



Stephen Patrick



Jonathan Derby-Webb



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## WHEN THE GOING GETS TOUGH, NEWCROSS KEEPS GROWING

In the face of growing economic doom and gloom at home and around the world, it's reassuring to know that with the right people, values and attitudes, business can still thrive. Over the last two years, Newcross has continued to grow at a rapid rate, with figures showing an impressive 60% uplift.

Chairman, Stephen Patrick commented, "We're absolutely delighted with our performance, but it's not the time to be resting on your laurels. What we've achieved so far is down to getting the basics right. It's down to the importance we've always placed on providing the highest quality service at the most competitive price – and employing the best people to deliver it. Much of our recent success has come from the private sector, which is a demanding environment in which to operate, but one where our services have really hit the mark. As always, we continue to invest in finding ways to improve the quality of what we offer and to add value for our clients at every opportunity. And we're now looking forward to another successful year."

To support our growth, we have recently expanded our Head Office team by appointing Jonathan Derby-Webb as National Operations Manager and Tracy O'Kennedy in the role of HR Manager. Jonathan brings valuable experience gained in the Metropolitan Police and the nursing recruitment sector, while Tracy joins us after ten years as Head of HR at Everest. Both are relishing the challenges of developing our industry-leading systems, processes and people to world-class standards.

# THE RECESSION BUSTER

As the credit crunch tightens its grip, it's becoming increasingly difficult for healthcare organisations to confidently plan and budget for the future, particularly when it comes to staffing issues. In an environment characterised by economic uncertainty, the decision to make new permanent appointments is not an easy one. On the other hand, no healthcare business wants to compromise its level of patient care. The trick is to get the balance right – and that's where Newcross can help.

Using our fixed-price agency staff, when you need them, for as long as you need them gives you the benefit of incremental costing and increased business flexibility. It means you can quickly staff-up for the arrival of a new patient, or even if you're opening a new home, without the need to make immediate long term resource commitments. And it means you'll know exactly what your costs are going to be in advance, using our online staff planning and reporting system.

What's more, with Newcross you can be sure you'll always get the best quality staff from one of the UK's highest CSCI – rated agencies. No matter how many staff you use, you'll receive just one invoice from us, with no VAT, saving you paper-work processing time and cost.

**It all adds up to an affordable, recession beating package that puts your business back in control.**

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## ONE CALL DOES IT ALL

An increasing number of healthcare organisations are realising the benefits of the Newcross one-stop-shop agency staffing solution. With just a single call, they have the reassurance that Newcross will take care of all their requirements, providing high quality, experienced personnel quickly and efficiently, wherever they are required.



Kim Green, director of Community Care Homes Scotland knows the value of working with Newcross. "In the past, we've always worked with a handful of agencies, phoning round all of them whenever we needed additional staff," she says. "It's a time consuming job that's difficult to manage, especially when you're resourcing four care homes in different locations, And sorting out the administration when all the invoices come in is a real hassle. We recently decided to change the way we do things and have appointed Newcross to look after all our agency staffing needs. It's made a massive difference to how we work."

"It doesn't matter what kind of staff we need, or where we need them, we just put one call in to Newcross and they make it all happen. They look after the entire process very professionally, keeping all our managers updated on what's happening – and we only get one bill at the end of the month. It's saved us so much time and effort, and they never let us down. With Newcross, just one call does it all!"

## STAY FREE FROM VAT

From 1st April this year, many companies providing agency nursing staff will have to add VAT to the full value of their invoices. This new legislation means that a large number of healthcare operators will suffer an unwelcome cash flow burden and a significant increase in costs as they will be unable to reclaim the additional VAT charge.

With Newcross, however, the future looks a lot brighter. For a long time we've acted as principle employer to our staff, with trained nurses managing and overseeing their work. So as well as being able to deliver a better service to our clients, we also don't need to charge them VAT – and our charges will remain VAT free after April 1st. Which is good news for staff, good news for patients, and good news for the industry.

## INTRODUCING OUR NEW PEN PAL

At Newcross, we're always searching for ways to streamline our systems and reporting processes in order to provide clients with a more efficient, higher value service. Our new, unique digital pen system was introduced to the Newcross Home Care business in Torquay over a year ago and has proved a great success. With more than twenty home carers using the technology, large savings in time and paperwork have been achieved, and the entire reporting process has been significantly improved.

Each carer has their own tamper-proof digital pen while clients are issued with 'digital paper'. The pens have a built-in camera that takes snapshots as it moves across the paper, recording what has been written by memorising and processing the exact strokes the pen makes. The pens are tamper-proof and can also accurately measure the length of each home visit. Information they record is simply retrieved by docking the pen into a PC, so completing care plans, patient notes and timesheets becomes a much more straightforward task.

The success of the digital pens in Torquay has made a real difference to the level of service we are able to offer our clients there, and has led to their adoption by our Plymouth branch.



## NEWCROSS WORKS FOR ME

Working for Newcross brings the variety and flexibility a traditional career is often unable to offer. These important benefits attract high quality nursing staff who find greater satisfaction from the increased diversity of their work – people like qualified general nurse, Nicola Hall.

Nicola joined Newcross in 2005 and from her Exeter base has since worked in a wide range of positions and locations across South West England. "I love the variety," she says. "I work in NHS hospitals, care homes for the elderly and in environments where people have learning difficulties. There's never a dull moment."

Nicola values being able to choose where she works and has always been impressed by the welcome she has received from other staff at her placements. "They're all really supportive and make you feel part of the team straight away. You get to do the kind of work that interests you, alongside some really nice people."

**"THE DAYS CAN BE LONG, BUT THEY USUALLY FLY BY BECAUSE I'M INVOLVED IN ALL KINDS OF ACTIVITIES. FROM LIAISING WITH DOCTORS AND TALKING TO RELATIVES, TO OVERSEEING PATIENT REVIEWS AND CHANGING DRESSINGS."**

Nicola enjoys the opportunity to focus on what she's best at, and says that her managers at Newcross provide her with all the support and guidance she needs, whenever she needs it. "They've always been there for me," she says, "on both a personal and professional level – and I really appreciate that."



# GOOD IN GOA

Last summer, Newcross MD, Michelle Patrick took a rather unusual vacation. Her destination may have been Goa, but the trip was certainly no holiday.

Michelle travelled with her daughter Monique, and a party of 23 students and 4 teachers from Monique's school in Spain, to the Seva Trust Orphanage – home to 22 girls under the age of 12, and refuge for 60 street children who visit each day. The purpose of the visit was to help complete renovation work on a new orphanage building, paid for by a series of fund-raising events supported by teachers, students and parents from Monique's school.

"The initiative started more than two years ago," says Michelle. "Judy and David Batten, who both teach at Monique's school, were on holiday in Goa when they came across the orphanage. The living conditions were so appalling that they cancelled the rest of their holiday to spend the next six weeks trying to improve things, but were unfortunately unable to make a huge difference. On returning home, their experience prompted them to organise a massive fund-raising campaign to generate enough money to build a new orphanage."

Michelle's party battled against heat, humidity and the constant rain of the monsoon season as they visited other homes for children on their way to the Seva Trust orphanage. On arrival, they

were greeted by smiling, excited children, a large welcome banner and individual posies of flowers. "It was a very emotional moment," recalls Michelle. "The flowers would have cost the equivalent of two days' food. Conditions in the home were very poor, and the monsoon rain made it really difficult to keep clean. After spending some time with the children, we went to take a look at the new orphanage building."

With the lease on the current orphanage expiring on July 31st, the team had to work fast to prepare the new building. "There was a huge amount to do," said Michelle. "My first job was to record the height and weight of all the children, then help set up a new medication system and medical records for them. The rest of our party started on the mammoth job of painting and decorating the new orphanage."

Amazingly, the team managed to finish before their end of July deadline, and the children were able to move into their brand new home on time. "Watching the children's faces when they saw the completed building was a real joy. It made all the hard work worthwhile," commented Michelle.

Since the summer, Newcross staff have stayed in touch with the children at the new Seva Trust orphanage, sending them cards and gifts at Christmas, and there is a genuine commitment to keep in contact. As Michelle says, "For children that have so little, anything we can do to make their lives a little bit brighter really counts."

**"WATCHING THE CHILDREN'S FACES WHEN THEY SAW THE COMPLETED BUILDING WAS A REAL JOY. IT MADE ALL THE HARD WORK WORTHWHILE."**

# NEWCROSS COOKS UP SOMETHING NEW



These days there are many ways that a business can offset its carbon footprint. In the past, for example, Newcross has chosen to invest in planting new trees – but the problem is, it can take up to 30 years for the trees to do their job. So we recently decided to look into other sustainable methods of reducing the effect our business has on the environment. We wanted to become involved in an initiative that made a significant difference – quickly, and one that also carried additional social benefits.



The rather unlikely solution came in the form of a Rocket Stove, used for cooking in a Kenyan school. Stephen Patrick, who had the idea while travelling in Africa, takes up the story. “In Kenya they traditionally cook on wood-fuelled open fires, but the process is not that efficient or hygienic. The Rocket Stove is a fantastic piece of kit that allows people to carry on cooking using traditional

methods, only in a much more efficient way. The stove draws heat directly to the cooking area, which means that less energy is wasted and less fuel is required. It’s much cleaner and more hygienic too, and is a great asset to the school and the community we bought it for. It’s incredible to think that just a single stove can offset our carbon footprint for two years!”

## TOP OF THE TABLE

The Commission for Social Care Inspection regulates, inspects and reviews all adult social care services in the public, private and voluntary sectors across England. The annual ratings it provides indicate how well an organisation is performing against the criteria set out in the Care Standards Act. With results published on the CSCI website, the ratings are the benchmark for all registered nursing agencies.

In 2008, CSCI introduced a new star rating system where the offices and branches of each registered organisation are awarded zero, one, two or three stars to reflect poor, adequate, good or excellent performance. The more stars awarded, the better the rating.

We are delighted to report that our Brighton, Exeter, Truro and Plymouth branches, along with our recently assessed Southampton office, have all achieved a 3-star ‘Excellent’ rating, while Liverpool, Taunton and Torquay branches were awarded a 2-star ‘Good’ rating. Stephen Patrick commented,

“THE CSCI RESULTS ARE HUGELY ENCOURAGING AND A REFLECTION OF ALL THE EFFORT THAT EVERYONE AT NEWCROSS PUTS INTO THEIR WORK. THE ASSESSMENT PROCESS IS TOUGH AND INVOLVES FEEDBACK FROM BOTH OUR CLIENTS AND OUR STAFF, SO IT’S NICE TO KNOW THAT WE’RE SCORING HIGHLY AT BOTH ENDS OF THE SPECTRUM. IT’S HARD EVIDENCE THAT NEWCROSS IS CONTINUING TO SET THE STANDARDS ACROSS THE INDUSTRY.”

## BUSINESS BUILDS IN SCOTLAND

Newcross has recently strengthened its position in Scotland with the opening of a fifth branch at Charring Cross in Glasgow. New branch Manager David Riley is now busy recruiting a branch co-ordinator, along with trained nurses and carers as he sets about putting the branch on the map.

Situated in the heart of the city, the Charing Cross branch will provide extra resource for this densely populated part of west Scotland and gives additional coverage of our already strong presence across the country.

The opening of the branch coincides with changes in the Scottish Commission for the Regulation of Care’s rating system. Under the old scheme, all our existing branches have achieved ‘low risk’ status, but the new system will now grade on a scale of 1-6. Falkirk and Edinburgh offices will be the first to be inspected and assessed using the new ratings, and we are confident of continuing our history of excellent scores.

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