

# Kings Acre – Line Manager Talking Points

*For team briefings, 1:1s, and informal conversations with staff*

## 1. What's Happening

- Kings Acre is our new, purpose-built step-down rehab facility next to Passmores House.
- It has six modern en-suite rooms and is designed to support people preparing for independent living after residential treatment.
- This is a major milestone in our ongoing commitment to recovery-focused, person-centred care.

## 2. Why It Matters

- Kings Acre gives people in later stages of rehab a place to build confidence and life skills before returning to the community.
- It frees up space in the main house, increasing our capacity to take more referrals needing high-intensity rehab support.
- This expansion is part of our broader ambition to meet growing demand and deliver joined-up, compassionate services.

## 3. Why We're Delaying Public Launch

- Even once residents move into Kings Acre, we're holding off external promotion for a few weeks.
- This gives us time to:
  - Settle people in and ensure the facility is running smoothly.
  - Resolve any teething problems without pressure.
  - Gather real feedback and quotes from residents to inform future storytelling.
- We want to launch with confidence, authenticity and impact and that means getting it right, not rushing it.

## 4. What Staff Can Do

- Keep an eye out for resident feedback, stories, or observations that may be useful down the line.

- Reassure referrers and professionals that the new facility is open and operating, even if it's not being publicly promoted yet.
- Signpost any media or public enquiries to the comms team.
- Talk to your team if they need support, this is an exciting but also sensitive time.

## **5. Where to Get More Info**

- A full staff briefing pack is available [link or location].
- An internal FAQ will be circulated shortly.
- For any questions or concerns, staff can speak to their line manager, email Marketing Manager, Claire Coutts ([claire.coutts@viaorg.uk](mailto:claire.coutts@viaorg.uk)) , or raise it in team meetings.