



THE
PADDOCKS
CARE HOME

A Castlemeadow Care Home

The care is in the detail





About The Paddocks

Life at The Paddocks is calm and peaceful, and families notice the welcoming atmosphere straight away. Sitting at the heart of Swaffham, the home remains connected to the life of the town while offering a quieter space within. You're never far from the world outside, yet once through the door, everything feels warm, relaxed and genuinely welcoming.

The atmosphere is warm and lived-in, with comfortable lounges, a bright restaurant and enclosed gardens that give residents space to enjoy the outdoors, relax with others or take a

quiet moment alone. It's the kind of place where people quickly feel at ease, helped by familiar routines, kind faces and an unhurried pace of life.

The Paddocks provides both residential and dementia care, delivered with steady, consistent support shaped around each individual. The home recently received a Good PAMMS rating from Norfolk County Council Adult Social Services, reflecting the team's commitment to providing care that feels safe, dignified and genuinely personal.



Our Care Philosophy

At The Paddocks, care is shaped around the individual – their needs, routines, preferences and personality. Families often tell us they value the consistency here - seeing familiar faces, familiar routines, and a team who notice the small things.

We believe people thrive when they feel understood and respected, so we take time to get to know each resident properly. That might mean learning the small habits that bring comfort, the routines that help someone feel grounded, or the activities that still spark interest and enjoyment.

The team works closely with local health and social care services to make sure everyone receives the right level of support, at the right time. What matters most is that care feels reassuring, consistent and delivered with kindness every day.





Our Care Services

Everyone's needs are different, and at The Paddocks, we tailor our care to match. We provide three main types of care here:

Residential Care

A supportive, friendly home for those who would benefit from everyday help. Residents enjoy their own ensuite bedroom, welcoming communal spaces and thoughtful support whenever it's needed.

Short-Stay and Respite Care

Short stays offer time to rest, recover or take a break from caring responsibilities – whether after illness or to give family carers some breathing space. Guests receive the same care, meals and activities as long-term residents, with a welcome that's warm and unhurried.

Residential Dementia Care

For residents living with dementia, The Paddocks offers a calm, familiar environment designed to feel safe and manageable. Gentle routines, supportive spaces and a team trained in dementia care help residents feel recognised, settled and at ease.

Whatever care you're considering, we'll always start by listening, so support is shaped around what truly matters.



Life at The Paddocks

Life at The Paddocks feels connected and comfortably lived-in, shaped by its place in the heart of Swaffham and the strong sense of community that runs through the home

Days naturally take their own shape. Some residents enjoy music sessions, gentle exercise, crafts or visits from local groups, while others prefer quieter routines – time spent chatting in the lounges, enjoying the gardens, or sitting by the window with a book or a cup of tea. There's always something going on, but never any expectation to take part.

The home includes a bright restaurant, a sociable TV lounge and a quieter lounge for calmer moments. The enclosed gardens, with outdoor seating, are enjoyed throughout the year and offer a peaceful place to sit together or enjoy some fresh air. There's also a welcoming family area, which makes visits feel relaxed and natural rather than formal.



“Mum settled in so quickly – everyone made her feel welcome, and now she calls it home.”

The on-site hair salon adds an uplifting treat to the week and often becomes a favourite part of many residents' routines – a familiar appointment that brings confidence and a sense of normality.

Families are very much part of daily life at The Paddocks. Relatives visit often, local professionals drop in, and residents enjoy feeling connected to the town around them. Most importantly, the relationships between residents and staff are warm, natural and genuine – the kind that help new arrivals settle more quickly than they expected.

Our aim is simple: for every resident to feel seen, supported and free to shape their day in the way that feels best for them.





Activities and Wellbeing

We believe happiness comes from the little things - a good laugh with friends, a singalong in the lounge, the smell of fresh cake from the kitchen.

Our dedicated wellbeing team plan a variety of sessions each week, tailored around what residents enjoy. From gardening and crafts to music, gentle exercise and reminiscence activities, there's something for every mood and ability.

For those who prefer quieter moments, we offer one-to-one time, reading groups or

simply companionship over a cup of tea. Local volunteers and schoolchildren often pop in too, filling the home with warmth and energy.

Wellbeing is woven through everything we do - it's about keeping the mind active, the body moving and the spirit lifted. Alongside activities and companionship, familiar routines like visits from our hairdresser help residents feel comfortable, confident and like themselves. Every day brings new opportunities for connection, comfort and joy.



Accommodation

The Paddocks is home to 74 ensuite bedrooms, arranged across two wings - Sandpiper and Kingfisher - each designed to offer comfort, privacy and a strong sense of belonging.

Rooms are fully furnished, yet there is plenty of space to bring personal items, photographs or small pieces of furniture to help the room feel familiar from the very start. Some bedrooms offer direct access to the gardens, giving residents the freedom to step outside and enjoy fresh air whenever they wish.

Every bedroom includes an ensuite bathroom, natural light, TV and phone points, Wi-Fi for staying connected, and a reassuring nurse call system. The layout of the home has been designed with accessibility in mind, including lift and stairlift access, so residents can move around safely and confidently.

"The rooms are absolutely lovely"

Communal areas - including the restaurant, lounges, family area, gardens and hair salon - are all close by, making it easy to dip into daily life or enjoy quieter moments in a private space.

Pets are welcome at The Paddocks, bringing extra warmth, comfort and companionship to everyday life and helping the home feel even more personal and homely.

Whether someone joins us for respite or as a long-term resident, their room becomes a comfortable sanctuary - a place where they can feel safe, relaxed and truly at home.

Our layout brings everyone together as a community, while still ensuring each person lives in the area best suited to their care needs.





Food and Dining

Mealtimes are a real highlight here – full of flavour, choice and those lovely conversations that often carry on long after the plates are cleared.

Our talented kitchen team prepares fresh, home-cooked meals every day, using quality ingredients and catering to a wide range of tastes and dietary needs. Whether someone has specific requirements, a favourite dish from home or simply prefers smaller portions, our team adapts to what works for each person. There's always plenty to choose from too – from traditional favourites to lighter options, and something sweet for those who enjoy dessert.

“The meals are lovely – just like home cooking, and there's always time for a chat over dessert.”



Visiting and Family Life

Family and friendship are at the centre of life here

We welcome visitors any day of the week, and we encourage families to treat The Paddocks as an extension of home. There's always a comfortable spot for a chat - in the garden, the café-bar or one of our lounges - and a warm welcome waiting when you arrive.

We love involving families in our events too, from coffee mornings and garden parties to music afternoons and celebrations. There's always something to look forward to together.

If you live further away, we can help keep you connected through phone or video calls, updates and shared photos. Staying close matters, and we'll do all we can to make that easy.

“When I visit mum, I can see she's relaxed and happy. The team are wonderful - they really care.”





We'd love to meet you

And the best way to get a feel for The Paddocks is simply to come and see us for yourself. We'll introduce you to our team and residents, answer your questions and settle in with a friendly cup of tea.



Your first visit

When you come to see us, we'll take things at your pace.

You can:

- Meet the team
- Explore the home and garden
- Sit in on an activity if you'd like
- Chat about care needs and next steps

No pressure. No rush. Just space to get a genuine feel for life here.

"From the first visit, I felt at ease. Everyone was kind, open and genuine - it just felt right."



The Local Area

The Paddocks sits right in the heart of Swaffham, a characterful Norfolk market town that feels both peaceful and full of life. It's the kind of place where everyday errands turn into gentle outings – popping into familiar shops, browsing antiques, meeting friends for coffee, or enjoying the weekly market that brings the town together.

Perfectly placed, Swaffham is just 12 miles from King's Lynn and 31 miles from Norwich, making it an ideal base for exploring all that Norfolk has

to offer – from the open skies of the countryside to the North Norfolk Coast and the winding waterways of the Broads.

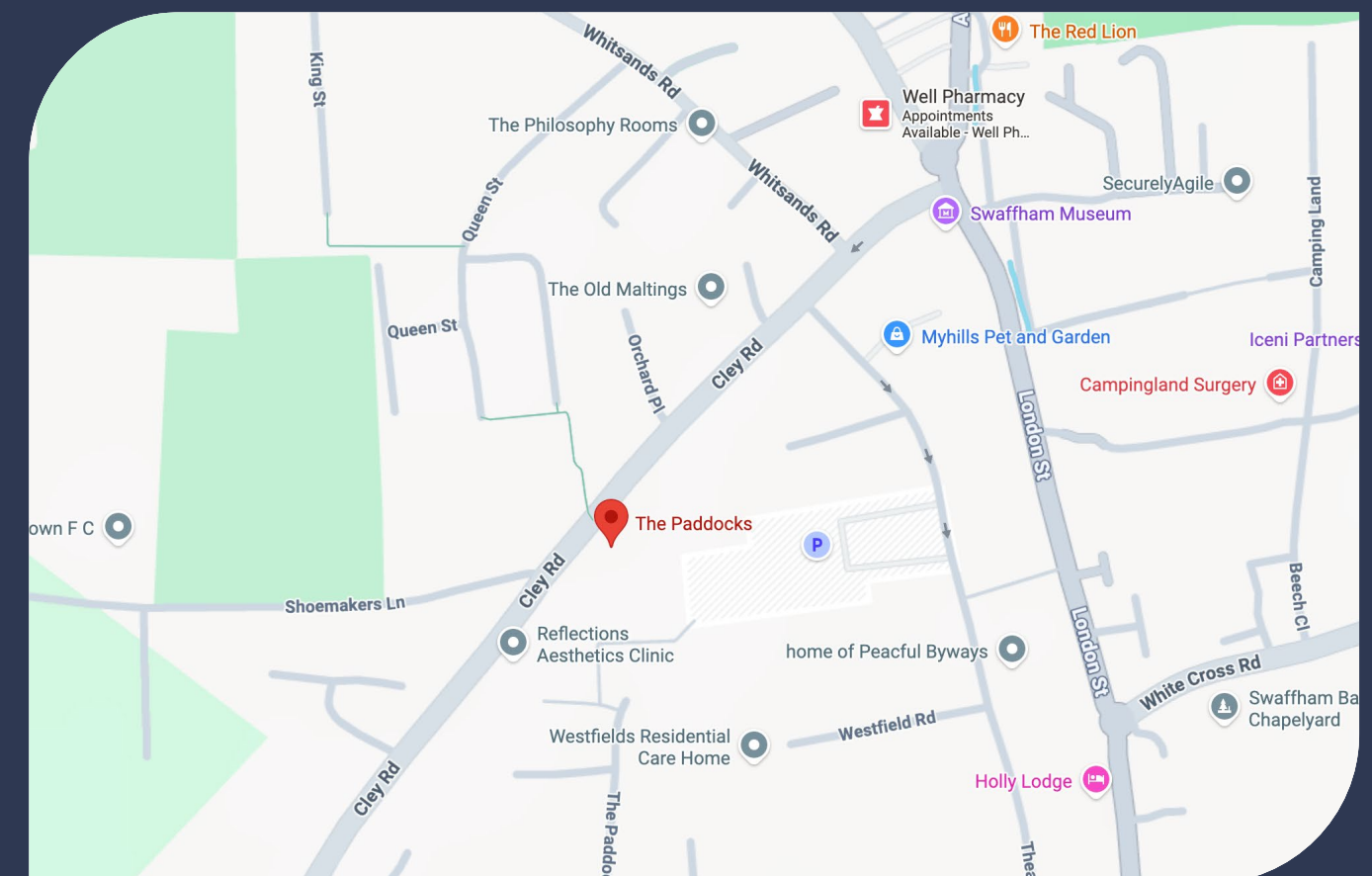
Getting around is easy. Regular bus services run through the town, with a stop just a two-minute walk from the home. And whenever a little extra help is needed, we're always happy to arrange transport right to our front door, so journeys feel straightforward and stress-free.



Find out more

Choosing the right home is one of the biggest decisions a family can make, and it's something we take to heart. We always encourage people to visit, ask questions and trust how the place makes them feel.

Have a wander through the gardens, the bedrooms and the little touches that make it feel like home. We'll happily show you around, talk through fees and care arrangements, and give you space to think everything over. There's never any rush – just real support from people who understand what this journey can feel like.



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THE
PADDOCKS
CARE HOME

A Castlemeadow Care Home

Creating Communities Filled With Special Moments



Contact us

If you're exploring care for yourself or someone you love, call us on **01760 722920** and we'll arrange a visit at a time that suits you.

The Paddocks

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