

# THE BRIDGEWATER BULLETIN

Issue 1

**Bridgewater**  
Home Care<sup>®</sup>  
We go above and beyond<sup>™</sup>



## WELCOME TO THE BRIDGEWATER HOME CARE NEWSLETTER

Quarterly updates, news and events.

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Regulated by



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# A note from Alex Bast-Boverhoff

Managing Director of  
Bridgewater Home Care



Welcome to our newsletter! I would like to take this opportunity to introduce ourselves, and what you can expect from us as a local provider of relationship-focussed care and support, at home.

It began after my personal experience of care at home. I've experienced home care at various times, within my own family, and I have always been left underwhelmed. It has always been a 'task' for someone, never personal. The support provided was often driven by the company, not the family, and always focused to a single person.

The experience that resonates with me the most to this day is my grandfather. He had dementia and a series of mini strokes that left him bed-bound for the best part of 10 years. In that time, I watched my nan go from an outgoing bubbly person to a shell of herself, someone with no confidence or meaning after he passed. The focus was on my grandfather, my nan and her needs were missed. I have watched family members lose their confidence, their meaning and their self-worth when they don't get the support they need.

The support we provide encompasses the values and expectations I have following my own experiences. Our focus is not fixated to our clients physical, emotional and social needs, but also to the needs of their families and loved ones.



## Five misconceptions of Dementia

### 1. Dementia is hereditary

The majority of dementia is not inherited by children and grandchildren. In rarer types of dementia there may be a strong genetic link, but these are only a tiny proportion of overall cases of dementia

### 2. People living with dementia can't lead a meaningful life

It's likely people with later stages of Dementia will need additional support, people living with Dementia can still living a fulfilling life, do activities and hobbies which they've always done.

### 3. Dementia is a natural part of aging.

Although diagnoses rates of Dementia have increased over the years it's not apart of the natural aging process

### 4. Dementia only affects people 65 or above.

It's estimated that 7.5% of people living with Dementia in the UK symptoms occurred under the age of 65

### 5. Dementia just affects someone's memory

Although memory loss is common there are many other signs such as language / communication skills, visual perception even ability to concentrate for long periods.

## Did you know?

There are currently over 900,000 people living with dementia in the UK and 1 in 11 people over the age of 65 have Dementia in the UK.

This is projected to rise to over 1million by 2030 and over 1.6 million by 2040.

Sources: Alzheimer's society and NHS.uk

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## What we've been up to



Over the summer Bridgewater attended local summer fayres in support of Dementia UK including the "Fleckney Festival", "Kibworth Jamboree" and the "Market Harborough Summer Fayre". Our "Guess the name of the teddy" raised **£157** in aid of **Dementia UK**.

We also held our First "Macmillian Coffee" morning hosted with the Harborough Innovation Centre, where we managed to raise **£305** for **Macmillian Cancer Support**.

We've also been busy setting up a food donation point within the Harborough Innovation Centre for **The Well** in Kibworth and have recently ran our "Christmas Contribution Challenge" where each floor was challenged to see who could donate the most.



## Spotlight On...

## Companionship

At Bridgewater Home Care we understand the importance of companionship for older people and vulnerable adults, in particular the importance of providing mental and physical stimulation.

With families often unable to spend as much time as they would like with their elderly relatives it is vital, now more than ever, that we ensure our loved ones have someone to talk to, interact with, and someone who can relate to them and reminisce about old times; helping to re-engage them in today's world.

In recent years an increasing number of older people have described themselves as being 'lonely'; as a relationship focused home care provider it is our mission to combat this.

Through matching the personalities of every one of our clients with a dedicated Care Specialist it naturally encourages a supportive, trustworthy, friendly relationship and bond to develop; this being the core of our Companionship service.

We provide a variety of Companionship focused care, offering clients a stimulating and enjoyable visit, focused on improving both physical and mental well-being and enhancing quality of life. We can assist your loved one in a variety of activities both in the home and out in the community, such as social interaction in the community, escorting to events and appointments and taking part in hobbies and interests.

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# BRIDGEWATER CHRISTMAS WORD SEARCH

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R E I N D E E R F T Y O R A A  
J L M A Y O A C R A W F N J L  
O F E C B A D W W V M R P G L  
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C S F D T T O I B W D G L D W



BRIDGEWATER  
CARE  
CHRISTMAS  
COMPANIONSHIP  
ELF  
FAMILY  
FRIENDSHIP  
REINDEER  
RUDOLPH  
SNOW



## What our clients say

We can't praise the team enough for their cheerful, professional and caring attitude. Nothing is too much trouble and I am happy knowing that my father is getting the best of care

Maureen - Daughter of client  
December 2023



Bridgewater offer care to my mother-in-law, who has Alzheimers. She enjoys the visits and we feel reassured that someone is checking on her when we can't be there. All the staff are friendly, kind and professional. My mum in law is treated with dignity and compassion. Communication is excellent.

Sarah - Daughter-in-law of client  
December 2023



## New Year offer:

We know the importance of wanting our family safe, well and most of all happy. Any client which joins before January 31st 2024 will receive 10% off their first 10 hours.\*

To find out more about Bridgewater and why we're different, or to book your free of charge, no obligation consultation call us on 01858 414 331 or email [Harborough@bridgewaterhomecare.co.uk](mailto:Harborough@bridgewaterhomecare.co.uk)

\*Subject to T&C's and hours must be used within 30days of start date

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