

# UK's First Senior's Day Club Specialising in Early Dementia Therapy Launches in London

Submitted by: Innovative Aged Care

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Innovative Aged Care (<http://www.innovative-agedcare.com>) the company behind Chelsea Court Place introduces The Day Club, a private member's club for seniors with dementia. Launching in July 2017, The Day Club will provide evidence-based activities to its members to help delay and alleviate the symptoms of dementia.

The programmes have been developed in conjunction with the University of West London's Dementia Care Centre Innovation Lab, which is creating the most effective ways of working with people who live with dementia alongside artists, scientists, technology, hospitality and design staff. Led by Mwaya Siwale, Head of Memory Care at Chelsea Court Place, the programmes have been curated using the latest research, techniques and innovations to deliver the very best early stage therapy. The programmes benefit from the expertise of Professor Victoria Tischler, Head of Dementia Care at the University of West London, and aim to alleviate and reduce symptoms of dementia, enhance cognition and nourish the mind, body and senses.

The Day Club activities utilise the latest neuroscience and psychological evidence showing that stimulating activities (e.g. involving art, music, language learning and storytelling) improve interactions, mood and mobility for people living with dementia.

The innovative curriculum comprises five programmes, developed with leading dementia experts, therapists and researchers:

## Senses and Sensory

A programme designed to stimulate the mind, memory and the senses; starting meaningful conversations and connections. The activities in the Senses and Sensory programme are curated to trigger memories, foster engagement and improve confidence for individuals with early stages of cognitive impairment. Members will be able to participate in storytelling using archival items from Boots UK, and join textile workshops, led by our resident fashion expert, offering 'Dressing Room' sessions where participants handle and discuss fabrics and accessories from different eras.

- Boots archive – storytelling
- Fashion through the ages – textile sensory
- Sense stimulation – activities surrounding taste, touch, hearing, seeing and smelling

## Mind and Memory

These sessions focus on new learning e.g. languages, and interactive games and puzzles, incorporating the latest technology and expert tuition. iPad technology and specially designed apps will be used to provide 'brain training' exercises, gaming, and language tuition, tailored to the interests of each individual. Research suggests that challenging games are useful in dementia care for stimulating cognition and delaying negative symptoms. Members will be given tasks to complete between sessions to

provide continuity and stimulation, and to ensure that carers can engage and build on activities that will progress each week, at the pace of individual members.

- Mind Gym - puzzles & quizzes
- Politics Club – debates and daily paper review
- The IT Club – apps, coding, internet and IT skills
- Japanese and French lessons

#### Arts & Culture

Studies have found that discussing and making art increases attention, improves mood and enhances meaningful conversation in people living with dementia.

Singing and music have also been proven to reduce negative symptoms of dementia and improve mood and behaviour. The Arts & Culture programme encompasses a broad mix of activities to engage individual tastes, preferences and interests of individuals. The in-house art gallery will bring high quality art to the Day Club and will showcase the latest creations and masterpieces produced by its members.

- Piano Lessons
- Artist in Residence – leading tutorials and discussions with members
- Art Making
- Singing lessons
- Music and Movement – interactive performances with dance and music from different cultures
- Excursions to the ballet, opera, galleries, sporting events and local fairs

#### Eldergym

Keeping the body active is of vital importance for seniors; helping to improve confidence and strength as well as keeping the heart, muscles and bones in optimum health. Exercise also helps blood flow to the brain which helps to boost mental alertness and concentration. The Eldergym programme features enjoyable gentle exercise to activate cardio fitness and strength

- Tai Chi
- Indoor Bowls
- Zumba
- Stretch and flex – yoga
- Ballet – barre fitness

#### Culinary Masters

Good nutrition is an integral factor in maintaining good health and wellbeing, having the ability to improve the individual's quality of life and minimize fatigue and depletion of strength.

Members will be offered the opportunity to prepare and taste food and drink guided by the in-house chefs and culinary arts team

- Cooking demonstrations

- Baking Classes – bread, cakes and biscuit challenges
- Wine tasting by top sommeliers
- Cocktail & mocktail Masterclasses – how to mix, stir, shake and enjoy
- Sushi making to complement the Japanese lessons

In a recent study (2013) it was concluded that non-drug interventions offering a range of enjoyable activities that stimulate thinking, concentration and memory were as effective in managing dementia, compared to use of drug therapy.

Professor Victoria Tischler comments, “UWL is delighted to be partnering with Chelsea Court Place to launch The Day Club which will showcase the very best and latest activities for individuals presenting with early stages of dementia. I believe that the real advances in dementia care will be found where we approach things differently, using a transdisciplinary model, working with people who have a variety of skills and expertise. I work with the best and brightest artists, designers and scientists to produce the most exciting solutions to dementia care possible.”

Mwya Siwale comments, "We have witnessed first-hand the positive results to the happiness and health of our members and residents through Dementia Care Mapping which is used extensively at Chelsea Court Place. Improvements in mood, speech, contentment, nutrition and physical ability have been observed in many individuals who have received the bespoke care and therapies, which are curated to support each individual's physical and emotional need. We are delighted to be launching the Day Club and introducing the new programme of evidence-based therapies to complement the outstanding level of care and service already being offered."

**DAY CLUB SERVICES:** Members of The Day Club will be able to take advantage of a concierge service which aims to assist seniors with general life admin and daily errands to help individuals maintain an independent life. From general housekeeping tasks such as laundry and cleaning through to food preparation, grocery shopping, arranging travel and scheduling appointments, the Concierge team will offer invaluable support and companionship to ease the burden and improve quality of life around the home for members.

“Small tasks such as paying bills and grocery shopping can often become overwhelming for seniors; The Day Club aims to ease the burden by supporting individuals with daily chores and general life admin. It also gives family members peace of mind that their loved ones are receiving adequate assistance and support to continue living independently,” says James Cook, Managing Director of Chelsea Court Place. **Bespoke Care Plan:** Each individual receives a home assessment before joining the day club where information including likes, dislikes, hobbies and interests, past travel, work and favourite foods are recorded. This detail enables the staff to create a bespoke care plan for each individual, enabling the very best care to be delivered and maximum enjoyment for each member.

The Day Club will offer all members a range of treatments and therapies at Chelsea Court Place including physiotherapy, podiatry, hair dressing, beauty therapies and massage.

All members will take full advantage of the exceptional food at Chelsea Court Place, which is made fresh every day by an award-winning team to fine dining standards. Executive Chef, Matt Dodge (Runner Up NACC

Care Chef of the Year 2015) and head Chef, Alex Morte (NACC Care Chef of the Year 2016) create an abundance of delicious seasonal menus tailored to individual tastes and nutritional requirements. Founded in 2016 by Laurence Geller CBE, the Global Business Ambassador for Alzheimer's Society UK and Chancellor of the University of West London, Innovative Aged Care's first property is Chelsea Court Place on the Kings Road. Unlike any other care home, Chelsea Court Place draws inspiration from 5 star hotels, theatre, culture and the local community. Working with like-minded collaborators and through pioneering research, innovation and education, Innovative Aged Care is striving to change the way we, as a nation, approach care for people with Alzheimer's disease and dementia.

About Chelsea Court Place:

Chelsea Court Place is a residential home and day club specialising in senior and dementia care. Located on the King's Road in Chelsea, the boutique residence features 15 premium suites with 24hour bespoke nursing care, practiced by a friendly team of compassionate, industry-leading professionals. Fusing cutting edge dementia-friendly interior design with state of the art technology, Chelsea Court Place employs the latest research and techniques to support and improve the quality of life of all residents and members.

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