

If an elderly relative needs care, you need the very best

Hill House is a charming Grade II listed building, set in beautiful gardens in a quiet village, where the elderly can feel safe in a warm and comfortable environment. Friendly, experienced staff provide first class personalised care for all needs and residents enjoy the benefits of nutritious, home made food.



Help with full and active lifestyle

A dedicated activities worker is on hand to provide a daily programme of organised activities for stimulus and entertainment. We also welcome help from volunteers. You can rest assured that for long stay or short term respite care Hill House will provide an excellent and caring home for your relative.

HILL HOUSE RESIDENTIAL HOME

To find out more or arrange a visit, please contact Kathryn McGuirk, Hill House, Ellington, Huntingdon PE28 0AB. Tel: 01480 890324

www.adrcare.co.uk

Caring for an elderly relative, but need a holiday?

If you are the carer for an elderly relative or friend, taking a break can be difficult. St Nicholas is a comfortable, well appointed nursing home with friendly experienced staff providing first class respite care. Residents enjoy a high level of personal attention, regular activities and home cooked food. You can relax and enjoy your holiday knowing your relative is safe and well cared for.



ST NICHOLAS NURSING HOME

To find out more about long stay or short term respite care, please contact: Tina Dawson, St Nicholas, 1-3 St Nicholas Place, Sheringham, Norfolk NR26 BLE. Tel: 01263 823764 Email: stnicholas@adrcare.co.uk

www.adrcare.co.uk

Impactful and cost effective local press advertisements, with a clear headline message, generate bookings for long stay and respite care.

ADR Care Home Group Care home marketing & promotional support

The ADR Care Home Group comprises five residential care and nursing homes in East Anglia and North London. The homes provide personalised care for elderly people who may no longer be able to cope on their own. The guiding principle of the Group is to treat each resident as an individual and encourage a full and active lifestyle in a comfortable, homely setting.

The brief

The homes are not large so high occupancy rates are important to ensure they remain profitable. In May 2008 RWP was appointed by the ADR Group to provide cost effective marketing and promotional support for the homes to help fill vacancies as they become available.

The solution

The quality of care provided is high and the homes are attractive and well appointed. These messages need continual reinforcement, so our strategy involves regular communication with the different target audiences to build awareness and put each home at the heart of its local community. This ensures they are top of mind when specialist residential care is required.

RWP currently provides support at the following levels. Firstly by establishing and confirming contacts with local social services departments to ensure that the homes are on the list for referrals and have the right contact details for notifying room vacancies. Secondly, by producing impactful, low cost press advertisements on a tactical basis to target respite and long stay residents as beds become available. And thirdly by sending out ad hoc press releases to cover, for example, details of major home improvements and seasonal events such as Christmas parties.

The result

Even in the short term these promotional activities have yielded visible results, with local press advertisements in particular producing directly attributable enquiries and bookings. In the long term too the benefits will increase further as the homes obtain a higher profile within their local communities.