



Bringing quality in later life **for all**  
**IMPACT REPORT 2017**



“Quality is the heartbeat of everything that we do at MHA.”



# An Introduction

From Graham Smith, Chairman (2014 – 2017)



Quality is the heartbeat of everything that we do at MHA.

**Providing quality of life for our 17,800 residents and members.**

Making sure we have quality of service in our Live at Home schemes, our retirement living and our care homes.

And having quality staff and supporting our volunteers to enable them to give the care and support that our residents and members deserve and want from us.

Since I joined MHA's Board of Trustees 15 years ago, **I am proud that we have grown significantly** as a charity, whilst still retaining our focus on the quality of all that we do. Going forward, MHA is fit to continue to provide quality services as we have adapted to the ever changing environments we work in.

In the past year we've increased the number of older people we support and been able to invest even more in the areas that we know make a significant difference to the wellbeing and quality of their lives. At any one moment in time, more than **17,800 older people are helped directly by MHA.**

We were at the forefront of music therapy when we introduced the service in 2008 and remain so. We are also leaders when it comes to the spiritual aspects of end of life care.

We now have nearly **20% more music therapists** than we had in 2016, with a team of 21 working with residents living with dementia in our care homes. This makes us one of the largest employers of music therapists, something we are very proud of. We also employ **140 Chaplains**, eight more than last year, meaning more older people have their spiritual wellbeing looked after in our care homes and retirement living schemes and, just as important, their families are also supported at this challenging time. The past year has been a difficult one financially for the sectors we are in, for example with grants to support our Live at Home schemes being reduced or withdrawn. In spite of this, our support for Live at Home continues unabated.

**Over 10,330 older people are now members of our Live at Home schemes**, helping to reduce the loneliness and isolation many of them feel while living independently in their own home. The activities and events they are part of are key to having something to look forward to each week.

As we move into **our 75th anniversary year in 2018**, I am proud to hand over the reins of being Chairman of the Board of Trustees to John Robinson.

John comes to MHA after an illustrious career in business and a variety of non-executive roles, most recently with Abbeyfield, also an older person's charity.

He shares with me the passion to do as much as we can for as many older people as we can.

**In the coming year, at least nine new Live at Home schemes will open**, along with our newest care homes at Shefford in Bedfordshire and Stainton in Middlesbrough.

This impact statement has some wonderful examples to show where our money comes from and where it goes. **Every penny that comes into MHA is used help improve the quality of life for older people** throughout all our work as we re-invest our surplus each year.

Enjoy reading our Impact Report, be inspired and if you are not already, consider becoming part of making life great for older people as a partner with MHA.



# All about MHA

MHA is an award-winning charity providing care, accommodation and support services for older people. We are one of the most well-respected care providers in the sector and amongst the largest charities in Britain, providing services to older people for almost 75 years.

Our services are across Great Britain – from Scotland's capital of Edinburgh, right down to the stunning south west town of Falmouth in Cornwall and across to the Welsh seaside town of Aberystwyth.

We pride ourselves on bringing quality to the lives of our residents and members, wherever we are based, through three distinct services: care homes, retirement living and Live at Home.

## MHA's values

MHA is a values-led charity, which helps guide our day-to-day work and underpins everything we do and say. These values guide how our staff and volunteers behave in all their dealings with our residents and members, their families and friends, with colleagues and all our stakeholders, from local commissioning groups through to GPs, local councils and MPs.

### Our values are:

- We respect every person as a unique individual
- We treat others, especially the most frail and vulnerable, with the dignity we wish for ourselves
- We are open and fair in all our dealings
- We always seek to improve, to become the best we can be
- We nurture each person's body, mind and spirit to promote a fulfilled life

## Live at Home

Our 57 community-based Live at Home schemes work to make sure older people don't become lonely or isolated in their own homes. They give older people the opportunity to take part in social activities and ones which support a healthy lifestyle, as well as offering support and advice to remain independent.

**You can read more about the impact our Live at Home schemes have on the quality of life of their members on pages 10, 11 and 12.**



## Retirement living

Many people as they grow older want to be able to live independent lives but with the knowledge that, if they need help, they can call on it when necessary.

That's where our retirement living comes in. All our schemes are designed to be vibrant communities, **bringing a quality of life to our 2,825 residents** who can join in a host of activities and be secure in their own home. Each scheme provides residents with 24-hour support in an emergency.

Homes are designed to make life easier for older people, with all areas accessible for people using mobility aids and landscaped communal gardens enable residents to enjoy the outdoors without the worry of having to maintain their own garden.

**MHA is a founding member of the Association of Retirement Care Operators (ARCO) and also sits on its board.**

## Care homes

Care homes are where MHA started back in 1943 and we are proud to now support 4,686 residents living with us, either in residential, nursing or specialist dementia care homes.

We pride ourselves on making sure we provide person-centred care, looking after not just the physical and mental wellbeing of our residents but also their spiritual care. We do that through our dedicated Chaplaincy service which is there for all residents and their families in our care homes and retirement living communities. Read more on pages 22 and 23.

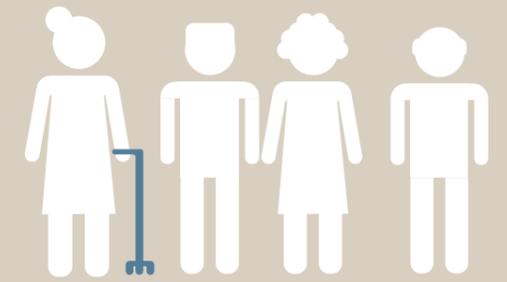
84% of our care services are rated as 'outstanding' or 'good' by the regulator Care Quality Commission. This compares with 77% of all care services.

And residents living with dementia in our specialist care homes have access to our award-winning music therapy service which helps reduce symptoms such as anxiety. You can read how music therapy helps improve their lives from page 18.

In 2016 we welcomed four new homes to MHA when Silk Healthcare became part of the MHA family.

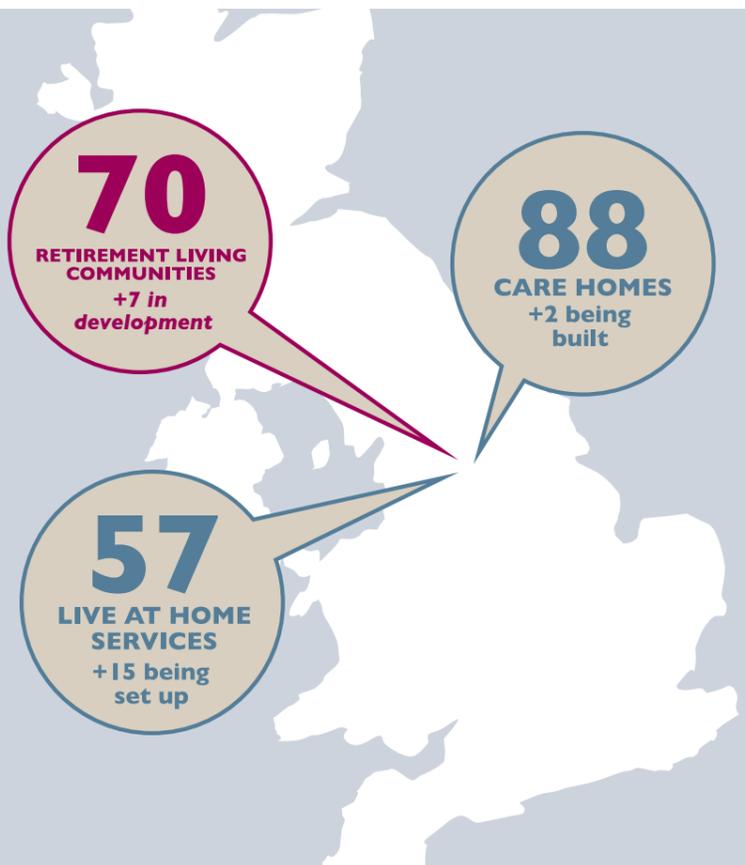
Based in the north west of England, Silk Healthcare provides residential and dementia care in its purpose-built homes and we have already introduced Chaplaincy and music therapy services to the four homes.

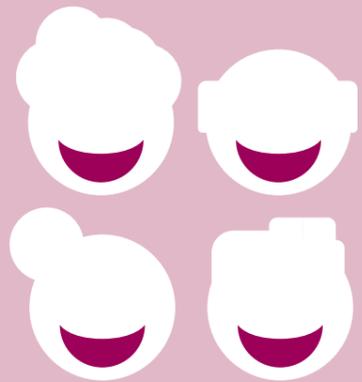
In addition, the Silk Healthcare care home under construction, Montpellier Manor at Stainton, will open under the MHA banner in 2018.



# 4,686

older people live within care homes - residential, nursing and specialist dementia care





# 96%

overall resident satisfaction rating in the independent **Your Care Rating Survey**



# 84%

of our care homes rated 'good' or 'outstanding' by **Care Quality Commission**



# 2,825

older people living independently with flexible support and personalised care in our retirement living schemes



# 5,500

Committed Volunteers



# 7,000

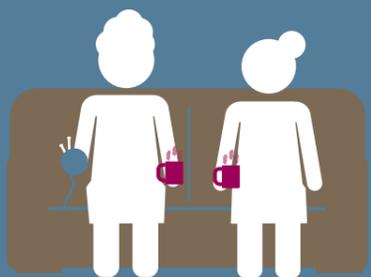
Dedicated Staff



# LIVE AT HOME



provides a Live at Home member support in a lunch club for a month



# £120

trains a befriender to support Live at Home members

Our Live at Home schemes started 29 years ago with a befriending service in Lichfield. They now provide practical and social support to more than 10,330 older people across 57 schemes in England, Scotland and Wales.

The schemes promote independence and tackle loneliness and isolation. We believe Live at Home can also have a positive effect on a member's wellbeing – their impact on older people can be significant and reduce the need for more intensive services such as health care.

Loneliness is known to have a negative effect on wellbeing and often physical health. So Live at Home schemes are a really important part of our communities.

Funding for our Live at Home schemes comes from a variety of sources, including fundraised income, investment from our surpluses and grants from agencies such as local authorities.

**Here we put the spotlight on Leeds, where we have five Live at Home schemes.**

Walk into Farsley Live at Home scheme in Leeds on a Wednesday morning and there's a real buzz about. A lively breakfast club is followed by an aptly-named crafty chatter session, which in turn is followed by a tai chi class.

Members Alan and Brenda Pressley joined the scheme six years ago when Alan's doctor recommended he join the Monday exercise class. The couple, who have been married over 60 years, use the weekly shopping trip on a Tuesday, the activities on a Wednesday and a lunch club on a Thursday, as well as taking part in the outings. As Alan (84) jokes, they need to leave Friday free to get things done at home.

But, he adds, if it wasn't for Live at Home, their lives would be very different. He said: **"It keeps us busy. Without it, we would be lonely at home and probably not even here. The shopping trip is not just about shopping, it's about meeting friends when you go. Our daughter could do our shopping online for us but that's not the point. It's the social aspect of being with people."**

Member Anne Goldsborough joined Live at Home six years ago with her husband. When he died just over three years ago, she found Live At Home gave her support when she needed it.

**"Without Live at Home, I believe my life would be lonely,"** she added. **"It means we are busy and have that quality of life when we are here. I do still drive but I would rather go on trips out with Live at Home because I can be with my friends."**

Pauline Barker (75) not only volunteers at Farsley but is also a member at Pudsey Live at Home, where she joins a friend on various outings. She said: **"Live at Home gives members quality of life. It gives them something to look forward to, it gives them a focus, it gives them somebody to talk to, gives them a network where they feel secure and can ask people if they need something."**



## Live at Home in Leeds

Our five Live at Homes schemes in Leeds support more than 2,500 older people across the city. In turn, they are supported by 320 volunteers, some of whom are also members as well.

The age of members in Leeds ranges from 50 right through to an impressive 103 years of age.

Each year, the schemes in Leeds provide more than 8,000 sessions of support through walking groups, exercise classes, arts and crafts sessions, regular lunch clubs and much, much more. These sessions are key to supporting older people by helping combat isolation and improving physical and mental wellbeing.

### Each week in Leeds alone...

**50** members take part in dancing activities

**60** members join in walking groups

**320** people benefit from the befriending service

**165** members take part in activities for people living with dementia

**255** members join in with sports or exercise groups

# Fundraising

Our fundraisers and supporters really raised the bar this year when they stair climbed, abseiled and walked on fire and glass to help raise much-needed funds for our services.

We had marathon and half marathon runners pound the tarmac on behalf of MHA and one group, including our music therapists, did a 'run and strum' at the Great North Run, playing musical instruments along the 13.1 mile course.

Our Christmas appeal was named 'Good Deedcember' and focused on raising funds for our Live at Home services.

The campaign encouraged people to do a Good Deed for an older person while also supporting MHA's Live at Home service. We were delighted that ITV's Emmerdale actors John Middleton and Charlotte Bellamy were able to join us to do their Good Deed by spending time with Horsforth Live at Home in Leeds.

Over the whole campaign, more than **1.7 million people saw our posts on social media**, helping raise awareness of the work of MHA.



£120,000  
on average to run a Live at Home scheme for a year

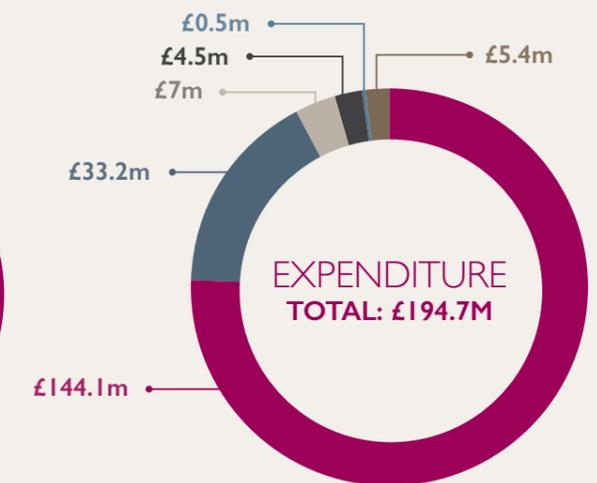
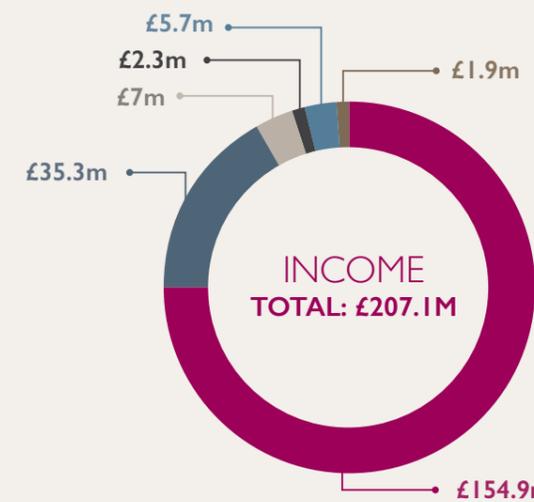




# Finances

## KEY

- Care Homes
- Retirement living
- Auchlochan Garden Village
- Live at Home
- Fundraising
- Other



# Fundraising Continued

The South West Music Therapy Appeal was launched with the aim of raising funds to provide music therapy for 205 residents living in our six specialist dementia care homes in the region.

### Also in the south west:

- 24 people took on the challenge of running up 530 stairs at Portsmouth's Spinnaker Tower
- 18 people braved hot coals burning at 1,200 degrees Fahrenheit at The Fairways in Chippenham
- 15 people walked along five metres of broken glass ...and all to raise funds for MHA.

Staff at Epworth House, who provide MHA's support services, have also been supporting fundraising activities throughout the year with Christmas and summer fairs and dress down days.

Our Best for Ages website has grown considerably in the last year, offering our supporters the opportunity to register for events and donate online to make it easier for people to support MHA.

You can find out more by going to [www.BestForAges.com](http://www.BestForAges.com) or join the fast-growing community of more than 5,000 people who interact with our cause on the **Best For Ages Facebook page** every day.

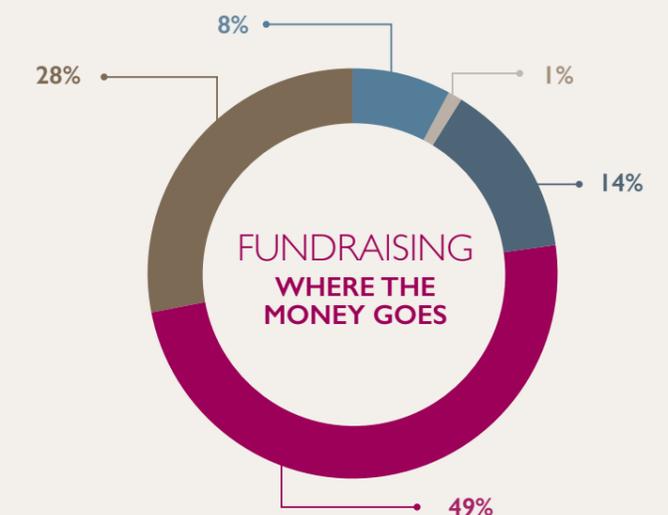
We continue to be amazed by the generosity of people who leave a gift in their will to MHA. Last year we **received a remarkable £3.9 million** with gifts ranging from £50 up to £550,000.

Charitable trusts and foundations provided support for many of our services, including our local Live at Home schemes, music therapy in our specialist dementia care homes, and developments in the gardens of a number of our care homes.

# Fundraising

## KEY

- Chaplaincy
- Volunteer Manager
- Music Therapy & Reflexology
- Live at Home
- New Life Enhancing Facilities



MHA is a charity governed by a voluntary board. Because we don't have shareholders, we invest every penny of our surplus into maintaining and developing new services for the benefit of older people.

# Hitting the Headlines

**In the past year, two very different events have helped raise MHA's profile about the quality of services it provides.**

One was a high profile evening to raise awareness and funds for our music therapy services, the other was our work on the popular ITV show Emmerdale to make sure their dementia storyline was as accurate as possible.

## Striking the right chord

World-renowned piano makers Steinway & Sons lent their support to our music therapy appeal when they hosted a high level fundraiser at their London showroom and studios.

Guests gathered to learn how music therapy differs from a sing-a-long with residents and see how sessions had made a difference to the lives of our residents.

Before sitting down to hear more about music therapy, guests were taken on a tour of the Steinway & Sons showroom, including the workshops where the pianos are made.

Chief music therapist Ming Hung Hsu and his team talked the invited guests through how music therapy improves the quality of life for our residents living with dementia and how they could get involved. And guests were able to find out for themselves how music can lift spirits and emotions when they took part in a short interactive session.

**Since the event, £85,000 has been raised and pledged by those who attended which has helped expand music therapy to 60 more older people living with dementia.**



To find out how you can help support music therapy, and to watch our videos, go to [www.mha.org.uk/stimulatingminds](http://www.mha.org.uk/stimulatingminds) and read how we helped one resident, Joyce Williams on page 18.

Craig Terry, Managing Director of Steinway & Sons, explained: **“We know the power and impact that music has on people and the difference Music Therapy can make to people living with dementia.**

**“Because of this, we would encourage people to take a look at the important work MHA is doing in this field and see for themselves the real difference music therapy makes to their residents.”**

## Helping ITV get it right

‘We could not have done it without you’ was actor John Middleton’s response when we asked him how invaluable MHA’s support was to the recent award-winning dementia storyline in ITV’s Emmerdale.

The programme approached us because they had heard how great our specialist dementia care was and, in particular, had our care home in Ilkley recommended to them. John’s character Ashley Thomas was about to be diagnosed with vascular dementia and the actor wanted to visit Glen Rosa as part of his research.

Since that initial meeting six months before the story broke on screen in late 2015, our expertise and knowledge has been helping the show get the award-winning storyline as accurate and realistic as possible. John and fellow actor Charlotte Bellamy (who plays his on-screen wife Laurel) visited Glen Rosa on a number of occasions, talking with staff and meeting with relatives to learn from their experiences.

Our dementia specialist checked scripts and talked through story developments, including a groundbreaking episode shown from Ashley’s perspective as someone living with dementia.



Charlotte said: **“It’s been so appreciated the fact that you’ve had script approval, given us stories, supported us and steered us in the right direction because it gave the storyline weight and truth and that had an immediate effect on our audience.”**

Viewers of the show will have seen the emotional ending to the long-running storyline in April 2017 when Ashley died. Among the comments we received about how the show depicted someone living with dementia was:

**“I have followed Emmerdale’s dementia storyline from the beginning. Through personal experience of supporting family members and clients and their carers, Ashley and Laurel’s storyline depicted so well, moving and real. Well done Emmerdale and MHA.”**

# Music Therapy

**'You've brought me back to life!'**

A simple but strong statement of how our music therapy service helped improve the quality of life for one of our residents who was living with dementia.

Joyce Williams was a lady who loved to dance and music gave her joy throughout her life. She danced with husband Bill, at tea dances, with daughter Lesley and her great-granddaughters Chloe and Sophia. But as Joyce's dementia progressed, she became increasingly confused, isolated and anxious and became a resident at Langholme, our care home in Falmouth, Cornwall.

Knowing Joyce's love of dance and music, the team suggested she might benefit from music therapy – and the effect it had on her was powerful.

Music helped awaken Joyce's senses and the effects were immediate. Music therapy brought peace to Joyce's day.

Following Joyce's sessions, the team at Langholme incorporated singing and dancing into her everyday care. It meant interactions were happier and easier for all as well as reducing Joyce's overall anxiety.

Sadly Joyce died in early 2017 but the impact music therapy had on Joyce's life has stayed with her family. Granddaughter Jennifer said: "Music has a way of bridging the gap, spanning generations in a particular way."

"For the person living with dementia, and their families, you get to a point when you have to live in the moment, and to live for that moment. The key then is to gather these moments together and turn them into memories, especially for those of us surrounding that person."

**"The music therapy Nan received, thanks to MHA, helped her live in the moment, giving her peace and happiness at a time when she was often disorientated and troubled. Her therapists also found a way to weave music, and its effects, into her day-to-day care, which made living with this condition easier for us, and her."**



*Above: Joyce and Bill Williams*



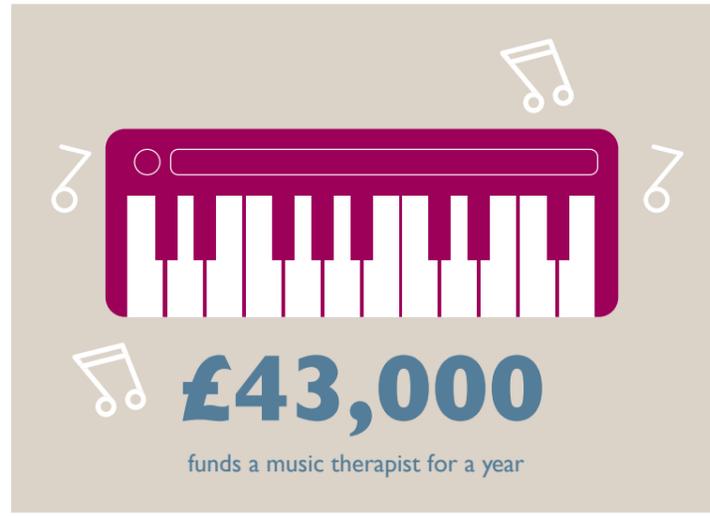
**750**  
residents received one-to-one  
music therapy sessions

# Music Therapy Continued

Music therapy differs from a sing-a-long or listening to music. In music therapy sessions, trained therapists interact directly with residents through live music. This can be through singing, playing simple percussion instruments or responding to musical cues, as well as the exchange of verbal, facial, vocal and bodily expressions.

It is through this interaction that music therapists help reduce the anxiety and agitation which dementia can cause, as well as help staff understand possible causes of these symptoms.

Additionally music therapists will observe a person's remaining cognitive functions during sessions and interaction. They work closely with other health professionals, carers and family members to make decisions on care and medication and to continue managing day-to-day symptoms and interactions.



## The music therapy gap

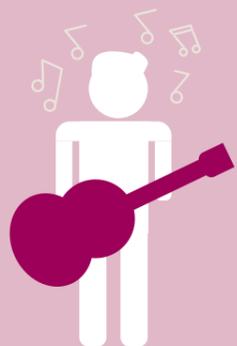
MHA is one of the largest employers of music therapy with 21 music therapists and a **pioneer in the field**.

In 2016/17 we provided **10,940 music therapy sessions**, both in one-to-one and group settings.

But we want to do more and expand this vital service to all our residents living with dementia in our care homes.

To do this, **we need to raise an extra £1.5 million** to employ 35 more music therapists to support all our residents living with dementia.

To find out more, go to [www.mha.org.uk/stimulatingminds](http://www.mha.org.uk/stimulatingminds)



**21**  
Music Therapists




**140**  
Trained Chaplains



*“You arrive and residents will give you a welcoming hug. If you are sharing friendship with them, you are sharing love and it’s actions and words that say this.”*




**1,927**  
Chaplaincy hours

# Chaplaincy

A smile and a shared joke, a chat in the corridor, a caring hug or just holding someone’s hand quietly when needed is all part of Chaplain Jeannie Taylor’s day as she goes around The Homestead care home.

Jeannie is based at the Oxfordshire home, providing support and counsel to residents and their families and friends.

Moving to a care home can be a difficult decision for an individual and their family. Our Chaplains are key to making this transition as easy as possible.

When asked to describe her work Jeannie is keen to point out that it’s diverse and is not a religious role but one that is more about spirituality, providing friendship, a listening ear and someone to talk to.

**“We are there for all of our residents and their families, regardless of whether they have a faith or not,”** said Jeannie.

“People might just want to sit and hold your hand as comfort, or chat with you and share their stories or just sit with you and listen to music quietly. We are there for them at any time, whether those are happy moments or sad times.

As Jeannie sits with resident Helen, this is really brought to life as the conversation swings between a painting Helen did of a kookaburra bird she saw in Australia right through to her love of plants.

Jeannie also organises various activities for residents. She runs a tai chi class, participates in music therapy sessions, helps celebrate birthdays and is the home’s link with local community and church groups.

Then there are the Sunday services to organise as well as the annual Thanksgiving to remember residents who have died.

And it is this end of life care where Jeannie and her fellow Chaplains really come into their own, providing comfort for families and also staff. She explains: “When someone is at the end of their life, it is a privilege to be with them. Families often want me there to help give them comfort and support.”

**“I’m often asked to conduct the funeral and say the address as I have got to know their family member. They then tell me they feel their mum, dad, grandmother or grandfather is there with them at the service.”**



## How you can help

If you are interested in getting involved with one of our fundraising activities, or even creating an event of your own, then visit [www.BestForAges.com](http://www.BestForAges.com) to find out more or else email us at [fundraisingenquiries@mha.org.uk](mailto:fundraisingenquiries@mha.org.uk) or call the team on **01332 221641**



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(No 1083995)

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Winner of Excellence in  
Dementia Care  
LaingBuisson Awards 2015

LaingBuisson  
Awards 2015

