

# *Lavender Fields*

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## Care Village



*Making New Memories*

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# *Welcome to Lavender Fields*

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## Care Village

We are a family run company, and intend to stay that way. We have owned and run care homes of all categories for over 16 years, and we live and breathe this fine sector.

Lavender Fields is the culmination of everything we have learnt over all those years, and we now have a blank canvas to create a beacon of care for all who need it from the ground up, whether their needs are mild or more acute. Living here caters for

those with gentle needs as they enter their senior years, to sadly those who face tougher health challenges as the years go by. The concept however, is that from whenever you come into our community, you have the security of knowing that, all being well, this is your home for life. If you need that comfort blanket (and most of us do), you need never move anywhere else. So come on, make some new memories to cherish right here with us.



# *A word from our Chairman...*

“Welcome to Lavender Fields!

We are all about happiness! Our slogan, ‘Making New Memories’, is exactly how we see it. Making that massive decision to move into one of our assisted independent living bungalows - with TLC close by - or into full time care is understandably daunting, but should be about starting a new chapter of one’s life rather than a backward step. We see our role as offering loving support when you need it, independence when you crave it, and everything in between. Indeed, although we have literally hundreds of testimonials which I will never tire of receiving, we all need to get that warm, cosy feeling that can ONLY be achieved by a visit. We look forward to seeing you all very soon!

Our Lavender Fields HQ at Ballerina House is now open, with lots for you to see on display in this brochure, and much more information, too. So, if you want to discuss the purchase of one of our assisted independent living bungalows, or look at future care home needs, come and have a confidential chat with us and see the dream being created. It will be a reality very soon.”

Chris Mitchell – Chairman



## *Contents*

Life at Lavender Fields	4
Why Lavender?	5
Pocklington	6
Assisted Independent Living	7
The Care Home	8
The Hub	9
Green Travel Plan	10
Our People	11-12
Dementia Care	13
Ballerina House	14
Out and About around Pocklington	15



# *Life at Lavender Fields*

The concept of a care village on this site has been the dream of our Chairman, Chris Mitchell, for over a decade. Having run his own company for two decades specialising in the financing of care homes all over the UK, he became an owner of care homes in 2005 and has retained most of them to this very day.

However, he wanted to create something from the ground up, from a blank piece of paper. Over recent years, Chris noticed that the idea of retirement villages was already gathering steam in America: communities developed for everyone over a certain age that wanted to live with other, like-minded people of similar ages and passions.

As the idea journeyed ‘across the pond’, retirement villages sprang up in the UK too, and today they have become a massive part of the construction and housing sector in their own right. However, so far, the vast majority of them seem to be created for people who, for example, are in their mid-50s, and want to get out of the hustle and bustle of everyday life by settling into tranquil surroundings that retirement communities bring. They wish for everything to be on their doorstep to create a sustainable lifestyle away from the crowds, but have the ability to go out and about when they wish to do so. What is wrong with that? Nothing!

However, what happens then? What happens when we get older? What happens when we get sick? Or disabled? Or worse? Some care villages have a modicum of close care on site for when residents begin to get the inevitable features of aging that we will all have to face at some point, but what happens when the care need becomes too great for the community to cope with?

## **The answer? Lavender Fields:**

- A retirement community with a difference
  - A collection of facilities for all needs
    - A self-sufficient care village
- A community for people that want to live with like-minded people
  - A forever home



“We are committed to being different. We have listened to many healthcare professionals who work at the very forefront of care. We have listened to the many families of our residents over the years. We have listened to the ‘marketplace’, and all the various entities invested in the sector.

What people want in their later years is somewhere to call home forever, no matter

what life throws at them. Somewhere to rest easy, knowing that help is on hand 24 hours a day, every day. They want to be happy in their own company when they want it, but to seek companionship when they crave it. They want to have everything on hand to allow them to live their daily lives, but even when that is not enough, they want to feel safe venturing further afield. Lavender Fields will give you all of that and more, you have my word.”

- Chris Mitchell



## *So, Why Lavender?*

Lavender is universally seen as a calming colour, a relaxing colour and one that soothes. Its inclusion in décor breaks up other pastel shades, whilst having its own distinction and identity. Well known for its use in care settings, it seemed an obvious choice for us and so both inside and out, lavender will be a strong theme, yet you may not be aware of it.....well that is the power of lavender.

Lavender Fields is our community. It is the home of both Ballerina House, from where our assisted independent living facilities are to be delivered, and Provence House, our forthcoming care home. ‘Ballerina’ and ‘Provence’ are different types of lavender.

Externally, our vision is one of lavender along the roads and pathways to our various facilities here, as well as populating our flower beds. When not in season, we aim to find closely matched colours such as mauve lobelia, aster, allium, heather and a host of others to maintain the calming, yet vibrant theme.

Some products for the care home will be lavender based, in keeping with this ethos. Supplied by Danny and Sarah, who own and run ‘Wolds Lavender’, they are one of the many local venues we will be visiting on our minibus tours.

So, relax at Lavender Fields.....

# Pocklington

Lavender Fields is delighted to be a new addition to the Pocklington community. Pocklington itself, is a market town in the East Riding of Yorkshire, and is the perfect mix of urban and rural with its setting at the foot of the Yorkshire Wolds and only a 12 mile journey from the historic city of York or 20 miles from the hustle and bustle of another beautiful market town, Beverley.

We want to make sure that our residents are active members of not only the Lavender Fields community, but the Pocklington community too and that's why our on site minibus will be running to ensure you don't miss out! Our town has lots to offer, whether you want to enjoy the great outdoors, escape to the theatre, or even score a hole in one!

Located at the foot of the Yorkshire Wolds, Pocklington's perfect placement in the wonderful British countryside provides many beautiful trails for our residents and families to walk along. The Wolds are a set of low hills and large peaks that provide the perfect setting for all seasons. A trip to Burnby Hall gardens is a must, as is a stroll along Pocklington canal.

Pocklington is a town full of entertainment. Residents can enjoy trips to the Pocklington Arts Centre which offers a mixed programme. Laugh with touring comedians, marvel at the various art exhibits and listen to legends of music of all genres or enjoy the latest blockbuster movies.



## Pocklington offers:

- Arts Centre
- Rugby Club
- Football Club
- Kilnwick Percy Golf Club
- Cricket Club
- Tennis Club
- Francis Scaife Sports Centre
- University of the Third Age

This is just a few of the delights this fantastic, historic market town has to offer! There are local restaurants, bistros, tea rooms and coffee houses, not to mention numerous fast food outlets that are literally minutes away.



## *Assisted Independent Living*

Whilst the owner can be anyone who wishes to purchase, those living there must have a care need, which is in line with our ethos of providing care from the very moment it's needed...however mild. If you are married, or are partners or even close friends / relatives, only one has to have a care need to qualify. This need can vary tremendously from person to person of course. For example, it

can be someone struggling with mobility on a morning, or perhaps needing assistance aids for walking. It can also be more serious, life-affecting issues such as living with the early stages of Dementia, MS, and a whole host of other illnesses and ailments. All we require for our records is some form of verification from a qualified healthcare professional.

**Our bungalows** have size and layouts to suit every budget, coming as detached, semi-detached and in rows of three to allow for varied pricing. All are a generously sized 967 - 1,296 sq feet. There are two, good-sized en suite bedrooms. If you want to get a real sense of what we are creating, please take a look at the virtual tour on our website.

### **Every bungalow enjoys:**

- Nurse call link to our on-site close care team at Ballerina House
- High quality carpeting as standard, plus non-slip safety flooring in all bathrooms and kitchens
- Disabled facilities thoughtfully yet discreetly incorporated
  - Use of the social hub areas (when completed)
    - Concierge service
    - Private gated community
    - Adjacent car parking

# The Care Home



Under construction very soon, a 72 bedroom, wonderfully spacious care home, all with full en suite rooms, with every bedroom safely and conveniently located at ground floor level. Many will have views across the beautiful open countryside, others into exquisite, landscaped courtyards. Freedom to breathe too ... acres of day space for our residents to enjoy, and that's before we tell you about the entertainment hub...

72 fabulously appointed single rooms with outlooks over the wonderful surrounding countryside or into beautifully landscaped courtyards.

## Every bedroom has the following:

- Luxury single bed with bedside table and night light mood lighting
- Comfortable high-level armchairs for you and your visitors
- Wheelchair access to bedroom and en suite



Our highly trained care staff are on hand to cater for a vast range of needs. As an experienced care provider, we pride ourselves on being able to meet the care needs of the vast majority of our residents forever, no matter what ill winds blow their way. Quite simply, we want this community to be your home for life!



## *Our Entertainment Hub*

### **Within the Hub we will have:**

- A licensed bar and cafe
  - A wellness centre
  - A cinema room
- A general store with post office facilities
  - A hairdressing salon and nail bar
  - And so much more!

Our slogan has always been ‘**Making New Memories**’, and there’s a reason for it. Coming into our community should be all about an exciting new chapter in life, and grasping it with both hands. Those who live in Lavender Fields will feel part of our family. We want you to make new memories to cherish, underpinned by loving care when you need it, but encouraging independence when you crave it.

So if by now you are sold on the idea that this is your home forever, we had better make sure there is plenty going on to occupy you when you are in the mood... Well there is, we promise you.

Our care home has all the entertainment space one could ever need. Intimate dining facilities, luxurious lounges with a light, airy and spacious environment, promoting well-being in abundance. This all comes as standard, as

they say. However, whilst you enjoy the envy of all your friends, living in the middle of the beautiful East Riding of Yorkshire countryside, awash with peace and tranquility, that diet alone won’t do all day, every day, will it? Well this is where The Hub comes in. You won’t need to go anywhere else!

Within The Hub we will have a licensed bar and café, a wellness centre, cinema room and so much more. Then there is the general store with post office facilities and all those day to day ‘must haves’, a hairdressing salon with nail bar, daily papers, all facilitated around a central Hub, which will be the focal point for special events as the months and years go by. In short, we bring the High Street to you, so that you do not have to trail to the High Street!

Watch this space for current images created as we get closer to opening day.

# Stop Here! Our Minibus Service

Whilst you'll be spoilt by views of the stunning Yorkshire Wolds or our own, beautifully manicured gardens and beyond, it is not lost on us that you may occasionally want a change of scenery ... Ladies and gentlemen, I give you...The Minibus! The idea came about as, though our staff are blessed to work here, nevertheless they may need a helping hand getting here from time to

time. Well, like we do elsewhere, why not put on a service to transport staff to and from home? When we drop them at Lavender Fields, we can pick up those staff waiting to go home, and so the cycle continues. Then we had the great idea of using this minibus for residents and relatives, too, allowing us to provide free, local trips to Pocklington or similar, and with only a small charge for venues further afield.



## **Our FREE minibus can make stops at:**

- Pocklington
- Barmby Moor
- Burnby Hall Gardens
- Surrounding villages

## **A small charge - dependent on numbers - for trips to popular places such as:**

- Castle Howard
- Yorkshire Lavender
- Sledmere House and Gardens
- And much more!

We are a brand new village, and so our plans and ideas will only evolve with time. Please bear with us as we tailor them to suit all needs (based on popularity).

The service will run daily and will adapt based on needs and wants.  
Like the sound of that? We thought you would!

# Our People

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As Chairman of the company, Chris graduated in 2015 with a degree (not bad for a 56 year old at the time!) in Dementia Studies from Bradford University, the leading light in research and training into the physical and psychological effects of this debilitating and progressive condition. Being candid, he did not of course take this degree to improve his CV, but because he saw it as his duty and responsibility to understand issues facing many of his residents, their loved ones and his staff every single day.

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**Chris Mitchell**  
Chairman



**Leigh Lockwood**  
Community Manager

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A highly experienced insurance underwriter by profession, Leigh joined the estate agency sector over twenty years ago and is pretty much an encyclopaedia of knowledge about the local housing market. Indeed, she loved what we are doing at Lavender Fields so much that she decided to join us! As such, in the early days Leigh will be the first port of call for R M English, our agents, whereas in the longer term her role will blossom out into overall Community Manager.

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**Chris Lane**  
Finance Director

Chris' titles would stretch right across the page, were we to list everything he 'Excels' in! A chartered accountant by profession, working in both accountancy practices and then later in industry, unlike any other accountant we have ever known, he busies himself on all aspects of care delivery. He is the guy responsible for overseeing the entire financial operations of the company, reporting back to fellow board members on up to the minute data which allows us to make quick financial decisions on all aspects of the business. However, he spends much of his time in dialogue with the managers, supporting them on all aspects of daily care, ensuring correct staffing levels, equipment and environment are catered for at all times. Not an easy task. Lavender Fields has given him another thing to pour all over to make sure we get it right! He says, "I cannot believe that this was all conceived nearly a decade ago and now here we are! It really will be the culmination of all we have learnt that is great about the sector, all within one community!"

Anthony gained a university degree in Business Computing, before taking up positions at two of the leading technology companies, EMIS, followed by Accenture, both of whom specialise in healthcare technology. With several years of industry experience under his belt, he decided to join the family business, Park Lane Healthcare, in 2006. In his position as IT Director, he was able to bring the very latest technology to both the care side of the business and of course the accounting side. However, wishing to gain extensive knowledge of all sides of the business, he embarked on a journey of numerous care courses, including delivery of care relating to dementia. Anthony is enormously excited about the forthcoming care community and commented, "To be part of seeing this 'baby' of ours coming to fruition really is a dream and we can't wait to open the doors and see it become a reality!"



**Anthony Mitchell**  
Operations & IT Director



**Andrew Shepherd**  
Human Resources &  
Health and Safety Director

Andrew gained a law degree, and worked extensively for the Crown Prosecution Service in West Yorkshire prior to joining us. We approached him about a change of career path and I think it is true to say that neither side have regretted it. His deep examination of the legal aspects of running care homes in an ever complex world, where health and safety issues, the Mental Capacity Act and numerous other critical issues are at the fore, have proved vital in delivering the correct decisions for Park Lane Healthcare. He combines all of this with running our Human Resources team, overseeing the joining and leaving side of the company which is never an easy path to walk down.....and of course he relishes this new challenge. He commented, "I cannot believe we are here at last! I remember Chris telling me about his ideas when we first talked and although it was a planning 'long shot' due to the issues surrounding such an amazing location, he and indeed we, got there in the end! Massively exciting!"

# Dementia Care

Our Chairman, Chris Mitchell, himself a holder of a degree in Dementia Studies, talks here about the wonderful addition of the charity, Dementia Forward, to our on-site care teams.

Welcome to our care partners, Queen's Award winning Dementia Forward, a charity we have worked closely with for four years at our existing care homes. We are delighted and honoured that they have chosen to base their East and North Yorkshire HQ on the site of our care village. Charities need have no allegiance to anybody; they are free to make decisions as to who they work with, based on their opinions of the quality and gravitas of their respective working partners. As such, for this fine Charity to want to work so closely with us, having seen extensively our commitment to helping people live well with dementia, is a tribute to the award-winning work we have achieved together.

It is a sad fact of life that too many of us who live to a ripe old age, eventually progress to living with dementia. Once a taboo subject, charities like Dementia Forward have been successful in bringing the plight of those living with this progressive illness to the fore. Their main focus is on those individuals, their families and their carers; ensuring that they have the best possible support from the very onset of diagnosis of the disease and thereafter, cradling them on their journey from diagnosis into potentially full-time care in a care home.

Whilst undoubtedly very tough on the individuals and their loved ones, Dementia Forward and literally an army of others fighting the same fight, make every day worth living, continued independence of the illness worth fighting for and put smiles on the faces of those living with adversity, proving time and time again that the strength of fundamental human kindness triumphs over all, as recent times have shown us all too often.

So, whilst many of those choosing to live with us in this wonderful environment will



Jill Quinn- CEO of Dementia Forward

thankfully be free of this debilitating illness, some sadly will not be and so how comforting and heart-warming it is to have this wonderful charity based here, holding clinics, advising on diagnoses, having confidential one to one discussions with families worried about their loved ones, holding open house cafes for like-minded families and so much more. They will be just a step away in Ballerina House as you enter the community. As I said at the beginning, what an honour. We are so proud.

## How Dementia Forward helps our residents:

- Hold Clinics
- Advising on diagnoses
- Confidential one to one discussion with families
- Open house cafes for families

*Welcome to our showroom at Ballerina House*



# *Out and about around Pocklington*





Please contact us if you have any other enquiries



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All images of the bungalows both internal and external are computer generated and are for guidance purposes only, and not guaranteed to be the exact replica on completion. The floor plans are taken from architects plans and again, are for guidance only, and may alter during the build process.