



The Winners

March 22, 2023



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Welcome



The joy of a successful business awards project lies in the way in which the judges are able to view a condensed cross section of the innovation and expertise found in a year of activity and revealed through the entries.

This year's Home Care Awards are no exception. The judges were full of praise for the winning entries and marked accordingly. It has been a record year for entries and that is reflected in the record attendance at the lunch and ceremony.

Thanks must go to the judges who scrutinised and marked the entries objectively and fairly. And thanks must also go to the growing support from sponsors, including headline sponsor, Domus Recruitment and the category and reception sponsors – Autumna, Care Planner, Grey Matter Learning, UK Care Week and Unique:IQ – and the Homecare Association and Home Care Insight.

I hope you enjoy reading a little more about this year's Winners and High Commendations and wish you well for the coming year.

Helen Warrilow
commercial director
Home Care Awards

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Judging panel



Jane Townson
CEO
Homecare Association



Ben Ashton
founder
Good Oaks Home Care



Lucy Campbell
CEO
Right at Home



Hannah MacKechnie
managing director
Radfield Home Care



Dean Martin
national marketing manager
Bluebird Care Franchises



Trudy Scrivener
CEO
Ashridge Home Care



Oliver Stirk
managing director
Carefound Home Care



Nikki Willcock
director
Nest Homecare



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*Proud Headline Sponsors for the Home Care Awards
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Domus would like to express their admiration for all of those who have operated in the care sector for the past couple of years, particularly those who work in the Domiciliary sector. The work done by all of you, under difficult circumstances, has been nothing short of amazing!

*Congratulations again to all
winners!*

Grand Prix

Grand Prix Winner

SweetTree Home Care Services

Picking up three category awards and a high commendation means that SweetTree is the outstanding entrant in this year's Home Care Awards. They accumulated more marks on average across all the categories they entered, singling out SweetTree Home Care Service as the Grand Prix winner for 2023.

Winner: Specialist Care Expertise
Winner: Day Care Expertise
Winner: Infection Control Expertise
High Commendation: Outstanding Independent Home Care Provider



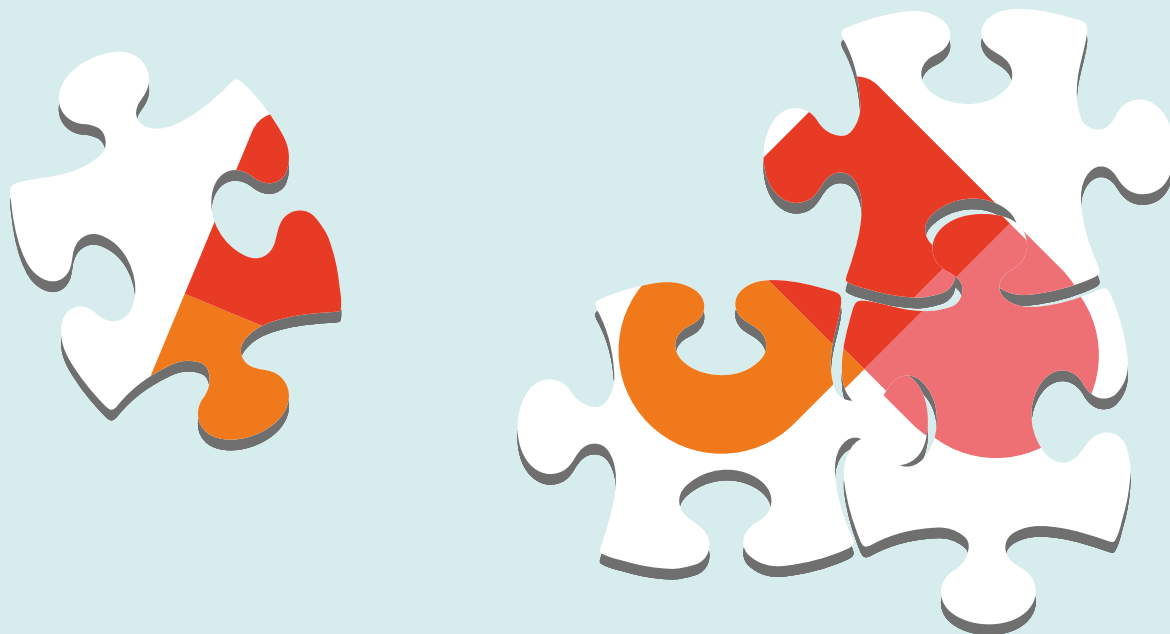
Also considered

BelleVie Care
Radfield Home Care



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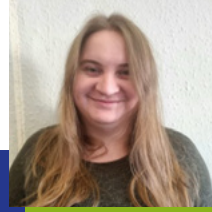


Outstanding Individual of the Year

Gold Award Winner

Alice Clifford Care Manager, Windrush Care

The 'Outstanding Individual in Homecare' award category, sponsored by the Homecare Association recognises those individuals delivering frontline care services who have gone above and beyond to ensure the highest quality care is provided to their clients. This year's worthy winner, is Alice Clifford, Care Manager at Windrush Care. Nominated by her colleague Matt Wilkinson, Training and Recruitment Manager at Windrush Care, Alice has been recognised for her relentless commitment and dedication to her role as Care Manager. This dedication has seen Alice not take a single day off since before the beginning of the pandemic, working long hours to ensure her team is supported and her clients receive the best possible care. Her hands on approach to her role sees her cover shortfalls in other areas of the business and Alice makes herself available to those who need her 24/7 – even at Christmas and when she is on annual leave.



This is what Matt said about Alice:

"In my 25 years of experience working within the care sector, I can honestly say Alice is the most dedicated and hardworking colleague I have ever worked with. We all worked hard and tirelessly throughout the pandemic – but Alice has done so, and more! Giving up all vestiges of a social life, dedicating her every breath to ensuring we give the very best in care to our clients."

Finalists:

Andrea Hill
Domiciliary Services Manager at Domestic Care
Sarah Holmes
Visiting Carer at Chesterfield Homecare



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Outstanding National Home Care Group or Franchise Network

Gold Award Winner:

Radfield Home Care

After a year of innovations, new websites, revamped franchise training, recruitment workshops, and business booster sessions, Radfield Home Care is seeing fantastic results. They signed their 30th franchise partner and reached 28 trading offices. They also surveyed their clients and care professionals and received phenomenal feedback and ratings. Both surveys indicated high advocacy for the Radfield brand and services across a burgeoning network. The Radfield Runway franchise training programme was also recognised by the 2022 Princess Royal Training Awards as some of the best training in the country. In addition, Radfield has launched several new services and assistive technology options.



Gold High Commendation:

Right at Home

In 2022, Right at Home realised their post-Pandemic and post-Brexit challenges were shared by virtually every homecare provider in Britain. While staying true to their mission to become the country's most trusted homecare provider, RaH took a step back, widened their focus and challenged other providers to join them in campaigning, raising awareness and seeking solutions to funding, pay and public perception issues. By setting ambitious goals, making significant investments and taking measured risks, RaH delivered their message and introduced game-changing innovations, while continuing to provide top-quality care and be recognised as an employer of choice.



Finalists:

Bluebird Care
Walfinch

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Rising Star Award

Gold Award Winner

Heather Wehrle Director of People and Brand, Right at Home UK

Heather's passion for the social care sector has grown immensely during her time with Right at Home. When the pandemic hit and carers were hailed heroes, Heather recognised the need to uphold this representation and launched the Careers in Care campaign. The campaign aimed to dispel myths associated with care work. It included digital tools like a Salary Calculator and Careers in Care Quiz. She also organised press opportunities and coached the Young Ambassador, Chevonne, as she spoke in the House of Commons. Heather then shared recruitment and retention tips at sector roadshows, educating providers on how to improve the perception of care. Heather's efforts were recognised in Homecare Insight's 2022 Power List, and her Careers in Care campaign won Leaders in Care's Business Initiative of the Year. In January, Heather was promoted to Director of People and Brand – a testament to her phenomenal impact not just on RaH, but on the whole social care sector.



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HOME CARE
INSIGHT

Outstanding Independent Home Care Provider

Gold Award Winner

BelleVie Care

BelleVie is independent in every sense: independently owned, and with an autonomous approach to social care. By creating new patterns of power and equity through fair value exchange and by elevating the role of care workers so their jobs are recognised as high worth, BelleVie is able to support more people to live independently at home for as long as possible. Given the consistently strong feedback from staff surveys and Net Promoter Scores that have topped 90% for two consecutive years, the BelleVie approach isn't just working - it's on track to transform the care sector.



Finalists

1OakCare
Caring Crew
Home Care Preferred
Kingsway Care
Paragon Home Healthcare
Shreeji Inc Services

Gold High Commendation

SweetTree Home Care Services

Since 2002 SweetTree has delivered the highest quality care & support possible to those it serves, and is the employer of choice for staff. SweetTree's strength sits in its Charter and Mission Statement, which has remained unchanged from the day the company first started. As an independent provider the company strives to be outstanding, receiving 'Outstanding' CQC ratings twice in a row.



Outstanding Individual Home Care Branch or Franchise (within a group or network)

Gold Award Winner:

Radfield Home Care Shrewsbury & Oswestry

Radfield Home Care Shrewsbury & Oswestry is a home care provider based in Shrewsbury, Shropshire, currently servicing around 70 clients locally and employing upwards of 40 care professionals. Their provision of Care includes everything from basic companionship calls, to providing end-of-life and palliative care, as well as everything in between. The office also runs a Day Care Centre at Shrewsbury Town Football Club, which has grown in popularity, and sustainability, since its inception in the Spring of 2022.

Finalists:

Radfield Bexhill, Hastings & Battle
Radfield Wakefield & Dewsbury



Best Start-Up Home Care Service or New Franchise

Winner:

Honeysuckle Home Care

Honeysuckle Home Care hasn't stop growing. From a start-up company in 2020, growing 1067% in the last year, the company now comprises 32 Staff, 45 clients and a fully functional support office that includes, training, compliance, HR, and customer support. The same passion and commitment driving growth have also driven Honeysuckle to achieve a 'GOOD' rating in their first CQC inspection. It is one thing to start up from scratch and quite something to grow the business to the current levels, with uncompromised excellence and exceedingly high levels of personalised care and attention securing industry-leading outcomes.



Finalists:

Walfinch



Team Support (head office or behind the scenes support)

Winner

Radfield Home Care

Radfield Home Care has a dedicated National Office support team for its network of offices. There is one support team member for every 1.75 offices, one of the highest ratios in the care franchising sector. The team delivers a dedicated onboarding process for Radfield's franchise partners, which earned a Princess Royal Training Award for 2022 and has resulted in 100% of offices achieving Good CQC ratings, with 15% receiving Outstanding ratings on their first inspection. Recruitment of staff has steadily increased, as has network growth, evidencing the beneficial impact the team's expertise has on the network.



High Commendation

Right at Home

Right at Home (RaH) prides itself on maintaining extremely high standards in all areas of its business and support offering and believes all stakeholders deserve the very best service at every level. At National Office, the team does everything it can to ensure it is meeting the needs of the highly valued RaH workforce, clients and franchisees and is continuously striving for excellence. In addition, the team has taken extra steps, this year, to support the wider sector, sharing their knowledge and expertise to shape the future of care for the better.



Finalists:

Consultus Care and Nursing

Team Support (staff wellbeing, personal development)

Winner:

BelleVie Care

BelleVie is a people-powered, tech-enabled model of self-managing teams that is reinventing the future of social care in order to transform the lives of both care workers and the communities they support. This decentralised approach creates an environment where people are trusted and empowered. The style is one of strong leadership and coaching rather than management and hierarchy, elevating both carers and caring as a profession. The result is a new, sustainable model where care workers are valued and thrive.



Finalists:

Consultus Care and Nursing
Shreeji Inc Services



Recruitment, Retention & Staff Motivation Expertise

Winner:

Kingsway Care

Kingsway Care challenges negative stereotypes about care work being a low paid, unskilled job with long hours, rushing between clients. Kingsway CareGivers are paid well above the living wage and have a generous benefits package unheard of in the industry - for example Kingsway was the first to offer Employee Share Ownership to all employees. Everyone can share in the success of the company and strive to improve processes to keep both Kingsway Care Clients and employees happy. The desire is to inspire others to build new independent home care organisations, with employees at the heart of the company.



Finalists:

Ashridge Home Care

Caring Crew

Consultus Care and Nursing

Home Instead Wetherby and North Leeds

Mumby's Live-in Care

Promedica24

Radfield Wakefield and Dewsbury

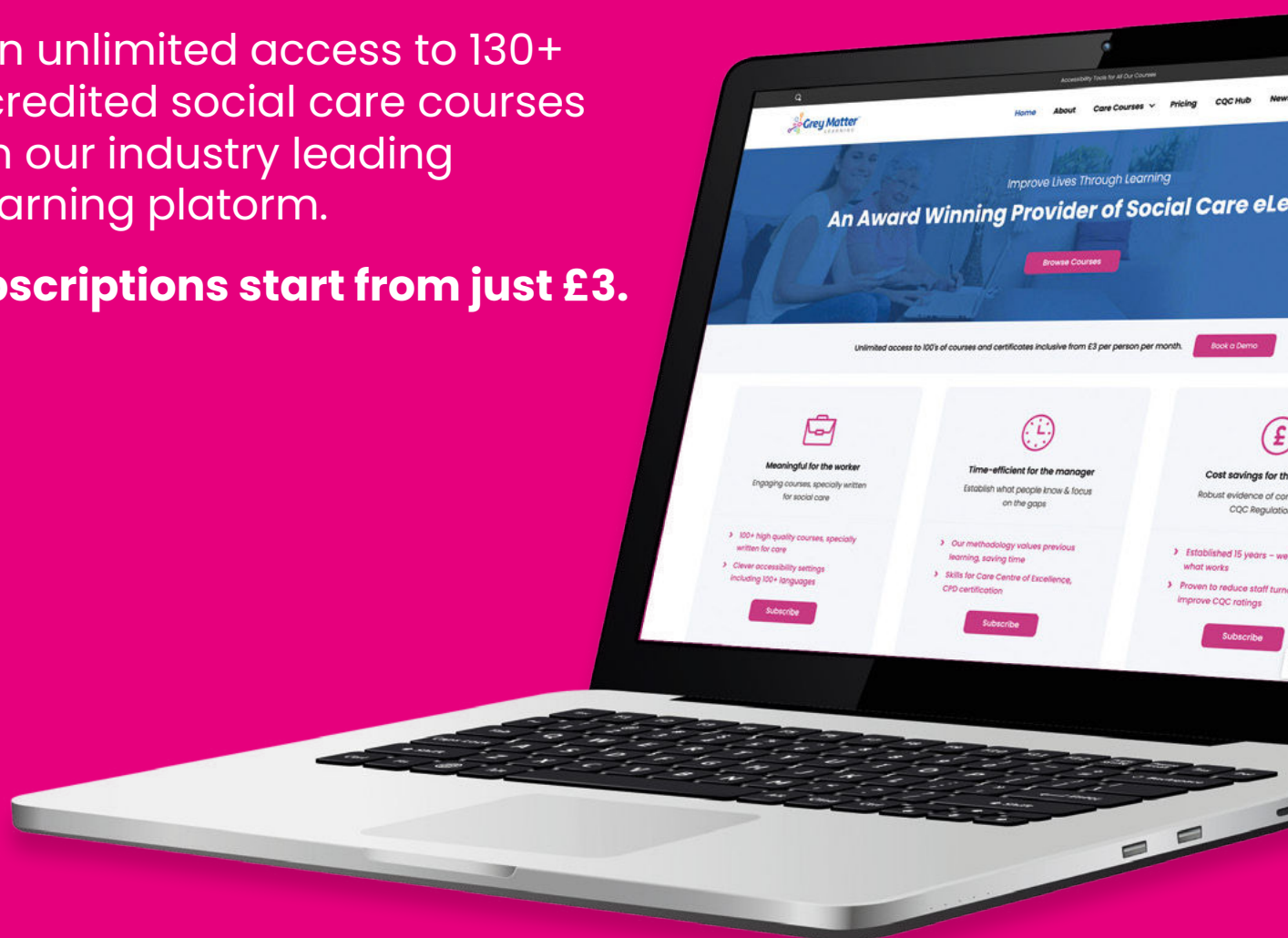
Right at Home



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Training and Development Expertise

Winner:

Radfield Home Care Shrewsbury and Oswestry

At Radfield they took a big decision - to turn their home care business owner onboarding programme on its head and start again! They know that exceptional training will lead to exceptional results throughout the Radfield home care network and they were prepared to put the hard graft in to ensure that what is delivered is nothing short of exceptional. Awarded Princess Royal Training Award 2022 for Radfield Runway, franchise partner training. On first inspection 100% of offices achieved "Good" CQC ratings or better, and 15% received "Outstanding" ratings. Recruitment of staff has continued steadily despite serious challenges in the care sector.



High Commendation:

Home Instead Ilkley

Home Instead provides quality home care in the community. It is the company's business to care in every respect, about standards of practice, the integrity of staff and the satisfaction and wellbeing of clients. To maintain these high standards and meet client expectations, having a well-trained workforce of managers, office staff and Care Professionals is an essential part of the Home Instead business culture. In-house training is mainly delivered by the office team, which holds Train-the-Trainer qualifications and provides essential training courses for all Care Professionals through to specific training based on client needs.



Finalists:

Consultus Care and Nursing
Home Instead South Lakes
Radfield Wakefield and
Dewsbury
Shreeji Inc Services
SweetTree Home Care Services
The Good Care Group

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Respite Care Expertise (including shared care)

Winner:

Fresenius-Kabi

Fresenius-Kabi has improved and extended the paediatric nursing service offering to support paediatric patients and their families in the community on Home Parenteral Nutrition (HPN). Every child that is discharged into the community from hospital on HPN will have at least one parent/carer trained in all aspects of HPN care. However, it has been recognised that these parents/carers require respite support to help manage and care for their children with complex medical needs. Fresenius-Kabi Paediatric Team prioritise providing this much needed individualised respite for children and their families across the UK.

Finalists:

Consultus Care and Nursing



**FRESENIUS
KABI**

caring for life

Specialist Care Expertise

Winner:

SweetTree Home Care Services

Compared to other services delivered in the Home Care sector, the subject of Brain Injury and Neurological Conditions is in its relative infancy when it comes to 'Best Practice'. SweetTree offers a bespoke service containing Support Professionals. Their combined wealth of experience and education achieves excellence at every level through a mixture of: Partnerships with universities creating highly skilled recruitment pipelines; Person-centred training programmes via their Accredited Training Academy (clinically supervised); Individually designed Daily Support Records, collaboratively designed by MDT's/ key stakeholders; The above significantly contributed toward SweetTree's CQC 'Outstanding' accreditation.



High Commendation

Nutricia

Post COVID, support was needed to ensure that a return to face-to-face visits didn't automatically result in a reduction in technology use, which had gained momentum during the pandemic. A new hybrid way of working was adopted, with support from managers, empowering nurses to choose the most appropriate communication tool for the situation, constructively challenging situations where an alternative method could have been better employed. Currently, Nutricia Homeward provides care for 30,000 tube-fed patients.



Finalists:

Paragon Home Healthcare
Shreeji Inc Services

Mental Health and Dementia Care Expertise

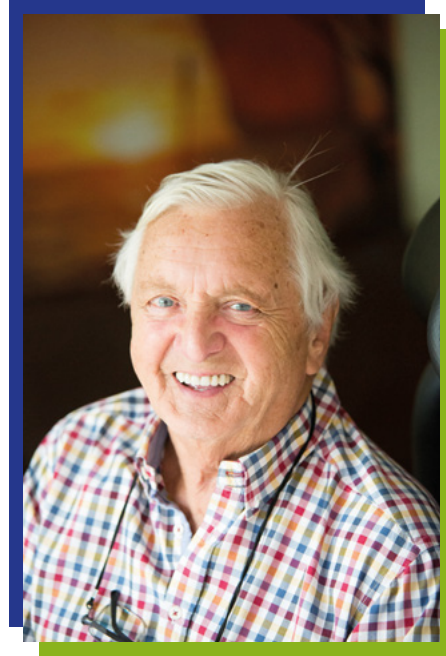
Winner:

Mumby's Live-in Care

With 90% of Mumby's Live-in Care clients having some form of dementia and with the benefit of their own in-house dementia expert, it's not surprising that they are specialists and experts in delivering outstanding mental health and dementia care. Mumby's provides first-rate dementia training for all carers. Trevor Mumby, psychoanalyst, counsellor, and author of dementia support publications offers one-to-one bespoke advice and client home visits. He has developed an innovative yet simple tool, The Smile File, that creates joyful conversations with clients about things that provoke a smile. Carers use this tool to build trusting and personal client relationships, especially with dementia patients, and also for their own well-being.

Finalists:

1OakCare
Shreeji Inc Services



Nursing Care

Winner:

Consultus Care and Nursing

Consultus care and nursing is unique in that it is one of the few agencies in the UK to offer both live-in care and nursing. Their live-in nurse service is fully managed by Consultus nurse co-ordinators, who are all qualified nurses providing a 24-hour support service. The company can offer a professional service of qualified nurses with many years of experience and expertise in a wide variety of specialties. Delivering ongoing treatment and providing professional guidance for clients and their families, Consultus nurses are committed to both the physical and emotional well-being of their clients.



Day Care Expertise

Winner:

SweetTree Home Care Services

SweetTree Fields Farm is a 14 acre care farm located in Barnet, just 20 minutes from Central London, operated by SweetTree Home Care Services. Following years of working to find meaningful occupation for clients with more specialist needs, SweetTree established SFF as a day opportunities service for those they support. Owing to planning challenges and ultimately Covid, the farm remained shut for a number of years, only reopening in late 2021 after a complete renovation. The farm now provides innovative day opportunities' Green Care for between 30 - 40 individuals a week and many more outreach contacts in the community.

Finalists:

Heyday Care & Support Services
Radfield Shrewsbury and Oswestry



Live-In Care Expertise

Winner:

Ashridge Home Care

Ashridge Home Care is a 6-year-old company based in Amersham caring for clients across Buckinghamshire. It is one of the few care companies to offer both visiting care and live-in care. Focussing on the 'little things' can prove to make the biggest difference to clients and the quality of care provided. Providing person-centred care, where the individuals' needs, conditions, and preferences are truly considered and reflected in their care plan, has made Ashridge Home Care a real success.



Finalists:

A Class Care
Bluebird Care Greenwich
Caring Crew
Consultus Care and Nursing
Elder
Home Care Preferred
Promedica24
The Good Care Group
Trinity Homecare

Palliative/End of Life Care Expertise

Winner:

BelleVie Care

BelleVie's unique model empowers and elevates carers so more people can die with dignity in their own home, and on their own terms. The company's organisational structure is flat and teams are non-hierarchical and self-managed; support is paid for through a monthly subscription instead of by the hour. This results in behaviours focussed on outcomes - not clock-watching - and teams that are super-agile, ready and able to respond quickly, as circumstances and care needs change. This is an invaluable point of difference within end-of-life care, where the best people to help family members make informed decisions are those on the ground.



Finalists:

Heydays Care & Support Services

Honeysuckle Home Care

Oxford Aunts

Nutrition and Hydration Expertise

Winner:

Radfield Bexhill, Hastings & Battle

Radfield Bexhill, Hastings and Battle's service is rated 'Outstanding' in Effectiveness. Key to this was their approach to nutrition and hydration. Recognising that community based clients are at much higher risk of malnutrition than people living in care homes, staff are trained to understand that many complications can arise from malnutrition including pressure sores and increased levels of confusion. Redfield uses innovative approaches to both identify and meet the nutritional and hydration needs of clients. This takes into account any likes, dislikes, preferences, and methods of taking nutrition and hydration- as well as considering cultural and historical preferences.



Finalists:

Bluebird Care Docklands, Stratford & Wapping
Radfield Bexhill, Hastings & BattlePage



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**Bolingo Care****The customer adviser was really helpful...**

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**Hibbert Care****Alex was brilliant.**

31 Jan 2023

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Innovative Technology Expertise

Winner:

BelleVie Care

BelleVie is reinventing the future of care work with their Buurtzorg-inspired model of self-managing care teams. New ways of working require new digital tools, though, so BelleVie has co-designed and developed a bespoke “Wellbeing Operating System” – the first English language technical platform built specifically for self-managing teams. Where competitors focus on trying to improve the existing ‘time-and-task’ model of care, BelleVie has dug deeper, fundamentally changing how care is delivered and digitising new ways of working, enabling the growth of a sustainable model that better serves all stakeholders.



High Commendation:

Paragon Home Healthcare

Since it began, Paragon Home Healthcare has used technology to both improve communications to and from clients and staff and to innovate new practices and responsiveness. The aim of all technology employed is to make things easier for clients and staff, so ensuring accessibility and ease of use while managing swiftly changing scenarios. Technology is a bedrock of the organisation: Paragon is entirely paper-free and their technology-enabled approach meant they were able to well withstand the pressures of the Covid pandemic, which started only a year into commencing operations.



Finalists:

Radfield Home Care
SweetTree Home Care Services

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Marketing Expertise

Winner:

Bluebird Care

Founded in 2004, Bluebird Care is one of the UK's largest home care providers, with franchisees across the country caring for thousands of people in their own homes. The aim is for businesses to thrive; to grow; and to be successful. They can only do this if Bluebird can continue to attract the best talent into their business to deliver the high-quality care that is expected of the brand. It feels like rinse and repeat, but is anything but in the competitive sector in which Bluebird operates. The marketing team took this challenge head on and developed a successful strategy and campaigns. Achievements speak for themselves: in 2020 Bluebird beat their recruitment targets by 150%, and in 2021 by 50%, including a 130% uplift on the target from 2020.



High Commendation:

Trinity Homecare

By overhauling their web IA, UX and design, and by adopting a local-first online strategy coupled with a smarter media mix, Trinity scaled enquiry volumes by 150% over a two-year period, whilst reducing their marketing spend by 10%.



Finalists:

Ashridge Home Care
Right at Home

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Infection Control Expertise

Winner:

SweetTree Home Care Services

From the beginning of the pandemic, SweetTree adapted to meet the challenges caused by Covid-19 head on which saw the development of a SweetTree Covid-19 task force delivering:

- A dedicated care service to new clients leaving hospital with the virus.
- A specialised Covid-19 training program and service for all care team members.
- A PPE delivery service.
- Virtual assessments as well as safe face to face assessment when needed.
- A travel assistance program to ensure support workers get to their clients safely.
- Expansion of the live-in service to maintain safe support bubbles for vulnerable clients.



Finalists:

1OakCare
Bluebird Care Cardiff South & The Vale
Promedica24

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Debbie Harris
Founder - Autumna



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