



# Dementia Care

Providing the highest quality care and support possible





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## What It Means To Be Outstanding

At SweetTree, the work we do is for caring people, by caring people. This belief in enhancing the quality of life of those around us, from our clients and their families to our team members and the communities we work for, sits at the core of all we stand for.

Being Outstanding is all about providing the highest quality of care and support possible to those we serve every step of the journey. We are very proud of the fact that CQC, the industry's regulator, has awarded us an 'Outstanding' rating twice in a row, which places us within the top 1% of care providers in the UK.

When you choose SweetTree to be your care provider, you can be reassured that the outstanding care you receive is backed up by the highest quality training provided by our in-house care academy, the latest in technology-enabled care delivered by our sister company SweetTree Connect, and a team of highly qualified clinical care managers who are there to make sure you are looked after throughout your care journey.

Inspected and rated

Outstanding 



## The SweetTree Way

Our team will work with you to design a bespoke care package centred around your needs and wishes, to allow you or your loved one to remain at home living life to the full. We understand that circumstances change, so we have built flexibility into our services to ensure we can always be here for you. You can also be reassured that, should the need arise, with SweetTree's specialist dementia and complex care programmes we can support you regardless of the level of dependency. Whatever your needs, a member of the SweetTree team is available 24 hours a day, 365 days a year.



“

I was extremely impressed by the level of respect and dignity given to my aunt. Communication with all members of the team was excellent, and I was also given a lot of support by the staff. I strongly recommend SweetTree to anyone looking for excellent care because excellent care is exactly what was provided in every aspect of what SweetTree do.

”



## Who We Are

In 2002, founder Barry Sweetbaum (MBE) set out on a mission to change the definition of what 'high quality' home care looked like.


For Barry, this was all about mirroring the amazing support that a carer named Margie provided to his mother over 30 years ago, when she was ill with cancer. Beyond providing standard care, Margie made sure to create a new life plan with her, so the time she had left was enjoyable and meaningful and made a difference to her and her family.

With decades of experience in care, Barry created an organisation dedicated to helping clients, their families and team members reach their full potential. Since 2002, SweetTree has supported over 20,000 people to remain at home with independence, dignity and control over their lives.


## Our mission statement

We aim to support our clients, team members, and the broader community in reaching their highest possible quality of life. This is achieved through delivering outstanding care and support, fostering wellbeing, and promoting the growth and development of both individuals and SweetTree as a service provider.

## SweetTree Charter

 Provide the highest quality care and support possible


 Treat people with respect


 Encourage independence and self-fulfilment


 Enhance individuality


 Enhance self esteem

 Preserve dignity

 Support self-expression

 Recognise the right to take risks

 Promote freedom of choice

 Continually evolve and improve what we do



“

My family and I were totally overwhelmed by the extraordinary knowledge, professionalism and caring attitude of everybody connected with this agency. It made recovery so much easier and more comfortable! I would give them a score of 22 out of 10.

**Review by client R.G. on  
Homecare.co.uk**

 **10**

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## How We Can Support

Our team will work with you to design an individualised care package centred around your needs and wishes. As your circumstances change, so will the support we provide. Whether assisting with household chores or supporting you after an illness or diagnosis, we are here for you.

Thanks to SweetTree’s clinical expertise, we can help with PEG feeding, stoma and catheter care, and post-operative reablement 24 hours a day, 365 days a year.

-  Companionship and socialising
-  Preparing meals and support with eating
-  Shopping, including collecting pensions and medications
-  Washing, bathing, dressing and undressing
-  Supporting and promoting continence care
-  Light household cleaning
-  Assisting with laundry, ironing and bedding
-  Support with day-to-day admin such as GP appointments
-  Assisting with technology-enabled falls prevention and monitoring via our sophisticated SweetTree Connect system



**Top 20 Home Care Provider in London 2023** based on reviews from residents, service users and their family/friends.

## Welcome to our Dementia Service



“

I'm delighted that it is now my role to bring more people and families into contact with SweetTree, because I believe that our community genuinely needs more of what SweetTree has to give.

Matthew Mills  
Registered Manager and Director of Operations

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Hello, I am Matthew Mills,

As SweetTree's Registered Manager, I'd like to take the time to welcome you and introduce you to our world. I've worked alongside SweetTree for many years, so I know first-hand what the SweetTree 'difference' is, and it is both simple and rare: at SweetTree, we genuinely do care. We care about the individuals we are supporting, we care about their families, we care about the professionals we partner with, and above all, we care about providing the highest quality support possible.

Beyond care, we offer the right expertise for the right support needs. SweetTree's own Care Training Academy provides specialist, high-quality training to all support workers looking after our clients. For this and many other reasons, we were awarded the Specialist Care Expertise Award at the 2023 National Home Care Awards, along with four other recognitions.

At SweetTree, we will help you create a new life plan that takes into account your needs and those of your loved one. Together, we will build the support needed for you and your changing circumstances.

We look forward to learning about you and your family. Please get in touch.

Matt

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## Our Specialist Support

Our specialist Dementia Service supports individuals to live their lives to the full amidst familiar surroundings, enabling them to do the things they want to do, go where they want to go and see the people they want to see.

No matter the diagnosis, our team of highly qualified Dementia specialists will spend time with the client and their family to create a detailed care package which is crafted around the person's needs, preferences, and preferred way of life. A full dedicated team (composed by a care manager, a coordinator, support workers and a quality auditor) is there for you to guide you every step of the way.



## Carers Specially Trained to Meet Individual Needs

We complete a thorough face-to-face assessment at home to understand your specific needs and those of your loved ones. After this, we create a support and training plan so our staff are prepared and qualified to fulfil those needs.

## Market Leaders in Outstanding Care

Our qualified staff can support with personal care, medication administration and essential needs such as emotional and psychological support. The quality and reliability of this fundamental care is what has led us to achieve two consecutive Outstanding ratings.

## Specialist Communication and Professional Liaison

SweetTree counts on a multidisciplinary team of professionals that are well versed in multiple areas. A fully managed service, we provide our support worker training and delivery as part of our in-house accredited SweetTree Care Academy. Our care staff use specialist communication techniques, such as Individual Cognitive Stimulation Therapy (ICST), and liaise with GPs and specialists to create a well-rounded holistic approach to care, in conjunction with advice on support and navigating the social care system.



Client focus –

## There's No Me without You: Pam's Story

Pam is 84 years old, and she lives with Alzheimer's disease. Back in October 2020, her family decided to contact SweetTree in search for specialist support, since Pam's carers at the time were facing some difficult challenges. Her condition included trouble staying in bed, lack of engagement, poor food intake, and occasional physical aggressiveness, all of which made care provision very difficult.

SweetTree assigned live-in support workers to both Pam and her husband Alan. Initially, progress was slow but noticeable. Within weeks, Pam began to verbalise her feelings with one-word answers and showed interest in conversations with her support worker, spending more time in the kitchen rather than isolating herself with Alan.

However, the first year of support brought significant challenges. Alan was frequently hospitalised and unfortunately passed away shortly after. This was a tremendous emotional blow for Pam, intensified by the loss of her sister just a few months later. Despite her not being able to fully understand these losses, she managed to remain physically, emotionally, and psychologically stable with the help of her wonderful support workers.

Observing Pam's progress, two of her support workers advocated for a medication review. It was determined that Pam's behavioral challenges could be managed without extensive medication, so her prescriptions were reduced to just one. Since then, Pam has been able to noticeably improve without the help of medication.

In fact, since starting her journey with SweetTree, Pam has transformed in numerous ways. Her enhanced ability to communicate has strengthened her relationships with her family and support workers. She now engages in activities she loves, such as baking, and enjoys outings to London parks with her family. This newfound independence and engagement have enriched her life considerably.

**Pam's story exemplifies the impact of a person-centered care plan and the dedication of specialist carers.**

Despite the severe challenges posed by Alzheimer's and the emotional toll of personal loss, Pam's quality of life has improved markedly. Her case highlights the importance of tailored support and the potential for significant positive change, even in the face of adversity.









The care farm has been specially designed to provide a therapeutic environment for children, young people and adults with additional needs, where they are able to access a type of environment they otherwise may not have the opportunity to. Most of our activities are run in our large green spaces, allowing for full-body movement to support better engagement in learning and increased physical and mental wellbeing.



### Skills for life, independence and work:

Participants (co-farmers) attend on a regular basis, in order to scaffold and embed their learning experiences. Consistent engagement helps co-farmers build upon previous knowledge and ensures that concepts are deeply rooted in their understanding.

-  **Group support** – co-farmers are supported in a group of up to 3.
-  **Individual support** – co-farmers are supported on a 1:1 or 2:1 basis.



### Farm School:

We facilitate groups from SEN schools, as well as groups from other community organisations, through our Farm School programme. Each session is planned according to the needs and interests of the participants in each group.

-  **School groups** – sessions and topics are seasonal and have strong links with the National Curriculum.
-  **Organisations** – bespoke sessions are created depending on level of ability and area of interest.

### Volunteering:

There are always opportunities to get involved and contribute towards the growth and development of our site and service.

-  **Corporate volunteering** – groups from corporate organisations come and spend the day working outdoors on our farm.
-  **Individual volunteers** – we have regular volunteers who dedicate some of their time each week to lending a hand.

If you want to know more about our offering at SweetTree Fields Farm, please get in touch: [Hello.farm@sweettree.co.uk](mailto:Hello.farm@sweettree.co.uk) or 0207 644 9505

## Your Journey

1

### Contact the SweetTree Team

You can contact the team to discuss client support options, signposting, pre-referral advice or just an informal chat. We also offer a 24 hours a day, 365 days a year emergency service. We can also discuss our in-house falls prevention and monitoring system with you.

2

### Initial Needs Assessment

A manager will arrange a time that works for you to complete the initial needs assessment, which includes a full risk assessment to ensure the safety and wellbeing of all.

3

### Tailored Support Plan

On completion, a support plan will be created to incorporate the needs and preferences noted. This plan ensures the right team member/s are recruited for each client.

4

### A Flexible Client-Centred Package

As personal needs and circumstances change, support packages are continually reviewed to adapt accordingly. Clients can change or leave free of charge with 7 days' notice.

“

People and family members continuously gave very positive feedback about staff who supported them and the managers at the SweetTree. Relatives said, *“Care staff are very, very caring and dedicated people”* and *“They are very reliable, very caring. They have exceeded my expectations.”*

**CQC Report 2020**

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## Our Fees

At SweetTree, the fees we charge vary depending on need. Our starting fees in the **Dementia Care service** are detailed below, with enhanced fees charged where more complex care is required or where more than one person is being supported in a household. All fees are inclusive of VAT and administration costs. You will not be charged if care is cancelled with a minimum of 48 hours' notice.

**Fees below show prices for our Specialist band level of care. We have four bands: Specialist, Specialist Enhanced, Specialist Complex and Custom for larger packages.**

Weekday support 8am-10pm	from	£31.80/h*
Weekend support 8am-10pm	from	£33.45/h*
Weeknight support 10pm-8am	from	£33.45/h*
Weekend night support 10pm-8am	from	£35.10/h*
Sleeping night 10pm-8am	from	£23.05/h*

\* Minimum of three consecutive hours. Bank holidays are charged and paid at double rate.

## More Than Just Another Home Care Provider



A unique environment to cultivate independence in the community.



A state-of-the-art, technology-enabled falls prevention and monitoring system that provides peace of mind to family members and carers.



Consultancy service offering expert insights targeted at family carers, out of area clients, deputees and people with power of attorney.





# SweetTree

## Home Care Services

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IN PEOPLE | Gold