

The Croft

Personalised Residential Dementia Care



The Croft Residential Home
Personalised Dementia Care



Personalised Residential Dementia Care in Newton Abbot, Devon

Imagine the peace of mind you'll feel knowing your loved one is getting the best possible care in a loving and understanding environment.

Caring for someone with dementia yourself can be tiring and often very distressing. Coping with someone you have known and loved for years, but who now may often fail to recognise you can be desperately upsetting and difficult to deal with. Add to that the need for constant support and having to deal with challenges like incontinence and it's easy to feel overwhelmed.

Joining The Croft Residential Home in Newton Abbot is the perfect way for you to give your loved one the best possible quality of life at the point when they are no longer able to be cared for at home. Our staff take the time needed to understand each resident's individual needs and the unique view of the world that they experience so that the support they receive at The Croft is highly personalised.

For those who would like to be involved with our community at The Croft while continuing to live at home, we also offer Day Care and Respite services. This can be a great way to become involved in our active community and make new friends, while also giving relief to home carers.

An Environment that Supports Living with Dementia

The home is decorated specifically to make life easier and clearer for those living with dementia. This is especially important as confusion & disorientation can be a major source of agitation for residents.

By making navigation easier, our residents are freed from a lot of day to day stress and this can help them to rediscover old interests and develop new ones. Our three living rooms, dining room, and the extensive gardens have all been designed specifically to help people explore them independently.





Genuinely Caring Staff

It takes a special kind of person to dedicate oneself to the care and well-being of others. Our team of managers, carers and domestic staff all share the same qualities, they are: kind, patient and genuinely care for others, as well as being exceptionally good at relating to residents with a wide range of dementia symptoms and supporting them with highly personal care.

To help us keep the great team we have, we recruit all our staff locally, we pay them well and we support them to obtain care qualifications and to progress their skills and careers.

Meaningful Relationships

We are extremely proud of the commitment and empathy our staff demonstrate on a daily basis, which is regularly commented on by residents and their families.

We support all of our team to have real, caring, relationships with every one of our residents. Central to achieving this is ensuring we have enough staff on each day so that our whole team have time for meaningful interactions.



A Home from Home

Living with dementia at The Croft does not have to mean doing without home comforts.

The home is located in the beautiful Woolborough Hill area of the market town of Newton Abbot with lovely views of the surrounding countryside. We encourage people to bring their own personal mementoes, treasures and small items of furniture to make them feel truly at home.

A highlight of each day is meal time in the dining area, or one of our outside patios, where we serve wholesome and delicious home-cooked food.

All tastes are catered for, and if residents have any special meal or dietary requirements, let us know and we'll try to accommodate every need.





Fun Activities

Your loved one will no longer be experiencing the world in the way that you do. Connections between objects and actions that we all take for granted can easily become a major source of puzzlement and frustration when living with dementia.

To help keep life as engaging and fulfilling as possible, we work hard to see life from our residents' perspective and discover activities that are meaningful, bring them joy and happiness, and promote their independence.

Full Events Programme

Our current Activities Programme includes: live music, a sing along group, gardening, vegetable growing, arts and crafts, regular quizzes, pamper evenings, exercise classes, and visits by a wide range of animals.

And, when external conditions permit, we also go on regular outings to the coast, local garden centres and other places of interest.





The Price of Care

Determining how to pay for the short-term, or permanent, care of a loved one can be a very complicated process at an already stressful time. Our manager at The Croft is well equipped to help you consider the various options for funding a care placement and is happy to help.

We accept both private residents and those who may be referred by social services. However, in order to offer the very highest care standards to which we aspire, our fee structure might require that residents referred by social services may need to top up their payments. This will be fully discussed at the initial interview so that everyone is aware of the implications and requirements of this.

All our fee rates are based on the level of care support required by each person. As a general guide, our fees range from £850 to £950 per week (as of 2022), although rates can be higher for those with the most advanced care needs.

Next Steps

At The Croft we understand that coming into residential care, or moving to a new home, is a big decision and it is our aim to make the process as smooth as possible.

We can offer your loved one a physical and social environment that is specifically designed for people living with dementia and which is beyond the means for most carers to provide at home.

We hope you'll feel, as we do, that moving into a specialist dementia care home is a positive step forward and will give your loved one the best possible chance of enjoying a happy, active and carefree life.

If you'd like a confidential chat to discuss your requirements in more detail, or to arrange a visit to come and look round the home, **please call Ellie, our Registered Manager, today on 01626 207265 or e-mail info@thecroftdevon.co.uk**

We look forward to meeting you.

The Croft Team

The Croft Residential Home

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