

Deerhurst is a Butterfly Service® home

Deerhurst is a Dementia Care Matters Butterfly Service® home. This means we are achieving a recognised national standard in dementia care, providing good quality of life through our person centred and relationship focused dementia care.

By applying a ‘feelings-based’ care approach Butterfly Service homes are changing the way dementia care is provided. As such, the Dementia Care Matters ‘Butterfly Household’ model of care has transformed the lives of people living in hundreds of care homes across the UK.

Care workers in ‘Butterfly Homes’ ensure people have a good daily quality of life which, when added to a stimulating environment, gives people a sense of purpose. This results in increased life expectancy, improved well-being and happiness.



Using the Dementia Care Matters’ ‘Household’ model, traditional care homes are split into several domestic looking houses, each with their own front door, replicating a welcoming home-from-home environment.

Homes that have adopted the approaches have reported a substantial reduction in the number of falls and of people showing decreased signs of stress ‘behaviours’ or negative feelings.

