



Primrose House
CARE HOME



More than just a care home - it is a lifestyle choice and the next chapter in your life

Primrose House Care Home Bluebird Way, Brough, HU15 1XB

01482 690203 • enquiries@danforthcarehomes.co.uk • www.danforthcarehomes.co.uk/primrose-house

Welcome

Primrose House Care Home is in Brough and opened in 2023 and provides 24-hour residential, dementia and respite care, within a newly built, state-of-the-art home, where residents stay for one inclusive fee. Primrose House is part of Danforth Care Homes and benefits from the support of an experienced management team.

Exceptional Care in a Beautiful Location

Primrose House Care Home is a purpose built, five-star luxury accommodation, with exceptional finishing touches. We provide the highest standards of residential, dementia and respite care to all residents in a warm and welcoming atmosphere. Primrose House has luxurious social spaces, attractive décor and stunning landscaped gardens and is situated in Brough.



**“Our aim is
to provide the
highest standards of
care in a wonderful,
modern
environment”**

Enjoying Life to the Full

Primrose House has been designed to give all residents a fantastic lifestyle in a beautiful, fun and safe environment. The spacious rooms and suites all have en-suite wet rooms, smart TV's and mini-fridges. You can enjoy wonderful sensory gardens, a hair & beauty salon, cinema, library, dining room and lounge.

First Class Living For One Inclusive Fee

All residents are able to enjoy amazing hospitality for one inclusive fee. Hair styling, pampering in our beauty salon, inviting relatives to enjoy restaurant-quality food, cinema, library, daily activities, trips, newspapers and so much more. There are no extra charges so you can relax and focus on the most important thing which is enjoying yourself.





Our approach to care

Danforth Care Homes offer spacious en-suite rooms, accessible gardens, tastefully decorated communal spaces, hair salons and a full-screen cinema room that gives the residents freedom to be as independent as they wish. There is also a full calendar of activities and trips out to let our residents enjoy busy and fulfilling lives.

All Danforth care home buildings have all been thoughtfully designed to allow residents living with dementia to be monitored safely without this ever becoming intrusive. Our care homes also include a number of features specially designed to stimulate and prompt the attention and interaction of residents living with dementia.



**“Our home is
designed to allow
maximum care,
in a luxurious
environment”**

Residential care

Residential care is an ideal option for older people who could benefit from some extra support and security in their lives. Staff are on hand to help with everyday tasks, which helps reduce the worry of dealing with personal care, reduced mobility, general frailty and isolation. At Danforth care, we understand that it is important to know as much about each and every resident.

Our caring and friendly staff use specialised technology which assists in providing this personalised care. Our computerised care planning system allows us to develop a personal and individual care plan for every resident, that includes their hobbies and interests as well as medical needs. In this way, we can help meet the needs of everyone.

Dementia care

Residents that live with dementia can sometimes find it hard to communicate what they need. Our approach of treating each resident as an individual is backed by qualified staff, who work tirelessly to help them.

We offer the highest level of support to residents living with dementia so that they can live life to the full. Danforth care homes provide a safe environment for all our residents which, in turn, gives peace of mind to their friends, families and loved ones. Since it is vital that both mind and body remain active, daily activities are at the heart of our dementia care.



Respite care

Danforth Care Homes offers short-term respite stays for older people who might not want or need to move in permanently. Whether they are recovering from surgery or illness, or want to give their family carer a break, short stays can be organised and then repeated as often as required.

Any short break resident can take part in all the daily activities and will receive the same highest quality of care that full-time residents enjoy. A respite break is also an excellent opportunity to trial the wonderful facilities on offer before deciding to make a permanent move.

**“We offer the
best standards of
dementia care”**

What's cooking?

Delicious meals made with fresh, locally sourced produce by our Head Chef and their team. We know the importance of a healthy diet in supporting physical and mental well-being.

We readily accommodate special diets as well as providing overall nutritional value, and because food is as much about sensation, enjoyment and socialising as it is about goodness and sustenance, we have created a warm restaurant experience: our residents help us create the menus so they can enjoy their favourite meals, a glass of wine and a good catch-up with friends.

We think food provides more than nourishment. There's fun and challenge in its creation. For some, it's a relief never to have to lift a finger to prepare food.

For others, it is a talent and a passion that we can support through cooking and baking sessions – it's all about the individual.

We also hold pop-up themed restaurants, coffee mornings, cookery classes, cocktail nights and more.





Designed for a better way of life

Primrose House incorporates the latest care home design features that have been developed over many years with feedback from residents.

Each of our bedrooms has a smart TV, Wi-Fi and Sky-ready telephone points. They are beautifully finished, and residents are welcome to bring their own pictures and furniture to make them feel completely at home.

Our communal spaces have been carefully designed to give residents real pleasure, choice, and quality of life. Each room has a style and personality of its own, with themed interior design, high-spec finishes and furniture.

Here at Primrose House, our communal facilities include:

- Hair & Beauty Salon where residents can enjoy a spot of pampering
- Cinema with surround sound & popcorn maker for movies and live sport
- Restaurant-style dining room and a varied daily menu
- Library to read a book or play a game with friends
- Landscaped gardens to enjoy in fine weather



Inclusive living

We think our amazing inclusive offering, unique in the Brough area, is key to our residents' comfort and enjoyment. Everything is included in our single weekly fee so our residents don't have to worry about any extra charges. We find this increases participation, and with family and friends welcome to drop by at any time, Primrose House is a lively, happy place.

Here are just some of the fabulous perks covered by our single, inclusive fee:

- Hairdressing, barbers, beauty treatments and chiropody
- Having guests in to dine, for drinks and dinner in the bar, or for a cup of tea and slice of cake
- Dedicated Lifestyle Team providing a wide range of highly engaging activities. From gardening to yoga, we try and arrange whatever our residents want!
- Accompanied trips out of the home, for example to your local supermarket, a cafe, group excursions, or just for a walk
- A selection of daily newspapers and magazines



Feel better, live better

Well-being means experiencing an overall feeling of happiness and satisfaction with life by doing the things you love. We aim to enhance well-being by arranging personal activity plans to help everyone stay physically active and mentally stimulated.

We encourage residents to stay connected with their loved ones and to take part in social activities outside the home, as well as making new friends within our home.

We have a packed activities calendar to suit all tastes and abilities.

Since it is important that our residents maintain stimulation not just in the home, we arrange outings to fit their interests. We love giving our residents something to do, which is why there are always theatre trips, shopping excursions and day trips to look forward to.





What happens next?

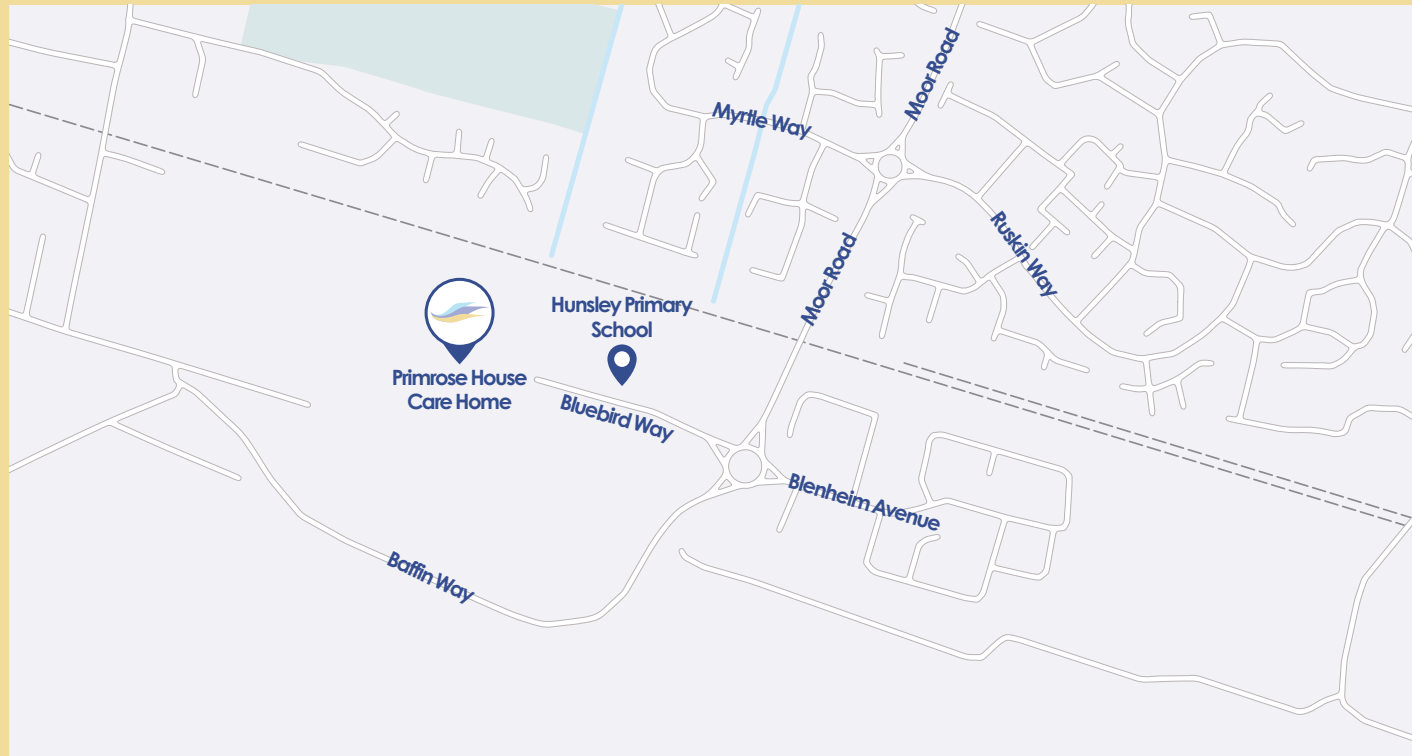
This brochure is just a glimpse into life at Primrose House and the relationships our residents enjoy with each other, their families, and our care teams. To find out what it is really like, there is no substitute for a visit to explore our facilities, meet our team and chat to some of our current residents.



We are delighted to welcome visitors to Primrose House to meet our team, see the facilities and discuss the needs of your loved one.

To arrange a visit or to find out more information please contact us on **01482 690203**

Or visit our website www.danforthcarehomes.co.uk/primrose-house



From Hull/East: Leave the A63 at the Welton/Brough Junction towards Brough on Welton Road, at first roundabout take 1st left onto Moor Road, at next roundabout take 2nd exit (straight on) remaining on Moor Road, at the next Roundabout take 3rd Exit onto Bluebird way. The home is on the right had side just after Hunsley Primary School.

From West: Leave the A63 at the Welton / Brough Junction towards Brough on Welton Road, at first roundabout take 1st left onto Moor Road, at next roundabout take 2nd exit (straight on) remaining on Moor Road, at the next Roundabout take 3rd Exit onto Bluebird way. The home is on the right had side just after Hunsley Primary School.

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