

We never lose sight of why we're here – to serve, support and care for older people who are among the most vulnerable and yet deserving members of our community.

We could not reflect on our first quarter Century without paying tribute to the skills, efforts, commitment and vision of a great many people. To our past and present Trustees, Vice-Patrons and dignitaries; to all our staff and volunteers; to all those supporters who have donated to Brendoncare, whether monies, land, time or energy – **thank you.**

As a registered charity Brendoncare relies on donations to continue its vital work with older people offering a home for life to residents as well as funding capital building programmes, developing more Brendoncare clubs, supporting existing clubs and continuing to invest in its care centres, staff and volunteers.

If you would like to help, there are many ways in which you can donate to Brendoncare. You can make a one-off donation or set up a regular gift, you can leave a legacy in your Will or make an In Memoriam Gift.

Please call **01962 852133** or visit **www.brendoncare.org.uk**

Registered charity number 326508

Brendoncare acknowledges with thanks the permission of A P Watt Ltd on behalf of Gráinne Yeats to reproduce the poem *He Wishes for the Cloths of Heaven* by William Butler Yeats.

If you would like to know more about the work of Brendoncare, please visit www.brendoncare.org.uk or contact Ron Staker, Chief Executive, on 01962 852133, email rstaker@brendoncare.org.uk

The Brendoncare Foundation

The Old Malthouse
Victoria Road
Winchester
Hampshire
SO23 7DU

Tel: **01962 852133**
Fax: **01962 851506**
Email: enquiries@brendoncare.org.uk

www.brendoncare.org.uk



DESIGNED & PRODUCED BY WHITE TOTAL DESIGN 01/2009

Had I the heavens' embroidered cloths,
Enwrought with golden and silver light,
The blue and the dim and the dark cloths
Of night and light and the half light,
I would spread the cloths under your feet:
But I, being poor, have only my dreams;
I have spread my dreams under your feet;
Tread softly because you tread on my dreams.

William Butler Yeats (1865–1939).
He Wishes for the Cloths of Heaven



The beginning

Sir Ronald Gibson had a *dream*

In the 1970s Sir Ronald Gibson, the eminent Winchester GP, had a dream. He wished for a day when older people would be treated with dignity and respect, and believed that they should never have to move to receive the care that they may need despite failing health or mobility.

The Brendoncare Foundation grew out of the wisdom of Sir Ronald Gibson, a former Chairman of the British Medical Association, and the compassion of a generous benefactor, Mrs Phoebe Bacon. She took ageing friends to live with her in her home in Winchester so that they could continue to enjoy companionship and look after each other. As time went by and some of the friends needed more help Mrs Bacon's niece, Sue Everitt, and Sir Ronald Gibson put their energies into having a nursing wing built so that the residents would not have to move when nursing care became necessary. The house was called Brendon, named after the Brendon Hills in Somerset, and the charitable organisation which ran it was The Brendon Nursing Trust.

Brendon was one of the first dual registered homes, providing both residential and nursing care under one roof. In contrast with the strict regime of earlier homes, Brendon offered discreet, comfortable and flexible care, with a minimum of rules and choice offered wherever feasible. There were no shared rooms and residents were encouraged to bring their own furniture.

Sir Ronald's vision was that the 'Brendon' concept should be replicated far and wide. To avoid burdening the original charity with the financial risk, a new charity was created. In 1984 The Brendoncare Foundation was incorporated on St Valentine's Day at the Apothecaries' Hall in London. At the press conference Sir Ronald said that "The Care of the Elderly in this Country is a Scandal" engendering wide publicity, and later that year he wrote a paper "Total Care of the Elderly - A National Design" based on Brendon.

This was the birth of Brendoncare's fervent commitment that older people should never have to move to receive the care that they may need, whether it be social, personal or full nursing care. This remains one of the guiding principles today.

Sir Ronald approached Her Majesty Queen Elizabeth The Queen Mother who generously accepted the role of Patron. Sir Ronald became President, Harvey White became Chairman and soon afterwards Lord Coggan, the former Archbishop of Canterbury, took up the role of Visitor.

In 1985 Woodhayes, a 14 bed residential home in Exeter, was offered to the Foundation as a gift by the Soroptomists, with five additional beds added soon after. The following year, The Old Parsonage in Otterbourne was acquired with 11 residents. And at Froxfield, near Hungerford, land was donated by the Seton Wills family for the building of a new 40 bed home and substantial funds were raised by the local community and Brendoncare. To secure the balance of the funds, Brendoncare took out a mortgage, a most unusual move for a charity. Froxfield was opened in 1987 by The Duchess of Gloucester.



1



2



3



4



5



6



7



8



9

The following year in Otterbourne, Old Parsonage Court was completed with 22 flats and bungalows allowing residents to live in their own property across the lawn from the main home. Known as 'the Courtiers' they enjoyed access to the home's facilities. In 1989 a nursing wing was completed adding a further 23 beds. The same year, a nursing wing was completed at Woodhayes with a further seven beds.

In October 1988 Sue Everitt retired having established three homes and started building partnerships with the NHS in Tooting and Aylesbury. Anne Rich was appointed Chief Executive. Two years later, Brendoncare took over Rame House at Tooting, a 28 bed geriatric ward of St George's Hospital, and ran it for six months under an NHS contract. In 1991 it was replaced by a purpose-built 40 bed home, named after Ronald Gibson who had recently died, a lasting memorial to his vision. Lord Whitelaw took over as President, and Ronald Gibson House was officially opened by The Queen Mother.

Chiltern View, a 30 bed single storey nursing home offering specialist care for cognitively impaired residents, was built for Brendoncare in 1991 to replace long-stay beds at St John's Psychiatric Hospital in Stone near Aylesbury. The following year, in 1992, a new Chief Executive, Ron Staker, took over the helm.

The next big step for Brendoncare in the mid 1990s was

to move into a campus-based model of care, which has since proved to be very successful. The development of Brendoncare Alton, its first ever 'Total Care' centre, in 1996 achieved the confluence of three important strands. Giving people the opportunity to live in their own apartment offered independence. By locating the apartments on the campus of a nursing home the philosophy of never having to move to receive care was retained. Thirdly, Alton achieved a financial model that ring fenced assets (namely the apartment itself) which otherwise would have disqualified the individual from claiming state support for care under the means test. Alton comprised 75 nursing beds, a daycare centre, 30 beds for cognitively impaired residents and 46 close care apartments.

Lord Wakeham became Brendoncare's President in April 1998, taking over from Lord Whitelaw.

Following the sad death of The Queen Mother in March 2002, the Royal household graciously nominated HRH The Countess of Wessex to be the new Patron and she has since taken a keen personal interest in all Brendoncare's activities.

Over the next two years Stildon, an 18 bed residential home which had been gifted to Brendoncare, was redeveloped. The old building was replaced with a purpose-built home offering 32 nursing beds, 11 close care apartments and a small daycare centre.

Jeremy Delmar-Morgan became Brendoncare's Chairman in 2003, taking over from Harvey White who served in the role for a magnificent 18 years. Later that year, HRH The Countess of Wessex fulfilled her first engagement as Patron and opened the new cognitively impaired wing and daycare centre at Ronald Gibson House in London. The following year, The Countess visited Woodhayes in Exeter with His Royal Highness The Earl of Wessex, and also officially opened the new Stildon care centre in East Grinstead.

A natural progression of the Alton concept and the next landmark in Brendoncare's history was the development in 2005 of Brendoncare Knightwood in Chandlers Ford and its 'Total Care Living' model which is now revolutionising the care of older people. The concept provides nursing home levels of care to people living independently in their own home with any nursing, personal and social care services and support delivered to them 24/7. It was officially opened by The Countess of Wessex in February 2007.

In 2007 Club Hampshire, a charity tackling social isolation among older people by running regular friendship clubs, merged into Brendoncare to create Brendoncare Clubs. The division has over 70 clubs for older people in the south which are run with considerable support from volunteers.

The Bishop of Winchester, the Right Reverend Michael Scott-Joynt, became Brendoncare's Visitor in 2008 filling a role that had been vacant since the death of Lord Coggan in 2000.

The number of Brendoncare centres rose to 10 in 2008 through two mergers; first with The Brendon Nursing Trust, a family reunited, and later with Meadway, another Pheobe Bacon home also in Winchester.

Looking to the future, Brendoncare continues to seek alternative models of service to institutional care. One of the immediate challenges is the need for new care models for people with dementia. This is an area in which Brendoncare remains committed.

Picture reference:

- 1 Sir Ronald Gibson 2 'Brendon' 3 Sue Everitt 4 Woodhayes 5 Lord Coggan
- 6 The Old Parsonage 7 Opening of Froxfield by The Duchess of Gloucester
- 8 Froxfield 9 Her Majesty Queen Elizabeth The Queen Mother, Harvey White, Lord Whitelaw and Anne Rich at the opening of Ronald Gibson House
- 10 Ronald Gibson House 11 The Duchess of Gloucester at the opening of Chiltern View
- 12 Chiltern View 13 Ron Staker 14 The original Stildon 15 Brendoncare Alton Foundation Stone Ceremony – Ron Staker, Stuart Waring, Harvey White and Mary Fagan
- 16 Brendoncare Alton 17 Lord Wakeham 18 Brendoncare Alton first resident moves in
- 19 HRH The Countess of Wessex



10

11

12

13

14

15

16

17

18

19

The wider world of Brendoncare

During Brendoncare's first 25 years, there have been significant changes - in the rights of older people, the models of care, the affordability of care and care standards. The charity has also experienced the demographic timebomb, still ticking today, of an ageing population with increasingly complex care needs.

Rather than be carried along on the tide of these changes, Brendoncare has been at the forefront of the sector, driving forward standards of care. Brendoncare began its life at the beginning of an 'older people's revolution' and has contributed to shape and implement many changes.

The 1980s saw the emergence of a range of complex issues concerning the care of older people operating under laws that originated from the 'poor laws' of the 18th Century and benefits based in the 1950s.

For 25 years there have been funding tensions between Central and Local Government, between Health and Social Services. The inexorable disengagement of responsibility for older people by the health service has been coupled with the increasing involvement of the independent and especially the charitable sector in providing solutions. Brendoncare has been closely involved in developing caring solutions with major NHS contracts in Tooting, Aylesbury and Chandlers Ford.

The massive change in social care legislation has also been little short of a revolution, from the standards of the Registered Homes Act 1984 to those of the Care Standards Act 2000. Brendoncare was ahead of the changes with its Alton development. Significantly, the minimum size of bedrooms was increased by 2m², multi-occupancy rooms were to be phased out and ensuite facilities became standard for new buildings.

But it is not the environmental standards alone that have changed. The sector has also had to adjust to a fundamental change in approach away from people being regarded by their illness (caring for the condition) to caring for the whole person with a greater focus on their health, social and emotional needs (person-centred care), an approach implicit in the Brendoncare philosophy and delivered for 25 years.

In the mid 1980s benefits for funding nursing home care were means-tested. For those who fell below the threshold, the full cost of care was covered by Social Security benefits. Within a few years, however, a shortfall emerged between the level of fees and the benefits paid by Social Security. Brendoncare's solution was to introduce charitable support to ensure that no one was ever asked to leave due to their money running out. The shortfall has increased steadily over the years to a staggering average in 2009 of £250/week/resident.

Despite four changes of regulator in nine years, regulation has still failed to keep pace with the models of care which Brendoncare has developed, resulting in no fewer than three separate registrations to provide the range of services at Knightwood.

Brendoncare's first 25 years have seen much change, and there is doubtless much more still to come. Brendoncare is in good shape to respond to these changes, challenges and opportunities, and lead the way.

In the early years of Brendoncare, the Central Office staff were based in the attic of Brendon in Park Road. They were forced to leave by the Fire Officer as their only secondary means of escape in an emergency was an indoor rope ladder through a trapdoor. Thus, Brendoncare moved into The Old Malthouse in Winchester's Victoria Road in summer 1996, and this remains its home today.

Picture reference:

20 Stildon - redeveloped **21** Jeremy Delmar-Morgan **22** HRH The Countess of Wessex opens new wing at Ronald Gibson House **23** The Earl and Countess of Wessex visit Woodhayes **24** Ground-breaking at Brendoncare Knightwood **25** HRH The Countess of Wessex opens Brendoncare Knightwood **26** Brendoncare Knightwood **27** Clubs merger - Jeremy Delmar-Morgan, John Derben and Ron Staker **28** Right Reverend Michael Scott-Joynt **29** Brendoncare Meadway



20

21

22

23

24

25

26

27

28

29