



**HCA**  
HOMECAREAWARDS

**Gold Winner**  
**2023**

Inspected and rated

**Outstanding** ☆

**CareQuality**  
Commission



**SweetTree**  
Home Care Services

***Dementia Care***



## Dementia Care that Makes a Real Difference

SweetTree was founded in 2002 by Barry Sweetbaum, who set out to change the definition of what 'High Quality' home care looked like. For Barry, this was about mirroring the amazing care that a lady name Margie provided to his mother over 30 years ago when she was ill with cancer.

Using decades of experience in a variety of care settings, he has created an organisation that helps individuals who receive care and those who provide it to reach their full potential.

SweetTree has supported over 20,000 people and as well as being rated 'Outstanding' twice in a row by the Care Quality Commission, it has been accredited with Investors in People Gold and named three times as one of the UK's Best Companies to Work For. In 2023, SweetTree won five national Home Care Awards, including its highest honour, the Grand Prix Gold Award.



### Welcome from our Dementia Care team

At SweetTree, our passion is to help individuals to live well with dementia. Everyone experiences dementia differently and our focus is on enabling each person to live a fulfilled life. We start by looking at the abilities individuals have, rather than focusing on the things they can't do.

Whereas some people can manage their personal care and make their own meals perfectly well but need support to attend appointments and meet up with friends, others may need support with all aspects of their lives.

We work with the individual and their family to find creative ways to provide the personalised support and stimulation they need to help keep their memories and identity intact for as long as possible, while also ensuring they experience a positive quality of life and are supported to reach their full potential.

Our dedicated and experienced managers understand the emotional as well as the practical needs associated with dementia, and work with individuals to plan their current and future support.



*Staff were extremely caring for people who used the service and their families... Staff supported people to reach their full potential despite their health condition and wellbeing... People were supported to have maximum choice and control of their lives.*

CQC Report  
December 2020

## Our specialist Dementia Care services in London

SweetTree understands how important it is for individuals to have the choice to stay at home.

Our specialist Dementia Service supports individuals to live their lives to the full amidst familiar surroundings, enabling them to do the things they want to do, go where they want to go and see the people they want to see.

No matter what the diagnosis, our team of highly qualified Dementia specialists will spend time with the client and their family to create a detailed care package which is crafted around the person's needs, preferences, and preferred way of life. Our services are all overseen by one of our dedicated dementia care managers.

Our care assessment is flexibly designed to adapt to the client's changing needs, abilities and preferences. With the client's agreement, we will take responsibility for communicating with GPs, healthcare organisations and partnering providers to ensure the delivery of holistic and highly personalised care.

We will match each individual with a carer who understands their cultural, spiritual and emotional needs and shares their interests. Our support is designed to give the client and their family peace of mind ensuring, when family members visit, they can spend quality time together knowing that all needs are being taken care of.



## Our Dementia Care services include:

Helping the individual to fulfil their aspirations, goals and ideas | Providing support with all care needs and medication administration as required | Washing, bathing, dressing and undressing | Flexible support from 3hrs to 24-hour care  
Socialising with family and friends | Enjoying music, art, books and hobbies | Visiting favourite places or going outside to enjoy nature | Joining social and community groups | Participating in gentle exercise | Going out for lunch or coffee  
Emotional and psychological support | Home planning, equipment and aids | Advice on benefits and entitlements  
Liaison with GPs and specialists | Arranging respite breaks



## Professional and Attentive Carers Allow Clients to Maintain Independence

*SweetTree provides a range of services for people with dementia, closely matching clients with suitable carers who can best support their needs.*

*This could be for a minimum of three hours a day right through to 24/7 support with a live-in carer, allowing individuals to maintain their quality of life and independence in their own home. Here is Peter's story.*

Peter, who is 97 and has vascular dementia, has been a SweetTree client since 2016. Originally requiring support for just a few hours a day, he now has a live-in carer, Hugo, who looks after him 24/7 at his home in West London.

During the day, Hugo assists with his care needs, washing and shopping, but he is also on hand in case Peter requires any support during the night. Peter has a detailed care plan, which is regularly discussed and updated and Hugo keeps family members updated daily with information about Peter's health, activities, nutrition and any concerns.

"Knowing that Hugo is there gives us real peace

of mind," said Peter's cousin, Richard. "They have such a terrific relationship and get on really well together. Hugo is very pro-active and they go to the local pond or for a meal together or watch TV, or he'll contact the doctor or arrange for occupational health visits.

"Hugo, who is Portuguese, is also an excellent cook and encourages Peter to eat well, even getting him to eat green vegetables, which he has always resisted!"

After Peter left school, he joined Kodak and was also in the Home Guard. He was then called up into the Navy and trained as a radar mechanic before undertaking service in Singapore.

After the war, he obtained a degree in physics, before returning to Kodak where he spent the rest of his career. He has a passion for photography and his wide network of cousins and their grown-up children love to catch up on Zoom, going through his old family and war-time photos, which help jog his memory. He regularly chats with his old friend Peggy who he met at a camera club.

## Award for outstanding care

Cleo Kabanda won our annual Jairo Medina Award in 2021, which recognises an exceptional support worker. The family of the client she supported for 15 months could not praise her highly enough:

"Cleo entered our lives at the beginning of Covid, such a difficult stressful time, and she almost instantly formed a relationship with my aunt when no one else was able to do this.



"Peter is still mobile, although needs a wheelchair outdoors, and is able to live as independently as possible in his own home, the one he grew up in as a child," said Richard. "It's so much better than going into a care home as he is familiar with everything around him, which is important for people with dementia."

He added: "SweetTree have been very good at responding to Peter's requirements. We originally went to a different provider, but they weren't satisfactory. When Hugo has time off, SweetTree ensures that a replacement is provided.

"It really is fantastic to have their support. We couldn't do this ourselves. We are very lucky that Peter and Hugo get on so well together, joke together and that there is trust and companionship."

"I knew straight away that Cleo was an incredibly special person. She overflowed with care and kindness – and she had all those other wonderful qualities of professionalism and reliability...but every single thing she did was done with unconditional care and kindness for my aunt, and support and reassurance for me.

**"She became like a member of our family... Cleo looked after my aunt through physical illness, worsening dementia, and challenging behaviour".**

"She enabled my aunt to stay in her own home for a lot longer than would have been the case without her and that is something I will never forget."

## Our fees

We understand the importance of having a clear idea of your care costs and what you are paying for. With SweetTree, you can rest assured there are no hidden fees.

Our fees include every part of the SweetTree service, from the ongoing accredited training that our support workers receive, to the oversight and expert-led management of every care package.

We have a banding system with costs dependent on the level of care required, and we will provide an accurate cost after we have carried out a specialist free assessment of your needs. We may also be able to assist you to understand what funding routes, such as Attendance Allowance and NHS Continuing Healthcare, might be available to help pay for our services.

**Prices for our Dementia Care service start from\***

**Day care £29.95 per hour**

**Hourly waking night £32.35 per hour**

**Sleep-in £23.05 per hour**

**live-in care from £208.80 per day**

**\*We have four pricing bands: Standard, Enhanced, Complex and Custom (for larger care plans).**



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*Your questions about*

# Dementia Care

## How quickly will my dementia progress?

This is a question for your doctor, but it is important for us to know what type of dementia has been diagnosed. We have clients who have continued with active lifestyles with our support, showing little decline over many years.

Accepting the need for support can be emotionally challenging but having a care package can prevent a crisis point occurring. We approach dementia positively, supporting people to continue to live really well.

Our care team are trained in individual cognitive stimulation therapy (iCST), enabling them to provide meaningful, stimulating activities.

## As my condition progresses, will I need to move to a care home?

Many people believe this is the only option as dementia progresses but, with the expertise of the SweetTree team, the vast majority of our clients are able to remain and live well at home.

At SweetTree, we treat each person as an individual and focus on supporting them to use the skills they have and to maintain their emotional wellbeing. Engagement and stimulation can help to slow symptoms and we work creatively with the individual and their family to support them to live a fulfilled life.

We work with many other professionals in the community such as district nursing teams, dieticians and consultants to ensure our client's wellbeing and can increase the amount of care we provide as the condition progresses, right up to a 24/7 live-in carer.

## What will my care cost?

Costs depend on the individual's needs, and we will carry out a full assessment free-of-charge, but a live-in carer generally costs less than residential care. There are local authority and NHS funding sources available that our team can explore with you.

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## Our SweetTree Mission

To assist our clients, team members and the wider community to achieve the highest quality of life possible, through the provision of exceptional care and support; enhancing wellbeing, growth and development of the individual and SweetTree as a service provider.

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## The SweetTree Charter

The SweetTree Charter sets out how each member of the SweetTree Team is expected to provide support.

- ✓ Encourage independence and self-fulfillment
- ✓ Provide the highest quality care and support possible
- ✓ Continually evolve and improve what we do
- ✓ Treat people with respect
- ✓ Enhance individuality
- ✓ Enhance self esteem
- ✓ Preserve dignity
- ✓ Support self-expression
- ✓ Recognise the right to take risks
- ✓ Promote freedom of choice

*Each leaf of the tree represents a SweetTree service  
and the continued growth of our vision.*



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