
PERSON LED CARE

MOMENTS THAT MATTER



Vikings Bring History to Life at Springbank Care Home
Residents and staff at Springbank Care Home were transported back in time as they welcomed the Ormsheim Vikings for an immersive historical experience.

The special visit was organised through the home's 'Moments That Matter' initiative, which tailors experiences to the unique

passions of individual residents. This particular event was inspired by a resident with a lifelong interest in Viking history. Looking to make her dream a reality, the activities team arranged for the re-enactment group to set up camp, bringing an extraordinary array of authentic swords, chainmail, and traditional board games for everyone to experience first-hand.

The whole home community was captivated by the interactive demonstrations and storytelling. A particular highlight was a young girl within the re-enactment group, who won the hearts of everyone at Springbank with her warmth and natural ability to connect compassionately with the residents.

April Howie, Deputy Manager at Springbank Care Home, said: "Our 'Moments That Matter' initiative is all about celebrating the individuality of our residents. Seeing the joy on our residents' faces and how engaged the entire home was proves just how impactful these person-led activities are. We are incredibly proud of our team for making this happen."

The home now invites residents, families, and staff to suggest deeply personal activities or excursions for the next 'Moments That Matter' experience.

SPELLMAN SPOTLIGHT

6th July, 2026

Kindness | Dignity | Compassion



Photo of the Airedale Seniors Collective launch event

**AIREDALE SENIORS
COLLECTIVE
CELEBRATES
MAGNIFICENT
SUCCESS AT
LAUNCH EVENT**
www.spellmancare.co.uk

The newly formed Airedale Seniors Collective (ASC) officially launched its mission to support local older people, welcoming guests with a full red-carpet rollout at Sutton Village Hall. The afternoon proved to be a resounding success, bringing together local residents, community groups, and partners for... (continued on page 2)

hello@spellmancare.co.uk

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COMMUNITY

THE AIREDALE SENIORS COLLECTIVE



Airedale Seniors Collective (continued)...

a vibrant celebration packed with live music, delicious food, and meaningful connection.

The initiative was created directly in response to feedback from within the Aire Valley, addressing a clear need for dedicated, welcoming spaces where older people can socialise and access support. Organised by

local care provider Spellman Care, the collective aims to reduce social isolation and ensure that elderly residents have a strong, passionate voice advocating for them.

Philippa Young, the project's lead and Group Operations Manager for Spellman Care, opened the afternoon with a heartfelt speech. She admitted to the crowd that public speaking didn't come naturally to her, remarking:

None of us come into the care industry as public speakers. We all talk with passion, from our hearts, and that's why the collective is even more important—to ensure that every older person and carer's voice is heard.”

Addressing the core mission of the group, Philippa added:
(continued on Page 3)...



RECOGNITION

COMMUNITY AWARD SCHEMES

Spellman Care Goes the 'Extra Mile' with Launch of Major New Staff Recognition Scheme

Spellman Care has officially launched its brand-new staff recognition initiative, the EMAs (Extra Mile Awards). Replacing the previous Star Awards, this elevated scheme celebrates the deeply personalised moments where staff go above and beyond for residents, fully embedding the principles of



their own lives, with Spellman Care being one of the first UK care groups to fully embrace it.

The core philosophy behind the EMAs is to celebrate the deeply personalised moments where staff go above and beyond for residents, whether organising a tailored day trip or planting a resident's favourite flowers. The scheme represents a significant shift from the previous initiative; instead of monthly winners for each home, just one overall winner will now be selected from across the entire Spellman Care group each month, with an even bigger prize on offer.

Philippa Young, EMA Judge and Group Operations Manager at Spellman Care, said:

“We wanted to create a recognition scheme that truly mirrors our commitment to Person-Led Care. The EMAs are about celebrating those deeply personal, thoughtful details that show our staff truly know and care for our residents as individuals.”

Nominations for the EMA's are now open online and via the nomination box in each home's reception area.

COMMUNITY

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Airedale Seniors Collective (continued)...

If you would like to recommend a trusted local service to be featured, please submit your suggestions via email.

Feedback from attendees was overwhelmingly positive, with one guest writing on a feedback slip that the afternoon was “really good – very positive and upbeat & just nice!” Another

poignant Facebook comment highlighted the vital gap the group fills, noting: “So glad that there now is this local support for our seniors. Sadly my husband died in December of complications due to dementia so couldn’t benefit from this. Keep up the good work.”

Following the massive success of the launch, the Airedale Seniors Collective has already secured the venue for its next gathering: 15th September 2026, 2pm – 4pm, Silsden Methodist Church.

Organisers look forward to welcoming back familiar faces and meeting new members of the community.



COMMUNITY

THE AIREDALE SENIORS COLLECTIVE

Airedale Seniors Collective (continued)...

“This group was born out of conversations and feedback from within our own community. Time and again, we heard that there simply weren’t enough dedicated, welcoming spaces for older people to get together and socialise in the Aire Valley. We wanted to change that. Our core goal is simple: to reduce social isolation and to ensure that the



elderly in our local area have a strong, valued voice... We want the collective to be more than just a place to meet for a cup of tea. We want it to be a trusted resource—somewhere you feel you can come to whenever you need a bit of guidance or a helping hand.”

On an incredibly warm summer day, the village hall’s “magnificent” air conditioning provided a welcome oasis for attendees. Guests were treated to a completely free spread of home baking courtesy of Springbank Care Home, alongside savoury nibbles from Steeton Court Nursing Home, with refreshing ice lollies helping everyone stay cool.

The room was filled with energy as visitors enjoyed a live saxophone performance by Phil Benson, followed by an upbeat set from Shane Hamill, a former cruise ship singer whose past performances include stints on ships such as P&O’s Oriana. The crowd was thoroughly entertained, with attendees tapping their feet and getting up to dance—including one spirited visitor, Mr Shaw, who famously used his walking stick as an impromptu guitar.

Reflecting on the afternoon, Mr and Mrs Shaw shared how much the event meant to them: (Continued on page 4)...

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Airedale Seniors Collective (continued)...

“My husband and I had a wonderful time at the collective on Friday. To be quite honest, it’s a real relief to get out of the house and go somewhere that isn’t a hospital or a doctor’s appointment for once! It was lovely to see so many stalls with lots of information. Best of all was just having a lovely sit-down, a cup of tea, and a proper

natter with people. The music was brilliant and really took us back. We’re already looking forward to coming to the next ones and putting our own ideas forward for what we can all do together.”

The event reached a joyous conclusion when Hamill invited the organisers to the foot of the stage for a well-deserved bow, sparking a spontaneous final dance routine with the team.

Local dignitaries and community partners turned out in force to show their support. Local Councillor George Buckley shared his enthusiasm online, stating:

“Thank you to Airedale Seniors Collective for inviting us along to their first gathering at Sutton-in-Craven Village Hall. It is a great initiative and brought together local service providers and businesses. If you are a local business or would like to help please do get in touch with the team.”

Councillor Wendy Harrison, who is currently establishing the Keighley Memories Group to support those living with dementia, also praised the event: “Thank you so much for the invitation. We had a wonderful afternoon with you all. The food was delicious... (continued on page 5)

COMMUNITY

AIREDALE SENIORS COLLECTIVE

Airedale Seniors Collective (continued)...

“and the event was very much needed... Really looking forward to coming along in September.”

The collective also provided a vital networking hub, featuring informative stalls from essential local businesses and charities, including Right at Home Ilkley, Keighley & Skipton, Wiltshire Farm Foods, Olive & Green,

Move with Debs, Keighley Lions Club, Sutton Village Committee, Keighley Dementia Advice Community Group, and AWB Charlesworth Solicitors.

While Spellman Care’s management and activity teams worked tirelessly behind the scenes to coordinate the launch, the group of care homes emphasised that the collective’s future belongs entirely to the local community. Moving forward, all gatherings of the collective will be built directly around the ideas and feedback of its attendees. Anyone who has suggestions for future events, wishes to request a stall at the next gathering, or has useful resources to share is encouraged to email info@airedaleseniors.co.uk.

In addition to the regular meetups, the Airedale Seniors Collective has announced that it is currently working on a comprehensive directory of local support available for older generations. Driven entirely by recommendations from the community, the directory will cover everything and anything required to support independent living—from handy people, cleaners, and dentists to care homes. To ensure complete integrity, services cannot enter themselves, and absolutely no payment will be taken from businesses to be included. (Continued on page 6)...

