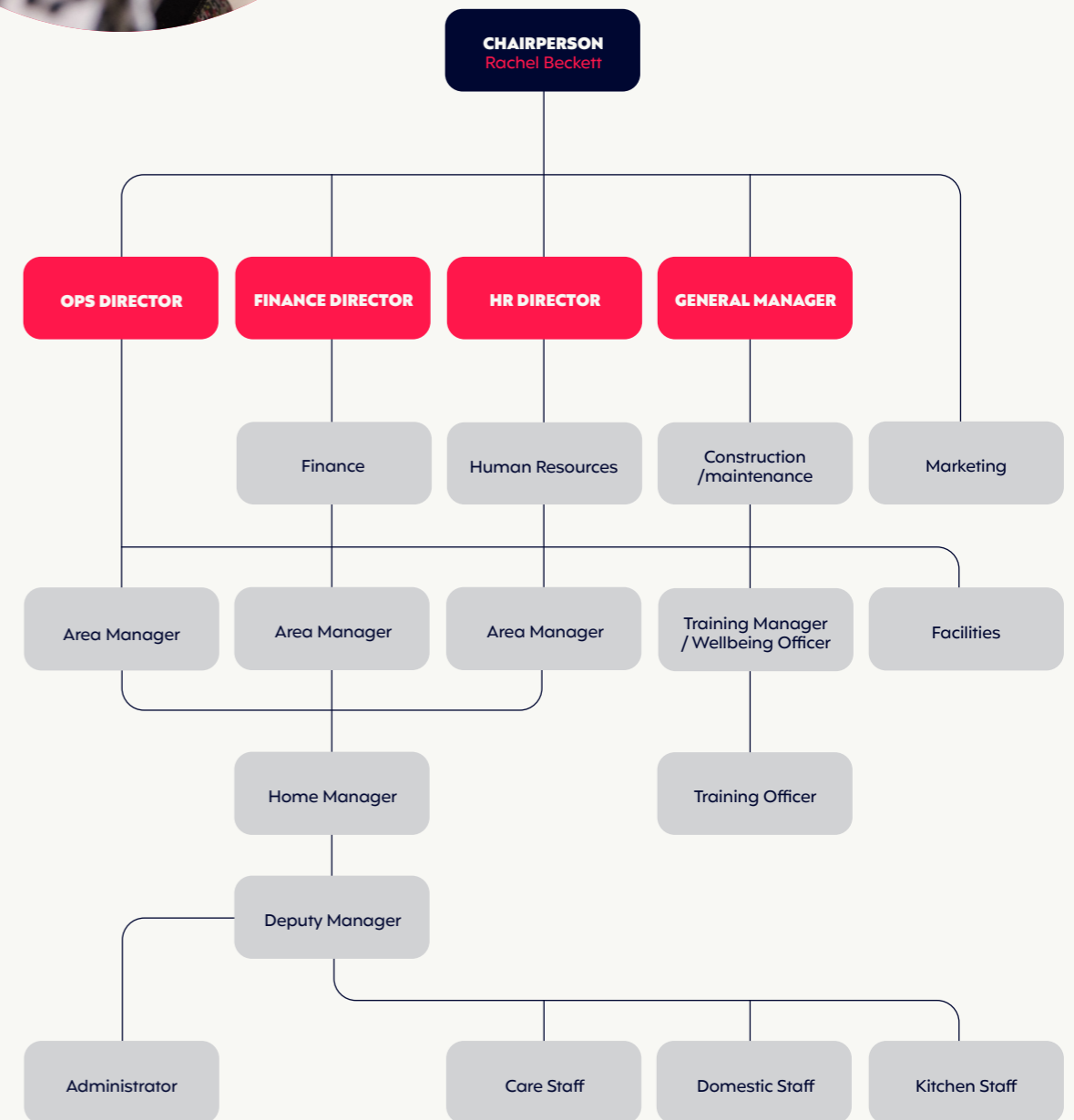
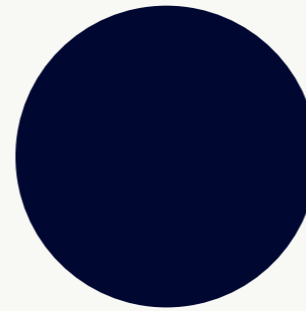
A company's organisational structure is there to make sure things run smoothly. It clearly defines who does what, so everyone knows who they report to and who to go to with any issues. This setup means important information flows smoothly between different

levels and departments, a bit like a well-oiled machine.

Think of it as a team where everyone has a specific role to play, no matter where they are on the structure. Everything feeds into each other, all coming together to form the bigger picture.

Here's a snapshot of our organisational structure here at Wellburn:

Our organisational structure



How you can make a difference.



Whatever your new role is, the main goal for every one of us is to create a warm, friendly environment filled with compassion - one that allows our residents and colleagues to thrive and be happy.

We expect you to care for our residents and colleagues as you would your own family, holding them both in equally high regard. Upholding values ingrained in our DNA as human beings, such as caring for one another and showing respect and dignity at all times, will not only make their lives easier but better too.

Take care of each other

Showing care and respect for our residents goes without saying, but we'll expect you to extend this to your colleagues too. We're all individuals with different needs, goals and ambitions, but we're all pulling in the same direction.

So, look out for each other, have each other's backs, whether it's making them a cup of tea or asking if they need any help. Put simply, get ready to care a lot about the people you work with, and in return, they'll care a lot about you.

The little things

Often, it's said the devil is in the details. For us, this means placing value on the small things - things that have a big impact but cost nothing more than our time. Putting other people first, taking time to really listen to your residents and colleagues, and supporting those around you. Something as simple as giving a smile can brighten someone's day.

And it's these little steps that come together to help us create a loving, compassionate, honest, transparent and fair environment for all. Above all, always be kind, helpful and respectful.

Communication is key

In an industry that relies on good communication between colleagues, residents and their families, it's so important to keep all channels of communication open, clear and simple to understand. How we communicate with each other not only affects our company's success but also your wellbeing and job satisfaction too.

So, whether you're answering the phone, speaking with a resident, colleague or a supplier, be cheerful, confident, enthusiastic and helpful.

Show initiative

Our homes are busy places, and you'll often be on your own figuring things out. Don't be afraid to ask for help, but don't rely on others to hold your hand. This also means taking initiative and pitching in beyond your role - it's all about helping each other out. If you have an idea on how something could be done better or more efficiently, speak up.

Think of it like football: When someone passes you the ball, you're in charge of what to do with it next. We expect everyone, regardless of their role, to be brave and show initiative - it will pay off.

How we talk to each other from the inside.

So far, we've spoken about the importance of teamwork, and how all of this comes together so we can offer our residents the highest quality care possible.

But the success of your job, and the company as a whole depends greatly on how we talk to each other and the outside world.

Building relationships is crucial, regardless of what role you're in, and we have lots of different ways of communicating with you, your colleagues and our community. We'll run over this in the next few pages and explain how you can get involved.

How we talk to each other - from the inside.

Now you're a member of the Wellburn team, there's a number of ways we talk to each other, and keep you updated on all the important stuff.

Regular communications

Our monthly staff newsletter is packed full of the latest company news, initiatives and events, along with competitions and lots of other fun stuff, to help keep you up to speed with all the latest goings on.

Staff surgeries & Feedback Fridays

Each week, our homes hold a staff surgery where you can discuss any concerns,

suggestions or feedback with your Home Manager, openly and honestly. You'll also have a dedicated 'Feedback Friday' session with the HR team to share your thoughts, opinions, ideas on how your role, home or the company as a whole could be improved.

Both sessions will be advertised in advance on posters in your home, so keep an eye out and do get involved. Honest feedback is crucial for improving how we do things moving forward.

Halo awards

Our monthly staff recognition awards - 'Halo' awards are here for you. They're here to recognise and reward staff that go above and beyond in their role. Anyone can nominate, including staff, residents and their loved ones. You'll find a link to nominate in your monthly staff newsletter or simply visit: wellburncare.co.uk/halo

→ From our staff

"I genuinely look forward to coming into work. Every day is completely different and I absolutely love it."

Administrator

"I love working for Wellburn. They're so flexible, working around your personal needs and they recognise hard work."

Housekeeper

Employee Voice Forum:

Our 'Employee Voice Forum' was created as a platform for all Wellburn staff to share ideas, voice concerns, and give feedback to management about their work environment and overall wellbeing. Each home has a representative, making up a diverse group of people from different roles and experiences. They meet with HR every 3 months, encouraging open collaboration with management to build a more positive and inclusive work culture for everyone. But above

all, to ensure that the voices of all of our staff are heard and considered. Your voice is important to us, so let's hear it!

And it's not just your voice that's valuable - it's your ideas too.

At Wellburn, we have an active ideas sharing policy because we want to hear your brilliant ideas. This means engaging with our marketing team and sharing what you've got!

More likely than not, you'll be at the heart of our homes, on the ground, in contact with

our residents, families, and suppliers. This means you're in a prime position to help with marketing. Whether it's sharing ideas, listening out, gathering useful info, or simply showing initiative, your input is vital.

Together, we all have some great ideas, no matter what role we're in. It's a team effort to share knowledge and ideas with our Head Office and marketing team. Plus, great ideas will always be rewarded! We're a team, so let's work as one.

How we talk to our community on the outside.

Communicating with our residents, their families and loved ones, and our local communities as a whole, is super important stuff. It helps us tell our story, share our thoughts and reinforces the message of who we are and what we're about. Here's just some of the ways we do this.

Regular communications

We send out monthly newsletters to our residents' loved ones, one for each home. These are packed with lovely stuff, news, and key dates to keep everyone in the loop with the latest goings on. We'll also use these to share important company updates,

announcements, and initiatives families need to know about.

Social media

We use social media in two different ways. 1) To keep everyone updated with the goings on across our 14 homes (and we'd love for you to get involved in the content!) And 2) through our careers accounts, dedicated to finding the right people for the right roles and showcasing what a career in care is like in our homes. You can help by spreading the word amongst your connections.

Enquiry pack

We have a dedicated enquiry pack for each of our homes

that we send out in the post to anyone interested in placing themselves or a loved one in one of our homes.

Wellburn Post

The Wellburn Post is our free quarterly magazine. Filled with lots of interesting content, including features, news, book reviews and 365 wellbeing. We want you to get involved in any way you can, so if you have any ideas about possible content, we're all ears.

Website

Our website is often the first point of contact for many people. We have three dedicated websites—our main site, our careers site, and our specialist dementia site—each serving a different purpose and providing different information.

Google and carehome.co.uk

Ratings are a hugely important part of reassuring online users, and we can all help with encouraging people to rate us on these platforms.

How you can help with this.

→ From our staff

"Since working at Wellburn, I've developed so many new skills, and the training opportunities are unbelievable."
Care Assistant

"Working at Wellburn is like nothing I've experienced before. It's not like a job, it's just like one big family."
Team Leader

Marketing our business or your home might seem a million miles away from your role, but everyone can help. Sometimes it's in the least obvious, but ultimately significant ways.

The way we talk about us

Whether you're in or outside of work, what you say about your role, your colleagues and our business as a whole can have hugely positive effects. So, whether it's on social media or in person, be kind to everyone and let's share those positive vibes.

Talking to right people

When we communicate with the outside world, it often relies on having a robust and up to date database. If it's part of your role, please help us keep it that way and build it up by always capturing the data we need.

Enquiries

Sometimes the right person to deal with enquiries might not be immediately available. In this instance, be professional and take down enough details to allow the enquiry to be followed up. Simply pop over all the details to our dedicated new care enquiry team and they'll take it from there.

Ratings and feedback

People pay a lot of attention to ratings. Ratings on Google, Facebook, and carehome.co.uk make a huge difference to our company, so let's encourage everyone around us to rate us - and you can do it too!

We're here for you every step of the way

Now that you've read this pack, we hope you've found it useful and now have a better idea of our company culture and what we're trying to achieve here at Wellburn. Of course, if you have any questions about anything in this pack, don't hesitate to reach out to HR at: careers@wellburncare.co.uk Or give us a call on: 0191 229 3544.

This welcome pack is designed to give you the best start possible, and we're super excited to have you on board. But for all the logistical stuff, simply refer to your employee handbook - just ask your Home Manager how best to get hold of yours.

For a comprehensive list of all the wellbeing support and fantastic employee benefits we offer, take a look at the flyer included in this pack. We've also included information about ASK, our dedicated staff helpline, and a little booklet of wellbeing with some handy hints and tips.

Don't forget to check out our website and social media channels and give us a follow if you haven't already!

→ From our staff

"The best thing about my job is the team I work with. They're really supportive and make going to work so much fun."
Care Assistant

"It's just such an extremely rewarding job. Seeing how much of a difference you're making to people's lives is so rewarding."
Care Assistant

Remember, you're not here by chance.

You're not here by chance

We know that it's easy as an employee to feel a little bit like a number - replaceable, like parts on an assembly line. We've all felt like that at some point.

Here at Wellburn, we choose our people more carefully. We bring them in, because we think they'll be a good fit.

We carefully select people with qualities and values that match our own. We hired you for a reason. Which means there's no need to worry about fitting in. You're here. You made it.

We know you'll make a difference and think about the big and small things.

So just let your work and approach do the convincing. And more importantly, continue being your brilliant self.

**And finally,
a huge good
luck from all
of us here at
Wellburn.**

