



## ROYAL BAY RESIDENTIAL CARE HOME

A CARE HOME OF DISTINCTION



### *What we believe a home should be . . .*

- A place where each person is an individual with special needs.
- A residence without unnecessary rules and regulations.
- A corner where dignity, peace and comfort take priority.
- A niche providing tender loving care.
- A meeting place where companionship, interest and activity flourishes.

**The Royal Bay Residential Care Home** has a history of providing care and is reputedly one of the finest residential care homes in the south of England. It is situated near the seafront to the west of Bognor Regis and is close to local shops, Marine Park Gardens and the town centre. Fifty years ago the Home was the well known Princess Mary Convalescent Home. Royal Bay was acquired by the present owners in 1999 and has benefited from extensive refurbishment and now conforms to all the new regulations under the Commission for Social Care Inspection, the new regulatory body. The Home is registered for 38 residents.

Accommodation is of the highest standard with a large lounge, sunny south facing conservatory and a separate dining room. There is also a private garden. Most of the rooms are en-suite single rooms, colour co-ordinated and with fitted wardrobes.

### THE PEOPLE

**Royal Bay Residential Care Home** is supervised by a Manager with the highest level of Management and Vocational Qualifications. Many of the team of experienced care staff have worked at the Home for several years and are fully trained to deal with most situations. All are here to help, and this extends to advice and guidance when dealing with outside agencies or when completing paperwork.

**Meals** are home-cooked with fresh local produce and the Chef provides a varied menu along with catering for special diets (diabetic, low fat etc.)

The Home has excellent relations with local GP surgeries and hospitals who provide full support.



ROYAL BAY  
CARE HOMES

86 Aldwick Road  
Bognor Regis  
West Sussex  
PO21 2PE

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## ROYAL BAY LIFESTYLES

The Home helps residents to lead their individual lifestyles whenever possible by encouraging existing and new interests and providing a programme of varied activities for those interested. Friends and family are welcomed and add to residents' quality of life. There are no fixed visiting times but it is sensible and considerate to residents to try to visit between 11am and 4.30pm.



## YOUR NEXT STEP

The Care Manager will be most happy to welcome you to the home for an inspection and discussion, without obligation, prior to a possible placement. We will also offer impartial advice if requested.

We pride ourselves on maintaining our recognised high standards at relatively modest fee levels.



## CONTACT US

### ROYAL BAY RESIDENTIAL HOME

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[www.royalbay.co.uk](http://www.royalbay.co.uk)



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# ROYAL BAY CARE HOMES

## WHY WE STAND APART FROM OTHER HOMES...



[www.royalbay.co.uk](http://www.royalbay.co.uk)

### *We strive to provide the highest standards of care for our clients:*

- Our client relationships are based on warmth, personal friendships, patience and emotional bonding - we also provide the best quality accommodation.
- All meals are prepared daily by our chefs to give a home cooked taste, using fresh produce. We cater for all nutritional needs and offer a balanced diet.
- Our excellent customer service is based on: communication; rapport; understanding; integrity; politeness; and approachability.



### *A Royal Bay Home does not rest on its laurels, our ethos is to continually improve all aspects of our services.*

We are constantly re-evaluating our quality of service, and are making ongoing commitments to achieve these improvements.

Our clients' quality of life is an important factor in the care package. We focus on providing a variety of activities and interests to enhance our clients wellbeing.

At Royal Bay, we understand that for most people who enquire, this is their first experience of dealing with the care industry - this involves contact with ourselves, Social Services, Hospital Staff and Care Managers. This combined with the financial implications for available benefits, and the important decision of home selection, can often be confusing.



At Royal Bay our Managers can provide advice and assistance on untangling the 'placement puzzle' and give some guidance on a way forward.

However, we are not authorised to provide any specific financial advice. We can refer enquirers to financial specialists, who can discuss and suggest new insurance products that can help with fees.

A PART OF  
THE  
PRESTIGIOUS  
ROYAL BAY  
CARE HOMES  
GROUP

# ADVICE AND DEFINITIONS

At Royal Bay, we understand the terminology encountered when searching for care homes can often be confusing. Here, we provide definitions of some of the most common terms used in placements, to ensure an easier, swifter, more knowledgeable search process.

A 'Rest Home' or 'Residential Care Home', is now simply referred to as a 'Care Home'. The level of care provided in a 'Care Home' is supervisory care with personal attention. For higher dependency clients, nursing care may be required. This is predominantly the same as residential care but with nursing interventions being provided by a professional nurse under the supervision of a G.P or Hospital Consultant. Previously these homes were called 'Nursing Homes', but are now classified as 'Care Homes with Nursing'.

**Care fees** are either paid by the local authority or privately or through the NHS continuing health care funding. The issue of local authority versus private funding is defined by the amount of capital available. From April 2010 the proposed level is £23,250. For a Local Authority supported placement the client would need to have below this level, with the full support becoming available below £14,250. For private clients needing nursing care then there is an entitlement of £108.70 per week (April 2010) provided by the Primary Care Trust to the client to help with their fees.

Continuing health care funding is met entirely by the NHS and the fees are paid direct to the care home.

If Social Services complete a 'Financial Assessment' and find that the client has less than the financial limit stated, then they would decide which 'Level' they can afford to support.

The level differs with degrees of care dependency i.e. low levels have low fees and higher levels have increasing fees. Under the 'Level' system, when judging whether a possible

placement can be made, it is important to establish that the receiving home has a fee framework that can accommodate Social Services flat fee funding. If there is a gap between the fee required by the home and fee offered by Social Services, then a 'top up' may be required to be added to the Social Services fee. This amount is the responsibility of a third party. Your Royal Bay Manager can give further advice regarding this and the options available. For a more comprehensive guide to care, please visit: <http://www.counselandcare.org.uk> and click on 'helping you'. This is a range of guides and factsheets available including helping to understand the process of moving into a care home.

A fundamental principle of the Community Care Act was to establish 'client choice'. There may be a number of homes available to provide the level of service that is required, and the final choice of care home MUST be made by the client or the client's representative. The client or client's representative should not be forced, coerced, or have undue pressure placed upon them, by Care Managers, to accept any other home other than the one that they have chosen. Not all homes are the same. A Royal Bay Care Home is normally the first choice of any person making a placement.

***Please contact the Home Manager for further information and advice.***

