

# HCA

HEMOPHILIA CARE AWARDS



THE WINNERS 2022

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# Welcome



**It doesn't seem like two years since we had to cancel the Home Care Awards event at 48 hours' notice because of Government Covid-19 restrictions. So much has happened in the Care sector in those two years that could have been detrimental to care in the UK, but the evidence from the 2022 body of entries to the Awards shows that the sector has emerged wiser, stronger and more innovative than ever.**

We hope you have enjoyed the opportunity of coming together to network and enjoy a happy lunch and busy Awards ceremony and that many of you will be leaving the National Conference Centre with smiles of satisfaction, knowing that your outstanding efforts, during a most difficult year, have been fully recognised.

Many different people and organisations help us to bring the Awards to fruition, each year, so some grateful thanks are in order. Autumnia, Care Planner, the Care Show, Mia Care, the Residential & Home Care Show and Unique IQ have supported the Awards as sponsors and we are very grateful. Home Care Insight provided invaluable editorial and promotional support as media partner. Lastly, but most definitely not least, 46 different organisations entered the Home Care Awards 2022. Without their efforts to submit some outstanding entries the Awards would be a pale shadow of what they have become.

We haven't finalised the plans for 2023 just yet, but we do have the option to hold the Home Care Awards lunch and ceremony on April 27 at ExCeL London, while the Health + Care Shows are on. Dates are still pretty fluid, following the disruption of Covid-19, but we will confirm plans for next year as soon as we can. In the meantime, we will be calling for entries to the 2023 Awards from September 1, with a closing date of November 30, 2022.

**Thank you all for being a part of the Home Care Awards 2022.**

**Helen Warrilow**  
commercial director

## Judging panel



**Trevor Brocklebank**  
CEO, Rise



**Adam Hutchinson**  
CEO, Belmont  
Healthcare



**Martin Jones**  
CEO, Home Instead UK



**Susan Jones**  
independent consultant,  
Thoughts Become Things  
Care Consultancy



**Dominique Kent**  
chair, Homecare  
Association



**David Lynes**  
managing director,  
Unique IQ



**Hannah MacKechnie**  
co-founder, Radfield  
Home Care



**Dean Martin**  
national marketing  
manager, Bluebird Care  
Franchises



**Dr Kris Owden**  
managing director,  
Caremark (Aylesbury  
& Wycombe)



**Trudy Scrivener**  
CEO, Ashridge Home  
Care



**Ken Waterhouse**  
managing director,  
Home Care Preferred



**Nikki Willcock**  
director, Nest  
Homecare

# Gold Award for outstanding home care provider

## Winner

### Right at Home UK network

A simple listing of the achievements of Right at Home in this year's Home Care Awards says it all. Three category wins; two high commendations; twice named as finalist, plus this overall Gold Award:

#### Winner:

Best home care group or franchise network

**Right at Home, UK**

Best individual home care branch or franchise within a group or network

**Right at Home, Reigate and Crawley**

Team support expertise (head office and backup)

**Right at Home, East Lancs and Ribble Valley**

#### High Commendation:

Team support expertise (head office and backup)

**Right at Home, UK**

Team support expertise (staff wellbeing, etc)

**Right at Home, North Somerset**

#### Finalist:

Recruitment, retention and staff motivation expertise

**Right at Home, Reigate and Crawley**

Finalist: Response to the Coronavirus pandemic

**Right at Home, GF**

Right at Home has earned the right to be named the outstanding home care provider of the year for 2022 and deserve our congratulations.

#### Webinars:





# LEADERS IN CARE AWARDS

in association with



**11 OCTOBER 2022**

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BIRMINGHAM

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020 3176 5458 | [josh.waddell@itppromedia.com](mailto:josh.waddell@itppromedia.com)

## SPONSORED BY



# Gold Award for outstanding individual

## Winner

### Dr Jane Townson

The home care sector has faced a number of challenges throughout the COVID-19 pandemic, but it's fair to say that providers, their staff and clients would be a lot worse off if it were not for the tireless work of organisations like the Homecare Association (HCA) under exemplary leadership.

Dr Jane Townson is CEO of the Homecare Association and receives the 2022 Gold Award for outstanding individual for a number of reasons.



#### **These are just some of the areas where Jane's leadership made a difference:**

- Lobbying the government throughout the pandemic
- Getting the mandatory vaccine rule scrapped and reducing the amount of testing
- Being members of a National Adult Social Care COVID-19 Planning Group
- Recognising and supporting the home care workforce as key workers
- Speeding up the bureaucracy around DBS checks
- Making sure money was available to enable people to self-isolate and still be paid
- Working with organisations like Carers UK to make sure informal carers received support
- Collecting and using the right data as many organisations are in the independent sector
- Acquiring, distributing and advising on PPE in a way relevant to people in home care
- Simplifying and standardising on terminology used concerning PPE
- Freeing up government funds to ensure the sustainability and viability of providers
- Working with Local Government to ensure £1.6 billion funding was distributed fast
- Advocating for councils to move to paying in advance on planned delivery
- Lobbying for extra funding for infection control for home care providers
- Working with the CQC to keep the system assurance going through virtual inspections
- Working with NHS England on discharge from acute hospitals to community settings
- Ensuring routine testing for people caring for dependent, high risk individuals
- Facilitating the fast roll out of vaccinations to the home care workforce

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IMPORTANT

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It's not about software.  
It's about care.

## Best home care group or franchise network

### Winner

#### Right at Home UK

Over the last decade, Right at Home's mission has been to become the most trusted homecare brand in the UK, upholding the highest of standards, whilst also leading the way through significant investment and expertise to create a number of game-changing innovations that position Right at Home as a trailblazer for the whole sector. At the heart of their success is an unrivalled family-feel culture, permeating through every level of the organisation.



### High Commendation

#### Radfield Home Care

In some of the most challenging circumstances to face the sector, Radfield continues to build a high-performing, innovative business that is shaping the future of home care, delivering exceptional care, growth and outcomes thanks to the exceptional passion and commitment of people across the business. From founders Alex and Hannah, through the dedicated franchise partners (all the champions of care in their local communities), to every single one of their care professionals..

### Finalist

#### Bluebird Care

#### Category sponsor

unique:IQ

## Best individual home care branch or franchise within a group or network

### Winner

#### Right at Home, Reigate & Crawley

Right at Home Reigate and Crawley, provides meaningful care in combination with tailored rehab to truly make a difference to elderly people's everyday lives.

Four years on, RAH-RC is an award-winning trusted quality home care provider, priding itself in delivering high-quality personal care and all the support clients' changing needs in the comfort of their own homes in Reigate, Redhill, Godstone, Oxted, Crawley and the surrounding area.

The team is not complacent. Their clients have choice. Their high standards of customer service plus the extra mile that every single one of the team will go, without a second thought, is the reason the business is growing from strength to strength.





# Meet mia care. Taking elderly care forward.

Backed by Artificial Intelligence and the expertise of a team of world-class medical doctors, mia care can help predict and support the prevention of adverse health events.

## Now is the time for mia care.

The demand for senior care is growing. Staff is getting harder to keep and find. Now is the time to bring mia care on board to revolutionize how you operate.



## Designed to be affordable and accessible to all:

- Costs less than a cup of coffee a day
- Easy to install
- Easy to use
- 24/7 customer support

## Made for the most pressing needs of elderly care. Bring in mia care for:

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24/7 monitoring with emergency alerts & notifications



Behavior tracking and prevention recommendations



By analyzing multiple sources of bio-metric and health data mia care helps keep seniors safe by giving staff actionable, timely information.

**With continual learning, mia care understands and adapts to every individual's unique wellness challenges.**

This keeps the elderly healthier and reduces costs associated with unnecessary adverse events. All in a day's work for mia care.

**mia care is the only cognitive AI technology IN THE WORLD that answers "Are my clients OK?"**

## Make mia care a part of your care strategy.



Monitors and analyzes client vital signs, quality of sleep, movement and frequency of bed exits



Easy to use tools that help staff assess risk for falls, severe anxiety and depression



Provides administrators with 24/7 situational awareness on-site and remotely



Actionable advice to help staff prevent & mitigate adverse events like falls



Real-time detection and alerts of falls, emergency situations and when adverse event risk is high



Helps administrators track staff activity & helps staff stay on task to improve quality of care

## The benefits add up.

- Improves operations and quality of care
- Increases peace of mind
- Supports compliance tracking
- Helps reduce adverse events by over 70%
- Improves top and bottom line
- Gives you a competitive advantage

**Think of mia care as smart care.**



**See how mia care will transform how you care for the elderly.**  
Connect with us today to book your free needs assessment [hello@miacare.co](mailto:hello@miacare.co)

# Best start-up home care service or new franchisee

## Winner

### Kingsway Care

Kingsway Care is an innovative new home care provider in Sussex, delivering truly outstanding home care with fun, imagination and empowering the company's CareGivers to bring their passions and pride to care visits. This has created a fantastic working environment with a host of generous and innovative benefits. This has helped retain the happy, big-hearted, and reliable team of professionals from all walks of life.



## High Commendation

### Radfield Home Care

The pandemic struck within 6 months of opening, presenting challenges that Radfield Home Care overcame to provide high quality, person-centred care to clients in their own homes. In September 2021, the CareQuality Commission (CQC) rated Radfield as "Outstanding" in its first ever inspection, demonstrating a clear commitment to offer care that is friendly, responsive and flexible to clients' needs; encouraging and promoting their independence.



## Finalist

### Lifted

## Category sponsor



# Best independent home care provider

## Winner

### Lifted

Lifted are on a mission to lift the lives of those in need of homecare. Their tech-enabled approach allows Lifted to deliver a transparent, premium service that ensures Carers and families feel supported. This is through a Care app, as well as an app for Carers, and numerous online destinations for those needing to find advice, information and overall companionship; as no-one should care alone.



## Finalists

- Angelcare UK
- Care 2 Care
- CSN
- Home Care Preferred
- Intrust Care
- The Good Care Group

## High Commendation

### Ashridge Home Care

Ashridge Home Care is built upon the philosophy that in looking after its carers, they in turn will look after their clients. Ashridge is a family of carers and those family values lie at the heart of its care. With a 10/10 rating on [homecare.co.uk](http://homecare.co.uk), the UK's leading care provider website, this privately owned company has created a caring culture which invests in its staff, who feel valued and supported. Its founder Trudi Scrivener is heavily involved in the company and leads by example. She runs an expanding head office team of five and employs nearly 100 full and part time carers. Ashridge is one of the few care companies in the UK to offer both visiting hourly care as well as 24 hour live-in care and has won numerous accolades especially during the past 18 months of challenges in the care sector.



## High Commendation

### Consultus Care and Nursing

For nearly 60 years Consultus has been providing live-in carers and nurses to support people who wish to maintain an independent life in their own home. Consultus' live-in carers and nurses offer individuals or couples a welcome and reassuring alternative to care homes, unpredictable community care, and extended hospital stays. The company offers a 24/7, one-to-one service shaped by each client's circumstances and needs, extending their independence, and enabling daily freedom of choice and Consultus strives to exceed clients' expectations in all aspects of care and nursing. Emails and letters from clients every week testify to this.



## Best for respite care expertise

### Winner

#### Intrust Care

Intrust Care is an established and respected independent home care provider in Milton Keynes. The nurse-led team provides a high standard of care, across different specialities, with depth of knowledge and expertise helping to tailor safe, effective, person-centred care for clients. Fully appreciating the challenges that family members can face when caring for a loved one, and understanding how important it is that they have some time to themselves, Intrust Care offers respite home care services, which allow family members to get some well-deserved rest and relaxation, knowing their loved one is receiving the best possible care.



## Best for specialist care expertise

### Winner

#### Gray Healthcare

Gray Healthcare delivers individually tailored, bespoke care for people in their own homes. The unique model of intensive care and support, overseen by Gray's multi-disciplinary team, enables people with learning disabilities and Autism to move out of hospital to live safe, independent, and meaningful lives in the community. Supporting people with a range of complex needs and behaviours, which have challenged services, Gray provides a national service delivered through local hubs of highly trained professional staff teams.



### Finalists

Intrust Care  
Radfield Home Care, Wakefield and Dewsbury

# Best for mental health and dementia care expertise

## Winner

### Bluebird Care Docklands, Stratford & Wapping

Bluebird Care Docklands Stratford and Wapping delivers exceptional home care services to customers in their community. They have established themselves and leaders in delivering person-centred dementia care services that prioritise the mental wellbeing of their customers. This has been achieved through innovative initiatives and training programmes that have up-skilled their care assistants to be industry leaders for mental health and dementia care.



## Finalists

Intrust Care  
Pillar Care

## Best for live-in care expertise

### Winner

#### Mumby's

Mumby's Live-in Care is a specialist care agency based in Oxfordshire with a network of carers throughout the South East of England. Uniquely they focus entirely on live-in care and this year rebranded to better represent their core service. Mumby's is passionate about providing exceptional live-in care expertise and proud to have achieved an Outstanding CQC rating.

Family-run, with family values, they treat clients as though they are part of their extended family, offering supportive, compassionate and people-centred services throughout. They have an open and approachable culture that gets the best from and for the team and clients alike. A highly bespoke service is delivered to holistically improve the client's quality of life in their own home.



### High Commendation

#### Promedica24

Promedica24 is a well-established live-in care provider with over 20 years' experience supporting people who want to live independently and safely in the comfort of their own homes.

Founded in Poland, the company has expanded across Europe, supporting over 30,000 families and their loved ones in Germany, Poland and the UK. Specialising in providing the highest quality, personalised, live-in companionship and care services, Promedica24 enables people to live their lives well in the places and communities they call home. The mission is to ensure families have access to a genuine, affordable alternative to residential care.



### Finalists

- A Class Care
- Ashridge Home Care
- ENA
- Home Care Preferred
- Oxford Aunts



Ladies in Waiting

### Excellent system, and outstanding customer support

25 Jan 2022

We have been using CarePlanner for 5 months and have found the system to be clear, & easy to use. The support team at CarePlanner and their customer services has truly been excellent, anytime we've had a question or require a degree of support they have been there and eager to help. Genuinely, I am very happy to recommend CarePlanner to any enterprise looking for a new system, as our experience has been outstanding. Mr Crabtree Registered Manager Ladies In Waiting



Quality Care Scotland

### Best Care Rostering System on the Market

8 Jan 2022

We as a care provider have been using their system for 3+ years. Overall, they are a smashing team. Friendly and trusting. They keep their prices the same year on year which is amazing and rare compared to the likes of [redacted] (stay clear of). Their system has never faulted at all ever in all the years we have used. Our carers love the app and never complained. Looking forward to their upcoming new digital documents system. The app works easily within homes and remote locations. As you can tell, we are so pleased with care planner and how good they have been with us that our loyalty to them is massive. Thank you Mark Scotland



Penrose Care

### Best rota management software in social care

12 Jan 2022

Penrose Care has been using Care Planner since I believe right before the global pandemic. It is vastly superior to any rota management software we've ever used. Very dependable. We still have many features we haven't used yet and am therefore sure it is even more useful than we already have found it. Penrose Care is a home care provider rated Outstanding by the CQC.



Rosebud Home Care

### Great piece of software.

6 Dec 2021

Great piece of software that does exactly what it is supposed to do. We never have any downtime or issues and literally take the whole system for granted as it's always there doing exactly what we need it to do. I cannot comment on the support as it has been so long since we have needed any, however when we first started using Careplanner and we were still learning the system the support needed was provided quickly and faultlessly, the team were very helpful and supportive.



Thurrock Lifestyle Solutions

### New to us .. but perfect!

10 Jan 2022

We had got stuck using an older Homecare planning system .. how amazing has Care Planner been as we switched so far!! It just ummm ... works .. it is intuitive and easy to use and makes all our (207 Clients) rostering a doddle .. the staff ability to log on as 'Unplanned' means we can suss fast changes easily and the system lets us match them later - it really helps with our person centredness .. and .. its a good price .. go try it ..!



Caring Hearts Recruitment

### great customer service

20 Jan 2022

Katie has been fantastic from start to finish with explaining everything i needed to know about care planner. She has been very responsive to my emails and the training she gave was very informative. Care planner is going to make the business so much more efficient. It is easy to navigate though and has lots of great features



Yorkshire Homecare

### Very satisfied

2 Dec 2021

I am very pleased with the overall platform and especially the service team. I had an issue which was very urgent and they were able to resolve it promptly! This service has helped increase productivity at my homecare and would definitely recommend this.



Netherclay Home Care

### My employer has been using Care Planner...

27 Dec 2021

My employer has been using Care Planner for around 18 months. The system is easy to use and does everything we need it to. I have personally found the customer support to be very helpful.



You Are My Sunshine

### Easy to use

13 Jan 2022

Easy to use, saved us lots of time. Would recommend to anyone.



Folkestone Home Care

### As always the support is fab and always...

14 Jan 2022

As always the support is fab and always takes into account my lack of techy ability which is very low!



Virtue Care Services

### Very good system

5 Jan 2022

A very good, simple to use, system. Always very helpful when we enquire about anything.



Heart Warming Care Services

### Lauren has been very informative and a...

5 Jan 2022

Lauren has been very informative and a great support. Careplanner is a great and easy App to use and they are always on hand to support. Thank you Lauren, keep up the great work



Care Matters Wiltshire

### Professional company

18 Jan 2022

Professional, friendly and fantastic company providing brilliant system for Domiciliary Care company. The training and support on the system has been great. Highly recommend.



Standards Care

### Continuous Improvement

27 Jan 2022

As any company should look at continuous improvement. I was exploring options to implement call monitoring and eMARS with Lauren (CarePlanner) who was honest in the pros and cons of them both. The great thing is, not just the honesty, but how they are looking to combat the cons in the future.

## Social care is all about connections.

Connections between providers, carers, and clients as well as other systems and services.

With CarePlanner one easy-to-use system connects you to your teams and service users, allowing you to record availability, manage compliance, create rotas, book holiday, generate invoices, run payroll, and offer a dedicated app to your frontline workers.

With over 500 agencies choosing to use our system last year alone, isn't it time you joined us?

**160,000,000** hours of care given  
**120,000,000** appointments  
**120,000** service users  
**76,000** careworkers  
**1,600** agencies  
**1** system



Innovative Solutions for Home Care



# Best for innovative technology expertise

## Winner

### Lifted

Innovative tech expertise lies at the heart of the service provided at Lifted, from their online hub and communities, to apps for both carers and families. These platforms allow Lifted to maintain transparent and up-to-date care that gives families peace of mind. The Lifted team understands the position in which clients find themselves and the technology employed is designed and constantly updated to reflect this understanding.



### With peace of mind at your fingertips

-  **Sharing joy.** See moments of Joy with your Carer and your loved one to keep the whole family up to date.
-  **Transparency.** See real time updates, receive notifications when Carers arrive and leave, and read wellness data.
-  **Support.** Chat to a care professional, receive a free personalised care guide, and leave reviews and feedback.

## Finalist

Angelcare UK

### Category sponsor



# GET THE FULL PICTURE FOR OUTSTANDING CARE



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 #RHC22



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& HOME CARE  
SHOW**

18 - 19 MAY 2022 + ExCeL LONDON

Organised by:  CloserStill

# Best for recruitment, retention and staff motivation expertise

## Winner

### Elder

We must not accept a society that puts care, or those who provide it on the fringes. So, in August Elder launched a market-defining Carer Value Proposition (CVP). Built on insight from engaged and disengaged carers, a new Carer Loyalty Programme was created offering exclusive rewards, and a new financial package defined to ensure caring with Elder meant making a living, living well, and feeling supported as a self-employed carer. In the weeks following the launch, more individual carers joined Elder than ever before, with 65% more carers applying for placements.



## Finalists

Ashridge Home Care  
Bluebird Care Greenwich  
Good Oaks Home Care, East Dorset  
Right at Home, Reigate and Crawley

## Category sponsor



## High Commendation

### ENA

The ENA recruitment team has worked incredibly hard over the past 12 months to improve the recruitment, retention, and staff motivation within the business, continuously adapting to new recruitment methods in the toughest market ever faced, used innovative technologies to support staff, and planning for the future through continuous feedback and learning.



## High Commendation

### Oxford Aunts

Oxford Aunts' reputation as a quality live-in care provider is not only evident through the number of care workers they attract, but it's also clear that they are able to retain staff as they feel valued and supported. Carer satisfaction scores reflect an engaged and happy workforce that enjoys working with Oxford Aunts, and who are keen to promote the company as an employer of choice to others, further aiding recruitment efforts. High standards mean Oxford Aunts takes on less than 4% of applicants, but loyalty is rewarded with a range of well-being initiatives.



# THE CARE SHOW

## 12-13 OCTOBER 2022, BIRMINGHAM NEC

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- **200+ leading care suppliers**
- **80+ expert care speakers**
- **60+ CPD accredited conference sessions**
- **5 training zones with countless learning opportunities**
- **1 Unmissable conference with everything you need to provide outstanding care**

## Best for training and development expertise

### Winner

#### The Good Care Group

The Good Care Group is a nationwide, independent provider of high quality, home care services for older adults - rated CQC 'outstanding'. Over the past 12 months the Group responded to feedback from professional carers to drive improvements in training and development, providing increased opportunities for progression and advanced knowledge. A specific retention strategy was introduced comprising a range of initiatives to ensure that professional carers are treated as just that - professionals. The Group's training offer has been enhanced to ensure that carers are engaged, feel valued and invested in, and survey satisfaction scores say it's working.



### Finalist

ENA

### Category sponsor



### High Commendation

#### Consultus Care Training Centre

The adaptability and dedication of the Consultus Training Centre has never been more evident than in recent months. Despite continuing COVID precautions Consultus strives to excel, as endorsed by their recent Centre of Excellence status renewal. The effective adjustments made to their induction training ensures carers are current and capable in providing care for clients in their own homes. A flexible learning approach combines e-learning, bespoke quizzes, virtual and practical sessions. Trainers assess not only the practical skills of carers, but also attitude and compassionate approach, always aware that, ultimately, these carers will be responsible for vulnerable elderly people.



# Best for team support expertise (head office and back-up)

## Winner

### Right at Home, East Lancashire and Ribble Valley

CareGivers working out in the community are the bedrock of Right at Home's business and without their truly outstanding commitment the company would be unable to deliver the exceptional standard of care that clients expect. It is incumbent on those providing the core office function to offer the best possible support to the team of CareGivers in East Lancashire and the Ribble Valley. This is achieved by a combination of initiatives, all aimed at improving the lives of CareGiver staff and making them feel well-supported. They include practical measures to help with their work and others to impact beneficially their mental health and wellbeing.



## High Commendation

### Right at Home UK

Right at Home UK seeks to do two things consistently: deliver outstanding care and build outstanding businesses. Over the last year, their support offering has developed significantly. They make sure they highlight the support available for the Right at Home network in each critical area of their business and continue to adapt the support offered to ensure they consistently strive to be a highly trusted homecare provider, an employer of choice and a successful franchise system.



## Finalists

Bluebird Care  
CSN Care Group  
Pillar Care

## Best for team support expertise (staff wellbeing, etc)

### Winner

#### Home Instead, Dartford

The (mental) health and wellbeing of the Home Instead, Dartford team has been at the forefront of actions since the office opened at the end of 2019. Before even knowing what was about to happen with the pandemic, the office had pledged "to raise awareness about mental health and to keep the conversation about it flowing, so that every employee can feel comfortable and safe at their workplace." At the same time, they also want to constantly promote growth and progression for the team by offering advanced learning and training to everyone on the team.



### Finalist

Angelcare UK  
Caremark, Aylesbury and Wycombe  
Intrust Care  
Oxford Aunts

### High Commendation

#### Right at Home, North Somerset

Right at Home, North Somerset provides year-round, 24 hour, high quality support for older and vulnerable adults, enabling them to remain in their own homes and in the community for as long as possible. To facilitate this, the company is 100% committed to fostering an inclusive, welcoming atmosphere for all staff, providing a high level of training and development opportunities, ongoing support and recognition of the skills, commitment and dedication that Right at Home staff show in caring for clients.



# Quality leads straight to your inbox



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Debbie Harris  
Founder - Autumna

The only website and advice line specialising in self-funding clients

**Autumna**

# Best for response to the Coronavirus pandemic (Covid-19)

## Winner

### **Radfield Home Care, Wakefield and Dewsbury**

Radfield Home Care, Wakefield & Dewsbury was established in 2018 by Jackie and Mark Gillen. Their aim was to establish a high-quality, person-centred, care service for people living in their own homes. The company prides itself on being a service that promotes independence and empowers clients to live their own unique lives, with specialist tailored support where needed. When Covid-19 hit the UK, advice from the Government, Local Authority and other key contacts ensured the right response to the new guidance for the Care Sector. All safety precautions were in place and full training and guidance was provided and updated.



## Finalists

**Bluebird Care, Waltham Forest**  
**My Life Homecare**  
**Right at Home, GF**

Category sponsor

# Autumna

# Best for marketing expertise

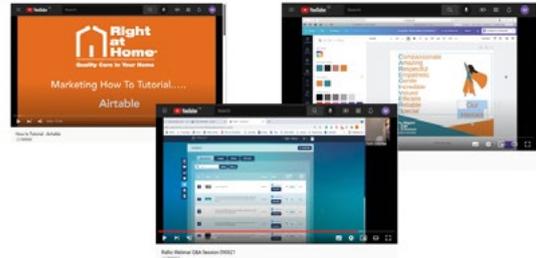
## Winner

### Right at Home UK

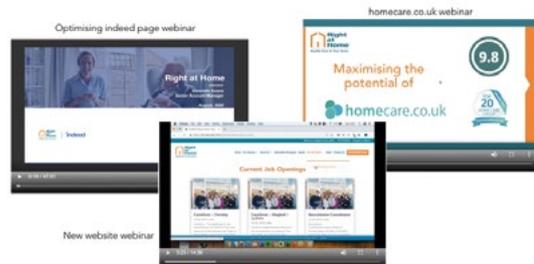
Right at Home UK's marketing mission for 2021 was clear. Firstly, to raise their brand profile and visibility nationally - more so than ever before. Secondly, ensure the network of 70+ franchisees had the tools, support and guidance to do the same at a local level. A £240K investment was made to supercharge the Right at Home marketing offering and showcase the incredible achievements and impact delivered.



#### Marketing Video Tutorials:



#### Webinars:



## Finalist

Bluebird Care  
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