



PRIME CARE

community services



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Summer 2009

WELCOME to the Summer edition of the newsletter for Prime Care Community Services Limited (Prime Care).



We provide personal care, social care and practical care in people's homes and help them to stay as independent as possible. We help care for people who, because they

are getting older or have a disability or illness, find it difficult to cope with domestic responsibilities and their own personal care needs.

Now in our seventh year, we are delighted to have been able to extend our services from our East Sussex base into West Sussex and Hampshire and have done so with the help of institutional investors, Albion Ventures LLP. But we remain an independent, family-owned company which means that we have the ability and resources to provide high-quality services, still responding to the requirements of local people.

This is the first in a series of quarterly newsletters produced so that we can spread the news about our organisation to our staff, users of our service, those who commission our service, those who regulate it, and to fellow health and social care professionals. It will also help us stay in touch with everyone we come into contact with in the community!

N Allen

Nicki Allen, Development Director

East Sussex

From small beginnings in Seaford...

Prime Care took the first steps in its expansion programme by opening new offices in **Eastbourne** and **Hastings** earlier this year.



First on the agenda was the opening of the new Eastbourne office in Hyde Gardens when local MP Nigel Waterson and Bob Lacey, Chairman of East Sussex County Council, were just two of the 30 guests who attended the event.

The Eastbourne launch was followed by the opening of the company's new Hastings office in Robertson Street.

The Prime Care team organised a recruitment day and official opening at nearby Walker's Wine Bar, so that anyone interested in a career in care could pop along and find out more about what it entailed.

Hastings MP Michael Foster and Leader of Hastings Council Peter Pragnell both spent an hour meeting the team at the event.

Prime Care's Development Director, Nicki Allen said: *"We are delighted to be expanding further in East Sussex. Local branches like these will allow us to maintain our quality standards as we grow so that we can continue to deliver a first-class service to local people and really be in the heart of the community."*



Top of the Class, *Again!*

The Commission for Social Care Inspection (CSCI) became the Care Quality Commission (CQC) in April 2009. This is the regulatory body for health and social care services in England. Prime Care's Head Office in Seaford has yet again been confirmed as a three-star 'excellent' provider of home-care services, this time as a result of the CQC's Annual Service Review of Prime Care for 2009. The report stated that "The workforce work



hard to supply a friendly and caring service for the people who use the service within a person-centred framework" and that Prime Care "...works well with the Commission and has shown us that this service continues to provide excellent outcomes for the people who use it".

A copy of this document can be obtained directly from Prime Care or from the CQC's website: www.cqc.org.uk.

Prime Care is now in Hampshire



In a move that brings more choice to users of home-care services in the City, Portsmouth City Council has recently announced the appointment of

Approved Providers of domiciliary care services in the City. Prime Care is delighted that it has been chosen as one of these accredited providers following a bid process that was based on quality and value for money.

We have opened a new permanent office and training facility in the Victory Business Centre in Fratton, at the heart of Portsmouth, from where we will

co-ordinate the delivery of our quality service throughout Portsmouth, Gosport, Havant and the wider East Hampshire area.

Working with Shaw Trust in Portsmouth, Prime Care is currently recruiting care support workers to join its award-winning team in the community, and we very much look forward to developing our highly-accredited services throughout Hampshire.

Our Branch Manager for Portsmouth is Lydia Blackman and she can be contacted on 02392 291608 or e-mail: portsmouth@primecare.uk.com.

"I don't want the flu jab. I like getting flu. It gives me something else to complain about."

David Letterman

"One of the advantages of being 70 is that you need only 4 hours' sleep. True, you need it 4 times a day, but still."

Denis Norden

...and in West Sussex too!

West Sussex County Council (WSSCC) has embraced service-user choice by announcing new home-care contracts throughout the County. Prime Care is delighted to have been chosen as an Approved Provider of home-care services in the Worthing, Adur and Littlehampton areas. This follows an audit by WSSCC of Prime Care's new office and training facility at the Broadwater Campus at Northbrook College, Worthing.

In a joint training initiative with the Health and Social Care Team at Northbrook College, Prime Care now occupies dedicated facilities at the

Broadwater Campus from where it delivers its home-care services in the wider community. Prime Care is working closely with the College to develop specialist courses to support its care support workers in the community, and will use the College to deliver its NVQs to its workforce, assisted by Prime Care's in-house NVQ Assessors.



Our Branch Manager for Worthing is David Platt and he can be contacted on 01903 823225 or e-mail: worthing@primecare.uk.com.

Hot Weather Ahead!

This Summer is set to be a long, hot one! We have issued all our care staff with copies of the *NHS Guide to looking after yourself and others during hot weather* and are working hard to make plans to support vulnerable adults at risk during a heatwave.

For advice about heat exhaustion and heatstroke, please contact NHS Direct on 0845 4647 or NHS Direct On-line at www.nhsdirect.nhs.uk.

Alternatively, for a copy of the Heatwave Guide or for local advice and guidance on coping with hot weather, please contact Prime Care's Head Office on 01323 491975.



"I don't want to get to the end of my life and find that I lived just the length of it. I want to have lived the width of it as well."

Diane Ackerman

"When we recall the past, we usually find that it is the simplest things – not the great occasions – that in retrospect give off the greatest glory of happiness."

Bob Hope

Paying for your Care?

We work with social-services departments, primary-care trusts (PCTs) and a wide range of support organisations to assess how your care is paid for. In many cases, after a local authority or PCT has carried out a financial assessment, you will not have to pay for your care. In other cases, you may have to make a contribution to the cost of your care.

You may be eligible to receive a 'direct payment' from your local authority's social-care budget. This is where means-tested cash payments are made to people who need support. It is paid to you direct, or to a

'managed account', so that you can have more of a say in how we deliver your care.

Whether you join us as a private client or the local council helps with the cost of your care, we will be happy to help you with the paperwork.

The following links will also help guide you in paying for your care:

- In Control: www.in-control.org.uk
- Support Planning: www.supportplanning.org
- Social Care Institute for Excellence: www.scie.org.uk

Silver Award for Prime Care



Prime Care invests in the training and support of its workforce, a commitment which was recently recognised, in May 2009, by Investors in People (IiP) who awarded us Silver status to recognise that we far exceed the minimum required standard.

We became an IiP organisation in 2003, which means that we are inspected every year by an independent quality standards

organisation, Quality South East, to make sure we are improving our services and support the people we care for. In 2006, we became the first social-care organisation in the United Kingdom to achieve the advanced IiP Profile accreditation. This accreditation means we have been recognised as an organisation that reviews how we are working and what we can do to improve.

Our IiP inspection report, 2009 said *"Prime Care has an extremely enviable record in training and developing members of staff and must be considered an exemplar. People are extremely committed to the delivery of a service that reflects the vision and values of the organisation and demonstrates a pride in working for Prime Care"*.

Take a regular glass of wine and a drop of olive oil – *and you'll live to 107!*

Olive oil, a good woman and a glass of wine are the three ingredients that make up a long and healthy life, according to 107-year-old Alfonso De Marco.

Alfonso celebrated his 107th birthday recently at his home in Seaside, Eastbourne, where he has lived for the past 98 years!

He was joined throughout his special day by members of his family and to mark the occasion Alfonso was presented with a birthday cake from his care support worker Becky Hillier and Team Leader Finola Castle, of Prime Care's Eastbourne team, who



provide daily care to enable him to live in his own home.

During his working life until retirement in 1973, Alfonso ran De Marco's Ice Cream Parlour in Seaside that was opened in 1885 by his father Giuseppe.

In 1936, Alfonso was awarded a diploma from the Ice Cream Association for the high standard and quality of his ices. The diploma, along with memorabilia from his favourite football team Tottenham Hotspur, still hangs in his home today.

Good news for Brighton!



Brighton & Hove City Council has recently renewed its contract with Prime Care to continue to deliver home-care services to residents of the City. The changing face of the social-care workforce in Brighton means that our traditionally women-led workforce is being joined by more and more men.

We embrace this move which encourages diversity and gives our clients more choices. Our offices in Brighton at the Westergate Business Centre in Moulsecoomb are environmentally friendly, with our electricity coming from an on-site wind turbine.



Ask 'CHAS' about Health & Safety

After being assessed as compliant with the Contractor's Health and Safety Assessment Scheme (CHAS), Prime Care is delighted to have now been placed on the CHAS database as a registered contractor, which recognises Prime Care for keeping to high standards of Health & Safety.



Plain English Campaign Approval for Prime Care

Following lots of edits, our new **Service User's Guide** has now received a Crystal Mark from the Plain English Campaign after being approved for its honesty and clarity. You can download a copy from our website.

"The only reason I wear glasses is for little things, like driving my car – or finding it."

Woody Allen

www.primecare.uk.com

Our new-look website has a lot of new features including useful links & downloads, advice & guidance and interactive features.