Specialist care model helps people reconnect with everyday life

Wednesday 1 April, 2026

Orchard Care Homes has appointed Wrapped Agency to design and build a new website as part of its continued investment in specialist dementia and mental health care, alongside its established residential, nursing and dementia services.

The project will support Orchard's continued growth and repositioning as a modern, specialist care provider, with a particular focus on its Reconnect communities – an innovative model designed to help people living with dementia and mental health conditions reconnect with the life they love.

Operating 23 homes across the North of England and Midlands, Orchard is expanding its specialist services in response to growing demand for more tailored, high-quality care for older people. Its Reconnect Dementia and Reconnect Mental Health communities offer a more personalised, homely approach, combining specialist clinical support with environments designed to reflect everyday life.

The new website will play a central role in communicating this evolution, helping families, professionals and partners better understand the organisation's full range of services, while supporting recruitment and future growth.

Wrapped Agency will lead the strategy, user experience, design and build of the platform, creating a clear, intuitive experience that reflects both the complexity of Orchard's services and the human impact of its care.

The project forms part of a broader period of transformation for Orchard, including a refreshed brand identity, new mission and values, and an ambition to significantly expand its footprint in the coming years.

Eleanor Mercer, Group Head of Marketing and Communications at Orchard Care Homes, said: "We believe care should be about more than meeting need – it should be about helping people live meaningful, connected lives.

"Our Reconnect communities are designed to do exactly that, creating environments where people feel at home, supported and able to continue the routines and activities that matter most to them. As we continue to grow and evolve, it's important that we communicate that clearly and confidently to the people who rely on us."

Becky Robinson, CEO and Performance Strategist at Wrapped Agency, said: "We're working with Orchard at a pivotal point in their journey. This is a growing organisation with a clear vision for the future of specialist care.

"Our role is to make that clear, taking a complex proposition with multiple audiences and turning it into something that feels simple, reassuring and easy to understand, whether you're a family member, a professional or someone considering a career in care."

The new website is expected to launch in its first phase in April 2026, with further enhancements to follow.

Ends

About Orchard Care Homes

Orchard Care Homes is an award-winning care provider operating 23 homes across the North of England and Midlands. Specialising in dementia, mental health, residential and nursing care, Orchard delivers high-quality, person-centred support. Its innovative Reconnect communities help people live meaningful, connected lives with dignity, independence and specialist care.

For more information, visit www.orchardcarehomes.com

Media:

Related Sectors:

Health :: Medical & Pharmaceutical ::

Related Keywords:

Healthcare Marketing Agency ::
Healthcare Branding Agency ::
Healthtech Marketing Agency ::
Healthtech Branding Agency ::
Brand And Digital Marketing Agency ::

Scan Me:

About Wrapped Agency

Wrapped Agency is a specialist brand and marketing agency working with forward-thinking organisations across regulated sectors including healthcare, fintech and property. Known for its audience-first, insight-led approach, Wrapped Agency combines thoughtful creative with proven sector understanding to turn complex challenges into clear, impactful communications that build trust, meet compliance requirements, and drive meaningful change.

For more information, contact

Becky Robinson

Phone: 01904 727800

Email: becky@wrappedagency.co.uk

Or visit www.wrappedagency.co.uk

The Pallion

Whinchat Hall

Skipwith Road

Escrick

York, YO19 6EJ

Company Contact:

The Wrapped Brand Agency Ltd

T. 01904 727800
E. mark.robinson@wrappedagency.co.uk
W. https://wrappedagency.co.uk/

Additional Contact(s):
Becky Robinson - becky@wrappedagency.co.uk

View Online

Additional Assets:
https://wrappedagency.co.uk/healthcare-marketing-agency/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wrappedagency.pressat.co.uk