

A close-up, warm-toned photograph of two hands being held. One hand is younger and smoother, while the other is older, with visible wrinkles and veins. The hands are clasped together in a supportive grip. The background is softly blurred, showing more of the hands and arms, creating a sense of care and connection.

BLYTHE *Rose*

SPECIALIST
DEMENTIA HOMES

Stability, safety and quality
of life for your loved one

**Dementia care
centres of excellence**

MACC
CARE




**Proven expertise,
when you need it most**

BLYTHE
Rose
SPECIALIST
DEMENTIA HOMES

Blythe Rose Specialist Dementia Homes from MACC Care provide lifelong homes for people living with dementia, including those whose needs have become more complex or difficult to support in a standard care setting.

We care for people living with moderate, advanced and complex dementia, including those experiencing distress, confusion, changing behaviours, frailty or co-existing health needs. Every resident's journey is different, so our care is carefully shaped around the person — their diagnosis, health, history, routines, preferences, relationships and emotional wellbeing.

Our specialist dementia care model brings together clinical and nursing expertise, structured assessment, therapeutic environments and compassionate daily care. The aim is simple: to help each resident feel safe, understood, valued and supported as their needs change.

Specialist clinical support, when it matters most

The Blythe Rose model is built around specialist dementia nursing care, with clear assessment, personalised planning and ongoing clinical oversight at every stage.

Each resident is supported by a Named Nurse and Keyworker, helping provide continuity, familiarity and a clear point of contact for families. Care plans are developed around the whole person, including cognitive needs, physical health, emotional wellbeing, medication, mobility, nutrition, hydration, personal care, social engagement and spiritual or cultural preferences.

What makes Blythe Rose different is the level of specialist clinical support available within the home. Residents benefit from access to a private GP service, with support available on demand when needs change or concerns arise. A consulting psycho-geriatrician also provides regular specialist input, helping guide care for residents living with dementia and associated complexities, while supporting families and the clinical teams with informed, evidence-based decision-making.

Working alongside NHS mental health services and wider healthcare professionals, this multidisciplinary approach helps ensure care is proactive, responsive and carefully reviewed - giving families confidence that their loved one is in capable, specialist hands.





“ Our role is to understand the person behind the diagnosis, anticipate changing needs and provide the right support with skill, patience and compassion. ”

Barry Flanagan, Home Manager

Support for distress, confusion and changing behaviours

Dementia can affect memory, communication, mood, sleep, appetite, perception and behaviour. At Blythe Rose, we look beyond the behaviour itself to understand what a resident may be experiencing or trying to communicate.

Personalised care plans and positive behaviour support plans help guide the way each resident is supported. Calm communication, familiar routines, sensory approaches, meaningful activity and environmental adjustments can all help reduce distress and promote reassurance.

Where clinical symptoms require further input, decisions are made collaboratively with healthcare professionals, families and the care team. Medication, where needed, is carefully considered, monitored and reviewed to support wellbeing while protecting dignity.





Therapeutic homes, designed for dementia

Blythe Rose homes are designed to feel warm, familiar and homely, while quietly supporting safety, orientation and independence.

Our environments use dementia-informed design principles such as clear wayfinding, calm interiors, considered lighting, visual cues, familiar spaces and access to safe outdoor areas. These details help reduce cognitive load, support confidence and create a greater sense of comfort and security.

Behind the scenes, appropriate safety systems, access control, nurse call technology and monitoring support responsive care while protecting dignity, privacy and personal space. The result is a calm, specialist environment where residents can move through daily life with as much independence as possible.

Daily life with dignity, purpose and connection

Life at Blythe Rose is shaped around identity, familiarity and meaningful moments. We take time to understand each person's life story, interests, routines and relationships, so daily life feels personal rather than institutional.

Residents are supported to take part in activities in ways that suit them — from music, reminiscence, gentle exercise and creative sessions to everyday moments such as conversation, sharing meals, gardening, reading or helping with familiar household tasks.

The aim is not simply to fill time, but to support confidence, connection, comfort and quality of life.

The Blythe Rose commitment

Across every Blythe Rose Specialist Dementia Home, our commitment is to provide care that is clinically informed, personally delivered and centred on dignity, safety and quality of life.

Our model includes:

- Specialist dementia nursing care
- Support for moderate, advanced and complex dementia
- Named Nurse and Keyworker support
- Private GP support available on demand
- Private specialist psycho geriatrician input
- NHS mental health and multidisciplinary support
- Personalised care and positive behaviour support plans
- Therapeutic dementia-designed environments
- Daily monitoring and regular care plan reviews
- Family involvement, advice and support
- Compassionate end-of-life care when needed

Above all, Blythe Rose homes offer calm, capable and compassionate care for people living with dementia - helping residents feel safe, understood and valued throughout their journey.

About MACC Care

MACC Care is one of the Midlands' leading providers of elderly care, with a growing network of care homes offering nursing, residential, dementia and specialist care.

Blythe Rose Specialist Dementia Homes build on MACC Care's wider commitment to clinical excellence, innovation and compassionate care — providing specialist support for people and families at one of the most complex and emotional stages of later life.



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