



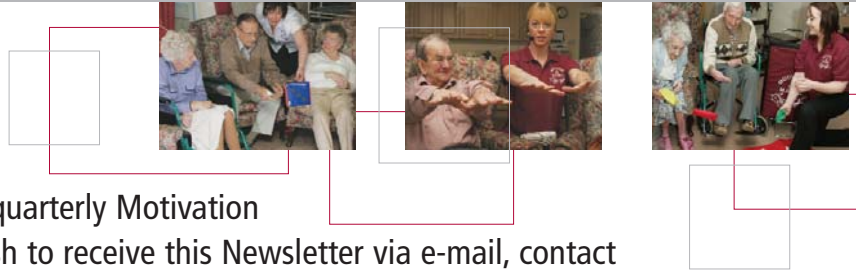
# Newsletter

Sep/Oct/Nov  
2009

[www.motivationandco.com](http://www.motivationandco.com)

## Welcome

Following the success of our first Newsletter, we are now issuing our second issue of our quarterly Motivation & Co Newsletter from Head Office. If you wish to receive this Newsletter via e-mail, contact [info@motivationandco.com](mailto:info@motivationandco.com) or download from our website [www.motivationandco.com](http://www.motivationandco.com) from the News link.



### Head Office News



### The Launch of the Gift Voucher scheme!

The launch of our gift voucher scheme has proved to be a great hit with you. It gives family & friends the opportunity to buy a unique gift by way of a Motivation Class! What a great present! The scheme has also helped with the funding for our service in that with some homes they have used the scheme to have additional classes or have used the vouchers to cover the cost of an existing Motivation Class. To find out more please visit our website: [www.motivationandco.com](http://www.motivationandco.com) or Contact Head Office: **01937 557166**.

### The Australian Story

Motivation & Co are now officially an International Award winning Company due to the successful launch into the Australian Care Sector!

For those of you who do not know, Elaine Everett, Managing Director of Motivation & Co. has recently visited Australia to launch Motivation & Co Down Under. What an adventure!! The diary of the Australian trip is documented on the website [www.motivationandco.com](http://www.motivationandco.com), click on to the blog tab.

The first leg of the flight was 13 hours, those who know me, know that I have a low boredom threshold! My flight took off at 9.50am, on the 10th June 2009 (I had a whole 3 seats to myself, fantastic!) I watched a couple of films, the airhostesses kept feeding me and bringing drinks, I read a magazine, walked up and down the plane a few times and had a chat to other travellers getting to know their story's by this time it was 4pm (6 hours into flight) suddenly I started thinking I had until 11pm to go before I landed in Singapore! (Could I cope with the drumming noise of the plane what else could I do to keep myself occupied?) ... to continue click onto our blog and find out more!



### We are in the News

Quote from the **Abbeyfield Kent Society News, spring 09**: "Who Cares" link found on our website: [www.motivationandco.com](http://www.motivationandco.com)



**Residents get motivated!** "Abbeyfield residents in Medway & North Kent are getting motivated, thanks to exciting new classes which help to keep them mentally and physically active. The Motivation Classes, which take place at Dene Holm, Northfleet, Edward Morre, Gravesend, Rogers House, Wigmore, Greensted and Wateringbury, are proving a great hit with the residents. "Well done Claire!! **Claire Mitchell from Motivation & Co Mid Kent** said "We are fully committed to the Motivation & Co ethos and consider that we really do work in partnership with the homes to make a difference."

Elaine Everett,  
Managing Director  
working hard Down Under!

# Testimonial

From Pat Byrom, Owner: Westgate House Nursing Home, Eastcote Road, Gayton, Northampton:

*"We have been using Motivation & Co. for the past year and would like to say how much our patients enjoy the classes.*

*When I was first introduced to Motivation & Co, I was not sure that the classes would prove appropriate or beneficial to our patients, as we are a fairly specialist Home for patients with Mental Illness and Dementia. However, I am pleased to report that my uncertainty was unfounded to the extent that we have now booked extra sessions.*

*It is a pleasure to listen to the sessions and the interaction which takes place with the patients.*

*I thoroughly recommend Motivation & Co."*

Alison Hadley  
Motivation & Co. South Midlands



## Quirky Quotes:

My latest anecdote.

I asked Win to take a deep breath. She said she couldn't do that as she had given up breathing!!! (Northampton)

We were doing the animal sounds cd with a group of ladies in a Dementia Unit, when asked which animal "moo'ed," I gave a clue and said "well where does milk come from?"

Jessie replied "the milk man!"

Well yes it does so I couldn't tell her she was wrong, could I? (Wakefield)

# Website

[www.motivationandco.com](http://www.motivationandco.com)

The Motivation & Co website is updated regularly and information about all our franchisees are easily accessed. Information accessed on our site include:

- "New" Gift Voucher Scheme
- "New" our own Blog (currently running the Australian Story, Bridget Jones Style)
- New Motivation & Co. Swine Flu Information and Policy Procedures
- Dementia News & links. (Regularly updated)
- National Customer Survey report & evaluation
- Research Report by Leeds Metropolitan University
- Motivation & Co. Newsletter Archive
- Motivation & Co. Press Releases

## New Franchisees

Welcome on board our new franchisees: both starting 1st September 2009!!

**Janet Godfrey** who has a lot of skills to bring to the service with her Mental Health experience background, Janet will be taking over the York area to potentially expand, into Hull!

**Paul Thomas**, who has a wealth of experience in the Care Sector, will be managing Motivation & Co Bournemouth. Both are in training ready for their launch in September!



## Franchisee News

Jane Bell Motivation & Co. Coventry: Congratulations on her wedding to Steve Proffitt on 17th June 2009 in the Little White Chapel 'Viva Las Vegas'.

## New Developments

Picture of David Knowles from Motivation & Co. South Birmingham trying out the **New World Map** game for the Mental Stimulation Section!

Many quizzes etc will be undertaken in order to gain maximum benefit for the resident's mental agility.

David's quote: "I must say that it takes a lot to impress me and upon opening the map I was heard to say (only by the dog as Joy wasn't there) "Well, that's rather good. That will go down a treat! It will be put to great use asap & many quizzes will be undertaken in order to gain maximum benefit."



## Motivation & Co Local Services

HEAD OFFICE: ELAINE EVERETT **01937 557166**

TEESSIDE & DARLINGTON: HAZEL ROBINSON **01642 654355**

LEEDS: DAN & BASSIE **0113 2194201**

YORK: HEAD OFFICE **01937 557166**

WAKEFIELD & BRADFORD: ZOE EVERETT **0787 2651581**

DONCASTER: EMMA CAIN **01472 311324**

NOTTINGHAM: MARK & ISOBEL WARREN **01159 312695**

SOUTH BIRMINGHAM: DAVID KNOWLES & JOY FRIEND **0121 742 5221**

SOUTH MIDLANDS (NN, MK, LU & SG): ALISON HADLEY **01933 413222**

COVENTRY: JANE BELL **07904 537035**

KENT & SUSSEX: PETER & CATHY STAFFORD **01892 862802**

MID KENT: CLAIRE MITCHELL **01892 838813**

BOURNEMOUTH: HEAD OFFICE **01937 557166**

SOUTHAMPTON: MICHELE WILSON **02380 679950**

READING: SUE BARLOW **0118 983 2401**