



PRESS RELEASE

Announcing the Partnership Advice Line

Customers and potential customers of five major care home operators will be able to access confidential advice thanks to a new phone line run by the Relatives & Residents Association. It goes live on 10th September 2007.

The advice line, operated five days a week by R&RA, is for the benefit of residents or potential residents of five care home operators: Anchor Homes, Heart of England Housing and Care, Abbeyfield, Somerset Care and CLS Care Services.

The advice line is designed to help individuals and their relatives who may be thinking of moving into a care home (or who are already living in one) and who have contacted one of the partner organisations.

Callers will be able to:

- Get advice which helps them make informed choices about moving into care
- Share their worries and concerns with sympathetic, understanding and well-informed advisors in complete confidence
- Know what standards of service they can reasonably expect
- Understand their rights and entitlements
- Find reassurance and support in coming to difficult and stressful decisions about the future
- Build positive relationships with care providers once their loved ones are living in a care home.

This is the first time that a group of care providers has got together in partnership with a national charity in this way to enhance the support that is available for people going through the life-transforming experience of moving into care or having a loved one go into care.

Information about the advice line will be available to all customers and potential customers of the five partner organisations. The R&RA is committed

to providing the service five days a week, between 9.30am and 4.30pm Monday – Friday.

Gillian Dalley, Chief Executive of R&RA, said: ‘Care providers and relatives and residents will all benefit from this shared commitment to inform and support people who are having to make difficult and often stressful decisions about their futures. I hope it will prove to be a model of service that shows that partnership between disparate organisations can really work to the advantage of the older person.’

Notes for editors:

1. The Relatives & Residents Association, founded in 1993, is the only national charity focusing uniquely on promoting the wellbeing of older people in residential care, offering support, advice and information to them and their relatives. As well as providing telephone advice, it campaigns for improved standards of care, aims to build good relationships with care providers and at all times to act in the best interests of care home residents. Further information about its activities can be found at www.relres.org
2. Gillian Dalley, Chief Executive of R&RA, is available for interview and can be contacted on 020 7359 8148 or 07971 055072
3. The five participating care providers in the Partnership Advice Line project are all members of the National Care Forum, which is the leading voice for not-for-profit care providers. Its primary goal is to promote quality care for all its customers. Further information about NCF can be found at www.nationalcareforum.org.uk
4. The Partnership Advice Line contact details can be obtained from any of the 5 partners:
 - Heart of England Housing and Care, Sophie Smithson 01789 404435
 - Anchor Homes, Press Office 07713 085004
 - Somerset Care, Hannah Rowe 01823 448150
 - CLS Care Services, Paul Lynch 07966 869154
 - Abbeyfield, main switchboard 01634 723007