

# Talking Avalon

QUARTERLY NEWSLETTER FOR THE AVALON GROUP | APRIL 2010



GEORGE MARKS/GETTY IMAGES

## Welcome to the House of Avalon

### A quintessentially English coffee shop with a dash of vintage couture!

Well, the time is upon us, but what is the date? In real time, May 1 sees the opening of Avalon's newest social enterprise.

The House of Avalon, a chic new vintage clothing and coffee shop, is set to create new job opportunities and revolutionise York's café culture. The shop – opening in a prime location at 5 High Petergate, in the heart of the historic city – will incorporate a stylish café area alongside a vintage couture clothes room, with its own resident vintage hairstylist.

High Petergate provides the perfect base for this exclusive and highly individual retail business, as a quaint and bustling shopping street nestled beside the celebrated York Minster.

The House of Avalon will be a quirky retail outfit selling classic vintage clothing and stunning accessories in the styles that are associated with the much celebrated 1910 to 1950's eras.

Look out for our next issue, featuring news and photos from the launch of this fabulous new enterprise.

■ **Turn to page 10 to meet the vibrant and vivacious Violet Heslop who will be running this quintessentially English coffee shop.**

JULIE COLLEY

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## ANGELENA'S MESSAGE

# Avalon regenerates for Spring 2010

**Spring is with us at last and its arrival is quite apt, as it mirrors the activity here at Avalon.**

Preparation of new ventures is complete and these are starting to sprout, ready for 2010-11. Without wanting to sound like a broken record, I do just want to talk a little about the world of social care. Local authorities are committed to making efficiency savings of between ten and 30 per cent. This will reach across all their services and will affect our existing contracts as well as new ones.

I often talk about diversification of income and by this I do not just mean our social enterprises, but also existing services and where we receive our funding from. Rather than just expand to combat the cuts we are actively targeting specific areas – you will see throughout the pages of Talking Avalon that our departments have talked about this in more detail.

In general, we are looking to move away from local authority funded services, towards people being able to purchase their services directly from us through individually managed budgets. We are also looking to target people, young or old, who wish to pay privately for their own support.

### *Freedom company*

The plan for 2011 is underpinned by marketing strategies and we have used a number of consultants to refresh our brand from June 1. You will note that we have kept the butterfly but there have been some significant changes to the colour of the logo and other details. Breakaway has been revitalised and refreshed and will be called the Freedom Company. It will still offer popular Breakaway holidays but will additionally provide bespoke or group tailored holidays which have varying packages of support. The person who is going on holiday will discuss with one of the Freedom Company's team, the kind of support that they need. The package will then be put together specifically for that individual. This means that for people who need just a small amount of support, their holiday will work out cheaper.

We are also looking to provide supported transport for people going on holiday, collections from their home to the airport, railway station or holiday venue. Pete Gardner will be joining us at the Team Working Day to talk to managers about The Freedom Company and the new services it has to offer. Breakaway's buses will be exchanged for a small fleet of executive cars, giving the Freedom Company the maximum opportunity to increase the types of customers that it can offer support to.

### *Plans for expansion*

Supported Living is specifically looking at targeting its expansion in key areas – Teesside, Harrogate, Northallerton, York and West Yorkshire. These are areas that we are very keen to develop. We are looking at exploring new options in the Harrogate area for a sitting service; we are very keen to continue to increase the community support we offer in Teesside as this area specialises in individual tailored support; and we would like to extend our reach across all different customer groups.

The Family Living Service is looking to set up a rehabilitation service for people who have been in hospital for minor or medium-size operations, such as hip or knee replacement and so on. We are looking to offer them a period of six weeks' stay with one of our families to recuperate, and part of that six-week stay will also see them spending time at home until they have built up their confidence, and indeed stamina, ready to move back and resume life in their own homes. Jo Crook is leading on this.

Finally, The Innovations Hub... The Innovations Hub needs to set up three new social enterprises for next year, and – as detailed on the front page – we are looking at opening our first of 2010, The House of Avalon, which is a shop in central York, near the Minster – see pages 1 and 10.

The Garden Gang is the second social enterprise we are hoping to set up and it will provide some community improvement schemes, as well as gardening services, to residents in the East and North East of Leeds. There will be a third social enterprise yet to be agreed launched in January.

This new activity, as well as people being mindful of expenditure, such as car journeys, turning lights off and so on, will help the organisation to remain steady in what is likely to be our most difficult year yet.

As I have said, to make all this a reality we have invested heavily this year with the consent of the Trustees in our IT, marketing and sales strategies, and we hope to see the results of such investment coming through in the increased activity of the organisation.

I will be present at the Support Workers' meetings throughout the year, so if you have any questions put them to me then, or email me as always.

**ANGELENA FIXTER**  
Chief Executive Officer

**We are looking to move away from local authority funded services, towards people being able to purchase their services directly from us through individually managed budgets.**

## STAFF NEWS

### CONGRATULATIONS TO



Michaelangelo, aka **Paul Deane**, pictured, who has been promoted to Warrant Officer in the Territorial Army.

Paul joined the TA in 1977 and worked through the ranks to Staff Sergeant.

Paul has learnt many things through his TA work, including training skills, which have helped him develop the training programme he delivers through Michaelangelo's Mates.

Paul has also recently completed his Professional Trainer Certificate, so it's well done all round!



### GOODBYE AND HELLO

We say Goodbye to Learning and Development officers **Sam Leadbeater** and **Gill Jackson**; and to **Barry McNally**, Service Manager in Scarborough.

### WELCOME TO

**Karen Megginson**, Team Coordinator in Skipton

**Susan Longster**, Grants Administrator

**Catherine Rees**, Credit Controller

**Susan Wellburn**, Admin Assistant, Teesside

**Ian Wright**, Family Living Service Organiser, York

**Andrea Merrick**, Team Coordinator, York

### STAFF CHANGES

**Pauline Closier** (Violet) seconded to House of Avalon

**Janis Calladene** seconded to Acting Family Living Director

**Jo Crook** seconded to Senior Family Living Service Organiser

## LITTLE DITTY

ONE WAY AND ANOTHER  
IT'S BEEN QUITE A YEAR  
WE'RE ALL PRETTY TIRED  
BUT THE GOOD IS QUITE CLEAR

OUR OLYMPIC CHAMPS  
BOUGHT HOME QUITE A HAUL  
OF MEDALS AND SMILES  
GUY, LYNN AND OF COURSE PAUL



SOME NEW FACES HAVE JOINED US  
HOW COULD THEY RESIST  
THE CHANCE TO CREATE THEIR  
OWN ENDLESS "TO DO LIST"



THOSE PAINTERS IN LEEDS  
ALSO KNOWN AS OUR MATES  
ADDED A GREAT TROPHY  
TO OUR COLLECTION OF PLATES



WE HOPPED ROUND THE STRAY  
ON BOUNCY ORANGE "THINGS"  
WE LAUGHED AND WE GROANED  
MAYBE THIS YEAR WE'LL TRY WINGS

IT'S WORTH ALL THE SLOG THOUGH  
WE HOPE YOU'LL AGREE  
TO SEE OUR CUSTOMERS SMILE  
WHEN THEY POP IN FOR TEA



SUE CREELEY

### LAST ISSUE'S CROSSWORD SOLUTION

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NEWS

### Avalon Angels

Although Spring is upon us, it wasn't that long ago that we were battling the snow and ice.

I would like to thank the following people who made a truly commendable effort and walked long distances to ensure our customers were still provided with their service.

**Sharon Piggott** walked 6.5 miles to support Glynis.

**Caroline Croll** walked 8.5 miles to support Silim.

**Tracey Bennett** walked 4 miles and Debbie Battye walked 6.5 miles to support customers at Ferry Court.

**Gemma Ferguson** walked 3 miles to support Neil.

**Anmarie Hugo** – West Yorkshire Team Coordinator



### What a winner!

Avalon Customer **John Parker**, pictured – who won a bronze medal last year in the eighth Special Olympic National Games – now has another award to add to his collection.

He was presented with this impressive plaque at Leeds United's Elland Road football ground, for his part in the games. John scored nine goals in the five matches.

## Living independently at 101

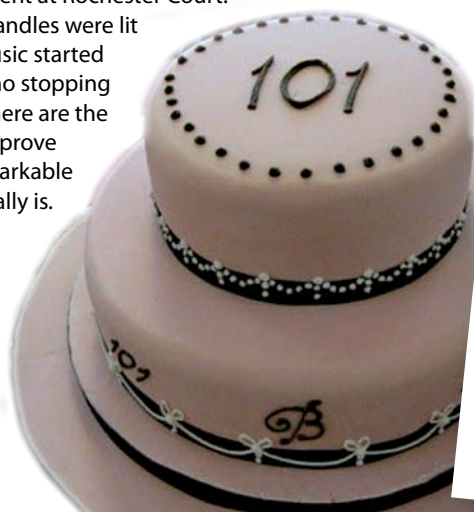
BY MAUREEN ROBSON, TEESIDE

**I have recently completed my induction to be a support worker for Avalon's Sitting Service. I was asked by Ann Matthews, Sitting Service Manager, if I would like to support a lady called Elizabeth Harding, known as Betty, who was 100 years old and living independently at Rochester Court, with the love and support of her family, who lived nearby.**

I went to introduce myself to Betty and her granddaughter Julie, not sure of what to expect. I met an intelligent, funny and witty lady who was very independent, with the help of her daughter Pauline. We soon became the best of friends and enjoyed going to Redcar, shopping, parks and places of interest. We always enjoyed ourselves and Betty would tell Pauline and Julie what we had got up to.

Pauline and Julie were preparing for Betty's 101st birthday party on the January 16, which a buffet lunch and entertainment at Rochester Court.

Once the candles were lit and the music started there was no stopping Betty and here are the pictures to prove what a remarkable lady she really is.



### A Quick quiz for the famous 1909ers

Betty shares her birth year with a range of famous names, but who is still alive from this list?

- Alan Curtis (actor)
  - Benny Goodman (jazz musician)
  - Carmen Miranda (Broadway star)
  - Allan Lane (actor)
  - David Niven (Phileas Fogg actor)
  - Art Tatum (author and jazz pianist)
  - Jose Ferrer (Puerto Rican actor)
  - Elizabeth Harding (raconteuse)
  - Douglas Fairbanks Jnr (actor and war hero)
  - James Mason (English and Hollywood actor)
  - Errol Flynn (romantic swashbuckling actor)
  - Burl Ives (actor, writer, singer)
- See page 10 for the answer.



### SPORTY IN WAKEFIELD

Sunday March 21 saw 15 staff and customers from Wakefield take part in the Sport Relief Mile, in Leeds. The photo shows everyone letting their hair down: we even made it onto the BBC TV News.

It was a fantastic day with a great atmosphere and we raised lots of money for Sport Relief.

**ALISON WOODHEAD**  
Team Coordinator

**TEESSIDE TEAM CHALLENGE:**

Intrepid twenty set to jump off transporter bridge...

Twenty brave souls at Avalon in Teesside are participating in an abseil event off the famous Transporter Bridge. These include support workers, office staff and others connected with Avalon who wish to support this exciting event. It is taking place on the morning of May 16, which will hopefully be a bright and sunny day to take advantage of the view from the top.

With a drop of 160ft and only rope to support us, it promises to be a challenging and personally satisfying day for participants. Many people also plan to offer encouragement to us all on the day and anyone is welcome to join the supporters as we leap into the abyss.

We expect to raise a significant sum through this activity and this will be spent on social events for customers in Teesside. There is a real buzz about the event, which is realising my hopes of it also being a valuable team-builder. The profile of Avalon as a leading organisation in the health and social care field is also expected to be raised by the special nature of the event and the publicity this will gain. I have organised the event in partnership with ME NorthEast, a charity which offers support and advice to people in the local area who are suffering from ME, or Chronic Fatigue Syndrome.

**PAUL TAIT**  
Support Coordinator



**SPEED DATING HITS SKIPTON!**

Customers from Skipton's Out and About Group recently tried "speed dating". The event was organised by People First, Keighley.

A good time was had by all and of lots of new friends were made – even if there were no real romances!

Also on the dating trail were **Edward Hunt, Stephen Bibby, Chris Howson, Sam Knapp, Ami Lee and Jane Whatmuff.**

**RACHEL HARRISON,  
EMILY BAYER AND  
LUCY PRICE, SKIPTON**



## SUPPORTED LIVING UPDATE

## SUPPORT WORKER MEETINGS WITH SMT

Some of you may remember that last year we conducted a survey on how support workers would like to meet with the senior management team (SMT). The majority opted for local area meetings. Angelena, Julie Colley and I made visits to all areas, with our final one being in Harrogate in February.

The overwhelming feedback we received throughout our visits was that people who attended the meetings said that they preferred to keep them local and smaller because they felt the more intimate setting made it easier to talk and get involved in discussion.

As a result we have decided to keep them like this for this year. The dates for each area meeting are detailed below. Your area service manager will write to you in advance to ask for confirmation of your attendance. For those of you who haven't been along, please try and make it as it would be good to see as many people as possible. Those who did attend we look forward to seeing you all again in 2010-11.

June 16, York

August 12, Kirklees & Wakefield

August 25, Scarborough

September 15, Skipton

October 27, Teesside

November 18, Northallerton

December 15, Harrogate

All meetings start at 0945 and run until approximately 1130, with the option for people to have individual interviews with SMT members afterwards.

JANE EDMOND



## Avalon team a sweeping success at Tate House open morning

**Avalon customer Paul McKee and his support worker, Lynne Hallums, have been praised for helping to transform the gardens at the RNIB's Tate House, in Harrogate.**

Paul and Lynne are regular volunteers at Tate House, on Wetherby Road, where they work alongside the Tidy Gardens Group, helping to maintain the gardens each week – weather permitting.

As a thank you for all their hard work and support, Tate House held an open morning for the volunteers.

Beth Bailey, Manager of Tate House, told all those present: "The Tate House garden has been transformed of late, thanks to Rod and his team from the Harrogate Tidy Gardens Group and Lynne and Paul from Avalon.

"We would like to say a big thank you for all their hard work and commitment, working towards a safe and more pleasurable environment within the grounds and gardens here at Tate House.

"We have a picture board displaying the before and after stages of the gardens' upkeep and transformation, including our recently re-established vegetable plot.

"The RNIB looks forward to long and happy working partnerships with the Harrogate Tidy Gardens Group and Avalon."

**Picture shows Rod and members of the Tidy Garden Group, Beth Bailey, Manager of Tate House, Paul McKee and Lynne Hallums.**

***The Tate House garden has been transformed of late, thanks to Rod and his team from the Harrogate Tidy Gardens Group and Lynne and Paul from Avalon.***

# The Butterfly Room



## SKILLS FOR LIFE UPDATE

**Skills for life is the term used to describe anything linked to language – literacy and numeracy, key skills, computer skills and the new functional skills.**

Every job role in adult social care involves using and understanding information, and communicating effectively. This means that everyone working in the sector needs to have good language and number skills to do their job well and to guarantee high quality care services.

Skills for life are the building blocks or foundations that support the development of all other skills and knowledge.

We know that millions of people in the UK struggle with communication and number skills.

It can be difficult for people to speak about the problems they may be facing, but finding the confidence to talk to someone can make all the difference, personally and professionally.

**If you want to talk to someone about Skills for Life then contact one of the team now on 01423 530053**

## NEWS

**Spring is here... almost! We are making plans for April and the launch of our annual learning and development programme.**

### NEW LOOK TEAM

**As I write this, we are about to interview for two new Inclusive Learning and Development Officers.** Sam Leadbeater **has decided not to return after her maternity leave** and Gill Jackson **has relocated to the South of England.**

**The team wish them well with the future. This has left the two vacancies, which we hope to fill soon.**

### CONGRATULATIONS

**I am pleased to announce that** Crista Webber, **Marketing Coordinator, gave birth to beautiful** Elvie Rose, **weighing in at 8lb 6oz, on January 4.**

## Skills for life success for Tracey

Big congratulations to Wakefield support worker **Tracey Bennett**. At a glittering celebration evening, Tracey was awarded a gold certificate in recognition of her achievements in literacy. Hard work and commitment saw Tracey achieve her NVQ 2 and 3 in Health and Social Care. Embedded within those qualifications are the literacy skills needed to be successful when working in social care.

Alongside her NVQ qualification, Tracey also achieved both level one and level two qualifications in literacy. Her tutor at the Joseph Priestley College, Leeds said: "Tracey worked hard to gain the qualification by attending sessions in her own time and travelling from Wakefield. Completing the qualifications has enhanced her job and her confidence and she is now looking at good job progression in the future."

Tracey's award was presented by the Lord Mayor of Leeds, Coun Judith Elliott.

**SARAH KILBY**

## CELEBRATING ACHIEVEMENTS!



Well Done to the following people who have all achieved their Learning Disability Induction award: **Julius Nkenganyi, Gaynor Hinkles, Sarah Trainer, Jason Wheelhouse, Steve Fellows, Jake Ford and Mark Keech.**

## NEW LOOK DIRECTORY

In 2010 we will be presenting a new look learning and development programme. Rather than send out the old style directory, you will soon be receiving your Butterfly Room year planner.

This handy booklet tells you about the courses and opportunities on offer from April 2010 to March 2011. Its handy size means you can pop it in your diary for when you need it.

It also folds out to become a year planner so you can plot your training, and anything else for that matter, for the coming year.

Janet Tweedy and I have been meeting with managers and service organisers across Avalon to book in training for you and your teams, so please look out for more information coming soon.

**JULIE COLLEY**

## WEBWATCH

This website was recommended by Harrogate Team Coordinator, Mel Dukta

[www.housingoptions.org.uk](http://www.housingoptions.org.uk)

Housing Options is a housing advisory service for people with learning disabilities, their families and supporters. They offer free advice to people with learning disabilities, their families and advocates.

The Housing Options website is a comprehensive source of information about housing and related issues for people with learning disabilities. There is a set of Factsheets and Quick Briefs that provide families and professionals with technical information about housing. Housing Options also have many Publications written by advisers and members of Housing Options, as well as other Resources that are available to download.

There is also a Housing Options Easy Read website. The Easy Read pages give an overview and introduce some of the basics about housing for people with learning disabilities – these pages have pictures and sound to make them easier to understand.

## NAPPI UPDATE



# Positive behaviour support

**How we approach the support of customers who have difficult-to-manage or challenging behaviour is currently under review.**

With a revised policy due out in the next couple of months, here at The Butterfly Room we are offering training and support that reflects this. Working in partnership with NAPPI UK (Non abusive psychological and physical intervention) we offer training programmes for support staff, family living providers and managers alike.

Under the new title of “positive behaviour support”, our Behaviour that Challenges courses reflect a changing need and offer a proactive approach to working through the issues that we can be faced with.

NAPPI focuses on the prevention and assessment of difficult behaviours while using principles that reflect our own values here at Avalon.

## POSITIVE BEHAVIOUR SUPPORT FOR ALL — NAPPI

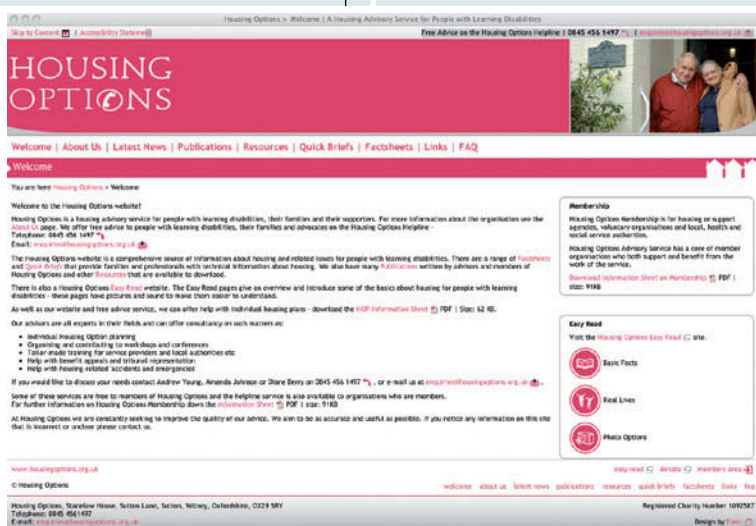
This course replaces our old Behaviour that Challenges awareness course. Accredited by The British Institute for Learning Disabilities, this course uses the five NAPPI principles to explore why people challenge using behaviour, the importance of a positive approach and the importance of prevention using key psychological skills. It also provides an introduction to the tools NAPPI teaches to effectively assess and respond to difficult behaviours.

## PERSON-SPECIFIC POSITIVE BEHAVIOUR SUPPORT — NAPPI

This course can be run over one or two days depending on need. Again accredited by The British Institute for Learning Disabilities, this intensive person-specific course is ideal for individuals or teams working with a particular customer who challenges using difficult or aggressive behaviour.

A full needs analysis will be carried out in advance so that the Butterfly Room can customise a course, to develop ways of working that are specific to the person.

Teams and individuals will also be given the opportunity where identified, to learn non-abusive physical intervention techniques as part of the agreed plan.



**If you have any questions regarding the above courses then please contact me [sarahkilby@thebutterflyroom.org.uk](mailto:sarahkilby@thebutterflyroom.org.uk) and I will be happy to help.**

## New-look Avalon due to launch in June

**As you may know, the marketing department now sits within the Butterfly Room.**

**There has been lots of activity in marketing over the past few months, setting the pace for the coming year.**

**You will notice from Angelena's report that all of the planned activity for 2010-11 is underpinned by key marketing strategies. We have been working with a number of consultants on key areas such as delivering Talking**

**Avalon, market research, and the launch of The House of Avalon, to name but a few.**

**We are well on the way to a refreshing of the Avalon brand which sees a new butterfly and colour introduced to the look. Naturally this will mean a refresh across the organisation and its literature. We will be launching this new look in June.**

**We are currently recruiting a new marketing manager, who will lead**

**the development of the department and indeed the Avalon Group across the year. All the work we have been doing with the consultants has enabled us to set the foundations for raising the profile of the Avalon Group and building on our brand and corporate image.**

**The next edition of Talking Avalon will give you a full introduction to the new look Avalon.**

**JULIE COLLEY**

## AVALINK UPDATE Committee flourishes

**Hello again! Once again I am here to update you all on the incredible work that Avalon's strategic customer committee, Avalink, is undertaking.**

Firstly however, I would like to extend a huge thank you to all of you who support the committee's members to attend the various groups, training sessions and meetings that are now becoming so important to what we do.

Here are just some of the things that Avalink members have been involved in since my last update.

- They have reviewed the format of how we present the customer policies with some interesting results that will shortly be seen by all.

- Avalink met and discussed the Customer Promise, reviewing its content and style, and this too is soon to be re-published.

- Work is underway, with members looking at the way customers are involved with recruitment. This is being led by social work student, **Tracy Field**. The findings of this piece of work will be presented to SMT before Tracy Leaves us in May.

- Several members of Avalink have attended training run by Inclusion North. The training focused on the role inclusion plays in their lives and how they can actively be involved, promoting the way forward.

- **Silim Khan** and **Paul McKee** took their place as part of the Organisational Development Committee in February. Their input was

welcomed positively and we look forward to hearing from them in our next Avalink meeting.

- A big thank you to all of you who support customers to put pen to paper. The second edition of the customer newsletter, The Avalon Express, is out now and is going from strength to strength.

Now for the future... Avalink membership is always growing and we always welcome new members, so please support anyone you know to get in touch.

Most excitingly, Avalink will be going on the road and will be in a town near you over June and July. The Avalink road shows aim to give all customers the opportunity to meet, have fun and take part in workshops and activities that help Avalink in their work. The committee has yet to finalise all the details but I can promise you this, they will certainly not be stuffy and uptight events.

**Scarborough, June 25**

**Teesside July 2**

**Harrogate July 9**

**West Yorkshire July 23**

I am looking for creative, yet organised people to help make these road shows rock. If you are a member of staff, family living provider or a support worker and you wish to be involved with these events in an area near you then please contact me, sarahkilby@thebutterflyroom.org.uk or call me on 01423 530053

**SARAH KILBY**

***It is becoming abundantly clear to all those who have been involved that the move to create a strategic customer committee, to give customers a voice and the authority to scrutinise every aspect of our work, is not only working but flourishing.***

FAMILY LIVING UPDATE

HELLO AND WELCOME TO:

**Ian Wight**, who is joining the Family Living team in April. Ian will be based with Sarah in the York office;

**Andrea Simpson**, who joins the House of Avalon as its Senior Shop Assistant. Andrea also starts this month, ready for the launch and opening of the shop on May 1.

CONGRATULATIONS:

**Janis Calladene**, who from April 1 is acting up as Director of the Family Living Service, during Pauline's eight-month secondment. We wish Janis well in her new role;

**Jo Crook**, who has been acting up as Senior Family Living Service Organiser since April 1 – good luck to Jo in her new role.

GOOD LUCK TO:

Adieu and good luck to our present Family Living Director, **Pauline Closier**, who is on secondment to the House of Avalon from April 1 – all our good wishes go with her.

JANIS CALLADENE



Welcome to the House of Avalon

Welcome to **Violet Heslop**, who will be managing the House of Avalon, along with Andrea, tempting you to coffee and cupcakes and to trying on the lovely vintage clothes, bags and jewellery (all genuine 1900-1950s). If none of these appeals, you may be taken by the lovely, delicate tableware that you are served with – make an offer, that's on sale too!

The eagle-eyed will have noticed the likeness between Violet and our own Pauline Closier. I've never seen them together, and I'm beginning to wonder if I've spotted Avalon's very first doppelganger...

FAMILY LIVING NEWS

A "doer and a thinker" retire

**I was very saddened when I opened my post on December 2.**

Amid the normal large pile of assorted envelopes that inevitably confront me was a letter of resignation from two of our long-standing Providers, **Chris and Lynn Walker**. They had finally taken the decision to retire.

Chris and Lynn joined APS, as it was then, in early 1996. Part of their assessment process at this time was to write a short description of each other's "qualities". Their assessor wrote after reading their portraits of each other "Chris is clearly a thinker and Lynn is a 'doer'". I think this is a picture they both will undoubtedly recognise, as will the numerous friends they have made during their time as Providers. These qualities have (among others) made them wonderful providers and a great partnership.

Chris and Lynn's caring and supportive natures and commitment, along with their wealth of experience, have enabled some customers, who would not ordinarily have been able to experience "family life" an opportunity truly to

fully participate in a family living environment. I have been fortunate to witness the difference the Walkers have made to many customers' lives and this is something that will always remain with me.

So Lynn and Chris, as the Americans say, "welcome to the seven-day weekend". You fully deserve a time when you can, as Chris penned in his last letter to me, "enjoy each other and your twilight years". However, I do not accept that Lynn is as old as she claims, and there is certainly nothing about either of you to suggest that "twilight approaches". You will both be missed by customers, Avalon staff and other providers, but all our good wishes go with you both... Remember, you can always change your minds.

JANIS CALLADENE

A quick quiz for the famous 1909ers  
answer: Just Elizabeth Harding

## FAMILY LIVING UPDATE

### SPOTLIGHT ON **JANIS CALLADENE** THE NEW FAMILY LIVING DIRECTOR

#### ***Hello everyone***

Many Providers and customers in the Scarborough and York areas will already know me through my caseload work, but for those of you who don't I would like to take this opportunity to introduce myself.

I will be joining the Senior Management Team in early April, on secondment to the role of Family Living Director. I joined Avalon (APS as it was back then) in 2004, so I have seen many changes, and have watched the organisation develop and flourish over six years.

I am looking forward to my new role and the challenges and opportunities it will inevitably bring. Family Living is facing a period of change, and my focus in the coming months will be on ensuring the service moves effectively through these changes, building on the already strong business reputation we have in what is an increasingly competitive market place.

I have a background in social work, and am currently registered to practise with the General Social Care Council – however I also hold a degree in Social Policy, so I'm probably one of the few individuals who get excited about changes in social care legislation, especially in an election year! At the moment I can't wait for the General Election campaign to start in earnest so the major televised debates can begin.

Undoubtedly our economy faces its biggest challenges for many years, and these have already seen Avalon respond by reviewing and streamlining its practices, allowing the services our organisation offers

to constantly represent excellent value for money.

Our challenge in Family Living, in a tight economic climate, will be to maintain this reputation, ensuring FL's sustainability and growth.

I look forward to working with you all .

JANIS

*Our challenge in Family Living, in a tight economic climate, will be to maintain this reputation, ensuring FL's sustainability and growth.*





## CONTACTS

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## An update from the Breakaway team

# The times they are a changin'...

**Hi Everyone. It's an exciting time of change for Breakaway at the moment! We are in the process of developing and widening the services we offer and will shortly be launching our new services under a new name.**

The new services we will be providing will allow us to offer holidaymakers more options on the type, level of support and cost of their holiday.

The first new service will be tailor-made holidays. The concept of our tailor-made holidays is to build the holiday around the holidaymaker's specific preference – from the location to the support, the whole holiday is built around what a holidaymaker or group wants.

The second new service is companion-style holidays for people who require lower levels of support. The companion holidays will give the opportunity for holidaymakers to enjoy a mainstream holiday with the confidence and peace of mind of 24-hour support available as and when they need it. The lower levels of support will also be reflected in competitive pricing.

We will also still be continuing to provide our existing Breakaway holidays, offering more comprehensive support for holidaymakers.

### Other news...

In February we had our annual Volunteer Day at the Holiday Inn, Harrogate. As you can see



from the pictures, we had a great day, which included training, looking at the development of Breakaway and a great meal in the evening, followed by a few drinks.

We are really excited about the future of Breakaway. We are developing more new holidays and services and have lots planned for the near future, so watch this space!

THE BREAKAWAY TEAM

## AVALON SAVES A SMALL FOREST

In 2009 three Avalon offices in Harrogate, Teesside and Scarborough saved 50 trees by having their confidential waste shredded and recycled. Shred-it, the company we use for this service, has issued the following statistics combining the achievements for all their customers worldwide:

- 520,000 tonnes of paper recycled
- 9.4 million trees saved
- 662,000 tonnes of carbon dioxide reduced
- 1.3 million cubic metres of landfill space avoided
- 14 million litres of water saved
- 14.2 kilo's of air pollution avoided

***This just goes to show that every little helps and together we can make a massive difference to the environment.***

