



# Keep making memories

with our Magic Moments Club

brighterkind

MAGIC  
MOMENTS  
*Club*



# MAGIC MOMENTS *Club*



At brighterkind we believe in living life to the full. That's why we're passionate about creating vibrant, stimulating activities that will help our residents to love every day. We call them: 'Magic Moments'.

Every brighterkind home now has a Magic Moments Club, which provides a vast range of activities and fun things to do that are open to all of our residents.

Our Magic Moments Club coordinators create an ever-changing programme, built on our residents' past experiences and interests. It offers the chance to re-kindle talents, make discoveries, and involve family, friends and the community in exciting club events at our homes.



## YOUR MAGIC MOMENTS

Magic moments are unique to each individual and so it is important that the Magic Moments programme reflects this, tailoring activities to meet each resident's individual needs in the best possible way.

### Mind, body & soul

Our programme encourages all-round wellbeing. In equal measure, the activities focus on keeping the mind sharp and agile, the body fit and mobile, and the spirit lively and engaged through entertainment, challenges, discoveries and personal interests.

MIND,  
BODY & SOUL





## HOBBIES & PASTIMES



## INNOVATION

### Continuous innovation

This brochure gives you a flavour of some of the Magic Moments enjoyed by our residents. We constantly refresh the programme too, bringing in specialist partners including Oomph! to create new activities, and to train our team to keep the magic flowing.

*Variety is the spice of life*



## CREATING MAGIC

Since Magic Moments focuses on our residents' interests, each day at a brighterkind home is a hive of different activities – ranging from art, gardening and baking, to dancing, puzzles and movie nights.

We use digital technology for on-screen quizzes, news and entertainment, and our team has also created an exclusive Magic Moments Club App. This innovation puts all the possibilities of social media, events, happenings, video calls, digital content and special personalised areas into the hands of our residents. (For more, please turn to page 14.)

We also take the magic outdoors, encouraging our residents to get out and about with trips to theatres, pubs, galleries, gardens and local events. A steady stream of interesting people also come into our homes, from local artists and musicians to animal therapists and beauticians.

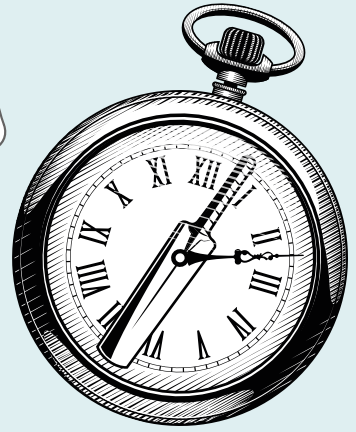


As well as introducing an even greater focus on nature and fresh air activities we are also focusing on relaxation and music. Just one of these exciting developments is the creation of a choir or singing group in every home.



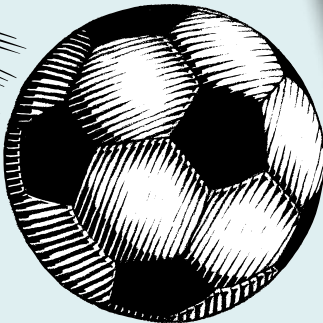
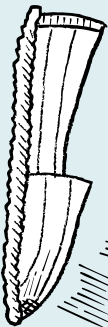


# MAGIC MOMENTS SPORTS

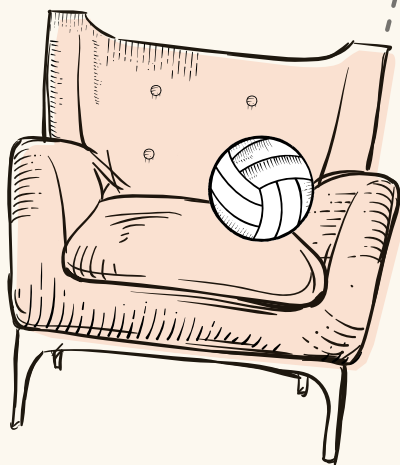


At brighterkind, we're passionate believers in the social, physical and mental benefits of sport. Our residents enjoy games such as bowling, cricket, football and volleyball. As well as being fun and sociable, they boost all-round wellbeing and help to maintain a healthy lifestyle.

But for those who find conventional sports a bit of a challenge, we've devised ingenious ways to join in the fun – from the comfort of an armchair.



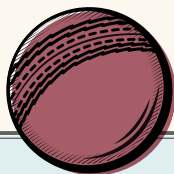




For example, Clock Cricket and Armchair Volleyball are both team games based on the principles of the original sports. They develop balance, hand-eye coordination, and upper body strength and flexibility.

The same applies to Slipper Soccer. Like the real thing, it tests familiar skills such as passing and penalty shoot-outs, with the benefit of developing lower body strength, coordination and balance.

For people with mobility challenges these games bring a whole new dimension to exercise, making them fresh and exciting. Even people who have been inactive for many years like to join in the fun, and feel sharper and more confident as a result.



## MAGIC MOMENTS A BREATH OF FRESH AIR.



Taking advantage of sunny days and getting out into the fresh air is so important. brighterkind's 'Fresh Air Strategy' is an initiative aimed at helping residents make regular use of our gardens and outside spaces, and includes a range of trips and excursions.

Getting close to nature by doing a little gardening or bird watching can really lift the spirits, so we're working with local organisations and communities to make even more of activities in our gardens.

We also offer trips out, although it's not always about going far afield. Many of our residents want to visit local attractions or to pop to the shops. We do our very best to make sure these interests and wishes are fulfilled.



*Milk Thistle*



*Echinacea*



*A jolly good  
day out*



## WISHING WELLS

Did you know that in a recent survey 60% of people said that they had never had a wish come true?

At brighterkind we want to put this right with our Wishing Wells programme.

The idea is simple: our residents and their families reveal what their personal wish might be, and we then do our very best to make it come true. The Wishing Wells programme enriches the lives of people in our care, enabling them to feel valued and special. Naturally, it's open to everyone.

### Where could a wish take you?

Performing on stage or discovering a skill; revisiting a treasured place; learning to use computers or even taking to the skies in a hot air balloon – Wishing Wells certainly get people thinking creatively.

For some, it encourages them to look back over their life, perhaps reminding them of a happy experience they would like to repeat. For others, maybe there's a lifelong wish that's never quite happened, or indeed an all-new experience they rather fancy trying. Luckily, we love a challenge!

### How can family members and friends get involved?

We welcome ideas from all residents, family members and friends. Just have a chat with a member of the home team, and they'll do their very best make a wish come true.





A wish comes true for a former shoe welter. With a visit from luxury shoe maker Church's.

The hills were well and truly alive when we put on a production of the Sound of Music, with one resident's wish to star as a nun being memorably fulfilled.

A wish to be the 'Star of a show'



Wishes can be anything; big or small. Of course sometimes practicalities may mean we can't completely fulfil a wish, but our team will always think outside the box and find a way of getting as close to it as possible.

Pictured here are just a few examples of past Wishing Wells that have been granted in our homes.

We organised a trip down memory lane for a former professional ballroom dancer. To Blackpool, naturally.



One resident's wish came true as she became a wildlife photographer for a day at Longleat Safari Park.



A WISH TO GO TO THE BLACKPOOL BALLROOM



## THE MAGIC MOMENTS CLUB APP

At brighterkind we are always looking at innovations that can add even more magic to each day. That's why we've created the Magic Moments Club App, designed especially for our residents and their families.

The App is simple, safe and secure, and works on all desktop and laptop computers, mobile phones and tablets.

It takes keeping in touch to a new level. Our residents simply send invitations to friends and family to join their group on the App. They can then send and receive messages, record video messages, and share photographs and stories. Over time, this can also build into a wonderful digital scrapbook, helping residents to remember great times in the past as well as keeping up with what's happening today.

It also brings families that much closer, and really comes into its own if relatives live abroad or are on holiday.



### For non-techies too

Our residents can choose whether to use their own devices, or to use the iPads and laptops available in the home. They can also choose to have a private account, or indeed rely on one of the activities team to let them know when messages come in, and generally help them to get the best from the App.

On the next page you can see its main features, and in the brighterkind spirit of innovation these will also change and grow as we develop new ideas and respond to feedback from our residents and families.



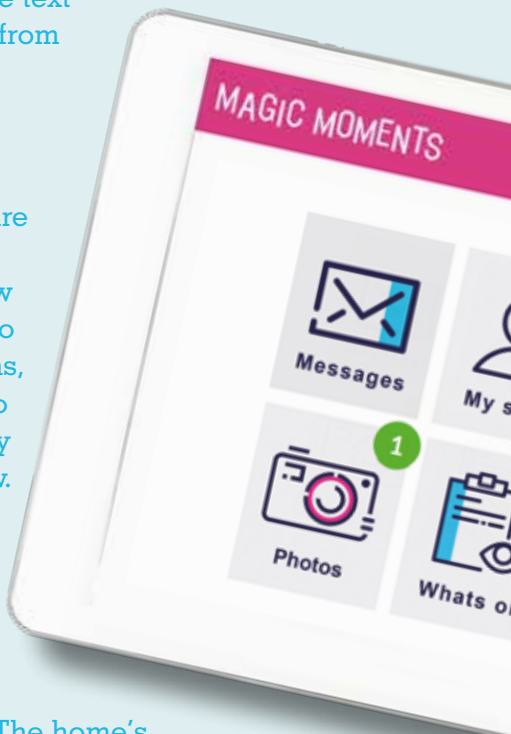
# HAPPINESS

The Magic Moments Club App is unique to brighterkind, and is designed to help make our residents truly happy and to love every day. It brings them news, ideas, fun and entertainment, and helps keep them in closer touch with their families and friends.

**Messages** – Send and receive text and video messages to and from family and friends.



**Photos** – This area builds into a treasure trove of photo memories, both new and old. It's easy to upload photographs, organise them into albums and display them as a slide show.



**What's On** – The home's digital noticeboard, full of news, menus, activity programmes, and much more.





**My Story** – Like a digital journal or diary, this area is for recording key events, interests and important dates, as well as stories from the past and present. This is also where family and friends can suggest Wishing Wells for their loved one.



**My Favourites** – Bookmark and get easy access to your favourite music, video clips and websites.



**Our Yesterday** – Who doesn't love a trip down memory lane? Regularly updated, here you can relive great times, listen to classic tunes and watch old film clips. Our fun quizzes keep the mind active and encourage everyone to join in.

## MAGIC MOMENTS CLUB ACTIVITIES PROGRAMMES

Because the Magic Moments Club programme is tailored to the interests and wishes of our residents, each home's programme will vary to reflect likes and requests.

We post daily activities, like the one opposite, and change the programme each and every day.

Our Magic Moments Club team (who can be spotted in their extremely visible pink uniforms) are always keen to discuss new ideas, and they look forward to welcoming you to the Club.



# WHAT SHALL WE DO TODAY?



## TODAY'S ACTIVITIES



Thursday 17th May

**Oomph with Jane**

9:30 - Daffodil Lounge

Get up and go this morning by energising yourself through movement to music and imagery.

**Fashion Reminiscence cat walk with Jane and John**

10:30 - Kensington Dining Room

Join us today for a showing on the large movie screen, of fashion and trends, as they have changed from the 1960's to this day.

**Gardening Club with John**

14:00 - Outdoor Sensory Garden

Come and join us to hang up our new home made birdfeeders and new wind chimes.

**Religious Service with Fiona**

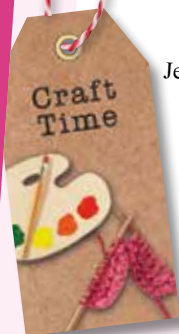
15:30 - Balmoral Lounge

Join us this week with Reverend Fiona and friends for a Holy Communion service.

**Art therapy with Jessica**

18:30 - Sandringham Suite

Jessica our local art teacher is helping beginners and experts express themselves through water colour painting.



**MAGIC  
MOMENTS**  
*Club*



CHOOSE TO  
BE HAPPY!



Nature  
Lover



LOVE  
EVERY  
DAY

To find out more about Magic Moments, or to arrange a visit to one of our care homes for a demonstration of the new Magic Moments Club App, please pop in or speak to the Home Manager.

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