Dear reader,

I’m very happy to welcome you back to Inside; the second edition of our fresh and exciting magazine packed full of design considerations, viewpoints, and trends within care.

Our first issue received a huge amount of compliments from people sharing their appreciation of the insider knowledge and information presented.

In this issue we continue to share helpful and inspiring design ideas intended to help you make your own statement.

Contributions from industry experts discuss the long-term benefits of good interior design within retirement and residential care homes, the comforts of imagery and choosing the right artwork, and how carpet can help you move away from institutional looks to a more homely atmosphere with a luxury look.

We’ve also have plenty of design ideas to inspire you with the launch of our new bedroom and dining furniture ranges, as well as an artwork feature that demonstrates how good use of pictures can make a care environment come alive and be thought-provoking, reassuring and motivational for staff and residents alike.

I hope you are inspired by the contents to create spaces that can make significant differences to peoples’ lives.

Martyn Higgins
Managing Director, Shackletons

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Decoding the do’s and don’ts.
We talk best practice with a member of the Care and Quality Commission.

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• HAVE A PEAK INSIDE OUR LUXURY CARE HOME CASE STUDY
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MAKING AMAZING SPACES FOR CARE

YOU'RE EXPERTS AT CREATING THE VISUAL BRAND IDENTITY FOR CARE HOMES, BUT WHY IS IDENTITY SO IMPORTANT?

Designing the identity is not just about aesthetics; it’s the whole package for residents and staff, influencing how they live and work. For residents it’s about the location and their life experiences, making the environment a happy, comfortable and fulfilling part of their life journey. So, for example we’re considering how residents experience eating, socialising, resting, activities and moving around.

For staff it’s about providing an environment in which they can provide great care safely, and which is designed to streamline routine tasks.

WHAT PROCESS DO YOU TAKE YOUR CLIENTS THROUGH TO ACHIEVE THE RIGHT IDENTITY?

The best projects are when we are included in the development team with the client and architect from the outset. This means together we can tune in to the client’s vision from the start, and the whole team has an opportunity to build strong relationships. This enables better ongoing communication and ultimately achieves exceptional end results.

We look at the target market and current care provision in the area to position the development to maximise results from a business perspective. We look at local history and industries to see what potential residents would be familiar with and how this could be reflected in the design. Then it’s space planning and optimising natural light and views right through to discussing marketing of the completed development.

Ideas evolve through the process. We take account of how residents and staff will use the space, and all the time we keep in mind that the development will be home to many people at the end of their lives. That’s a very special motivation.

HOW IMPORTANT HAS INTERIOR DESIGN BECOME FOR CARE HOMES?

It’s essential, standards are rising across the industry all the time.

Care provision is a growing market especially for dementia care and here the right, high quality design can help people to continue to enjoy their lives in a homely and safe environment.

Dementia research is providing new insights into effective care and design which we include in all of our interiors.

We are now revisiting projects completed several years ago to redesign for needs, it’s a process of continual investment and improvement. For example a residents’ lounge may now become a hub area which allows for more varied activities and has more of a ‘hotel’ feel.

WHY HAS DESIGNING FOR CARE HOMES BECOME A DIFFERENT PROPOSITION FROM WHAT IT USED TO BE?

People generally have higher expectations of care, their environment and service. So they’re looking for more comfort and luxury, more recognition of care standards, better presentation overall. There’s more specialist dementia care too with its particular design demands.

People are more sociable in different ways. Elderly people use wi-fi, they are more active, they want to continue their interests as far as they can, including being part of their local communities.

So care homes are more open and welcoming, there are more activities and events, they are more vibrant and residents have their own lifestyles.

PEOPLE WANT TO FEEL THEY’RE IN A HOME FROM HOME, HOW CAN DESIGN PROVIDE THAT COMFORT?

It’s about light, finishes, texture, colour, familiarity and scale. As soon as someone walks into a care home they should feel at ease, warm and relaxed.

The external landscaping is important too, so views into the garden where you might see vegetable patches as well as more formal planting are reminiscent of home.

HOW CAN GOOD INTERIOR DESIGN SUPPORT THE FUNCTION OF A CARE HOME?

We talk to operational staff about their needs and what would make their jobs easier.

It’s often to do with space planning which is where projects including the interior designer from the outset can be more successful than those which ‘bolt on’ interior design after the build.

Also investing in relevant, durable materials which will stand the test of time. For example wide width vinyl wall coverings reduce the need for painting maintenance, are wipeable to help with infection control and often come with a 7 to 10 year guarantee.

WHAT DESIGN DO’S AND DON’TS SHOULD CARE HOME OWNERS CONSIDER WHEN DESIGNING INTERIORS FOR ELDERLY CARE?

Don’t compromise on quality, don’t follow fashion fads, don’t think of interior design as a superficial thing to be done at the last minute.

Do invest for longer term benefits, and do make a professional interior designer part of your development team from day one.

Visit bernardinteriors.co.uk to find out more about interior design services.

Care homes are more open and welcoming, there are more activities and events, they are more vibrant and residents have their own lifestyles.

IT’S ABOUT LIGHT, FINISHES, TEXTURE, COLOUR, FAMILIARITY AND SCALE.
Come dine with me

- MAKE THE MOST OF MEALTIMES WITH OUR CAREFULLY CRAFTED DINING FURNITURE -

Created with clean lines and classic styling, our dining furniture is designed to look at home in any environment.

Abruzzo
Calabria
Pavia
Prato
Vibo

01 Abruzzo arm chair covered in Naxos Duck Egg by PANAZ, with honey oak legs and arms 02 Calabria arm chair covered in Logic Blue Enliven by PANAZ, with honey oak legs and arms 03 Pavia arm chair covered in Toma 131274 by SCION, with contrast seat in Brookland Ocean by PANAZ, with honey oak legs and arms 04 Prato arm chair covered in Toma 131274 by SCION, with contrast seat in Taurus Lava by AGUA, with honey oak legs and arms 05 Vibo arm chair covered in Logic Blue Enliven by PANAZ, with honey oak legs and arms. All shown with MO Dining Table finished with heat resistant laminate honey oak top with honey oak polished edge.
From mirrors to memory boxes, we carefully craft our additional pieces so you can make any space feel like home.

01 Rochelle Collection featuring from left to right: Bedside with 3 Drawers; 3 Drawer Wide Chest; Double Wardrobe; Horsham arm chair covered in Highland Moss Paint by PANAZ with contrast seat in Aston Espresso by PANAZ; 1210 Dressing Table with 3 Drawer Pedestal all finished in arlington oak with mussel vinyl fascias.

02 Clermont Collection featuring from left to right: 3 Drawer Wide Chest; Large Dressing Table with Fridge and 3 Drawer Pedestal; Oxted arm chair covered in Garda Bali by SUNBURY with contrast seat in Jura Midnight by AGUA; Double Wardrobe; Bedside with 3 Drawers all finished in honey oak varnish.

The art of beauty sleep

– THE PERFECT COMBINATION OF ORGANISATION AND COMFORT –
When Primetower Care wanted the interior of their latest 68 bed new build care home, The Lindsay, to look more homely with a sympathetic nod to its architectural style, Shackletons and HomeSmiths Interior Design collaborated to create it.

Through their less clinical approach to care home interiors Shackletons responded by supplying a range of interior furniture, soft furnishings, and artwork for the entire build, including: resident bedrooms, coffee shop, restaurant, cinema, hobby room, salon, quiet lounge, library, and communal spaces.

“We developed an interior that provides physical support through carefully considered furniture. The chairs, sofas, occasional, and dining furniture provide a homely domestic setting. High quality finishes, luxury fabrics, and tactile soft furnishings provide a bespoke designed look, but are tailored to be practical for the user as well as assistive to the delivery of good care.

Each floor in the home has a colour theme, this aids memory; a resident may not know which number floor they need but they will remember what colour it is. The texture of soft furnishings and upholstery is also incredibly important, we selected materials that would provide stimulation and interest to aid memory and social interaction. Chairs were provided in different heights and sizes, not just to accommodate personal preference, but also to ensure the chairs offer the right support when using them.” says Jason Bloom, national sales manager at Shackletons.

Jacqui Smith, of HomeSmiths says: “We took a challenging environment and responded creatively to resident needs as well as The Lindsay’s need to create a designed environment that would encourage residents to positively engage with where they live. We literally took a blank canvas and through design expression have created a space that makes a real difference to how people live.”

Jacqui adds: “There’s something very satisfying about knowing that people have their preferred chair and place to spend time safely and securely without fear of making a mistake, getting lost, or falling over. Resident satisfaction is high, everyone who spends time in the home responds positively.

Visit homesmiths.co.uk to find out more about design services and The Lindsay.
The interior look and feel of a home is the first feature that will sell a home to a potential resident. Expectations nowadays are far higher. The baby boomers, which are the care sector’s current target market, have become accustomed to luxury and expect care surroundings to be more comparable to high-end hotels in terms of style and comfort. Care homes are therefore moving away from an institutional look and feel with the aim of creating a more homely atmosphere with a luxury look.

There are many functional benefits that a carefully selected carpet, which is specifically designed for the care sector, can provide. It’s important to consider a number of factors including, aesthetics, functionality, overall product costs and ability to maintain your chosen flooring solution.

There are alternatives on the market, but they may be aimed at the domestic residential market and will therefore not be suitable for the demands of the care environment. It is also important to check the carpet specification to ensure you are getting the best possible product.

A good way of comparing otherwise “identical carpets” is by looking at their total pile weight, which includes not only the weight of the yarn but also the backing.

As a general rule and in combination, cut pile carpets with a pile height no greater than 5mm, a total pile weight exceeding 1000 grams per square metre and finally a pile density, number of stitches per square metre, greater than 180,000 tufts will provide you with a carpet that will perform better and last longer.

Additional benefits you should also consider:

1. Studies have shown that carpet, when compared with vinyl, can reduce injuries caused by trips and falls. It has also been proven that gait speed and step length is greater in older people walking on carpeted areas than when walking on vinyl.

2. The presence of carpet in corridors and communal areas helps to absorb unwanted sound and reduce sound reverberation time. This is very important for people with difficulty hearing and for those with dementia as it makes it easier to filter out unwanted noises helping to reduce stress and confusion.

3. Carpet can create pathways, identify obstacles and define volume and space helping to make the physical environment safer and easier to use.

4. The design and atmosphere of a bedroom is particularly important, it must provide an environment where rest and relaxation can be achieved. Guidance from the University of Stirling suggests that carpet should be laid in bedrooms of care homes rather than vinyl unless absolutely necessary.

5. Before selecting a flooring solution it’s important to consider many factors, but you should always use a product that has been tried and tested within the care sector.

6. As manufacturers we control every process from raw material selection, advancements in yarn technology, production planning, quality control, delivery and services. We ensure our carpets meet exacting standards, enabling continuity of service and the delivery of fit for purpose flooring solution.

From colour to cushioning, carpet plays a vital role in providing comfort in care.

– Danfloor’s Catherine Helliker rolls out the benefits of carpet –
WHAT’S IN THE FRAME?
– CHOOSING THE RIGHT ARTWORK –

As we know art impacts our lives and environments. This is never more important than in care homes, specifically to create a homely atmosphere and also to aid dementia patients.

Artwork and picture selection starts with the location. This helps determine the artwork type and creates an identity and theme for each location. In a dining room, for instance, you may wish to focus on food and cuisine imagery.

Then it’s simply a case of selecting the wall or walls where the artwork will be most visible and prominent. It’s worth bearing in mind that leaving a blank wall can often highlight the artwork hanging within that room.

It’s important for the artwork to mimic the wall size. Small artwork is lost in large spaces, but long horizontal walls are perfect for long horizontal pictures or even a series of pictures that form an interesting collection. Theming is great in corridors too, and can help with way-finding. Well-proportioned artwork can often make a room feel larger too, as well as more vibrant and interesting.

Colour is important so think about the palette before you begin, and try to keep a theme that complements the space in which they hang. Again this would be a consideration for way-finding, associating colours to various rooms and corridors throughout the building. Remember that light blues and greens are cool, serene colours for relaxing places like bedrooms.

Greeting spaces (receptions) work well with warmer tones, as they’re more inviting. Dark colours draw people in, so feature art can be bold and make a statement in a room, plus bolder colours encourage social interaction and entertainment.

Don’t forget the frame! This should complement the picture and the architectural setting of the home and room. Good use of frames and themes can enable way-finding, particularly in corridors.

Finally, artwork can make a significant improvement to peoples’ lives; it can provoke memories, it can reassure, it can create interest and relaxation and provide motivation and encouragement for both residents and staff.

Vary the textures too, it’s great for stimulus and interest. Mix pictures with canvas or tapestries which are ideal for dementia environments.

To find out more about artwork and how it can make a difference in your home and business, please visit manorart.co.uk