



# PRIME CARE

community services



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Winter 2010/11



## Season's Greetings



This seasonal edition of our Newsletter is this year also taking on the role of the traditional festive greeting card that we send to all of our service users, our colleagues, and other individuals and organisations that we work with.

On behalf of the entire team at Prime Care, we extend our very best wishes to all of our service users - and



their relatives, families, carers and advocates - over the Festive Season. Our heart-felt thanks also go out to all of our staff who continue to work so tirelessly, either out in the community or in support of our teams.

This year the money that we save on sending Christmas cards will be used instead to make a donation to a local charity.

*"A big 'thank you' to all of you at Prime Care. You have made such a difference to our lives – knowing that you are there."*

## WELCOME to the Winter edition of the Newsletter for Prime Care Community Services Limited (Prime Care)



There was no Summer edition of the newsletter because we were waiting to be able to spread the news about our tender

bids to become a lead provider of home-care services to the Adult Social Care departments of East Sussex County Council and Bournemouth Borough Council.

We were also eagerly awaiting the outcome of a Key Inspection by our regulator, the Care Quality Commission, and our project to roll out the Investors in People 'Gold' standard throughout our organisation.

I am delighted to be able to report positively on each of these events, and many more, in the pages that follow. I believe that these articles represent our vigorous efforts to continue to improve our high standards as we grow in the

South of England. At the same time we continue to strive to maintain the attention to detail at a local level which helps us to deliver care in the community that is responsive to the needs and wishes of everyone who uses our home-care services.

*NF Allen*

Nicki Allen, Development Director

# Key Worker Michael helps us win Job Centre Plus accolade

Prime Care was successful in the 2010 Job Centre Plus Regional Partnership Awards when Key Worker, Michael O'Neill, won the 'Recruit of the Year' category.

Michael was thrilled to receive the accolade at the awards ceremony earlier this year just six months after joining Prime Care as a Care Support Worker.

Prime Care Development Director Nicki Allen, who also attended the ceremony, said: "Michael has made a fantastic contribution to the company since he joined. His enthusiasm, caring nature and total professionalism meant that he was very quickly promoted to Key Worker, a pivotal role in our West Sussex care team."

Michael applied to Prime Care after he was made redundant at the age of 53. He was encouraged by Job Centre Plus to attend a Job Fair in Worthing where he met Nicki at the Prime Care stand.

Soon after, he began the induction procedure and explained: "I was immediately impressed both by the compassion and professionalism of carers whom I shadowed during the Induction and also by the emphasis on training and the sheer amount of paid training given by Prime Care."

Michael praised Prime Care's award-winning training team, and Worthing manager Jhyenan Werla, for their support and encouragement.

He added: "I feel I've been very fortunate and am grateful to have received the opportunity to join the



Michael (centre) receiving his award



Department for Work and Pensions



Job Centre Plus Awards 2010

*Prime Care team which wouldn't have happened without their forward-thinking joint ventures for recruitment with the Job Centre."*

Prime Care has developed close partnerships with Job Centre Plus throughout the South of England. Commenting on the important award, Nicki Allen said: "Our relationship with Job Centre Plus and kindred organisations has helped to transform Prime Care's approach to recruitment, selection and retention."

## Join our Team!

Would you like to be part of an award-winning team that cares for vulnerable people in your local community?

We are always looking for new people to join our care team; those who want to learn a whole range of care skills and develop in their job. All training is paid for and vocational pathways provided to set you on your way to a career in care. We have worked hard over the years to provide a service that really does make a difference to peoples' lives – and we welcome new colleagues who share our values.

For more details please contact Sharan by phone on: **01323 493047** or e-mail: **jobs@primecare.uk.com**. Alternatively, visit our website at **www.primecare.uk.com**.

*"I am just writing to thank all of the staff who support Mrs C. They all provide an exceptional service to her which gives her a quality of life she would otherwise not have."*

A Social Worker.

# Multiple Contract wins with ESCC!

Prime Care won seven contracts in a recent East Sussex tender exercise to appoint domiciliary home-care providers to work in partnership with the County Council's Adult Social Care department.

The tender was based on quality, and Prime Care achieved top scores, reflecting its rare 'Excellent' rating from the Care Quality Commission, the national care regulator. The company has also won a series of regional and national awards over the past nine years, including the Sussex Business Awards, a prestigious National Training Award, the South East Business Awards, and a rare Investors in People Silver Award.

From its Head Office in Seaford, Prime Care will oversee the delivery of social care services to the residents of Newhaven, Saltdean, Peacehaven, Seaford, Eastbourne, Bexhill and Hastings. Prime Care's Development Director, Nicki Allen, said "At a time when local authorities are under pressure to manage expenditure but maintain services, we are delighted that East Sussex has appointed companies, like Prime Care, that



Pictured left to right: Becky Savage, Nicki Allen, Liz Bracuti and Sharan Larkin

*operate efficiently, consistently and flexibly to high quality standards."*

Using the company's dedicated community bases in Seaford, Eastbourne and Hastings, Prime Care, which currently has 200 members of staff, is set to recruit hundreds of new care workers to deliver its award-winning services to the residents along the South Coast strip between Brighton and Hastings over the next four years.

The focus of Prime Care's work will be on the delivery of services tailor-made to reflect the needs of their clients. It will allow people to take control of how and when they are supported, instead of the traditional 'time and task' approach to home-care services.

Two new members of staff have been recruited to help with Prime Care's East Sussex recruitment and training drive.

Becky Savage joins as Training Co-ordinator and Sharan Larkin joins as Personnel Co-ordinator. They will work closely with the company's existing teams that manage recruitment & retention, learning & development, administration, finance, and care operations.



Liz Bracuti, Care Operations Director at Prime Care, said: "With our new training and recruitment team in place, we are looking forward to welcoming more local people to our care teams in the community. Those who join us will benefit from our award-winning training and support and embark on a flexible and rewarding career in care with a market-leading company which values its staff and clients."

## Going for **Gold** with Investors in People

Investors in People ("IiP") is the business performance framework, run by the UK Commission for Employment and Skills, that helps an organisation to work with its people to manage its performance targets and priorities.

Prime Care became an IiP organisation in 2003, which means that we have been inspected every year by an independent quality standards organisation, Inspiring Business Performance South East, to make sure we are improving our services and supporting the people that we care for.

*In 2006, we became the first social-care organisation in the country to achieve the advanced IiP 'Profile' accreditation. This recognised us as an organisation that reviews how we are working and what we can do better.*

*This is an achievement that we improved on even further as a result of the detailed IiP review carried out on us in 2009 when we were accredited at 'Silver' level, which recognises further achievement beyond the Profile standard. In fact, that report stated that "Prime Care has an extremely enviable record in training and developing members of their staff and must be considered an exemplar".*



*We are now working towards IiP Gold, across all our branches by 2012, which we believe will also be a first for any social-care organisation in the country.*

*IiP has helped us to train and develop our staff and to create a culture where our care and administrative teams receive the support they need to help them deliver quality care to vulnerable adults in our communities.*

# An 'excellent' rating from the Care Quality Commission... again!

Our Regulatory Inspector from the Care Quality Commission ("CQC") arrived at our Head Office in May 2010 to conduct a Key Unannounced Inspection.

*In 2007, we received an 'excellent' rating from the CQC as a result of a Key Unannounced Inspection. Each year since, we have submitted a detailed Annual Quality Assurance Assessment (AQAA) to the CQC and, in return, the CQC has issued an Annual Service Review ("ASR") which summarises their view of the service that we provide. Each of our annual ASRs since 2007 have confirmed our 'excellent' rating by the CQC.*

*As part of her 2010 visit, our Inspector reviewed our client files, our personnel files and our policies and procedures. She also asked our clients about the quality of the service that we provide and interviewed our staff about the service that they help us to deliver.*

*We were delighted when the Inspector concluded in her 2010 Key Inspection Report that Prime Care continues to provide an 'excellent' 3-star service, the highest level possible.*



*It is rare for a home-care company to achieve a consistent rating at such a high level for so many years, and it is testament to the hard work, diligence and caring nature of our team.*

*A copy of the report from the CQC can be found on our website; [www.primecare.uk.com](http://www.primecare.uk.com) or otherwise*



*we can send you a copy if you contact our Head office on 01323 491975.*

## A Measure of Success...

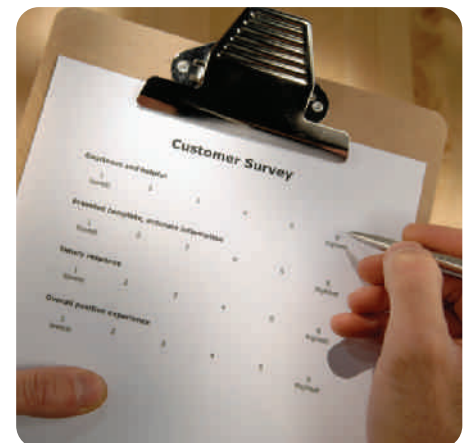
Most users of our service by now will have received, or will soon be receiving, a new Home-care Service User Annual Questionnaire in the post. This is part of our ongoing quality assurance process and is in addition to all the other checks and balances that we put in place, such as support plan reviews, spot-checks, monitoring visits, one-to-one supervisions, and team meetings.

We have worked with local authorities and the Care Quality Commission to devise a questionnaire that gives us the information from service users that we need to enable us to improve our services. At the same time we tried not

to repeat the questions that will be asked by commissioners and regulators in their own survey programmes.

Our new survey has moved away from concentrating on 'time and task' and towards 'outcomes', so you will see new questions about levels of service – including personalisation, safeguarding, communication, continuity of care, and learning and improvement.

We have also included in our survey some of the key measures of success from the Adult Social Care Outcomes Toolkit (ASCOT), which include additional questions about individual control over daily life, personal care,



nutrition, personal safety, social situations, daily activities, home comfort, and feelings and outlooks on life.

## Tip Top Training Team



A warm welcome to Ann Teague who has joined our award-winning training team as a full-time Trainer.

Ann's background is in health care

as a regional trainer, including a specialism in learning disabilities. Ann also travels to all of our branches, working closely with her in-house training colleagues, to deliver our wide-ranging programme of health & social care topics. This helps us to maintain the working knowledge of our care team, so that they remain up-to-date with best practice in all aspects of community-based care.

## Faces behind the scenes...



We have always maintained top scores from our regulator, the Care Quality Commission, for the quality of our staff and managers, and the organisation and running of our business. An important part of this success is our Head Office administrative team, three members of

which recently obtained National Vocational Qualifications in Business Administration. Pictured above are (left to right) Nicki Gill, Tina Phillips and Judith Foyle, in front of their certificates that we proudly mounted on the wall of our training room.

*"I would like you to know that having had three agencies, you by far provide the best service. The care I receive from my carers is excellent but I am also aware that the office staff also play an important role."*

## Website supports choice and independence

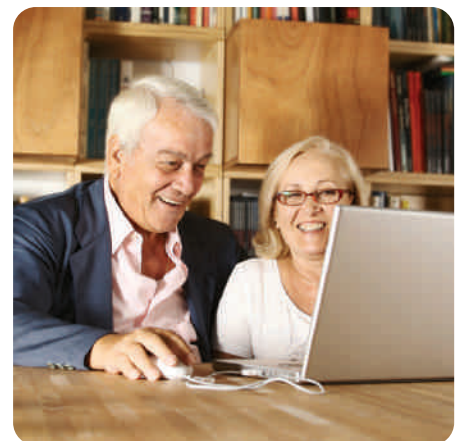
We have been working hard to make our website more accessible and provide a wider range of information for people and organisations that use our service.

It now has video clips of service users, guidance on the funding of care, comprehensive links to useful sources of information, and a new summary of our services – all written in plain English.

We have also added fresh photographs of our team and updated every page so that it reflects Prime Care's developments in all areas.

Take a look at [www.primecare.uk.com](http://www.primecare.uk.com) and please let us know about any improvements or changes that you would like to see.

If you do not have access to the Internet, or feel that you would not be able to use it, help is at hand! Access to the Internet for people who cannot get out of their home as much as they would like can be a life-changing experience which may help them to maintain independence and open up a whole new world of interest and opportunity.



If you would like to discuss going online, contact your local office or Care Support Worker and we will work with you to get you connected and to become familiar and comfortable with technology.

**[www.primecare.uk.com](http://www.primecare.uk.com)**

News from our **Central Team**

## Our Central Team



Team Leader, Finola Castle, has recently moved from running our Eastbourne office to managing our Central team. Our dedicated team of care staff also include Tanya Jones, Supervisor; Cathy Walton, Care Co-ordinator; Sarah Stafford, Senior Supervisor; and Teresa Nicholson, Administration Assistant (pictured above, left to right, with Finola Castle centre) who all strive to maintain a first-class professional service to our local clients.

## Expanded role in Seahaven area

From our office in Seaford, Prime Care has always delivered



home-care services along the coast from the edge of Eastbourne, westwards to Brighton & Hove. We call this our 'Central' area.

But from October 2010 onwards, the role of our Seaford office and training hub will be enhanced in response to Prime Care having been formally appointed by East Sussex County Council as a lead provider of social-care services to adults and older people living in their own homes in Friston, Seaford, Newhaven, Peacehaven, and Saldean.

We are delighted by this vote of confidence, which recognises the quality service that we have built up in these coastal localities over the past nine years; towns in which so many of our staff live.

## Even more vocational awards

Well done to the three members of our Central team who recently achieved their NVQ Level 2 Certificate in Health & Social Care. They are Madeleine

Longstaff, Rebecca Lago, and Jacqueline Little (pictured left to right with their awards and Team Leader, Finola Castle).



**OUR SEAFORD TEAM CONTACT DETAILS:**

Prime Care Community Services  
Talland Parade, High Street  
Seaford, East Sussex BN25 1PJ  
Phone: 01323 491975  
Fax: 01323 873245  
E-mail: [help@primecare.uk.com](mailto:help@primecare.uk.com)

*"I have particularly appreciated the team's readiness to respond to Mum's changing needs over the past few months... it makes such a difference knowing that Mum was being supported by such caring people."*

News from our **Brighton & Hove Team**

## Our Brighton & Hove Team



Our growing care team in Brighton & Hove is supported by (pictured from left to right) Goodwill Khathide, Supervisor; Esme Preece, Administrative Assistant; Christine Preece, Team Leader; Marie Patrick, Supervisor; Tracy Boegli-Taylor, Senior Supervisor; and Tracey Packham, Supervisor.

## We are now in Hove, actually

After years of providing services to the Brighton half of Brighton & Hove City, we thought that it was about time that the citizens of Hove had the same opportunity!

Prime Care is therefore pleased to announce that it now offers its award-winning services to clients in the Hove area. More information about our care services in Hove can be obtained from our Brighton office.



**OUR BRIGHTON TEAM CONTACT DETAILS:**

Prime Care Community Services  
Westergate Business Centre  
Westergate Road, Brighton  
East Sussex BN2 4QN  
Phone: 01273 600494  
Fax: 01273 698637  
E-mail: [brighton@primecare.uk.com](mailto:brighton@primecare.uk.com)

News from our **Eastbourne Team**

## Our Eastbourne Team



From the left Ngaire Ware, Team Leader; Victoria Saunders; Jackie Bell; Claudette Riordan and Amanda Richardson.

Team Leader, Ngaire Ware, has recently moved from running our Central branch to managing our team in Eastbourne. She is supported in this task by new Supervisor, Claudette Riordan; Supervisor, Jackie Bell; Senior Care Support Workers, Amanda Richardson and Vicky Saunders; and Care Co-ordinator, Sophie Hornblow.

Our Eastbourne team are now gearing up to recruit and train more care staff in response to Prime Care having been recently appointed by East Sussex County Council as a lead provider of home-care services in Eastbourne.

**OUR EASTBOURNE TEAM CONTACT DETAILS:**

Prime Care Community Services  
 Upper Ground Floor  
 31 Hyde Gardens, Eastbourne  
 East Sussex BN21 4PX  
**Phone: 01323 645592**  
**Fax: 01323 416512**  
**E-mail: eastbourne@primecare.uk.com**

## Refer a Friend

Prime Care was pleased to give a cheque for £60 to Mike Allistone, Sales and Marketing



Manager, for recommending Amanda Parry, Care Support Worker, who joined our Eastbourne team. This is an incentive scheme that Prime Care runs to encourage recruitment amongst family and friends.

# The Stars come out for local charity

We're Busy Doing Nothing ... or were busy going nowhere, when, as part of our continuing support for the charity, Bexhill Caring Community, Prime Care helped raised funds at the 'Bexi-cycle' event. Prime Care's local management team took to 'fixed exercise bikes' alongside local celebrities for a sponsored virtual cycling race - and raised £100 for their efforts. Well done to all!



Nicki & Liz from Prime Care



Actress Gwyneth Strong (who played Cassandra in Only Fools & Horses)

*"Thank you for your kind care and attention, I hope my health improves as much next year."*

News from our **Hastings Team**

## Our Hastings Team



Team Leader Tim Castle, centre, is flanked by Rena Quail, Branch Administrator; Caroline Dunn, Supervisor (left), David Rogers and Helen Cunliffe, both Senior Carers (right).

**OUR HASTINGS TEAM CONTACT DETAILS:**

Prime Care Community Services  
 Creative Media Centre  
 17 & 45 Robertson Street  
 Hastings, East Sussex TN34 1HL  
**Phone: 01424 205429**  
**Fax: 01424 205438**  
**E-mail: hastings@primecare.uk.com**

## Trainees given new bikes

Seven Prime Care trainee apprentices have been issued with new electric bikes to help them get to and from work.

Kirsty Atkinson, Ellen Bourner, and Danni Gorgin, from Bexhill, and Thomas Brown, Charlene Walder, Jolene Preston and Jemma Denham, from St. Leonard's, were presented with their new mode of transport from Skills Training UK, which works with businesses to help local young people get off benefits and into employment.

Tim Castle, from Prime Care, said: *"We are delighted to be working with Skills Training and offering apprentices the opportunity to work in care. The new mode of transport also allows us to do our bit for the environment."*

News from our **Worthing Team**

## Our Worthing Team



Our ever-expanding Worthing care team is now supported by (pictured above from left to right) Jhyenan Werla, Team Leader; Hassan Sajid, Supervisor; Liberty Morgan, Senior Carer; Michael O’Neil, Key Worker; and Karen Andrews, Administrative Assistant.

**OUR WORTHING TEAM CONTACT DETAILS:**

Prime Care Community Services  
 19 Liverpool Gardens  
 Worthing, West Sussex BN11 1RY  
**Phone: 01903 823225**  
**Fax: 01903 211049**  
**E-mail: worthing@primecare.uk.com**

## Town Centre office for Prime Care

Our Worthing office is ideally located in the middle of the town centre with easy access for both staff and clients. From this dedicated facility we interview, train and oversee our team of local care support workers who deliver a first-class service in the local community.



In a unique partnership arrangement, Prime Care shares the building with the Business Development and Innovation Unit of Northbrook College.

This continues to encourage joint initiatives between Prime Care and the College in the development of vocational and recruitment pathways in the local social-care sector.

## Knowing you Matter

Family and friends often struggle with the changes brought about by **Dementia**. Often these changes alter the relationships and leave families unable to communicate or left feeling uncomfortable sharing time together.

identify activities that maintain independence of the person with Dementia, e.g., simple housework skills, gardening, reminiscence and maintaining hobbies and social interests.

Our care support workers are specially trained to an advanced level to help

In order to achieve this, we strive to build a relationship of trust, based on consistency and continuity, which provides a safe and secure environment – and piece of mind for relatives and carers.

News from our **Portsmouth Team**

## Our Portsmouth Team



Naomi Hall, Supervisor alongside Russell Gourley, Administrator (left) and Craig DeMarco, Care Co-ordinator (right).

Our Portsmouth team, supported by our Senior Management Team, deliver personal and social care under contract to Portsmouth City Council. We are also expanding our service into the Gosport, Fareham, Portchester, Cosham, Havant, Waterlooville and Horndean areas – under contract arrangements with Hampshire County Council.

## By veterans, for veterans



In a joint initiative with the Shaw Trust, the third-sector provider of employment services for disabled and disadvantaged people, Prime Care has launched a recruitment initiative to entice former armed services personnel in the Portsmouth area to consider a career in care. We printed some specialist recruitment leaflets and the Shaw Trust distributed them in community venues frequented by ex-service men and women.

Many of our service users in and around Portsmouth are retired services personnel, and so this initiative is set to allow us to welcome people with a military background to Prime Care, and then to deploy them to work in the local community with service users who have a shared background and common interest.

**OUR HAMPSHIRE TEAM CONTACT DETAILS:**

Prime Care Community Services  
 Victory Business Centre  
 Somers Road North, Portsmouth  
 Hampshire PO1 1PJ  
**Phone: 02392 291608**  
**Fax: 02392 755271**  
**E-mail: portsmouth@primecare.uk.com**

# Bournemouth chooses Prime Care

Prime Care has been selected as one of the providers of social care services by Bournemouth Borough Council and Bournemouth and Poole NHS Trust for the next three years. This followed exhausting local research leading up to the submission by Prime Care of a detailed Performance Plan submitted as part of a competitive tender, based on quality.

*We were judged on a variety of outcomes that we could deliver to the citizens of Bournemouth, including our views on personalisation and our understanding of essential needs alongside desired wishes, our thorough safeguarding procedures and how we ensure our most vulnerable clients do not suffer neglect, and also how we strive to guarantee continuity and timeliness of care.*

*Our new office is located in the centre of Bournemouth and houses administrative facilities and a large, well-equipped training room. Recently registered with the Care Quality Commission, our new branch is under the leadership of Michelle Pola, Registered Manager; supported by Denise Hall, Senior Supervisor (left); and Sarah Fowler, Care Co-ordinator (right).*

*Congratulations go to Denise who has successfully completed a ten-week course at The Bournemouth & Poole College entitled 'Moving up in Care'; the first supervisory care course in the UK to be accredited by the Royal College of Nursing at a further education college.*

working in partnership with



**OUR BOURNEMOUTH TEAM CONTACT DETAILS:**

Prime Care Community Services  
Lower Ground Floor, Streate Place  
St. Peter's Road, Bournemouth  
Dorset BH1 2LT  
Phone: 01202 589968  
Fax: 01202 316374  
E-mail: [bournemouth@primecare.uk.com](mailto:bournemouth@primecare.uk.com)

## Rapid Response

Our senior care staff have developed a rapid but thorough assessment to aid your return from hospital back home. We will ensure that you are safe and your wellbeing is our priority. You will be given one of our new 'Welcome Home' packs which include essential food and drink provisions until a full shop can be arranged. In colder weather our 'Welcome Home' packs include a fleece blanket and bed socks, hot water bottle and soup flask. We look forward to settling you back home!



## Palliative Care

Our 'end of life' care training enables us to support people with their progressive incurable illness to live as well as possible until they die. We support the needs of you and your family and work very closely with other professionals to manage your care needs in your own home. We are developing a quality improvement programme that can be used to improve the care of the dying that will



focus on their physical, psychological and spiritual comfort. Our staff empathise with the concept of a 'good death' where the person dies in a place of their own choosing, with their loved ones and carers around them. We continuously emphasise respect and dignity and ensure that your preferences and choices are taken into account to genuinely provide person-centred care.

*"What has really made me grateful is that your staff are ready to deal with the 'whole' person and talk over one's mental or psychological needs – and give good advice too."*

# Building recruitment pathways

We won the Working Links Outstanding Achievement Award for 'Excellence in Continuous Supportive Employment' in 2006 as an 'employer of choice' in the local care sector.

Subsequently, we provide career and vocational pathways which promote life-long learning through individual personal development plans; flexible paid training opportunities and reward system that recognise, integrate and accredit prior learning and experience.

Partnership working with the organisations listed below have included attending recruitment fairs, giving presentations to prospective employees, joint one-to-one interviewing, holding workshops for groups of candidates interested in social care work, as well as up-dating vacancy advertisements regularly with each organisation.

We were pleased to have worked closely with both the Newhaven and Lewes Job Centres, planning with

them the first Care Roadshow on the South Coast.

We were also pleased to be the chosen domiciliary care company to work in partnership with both the Job Centre in Lewes and Sussex Downs College to run a Pre-Employment Training ("PET") course where full training was offered in specific mandatory care work and interviews with Prime Care offered at the end of the week. We then ran a similar PET course in Worthing with Northbrook College.

Other agencies we have developed partnership working with include:

- Working Links, Brighton
- Equal Opportunities, Hastings



- Shaw Trust, Portsmouth
- A4E, all areas throughout East Sussex
- Maximus, all areas throughout East and West Sussex
- Skills Training, all areas
- Job Centre Plus, all areas

Look out for our recruitment stand in a shopping centre near you: Langney in Eastbourne, Priory Meadow in Hastings and the Meridian Shopping Centre in Peacehaven.

*"Thank you very much for arranging recently for the use of a car, which has enabled the carer to take my mother out to the sea and other trips which she enjoys very much, and speaks of with pleasure."*

## Join in on our new recruitment taster day

The recruitment taster day is an interactive day with a morning session which involves participation whilst learning about the company and an afternoon session with one-to-one interviews.

This informal day is run by our team leaders and allows new candidates to meet one another, giving them a first-hand insight into caring for vulnerable people in their own homes.

*"I feel I have now got a greater insight into the caring industry and the commitment needed."*

