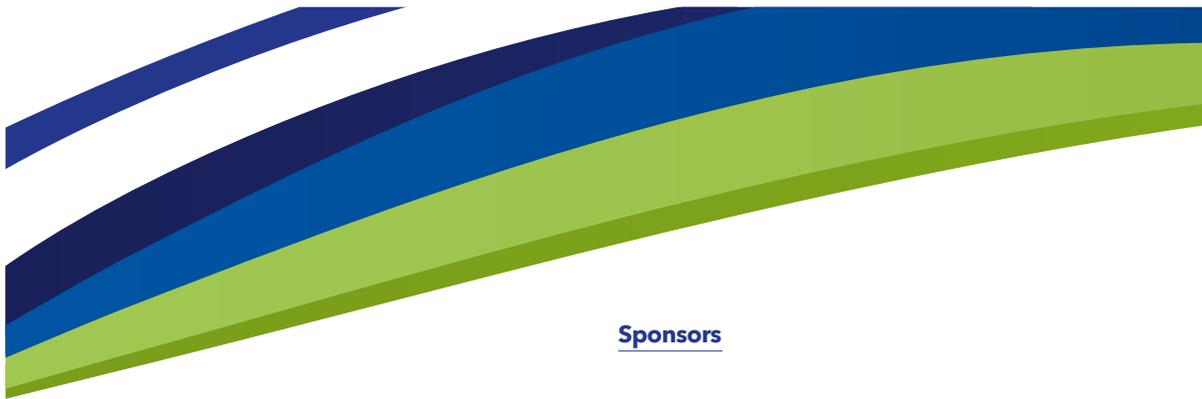


HCA

HEALTHCARE
HOME CARE AWARDS



THE WINNERS 2021



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Welcome

From Disappointment to Delight

On March 16, 2020 the level of disappointment at not being able to run a physical Awards event was almost unfathomable. It took quite a few weeks to bounce back and realise that we had delivered on most aspects of the Awards, but had been unable to lay on the food and drinks.

We were so much better prepared for the 2021 Awards and the following pages are evidence not only of great Winners and High Commendations, but also of record entry levels during the worst year imaginable.

So, huge thanks must go to all the entrants and to the judging panel who studied and marked so assiduously to find the Winners, to Home Care Insight as media partner, and Care Planner, Home Care Expo and Unique IQ as sponsors. Together, these stakeholders are building a successful set of business awards of which we can all be proud.

There is now a bit of a breathing space until entries re-open for the 2022 Awards on September 1. We will be continuing to talk to everyone we can about entering the Awards for 2022 and we will also continue dialogues with companies who are or could be sponsors of the Home Care Awards to further extend their reach and credibility.

Very best wishes for the coming 12 months and we hope we can all reconvene for a live Awards lunch and ceremony on March 18, 2022.

Helen Warrilow
commercial director
Home Care Awards

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- 

The judges



Adam Hutchinson
CEO
Belmont Healthcare



Martin Jones
CEO
Home Instead UK



Susan Jones
independent consultant
Thoughts Become Things
Care Consultancy



David Lynes
managing director
Unique IQ



Hannah MacKechnie
co-founder
Radfield Home Care



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

Most outstanding home care agency or provider



Gold Winner

Ashridge Home Care

With two category wins and a finalist placing, Ashridge Home Care impressed with the breadth and depth of their service. With great strength in live-in care, an extraordinary response to the Covid-19 pandemic and an outstanding reputation as an independent home care provider, Ashridge Home Care made a real impression on the judges and thoroughly deserves the recognition that this gold award bestows on them.

Many congratulations to **Trudi Scrivener** (pictured below) and her team in Buckinghamshire.



Outstanding individual



Gold Winner

Martin Jones ceo, Home Instead UK

Through his work with Home Instead UK, Martin has a unique understanding of the many issues (and opportunities) presented to society by an ageing population. He is putting that insight to use to shape how we care for seniors and in doing so makes a significant contribution to the welfare of older people whilst also championing home care as a care option in later life and promoting care as a meaningful career.

During the Covid-19 pandemic, Martin led the Home Instead UK team, forming a Covid Taskforce to navigate a well-informed route through a challenging time in order to support a franchise network of over 200 offices, their 17,000 CAREGivers and 9,000 clients. Martin also contributed to Home Instead UK's Global Taskforce on the pandemic.



Best independent home care provider

Winner

The Good Care Group

The Good Care Group is an outstanding live-in care provider dedicated to providing high quality care and support which enables older people to live well in the comfort of their own homes and communities. The organisation is deeply committed to continuous improvement and development in order to bring about improved outcomes for clients and personnel. Ambitious digital transformation has enabled TGCG to more effectively monitor safety and wellbeing, better connect with their workforce and increase transparency for clients and their loved ones.



High Commendation

Home Care Preferred

Home Care Preferred is committed to providing good quality services that help people and their families enjoy life, whatever their age - supporting and enabling clients and local people to continue to feel heard, believe they are cherished and a valued part of the community. Cloud-based technology means the company works on a virtually paper free basis and Home Care Preferred sees technology playing an ever greater part in healthcare in the years ahead.



Finalists

ABClivein Care Hampshire
Angelcare UK
Ashridge Home Care
Good Oaks Home Care
Helping Hands Home Care

The background of the advertisement features a photograph of an elderly woman with short, wavy grey hair, wearing a dark blue textured shawl. She is looking down and to the right. In the background, a caregiver is partially visible, smiling and holding a smartphone. A vertical blue bar runs down the right side of the image, containing the company logo and some text.

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Our technology has all the features a home care provider needs to manage care and the people giving it.

But like you, making a difference is what we really care about. Tech is just how we do it.

Best home care group or franchise network

Winner

Home Instead UK

Home Instead UK is proud to be a pioneering, forward thinking home care company that is looking to re-shape the home care available today, and in the future, as homes become the 'hospital of the future' - a place to nurture good health and wellbeing. Home Instead UK care is truly person-centred, delivering outstanding outcomes and recognising the need to support people's emotional needs and offer social stimulation.

The Home Instead UK model is based on relationship-led care delivered with dignity and respect. Visits last a minimum of one hour, so there is no rushed care. Clients and CAREGivers are matched based on shared interests. CAREGivers are properly paid and have access to ongoing training and bespoke qualifications such as City & Guilds accredited dementia and end of life training. The service is delivered through a network of 224 franchise offices and there is a rigorous selection process for franchisees, ensuring that only those who are ethically aligned to the Home Instead UK business mission join the network.



Category sponsored by

unique:IQ

High Commendation

Bluebird Care

Bluebird Care is one of the largest home care providers in the UK. They have over 200 franchise businesses across the UK and the Republic of Ireland, delivering over 20,000 customer visits every day. They attribute their success to their business model and the support Bluebird Care gives to each new franchise business.

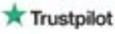
Bluebird Care invests in digital technology to transform service delivery. They also have a scalable business model allowing owners to easily diversify. The central team is highly experienced, and offers comprehensive support to their business owners to support them as they develop throughout their lifecycle.

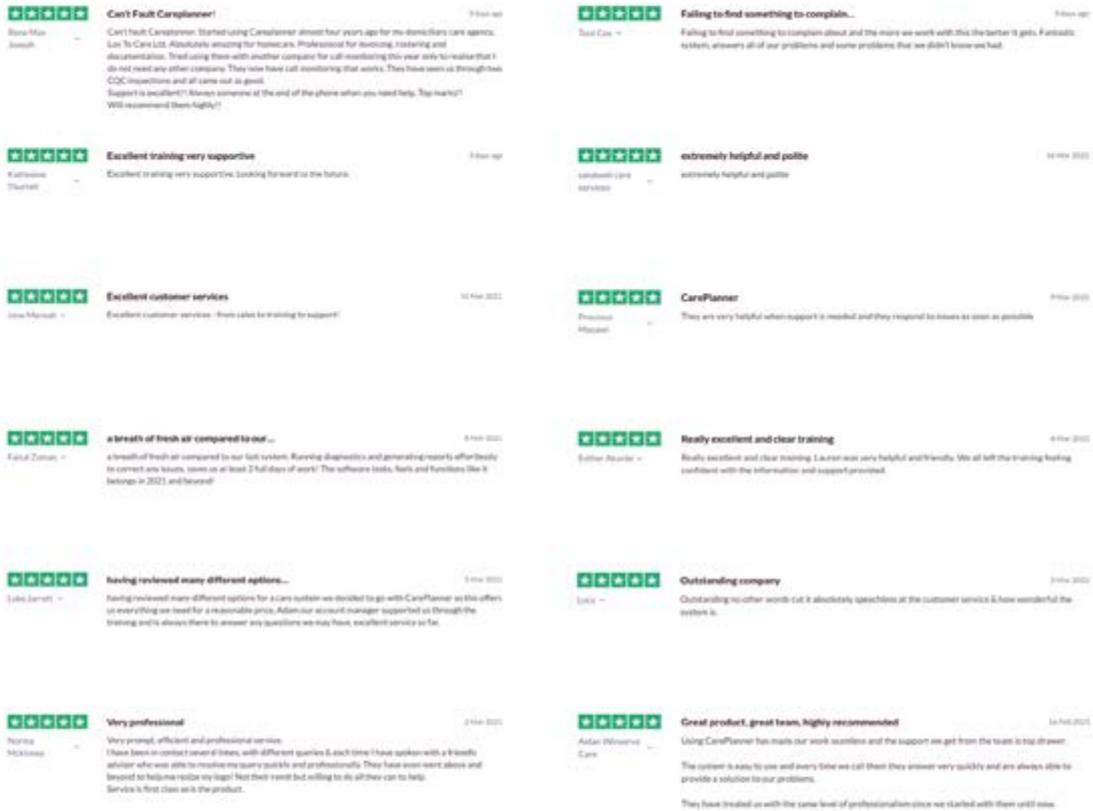


Finalists

Good Oaks Home Care
Right at Home UK
South West Care Group

Excellent 

Based on **129 reviews** on 



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Best start-up home care service

Winner

BelleVie

BelleVie is reinventing the future of care work. Their innovative operating model, using Buurtzorg-inspired self-managing teams, is making care work a sought after career. With a 9.9/10 rating from families and impressive +64% NPS score the BelleVie startup has proven it can deliver high quality, person-centered support. With 70% of recruits coming from outside the care sector, the business model offers a real solution to the recruitment challenge. Recently secured funding is enabling the company to further develop operations and their technical platform.



High Commendation

Home Instead Dartford

As a new home care provider in the Dartford area, Home Instead Dartford has embraced electronic systems and new working procedures during the pandemic to keep everyone safe and now operates a completely paperless office. Supporting the team through mindfulness sessions and with little gifts has been a big priority during the difficult times caused by the pandemic, because none of the success achieved would have been possible with an amazing team.



Finalist

Holm Care

Category sponsored by



Best for mental health and dementia care expertise

Winner

Mumby's Homecare Support

Mumby's offers outstanding and comprehensive training for its carers and is a specialist in dementia care. Training expert, Trevor Mumby, has developed Mumby's tailored training programme utilising his wealth of knowledge and experience in dementia and mental wellbeing. Mumby's adopts a forward-thinking training plan. During the pandemic, coaching has evolved and embraced new training channels to accommodate carers' new needs. The team is creating a six-part video coaching series specifically for dementia care and mental wellbeing. It addresses the need for reliable and actionable reference training material to support carers whilst in the home, should a difficult situation arise.



Finalist

The Good Care Group

High Commendations

Home Instead Wetherby and North Leeds

Home Instead Wetherby and North Leeds host a range of activities to support existing clients their families and the wider community - activities additional to their regular work helping people to live well with dementia including companionship cafes, dementia training of CAREGivers, Dementia Friends Sessions for the community and providing dementia care by highly knowledgeable and skilled CAREGivers.



Home Instead UK

Home Instead UK has put CAREGiver empowerment at the centre of its dementia training strategy in order to expertly meet the growing increase in demand for specialist in-home dementia care. Their new dementia training programme has been developed with leading experts from the University of Bradford and has provided the company with a body of CAREGivers who feel confident to deliver appropriate bespoke care to their clients.



Best for day care expertise

Winner

Amber Support Services

Amber Spotlight is part of Amber Support Services and is a music and drama group for adults with severe and complex additional needs. Since March 2020, Amber Spotlight has been delivering over 20 live music sessions per month through Facebook: singing, teaching Makaton sign, and having fun. These videos have been broadcast from Amber staff houses to clients, who have loved being involved in trying to make the 'new normal' normal. Amber Spotlight has produced music videos, where families, clients and staff have sent in videos that have been synchronised and edited to make everyone feel together, even when not, physically.



Finalist

Nest Homecare

High Commendation

Bluebird Care Birmingham East and North

Pass system and Open Pass applications allow Care Assistants to update care notes and medication records instantly and facilitate real-time transfer of this information back to staff in the office. Also, since last year mobile applications have been introduced to help staff apply for holidays, rather than travelling to the office to fill in holiday applications, and to submit expenses or mileages. All these developments mean more time for day care and less time for admin.



Best for live-in care expertise

Winner

Ashridge Home Care

Ashridge Home Care is an independent award-winning Buckinghamshire care company providing live-in and visiting hourly care. Owner and Director, Trudi Scrivener has 30 years' experience in the social care sector and is proud to be providing bespoke care for clients living in the comfort of their own home. All care is highly personalised due to the passionate belief that looking after their carers means they in turn will ensure first class care to clients. During this challenging year care really came to the fore and her team stepped up to the mark delivering outstanding care to the whole Ashridge Family.



High Commendation

Mumby's Homecare Support

Mumby's Homecare Support is a specialist live-in care provider in Oxfordshire. Family-run, this independent agency provides CQC-rated outstanding live-in care expertise and specialises in live-in care. The success and ethos of Mumby's is built on putting people first: carers are valued and supported; Mumby's retains first-class staff; clients enjoy outstanding live-in care; and families are reassured.



Finalists

Bluebird Care
North Hampshire & West Berkshire
Bluebird Care Tonbridge & Tunbridge Wells,
Bluebird Care Maidstone and Bluebird Care
Gravesham & Dartford
Constantia Care
Good Oaks Live-in Care
Ranger Home Care

Best for palliative or end-of-life care expertise

Winner

Ranger Home Care

As a community RGN, Natalie Ranger, director, developed her belief that home is a viable option for end of life care.

Ranger Home Care provide experienced, well trained live-in carers capable of managing complex care, such as Bi-Pap, C Pap and Pag feeding.

Working as part of the community team / hospice team and sharing the privilege of someone's end of life care journey. Discharging CCG fast track clients within 24 hours and ensuring no delay in helping someone to be in their own home surrounded by people and things they love.



Finalist

Home Care Preferred

High Commendation

Bluebird Care Greenwich

Bluebird care Greenwich has established an excellent reputation in providing palliative care for customers. Bluebird Care Greenwich is amongst the first ever domiciliary care providers to be working towards the Gold Standards Framework (GSF) accreditation programme, which is the UK's leading training provider for frontline staff in end-of-life care. The GSF has traditionally only recognised care homes, so it is an incredible achievement for Bluebird Care Greenwich and it's a testament to their commitment to end-of-life care provision.



Best for innovative technology expertise

Winner

The Good Care Group

The Good Care Group (TGCG) is an entirely digital organisation, having developed an end-to-end system uniquely designed for carers and clients. From the point of recruitment, through to the delivery of care, the system achieves remarkable outcomes for clients and carers alike. TGCG is a highly innovative organisation, constantly improving and developing new initiatives that ensure the Group maintains its position as a market leader.



High Commendation

Bluebird Care Leads North

Bluebird Care Assist delivers health and wellbeing checks in the comfort of people's own homes, enabling them to monitor their own health proactively. The service involves a 30-minute visit from a Bluebird Care Champion, who carries out necessary checks.

The results are available immediately, thanks to Bluetooth-enabled kit and should there be any concerns, a family member and health professionals can be quickly notified, thus preventing further health deterioration and enabling prompt treatment.



Best for marketing expertise

Winner

Home Instead UK

Home Instead UK has undertaken the home care sector's first ever national television advertising campaign. In doing so they have exposed a significant proportion of the population to the role home care can play in supporting older people whilst also bringing peace of mind to families. Home Instead UK is committed to making care at home the first choice for high-quality, companionship-based care. This will enable more elderly people to stay in their own homes but will only be achieved if people are aware of home care and the role it can play and if there are enough people working in care.



High Commendation

Bluebird Care

Bluebird Care is one of the largest providers of home care services operating across the UK and Republic of Ireland, with over 200 franchise businesses delivering over 20,000 customer visits every day. In 2020, Bluebird Care launched a new, measurable National Marketing Plan. This has local, franchisee-level customisation options, closely monitored objectives and metrics to offer clarity.



Finalist

Caremark (Aylesbury & High Wycombe)

Best for recruitment, retention or staff motivation expertise

Winner

Right at Home UK

Since March, the in-house recruitment team has supported the recruitment of 1,000+ CareGivers for the Right at Home franchise network. This has ensured those most vulnerable can continue receiving the high quality care they require and to stay safe at home during the pandemic. Across the Right at Home network, the average retention rate for new recruits is 72% - a tremendous achievement for this sector.



High Commendation

Bluebird Care North Hampshire & West Berkshire

Bluebird Care is committed to delivering the highest quality of home care service, enabling customers to remain independent at home. Managing 'Talent' requires a focus on a strategic approach to recruitment and retention in attracting the right candidates with the right values, attitudes, and behaviours; selecting the very best candidates; developing the talent and skills of all staff; and retaining great people.



Finalist

Caremark (Aylesbury & High Wycombe)

Best for training and development expertise

Winner

ENA Care Group

ENA was one of the first providers of live-in care in the UK and in the last twelve months, the business has taken on the dramatic transformation to develop exceptional training.

ENA went from a training approach that lacked imagination, creativity, or engagement to one that is building some of the most robust, engaging, and professional content to train and upskill live-in carers, so that they are confident and proud of the work they do as professionals.

A key example of this is the bespoke spinal injury and bowel management training created by ENA to ensure carers are confident to manage and enable clients to retain their independence in their own homes.



Finalist

Bluebird Care Mid and West Cornwall

Best response to the coronavirus pandemic

Winner

Ashridge Home Care

Ashridge Home Care is an independent award-winning Buckinghamshire care company providing live-in and visiting hourly care. All care is highly personalised due to the passionate belief that looking after the Ashridge care team means they, in turn, will ensure first class care for their clients. During this challenging year care really came to the fore and the team stepped up to the mark delivering outstanding care to the whole Ashridge Family.



High Commendation

Right at Home Portsmouth

The calm and measured approach of the Right at Home leadership team has cascaded right through the franchise network. Practices and documentation as a result of the pandemic have been shared with numerous other master license holders of the Right at Home brand globally, which reflects the world-class, market leading support provided for the network. In an anonymised, third party survey completed by Franchise Owners, the senior leadership team scored 98% for their response to the pandemic.



Finalists

Audley Care
Bluebird Care
Bluebird Care Tonbridge & Tunbridge Wells,
Bluebird Care Maidstone and
Bluebird Care Gravesham & Dartford
Carebridge Staffing
Good Oaks Home Care - Reading and Newbury
Helping Hands Home Care
Home Instead UK
Promedica24
The Good Care Group

Best team support expertise

Winner

Right at Home Portsmouth

Right at Home Portsmouth believes that CareGiver Wellbeing is crucial to their success. While business has a duty of care around health and safety of employees, in reality this provision is often based on outmoded HR practice and a 'resource library approach' of leaflets and links to agencies. Positive People is a series of interventions rooted in cutting edge psychology. It is an innovative programme to deliver Outstanding Wellbeing to Outstanding People.



Finalists

Bluebird Care
Bluebird Care Camden & Hampstead
Bluebird Care Mid and West Cornwall
Heritage Healthcare

High Commendations

Good Oaks Home Care

Team support has never been so important. 2020 was an absolute shocker of a year, but Good Oaks has gone the extra mile through its people and systems to ensure that its companies, clients, colleagues and communities are as safe as possible. Whether this has been the owners driving hundred of miles to drop off emergency PPE supplies at other offices, or the award-winning GOOS system, franchise partners have been supported throughout. The effect has been a 30% growth compared with last year, with more success to come.



Home Instead UK

Home Instead UK sets the bar high in terms of the support offered to franchise owners - from recruitment to the ongoing support and development of both franchisees and their teams. Support is based on 'The Franchise Journey' - a new concept introduced in November 2019, developed following research with the network, which identified that the most appropriate support is based on revenue and tenure.





LEADERS IN CARE AWARDS

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CARE HOME & **HOME CARE**
PROFESSIONAL INSIGHT

13 OCTOBER 2021
BIRMINGHAM

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