* Television is a part of everyday life, offering balance and variety to our daily routines. Integral to the home-from-home experience that care homes provide to residents, it keeps people up-to-date with current affairs, generates conversation and can inspire ideas for new activities; everything from discussion groups to themed activities.
* “Over 65’s view more TV on Sky than any other age group” - Source: Sky IQ Data, April 2014
* Sky’s tailored subscription packages for the sector are transforming the entertainment and activities experience in care homes, with the aim of providing a flexible and interactive television resource for communal areas and in rooms.
* Sky has developed tailored packages for the care home sector, enabling providers to offer a home-from-home experience for both residents and visitors, by providing Sky in communal areas and in rooms, as well as Wi-Fi connectivity, powered by The Cloud.
* With a Sky+ box activity co-ordinators and planners can pause, rewind and record live TV, – turning residents’ favourite programmes into a truly interactive experience (Note: the Sky+ box costs an additional £55 ex VAT).
* January 2015 sees the launch of an exciting new partnership between Sky and *Oomph!* (which stands for Our Organisation Makes People Happy), the award-winning social enterprise and the UK’s largest provider of fun, inclusive and effective exercise and activities programmes for older people.
* New Care Home Subscribers to the Sky Business Lounge package will receive a £500 *Oomph!* voucher to put towards bringing some more Oomph! into their home every day.
* Sky is supporting the launch of *‘The Oomph! Energiser’*,- *Oomph!’s* new monthly activity packs that enable care home staff to provide a wide range of fun and regular new activities which can be enjoyed by care home residents and their family and friends. The *Oomph! Energiser* features themed activities, based on Sky’s TV content, to stimulate residents and get them moving, whatever they are doing or watching.
* Sky’s broadband and TV offering allows residents to keep up-to-date with loved ones and relatives over the latest technologies.
* The functionality offered by the provision of WiFi ensures older people have easy access to the internet, and can also access it via a range of devices including tablets and smartphones.
* The combination of TV and WiFi access can also be of benefit to residents’ families, encouraging them to visit more, stay longer and make the care home experience really feel like a “home from home” for residents and loved ones alike.
* Sky Business is the business-to-business division of Sky, the UK and Ireland’s leading entertainment and communications company. Sky Business provides care providers in the UK and Ireland with comprehensive multichannel television services.
* Sky offers over 300 unique TV channels, 7 dedicated Sports Channels including 116 live Barclays Premier League Matches, 11 Sky Movies Channels, showing the latest box Office hits.

**Contact National Care Association for more details 01634 716615**