



**Winners 2024**

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## Welcome



Sponsoring the Home Care Awards is an honour for Domus. It's our opportunity to give back to the sector and celebrate the best in class! Through our daily interactions with the industry we know how challenging the sector

is. To overcome those challenges and enjoy the success the finalists do is a huge achievement and it's humbling to be a part of the awards and a privilege to share the afternoon with Dom Care's finest!

Congratulations to all of you and here's to a prosperous year ahead!

**Tom Brandrick**  
Managing Director  
Domus Recruitment

## Six years on...



It has been six years since I was a lead member of the launch team for the Home Care Awards - launching the new Awards on an unsuspecting sector, which responded to the first call for entries with tales of innovation and

excellence that were nothing short of stirring.

Six years on and I am no less delighted by the fresh approaches and, at times, dazzling excellence of the home care companies that make the effort to enter the Awards. Huge thanks must go to them: they are the start point for any year's successful celebration.

Domus Recruitment has returned for a second year as headline sponsor of the Awards and they are joined by Autumna, the Care Show and Prosperwell as category sponsors. Adding invaluable support is the powerful voice and reach of the Homecare Association, as association partner, and Home Care Insight, as media partner to the Awards. Thanks go to all our sponsors and supporting partners for a sixth successful year.

Lastly - and I say this every year - I hope you enjoy reading about this year's Winners and High Commendations in the following pages and I wish the whole home care sector well in the coming 12 months.

**Helen Warrilow**  
commercial director  
Home Care Awards

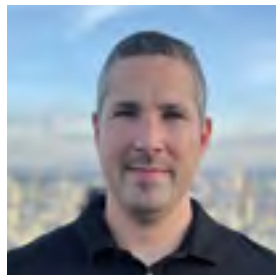
## Judging Panel



**Jane Townson**  
CEO,  
Homecare Association



**Ben Ashton**  
founder,  
Good Oaks Home Care



**Nick Barker**  
director of quality,  
Avanti Care



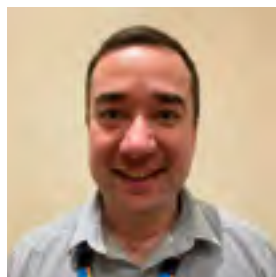
**Jo Barry**  
managing director,  
Platinum Care Solutions



**Vicky Haines**  
managing director,  
Kingsway Care



**Hannah MacKechnie**  
managing director,  
Radfield Home Care



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



**Dariusz Motyka**  
managing director,  
Blue Angel Care





**Lucy Campbell**  
CEO, Right at Home



**Sanj Chowdhri**  
managing director,  
Acacia Home Care



**Anne Currie**  
head of operations -  
North West, Marie Curie



**Charlotte Driver-Young**  
director of operations,  
Christies Care



**Trudy Scrivener**  
CEO, Ashridge Home Care



**Nikki Willcock**  
director, Nest Homecare



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# ***Domus Recruitment***

Proud Sponsors for the Home  
Care Awards 2024

We are truly inspired by those thriving within the Home Care sector! Everyone here today provides essential care, allowing people to remain safely at home, receiving exceptional support and guidance.  
The work you do is simply amazing!

***Congratulations to all of the finalists and especially you Award Winners! We know what it takes to be the best in this sector and we're honoured to play our part in celebrating your success.***

# Grand Prix

## Grand Prix Winner

### BelleVie

BelleVie Care has proved itself to be a force for excellence and innovation in the home care sector. Technological know-how, the application of the highest calibre ideas in care and superbly motivated teams of care givers ensure that BelleVie Care has risen to the top of this year's entrants.

Their entries are engaging, always focusing on the relevant subject matter for a category, often featuring those for whom they care but also showing excellence in recruitment practices and talking about the quality of staff, leaving the judges in no doubt over their success. Three category wins, one high commendation and the highest accolade of the Grand Prix make BelleVie Care the most deserving winner for 2024.



## Also considered

Bluebird Care  
Home Instead  
Radfield Home Care  
Right at Home

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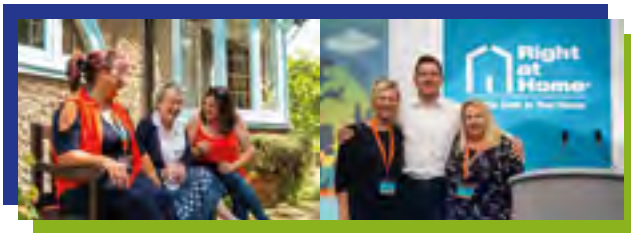


# Outstanding National Home Care Provider Gold Award

## Winner

### Right at Home UK

Over the last 12 years, Right at Home has grown from 1 local office to over 85, with an unwavering mission to provide exceptional care to many vulnerable adults. A foundation of quality, cemented through a culture of trust, ensure standards and values have remained as strong as ever. Upholding the highest standards, leading the way as a transformational brand through significant investment and expertise to create game-changing innovations, have positioned Right at Home as a trailblazer for the sector. At the heart of their success is an unrivalled, family-feel culture, permeating throughout the organisation.



## High Commendation

### Home Instead UK

Home Instead was the first home care company to offer a relationship-led, private pay service on a national basis and takes its mission to expand the world's capacity to care seriously.

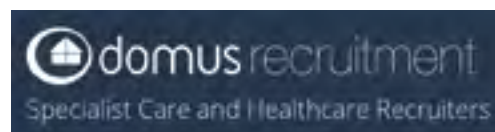
As such, the company disrupted the private pay care market in the UK when it was launched in 2005, delivering a truly relationship-led service, being honoured with a Queen's Award in 2016 for innovation in the home care sector and is constantly focusing on innovation and improvements to ensure new ways are explored to support families and their loved ones.



## Finalists

Bluebird Care  
Nurseplus Care at home  
Radfield Home Care  
Walfinch

## Sponsored by



# Outstanding Independent Home Care Provider Gold Award

## Winner

### Mumby's

Mumby's Live-in Care is a truly outstanding independent home care provider. Its team passionately delivers person-centred, exceptional, and highly bespoke live-in care expertise. Recognising the importance of outstanding care in everything they do, staff go the extra mile. This is showcased in their award-winning and outstanding CQC-rated care. Delivering best practices ensures clients are effectively made to feel safe and sincerely cared for in their own homes. Enhancing client's quality of life in all areas by responsively considering individual preferences and requirements brings joy to all. The team is exceptionally well-led, empowering and inspiring an outstanding and compassionate care team.



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## High Commendation

### BelleVie Care

BelleVie continues to place individuality and empowerment at the heart of their operating model. A tech-enabled, people-powered approach elevates Carers, coaching and equipping them to make informed choices about those in BelleVie's care, and entrusting them to lead their own professional development and career progression. BelleVie care delivery is equally bespoke and empowering, fostering a spirit of supported independence by reflecting each client's needs and wants. Given the strong feedback received from staff surveys and Net Promoter Scores that consistently tops 90%, the BelleVie approach isn't just working – it's on track to transform the whole care sector!



## Finalists

Angela Hamlin Health Care Professionals  
Elmes Homecare  
Kingsway Care  
Quality Life UK  
Walfinch



# Outstanding Home Care Branch / Franchise in a Group Gold Award

## Winner

### Radfield Home Care Wakefield

Radfield Home Care Wakefield and Huddersfield embodies excellence. Their commitment to personalised care is evident through a stellar 100% client satisfaction rating and adept caregivers. Prioritising healthy ageing, secure service expansion and maintaining an outstanding CQC rating define the company's aims. Engaging in initiatives like a day care centre and collaborations with local schools and dementia support groups emphasise Radfield Home Care's dedication to community and individual empowerment. With a remarkable 99% compliance score in quality assurance and impactful local partnerships, their fifth anniversary represents a commitment to innovation.



## Finalists

**Bridgewater Home Care Halton**  
**Promedica24**  
**Right at Home North Somerset**



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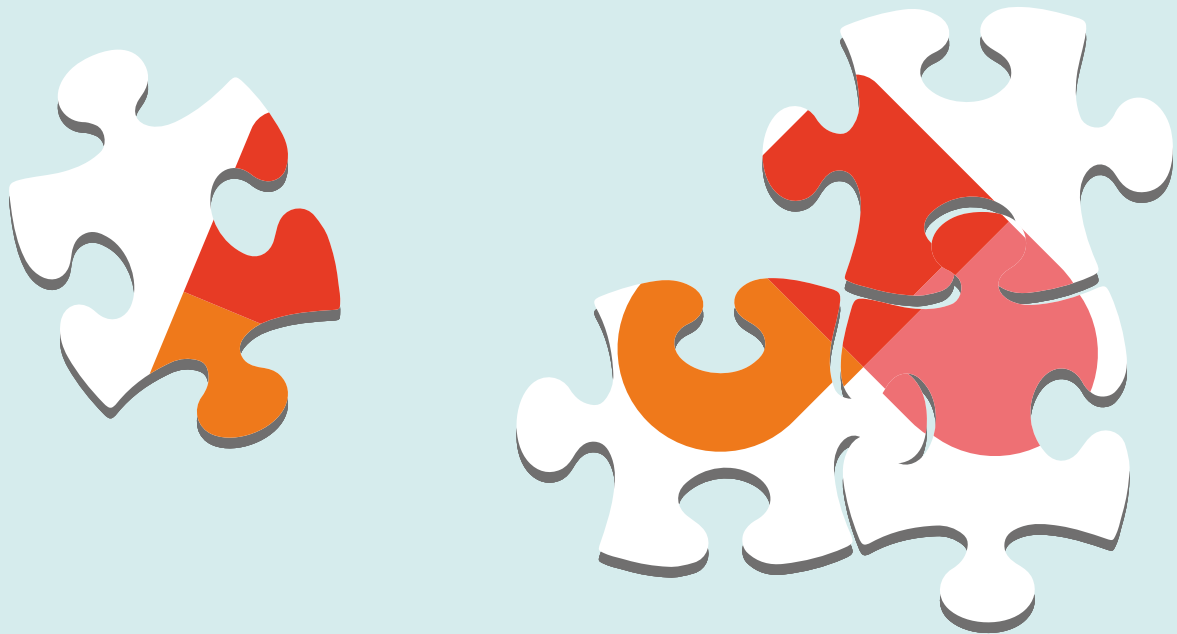
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- ✓ Access to practical resources
- ✓ Members helpline
- ✓ Discounted products and services
- ✓ Discounted training
- ✓ Daily news and privileged information
- ✓ Homecare magazine
- ✓ Connection and networking events
- ✓ DBS checks
- ✓ Use of the Homecare Association logo

Membership of the Homecare Association is open to home care agencies in the independent, voluntary and statutory sectors, who provide registered services. Our members arrange homecare and home nursing, housing support, respite homecare, live-in care, dementia care, personal care, and learning disability care.



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Association**

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[membership@homecareassociation.org.uk](mailto:membership@homecareassociation.org.uk)



# Outstanding individual in Home Care Gold Award

## Winner

### Kate Smith Registered Care Manager, Home Instead Cleveland



Joining Home Instead at the age of 19 in 2016 as a part time Caregiver, having worked in a high pressure Supervisor role at Burger King, Kate wanted to be able to provide a true, relationship led service

helping keep older people living happily and safely in their own homes.

After an accident which required healing time, she joined the office team, rather than take time off sick. She quickly became an indispensable member of staff outperforming other senior figures more than twice her age with many more years' experience, becoming Registered Care Manager in 2019 at the age of 22. During Covid, under her leadership and against incredible odds, she managed to ensure over 29,000 visits were covered without a single case of Covid occurring with either clients or employees and the Cleveland office never 'lost' anyone because of the tireless effort and adherence to infection control behaviours and regimes that Kate instilled in everyone around her and into the community.

Regularly working from 7am to 7pm and whenever her support is required including evenings and weekends she has been instrumental in Home Instead Cleveland achieving:

- CQC 'Outstanding' status
- 5 Star, Best Employer in Care Award (2020,2021,2022,2023)
- 2023 - Pursuing Excellence and Quality - Employee Engagement score of 98%
- Winner of National Award over 250 Home Instead offices for Employer Excellence
- 2023 - Home Instead Quality Standards compliance of 96% (highest compliance rate ever)
- Home Instead Cleveland being awarded 2023 Great British Franchisee Award

All these quality and engagement standards were achieved whilst growing the business by a massive 282% as the Care Manager. In January 2024, Home Instead Cleveland (Stockton-on-Tees, North East England) had become the Number 1 highest monthly hours service provider of all Home Instead franchises in England!

Earning respect from everyone, and still only 28, Kate has shown herself to be a remarkable young lady, cool and calm and unfazed on the outside, showing courage, resilience, drive and commitment as well as expertise way beyond her years. Home Instead is extremely proud to have her leading the Cleveland team.

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## OUR EVENTS





## Rising Star Gold Award

### Winner

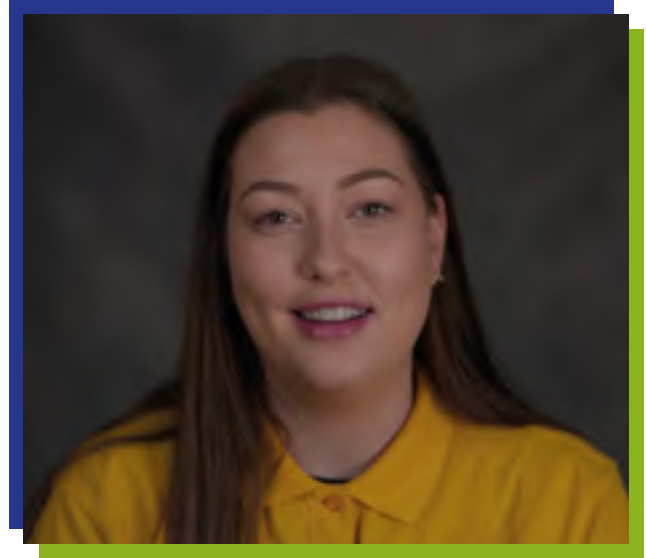
#### **Amy Powell** **Senior Care Giver, Kingsway Care**

Amy deserves to win the Rising Star Award in Home Care for her outstanding initiative and self-starter attitude. Since joining Kingsway Care in 2021, Amy, despite her young age of 23, has displayed remarkable maturity, leadership, and potential. Determined to promote the work of care givers, Amy's innovative thinking led to the establishment and successful management of Kingsway Care's social media.

Amy has been providing an authentic insight into the life of a caregiver, which is having a significant and positive impact of the overall perception of social care and the company's recruitment process.

Recognising her dedication and leadership qualities, Amy was recently promoted to a Senior Care Giver role and she is now excelling in mentoring new team members.

Her collaborative and team-oriented approach makes her a great asset and a shining example of a rising star in social care, with a promising future.



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**HOME CARE**  
**INSIGHT**

## Best for Respite Care Expertise

### Winner

### Bluebird Care (Richmond & Twickenham)

Providing accessible respite care aligns with Bluebird Care's core values, provides a critical service to local residents, and has helped grow a long-term customer base with a quantifiable ROI. In the Richmond-upon-Thames local residents struggle to source respite care. After considering the benefits to both the community and the business, the Bluebird team developed a process to allow seamless, stress-free access to person-centred respite care when other local providers are unwilling or unable to assist. It allows for the creation of a robust, safe, fully compliant, customer-focused care plan to be created at short notice - sometimes overnight - and this in turn provides an unforgettable, life-changing service.



## Best for Specialist Care Expertise

### Winner

### Alcedo Care

In the last year Alcedo Care has dedicated much time and significant investment into its growing Complex Care division, enhancing the specialist clinical care service across the North West and Wales. The team is expanding and developing the care packages it can expertly provide, covering an ever-growing scope of diverse medical conditions. Having identified a niche in the home care provision market, Alcedo can care for people of all ages with complicated and complex medical conditions in the comfort of their own home, rather than the alternative which is to move to supported living or residential care.



### High Commendation

### Vincientian Care

Domiciliary care provider Vincientian Care Plus (VCP) quickly recognised an unmet need whilst providing a few hours of social care at a local hostel for gentlemen experiencing homelessness. The residents' support and health needs were intense and often challenging, requiring a much more bespoke care service than that being delivered. Staff at VCP worked diligently to secure a block hour contract with the local authority to provide specialist and effective outcome-based care. With a clear purpose for every visit, the service focuses on building trust and achieving greater independence and has already enhanced the lives of many of the hostel residents.

### Finalists

Hamilton George Care  
Home Instead  
Mumby

## Best for Mental Health and Dementia Expertise

### Winner

#### Hamilton George Care

]Hamilton George arranged the hospital discharge and ongoing care for a 98-year-old dementia sufferer, living with his wife in a remote farmhouse. The remote location and severity of his illness meant that the family had been struggling to find care. Clinical assessments, comprehensive and compassionate carer matching, gradual introductions, intensive care support, continuity of care via a second carer, collaborative efforts between relevant medical experts – all overseen and arranged by the expert team at HGC – resulted in a successful care placement and a fully supported client.



### High Commendation

#### Hometouch Live in Care

Hometouch Live-in Care dementia initiative is an innovative programme of nurse- led training and skills acquisition in dementia care; aligned with national clinical guidance (NICE) for people with dementia, and grounded in person- centred principles (Kitwood, 1997). This dementia initiative has adopted inclusive, evidence-based practice and helps reduce the stigma that can be associated with dementia. Clients living with dementia are already experiencing and reporting positive outcomes because of the Hometouch dementia initiative.



### Finalists

Home Instead Dartford  
Home Instead Wirral, Chester etc  
Nurseplus Care at home  
Shreeji Inc Services

## Best for Nursing Care Expertise

### Winner

#### Consultus Care and Nursing

Consultus is unique - offering live-in care and nursing, allowing seamless provision of most appropriate care to meet changing needs. The company's live-in nurse service is fully managed by nurse coordinators who are qualified nurses providing 24/7 support. A dedicated nurse recruiter selects only the most suitable nurses with years of experience and expertise in a variety of specialties. The nursing department is committed to placing nurses into clients' homes in full confidence that care delivered will be of the highest standard.



## Best for Day Care Expertise

### Winner

#### Walfinch

With 30 franchised branches in the UK, Walfinch employs 425 carers and is committed to raising the standard of home care across the UK. Walfinch supports carers and franchisees through excellent training, mentoring and technology while all aspects of the business are monitored for improvement in a constant drive to deliver better care. Walfinch has ambitious plans for expansion. In the past year the company has grown turnover by 60% and is on track to reach £15 million by the end of this 2024.



### Finalist

#### Home Instead





## Best for Live-in Care Expertise

### Winner

#### Hometouch Live in Care

Live-in-care is a desired alternative to institutional care. Hometouch live-in-care, in response to the growing need for high quality, live-in care for people with dementia (who comprise most of their clients) have implemented their dementia initiative: nurse-led training and skills in dementia care, cascaded by the clinical team to the live-in carers who support clients. Person-centred principles (Kitwood, 1997) and skills acquisition, delivered by the clinical team using the cascade learning model, have demonstrated positive outcomes for our clients with dementia and improved the skills, expertise, and motivation of the live-in-carers supported by Hometouch.



### High Commendation

#### A Class Care

At the core of A Class Care's philosophy is a passion for delivering service excellence. Each service is sculpted around the unique needs and circumstances of a client. From specialised dementia care to gentle end-of-life support, the team respects, protects and engages with clients, in total partnership with their families. A-Class Care now exists to help individuals to live their best lives surrounded by love, comfort and support, within the familiarity of their own homes.



### Finalists

Alcedo Care  
Consultus Care and Nursing  
GoodOaks Homecare  
Home Instead  
Home Instead Wirral, Chester  
Mumby  
Promedica24



## Best for Palliative / End of Life Care Expertise

### Winner

#### BelleVie

BelleVie's unique model enables more people to die with dignity in their own home and on their own terms. The organisation structure is flat and teams are both non-hierarchical and self-managed with support paid for through a monthly subscription instead of by the hour. The result is care delivery that focuses on listening and responding to and respecting personal preferences, not clock watching. BelleVie teams are super-agile, ready and able to respond quickly as circumstances change. With end-of-life care, you only get one chance to get it right - and who better to know what is 'right' than those on the ground?



*BelleVie*

### Finalists

Ashridge Home Care  
Bluebird Care Docklands, etc  
Home Instead  
Home Instead Wirral, Chester, etc

## Best for Nutrition / Hydration Expertise

### Winner

#### GoodOaks Homecare

GoodOaks Nutrition and Hydration expertise has been paving the way in 2023 with an ongoing collaboration with Bournemouth University on an exciting project about nutrition and dementia at home or TOMATO, for short!. The project is funded by the National Institute for Health and Care Research and GoodOaks has also teamed up with senior academics at AECC University College on a ground breaking project to upskill the care sector through the use of simulation-based education.



**GoodOaks**  
Quality Care at Home

### Finalists

BelleVie Care  
Bluebird Care Waltham Forest  
Radfield Home Care Bexhill, etc

# Best for Recruitment, Retention, Staff Motivation

## Winner

### A Class Care

A Class Care is more than a collective of care professionals – it's a family at heart. Although each member of the team is selected meticulously and undergoes rigorous training, to ensure they are equipped with the skills and compassion necessary to provide exceptional care to clients, the company makes sure they are treated as individuals and nurtured to be their very best selves. A Class Care prides itself on the outstanding service its staff provides for clients, and the support they give to clients' families.



## High Commendation

### Kingsway Care

Kingsway Care is 100% committed to maintaining the highest standards of CareGiver recruitment, retention, and staff motivation. Incredibly proud of their amazing team, Kingsway appreciates that a well-trained, supported and motivated CareGiver team has a direct relational link to client home care excellence. During 2023, Kingsway continued to improve pay, benefits and conditions, invested in additional training & development and have taken employee recognition and rewards to the next level. There now always a strong pool of new CareGivers wishing to join the Kingsway team, enabling it to bring their positive model of home care to more clients.



## Finalists

BelleVie Care  
Home Instead  
Home Instead Wirral, Chester  
Promedica24  
Radfield Home Care Wakefield  
Shreeji Inc Services

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*"Over the last two years, we have seen more uptake in the amount of enquiries coming through from Google and Bing for both customers and carers. We have seen a revenue increase of 350%, per week."*

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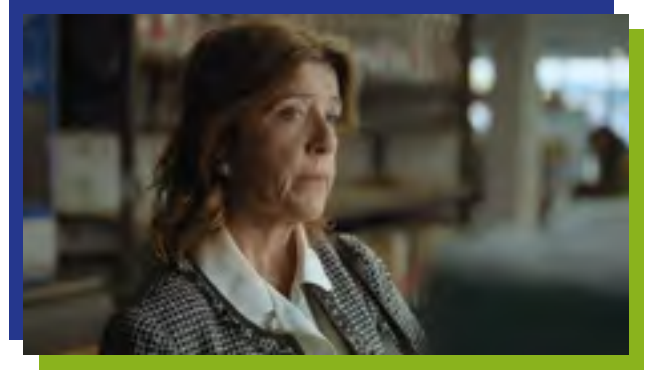


## Best for Marketing Expertise

### Winner

#### Home Instead UK

Home Instead's Take Care campaign demonstrates the brand's understanding of its target audience and the benefits its services can bring to clients and clients' families. Cutting through predictable campaign images of happy clients with happy care workers, this unapologetically emotional campaign brings the reality facing many families to life through empathetic storytelling. The campaign has allowed Home Instead to connect with millions of people who now know that their pain is felt and understood and that help is out there.



### Finalists

BelleVie Care  
Bluebird Care  
Radfield Home Care

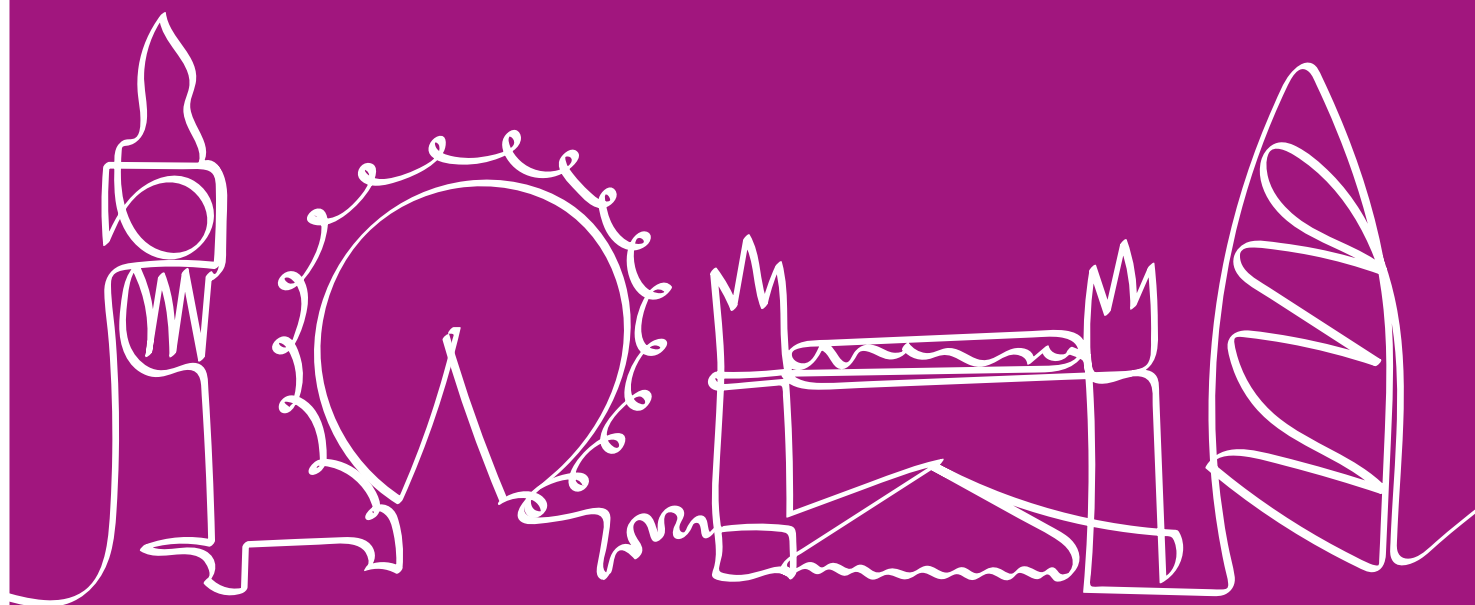
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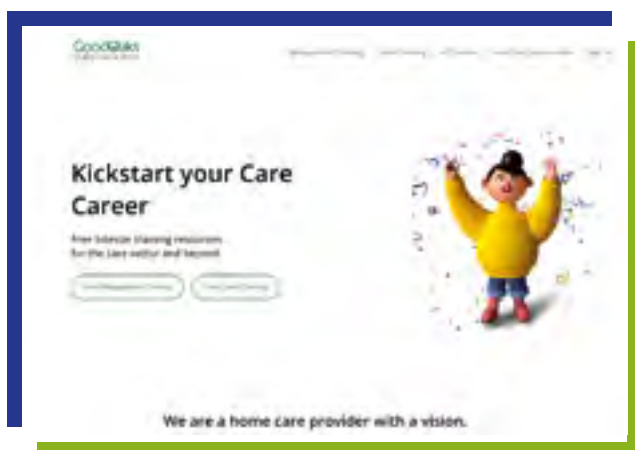


# Best Training and Development Expertise

## Winner

### GoodOaks Homecare

GoodOaks has taken huge strides this year in offering quality learning and development to their people. The GoodOaks Care Academy was launched with over 30 free courses for paid and unpaid carers, using accumulated care expertise to deliver targeted learning to help people across the sector and those who may be caring for a loved one with no experience in care.



**GoodOaks**  
Quality Care at Home

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## High Commendation

### Mumby's

Mumby's Live-in Care has an innovative and outstanding approach to staff training and development where carers are optimally supported in their roles to give clients the very best care. As a specialist live-in care agency with a network of carers the team passionately delivers award-winning and outstanding CQC-rated care. Mumby's training and development expertise is the backbone behind the company's achievements and its can-do culture. Mumby's training significantly enhances the delivery of high-quality, safe, person-centred care; improves employee skills and knowledge resulting in better morale, confidence, and retention; and supports the business and other parts of the health care system.



## Finalists

BelleVie Care  
Bluebird Care  
Consultus Care and Nursing  
Hamilton George Care  
Home Instead  
Home Instead Wirral, Chester, Liverpool South  
Radfield Home Care Wakefield  
Walfinch

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



## Best for Infection Control (including Covid)

### Winner

### Quality Life UK

Quality Life UK makes it possible for clients to continue living in their own home, in the area they know and with the people they love most. When the Pandemic hit Quality Life reacted quickly, putting new risk assessments in place and implementing steps to minimise risks to clients and carers. No clients caught COVID-19 before the first round of vaccinations and no clients have died from COVID-19 to date. In their latest CQC inspection Quality Life was awarded "Outstanding" in the category of 'Responsiveness' – a testament to the way the company reacted to the Pandemic



### Finalists

1 Oak Home Care  
BelleVie Care  
Shreeji Inc Services

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## Best for Innovative Technology Expertise

### Winner

### BelleVie Care

BelleVie Care's model is effective, efficient and scalable – benefiting both carers and those in their care. It's powered by the Wellbeing Operating System (Wellbeing OS), a proprietary technology platform, designed from scratch by BelleVie to support their self-managing teams. With further enhancements and advances, they have now added bespoke Care Management and Application Tracking Solutions. The resultant package will be a better fit for BelleVie, reflecting their person-centric approach to care delivery, and can be licensed to the wider industry – giving other providers the tools and confidence to move away from unsustainable time-and-task models, improving health outcomes and driving systemic change.



### Finalists

Radfield Home Care



## Best for Team Support (HQ, back office, etc)

### Winner

#### Home Instead UK

As a mission-led, franchise business, aiming to expand the world's capacity to care, Home Instead needs to offer an outstanding level of support to its franchise network. After all, without a fully supported network who are engaged, motivated and committed, the brand will not achieve its mission. Nor will it be achieved without innovation in a rapidly evolving sector. Home Instead prides itself on being an ethical franchisor, wanting only the very best for its franchise owners. The level of support on offer from the company's 70-strong National Office team and their dynamic approach to innovation bears testament to this.



### High Commendation

#### 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. Bluebird wants their businesses to thrive; to grow; and to be successful. They can only do this by continuing to attract the best talent into the business to support a network of over 200 offices.



### Finalists

BelleVie Care  
Care First 24  
GoodOaks Homecare  
Home Instead Wirral  
Mumby's  
Quality Life UK  
Walfinch

## Best for Team Support (staff wellbeing, etc)

### Winner

#### BelleVie Care

At BelleVie, the wellbeing of Wellbeing Support Workers is given priority and they are treated with the same compassion they extend to the many individuals under their care. A decentralised approach creates an environment where people are trusted and empowered. BelleVie's style is one of strong leadership and coaching rather than management and hierarchy. They don't just talk the talk, they walk the walk, recognising that an organisation is only as good as the people in it, and ring-fencing time and resources to nurture them just as they nurture others.



*BelleVie*

### High Commendation

#### Right at Home North Somerset

Right at Home North Somerset is dedicated to providing high-quality support for older and vulnerable adults in their homes. Focused on both clients and staff, they prioritise maintaining a close-knit community, ensuring staff well-being, support, and continuous learning. The company emphasises staff support through various initiatives like coffee mornings, buddy systems, and regular social events. They offer mental health support, professional development opportunities, and aim for staff continuity to build strong client relationships. Achieving a 5-star employer rating, their commitment to nurturing an inclusive environment is reflected in their staff satisfaction levels and dedication to exceptional care for clients.



### Finalists

1st Homecare  
Bridgewater Home Care Halton  
Home Instead  
Kingsway Care  
Right at Home Bournemouth

# Best Home Care Start up

## Winner

### Care First 24

Care First 24 is a unique provider and was set up in October 2022. The senior management team consists of like-minded people with a desire to put care first, having over 50 years of domiciliary care service between them. This new business revolves around creating a culture that all staff and those cared for have the best possible outcomes. The nurse-led service delivers excellent care through using, highly skilled nurses, complex care professionals, support workers, and domiciliary care professionals. In the short time trading Care First 24 has engaged with over 20 clients and the feedback from them all is excellent scoring over 90% outstanding satisfaction ratings.



## High Commendation

### 1st Homecare

This service has grown to be Live-in care provider of choice for 1st Homecare's existing domiciliary care clients who need more care at home. It has also appealed to new clients choosing the service in the knowledge that 1st Homecare has a back-up domiciliary care service. The service provides additional domiciliary care support and is also able to cover rest breaks and any unexpected surprises. The service has now been provided successfully to over 45 clients since start up.



## Finalists

Bridgewater Home Care Halton  
Home Instead Mansfield



## Sponsors

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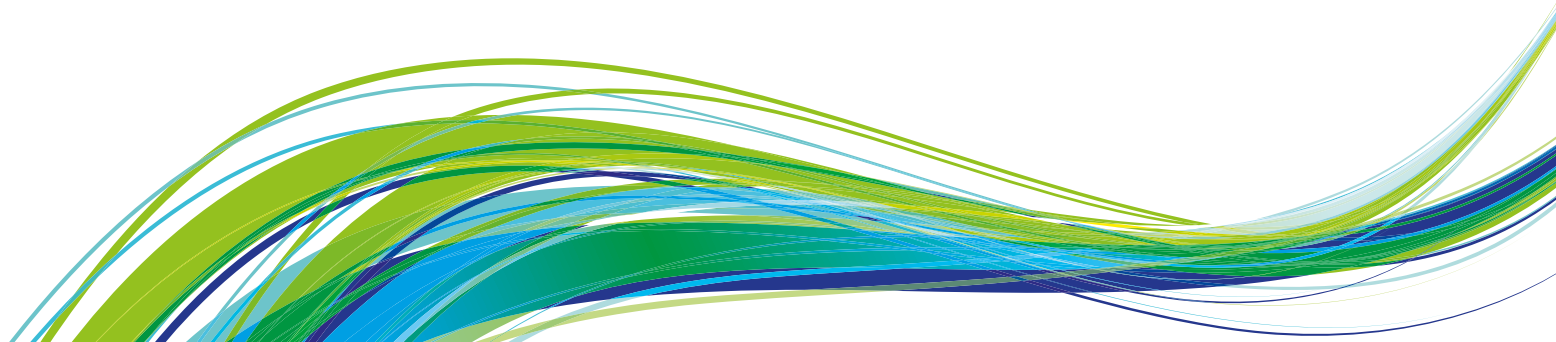
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