

Release date: May 5 2009

Sussex care company gets glowing report for advanced IIP award

A Sussex care company is celebrating after a glowing report from its second inspection for the advanced Investors in People award.

Prime Care, which provides care to more than 300 people living on the south coast, was one of the first care companies in the UK to achieve the prestigious Investors in People Profile award.

The company, that has offices in Eastbourne, Seaford, Brighton, Hastings and Worthing, was first awarded Profile status in March 2006 and was inspected for the second time earlier this year during a three-day visit by an Investors in People assessor.

In one category – Effectiveness of Learning and Development – the company achieved the maximum level 4 which represents an organisation demonstrating excellent practice

Assessor Derek Milliner said: “This is an extremely strong area. Learning is clearly very effective and enjoyed throughout the organisation.”

In addition Prime Care achieved a level 3 for its strong people management strategies that were judged to promote equal opportunity and manage diversity.

The remaining eight categories exceeded standards required for a company to achieve a standard Investors in People award.

Other comments highlighted that:

- All members of staff felt valued for their contribution to Prime Care and were committed to giving a service that reflected the values of the company
- Clients' specific needs were matched with unique skills of carers
- Prime Care had the sound foundations to meet the challenges of future growth with confidence

Development Director Nicki Allen said: “We were absolutely thrilled to retain our Investors in People Profile award. It is a fantastic vote of confidence for all our team. We have worked really hard since our last assessment to build on our achievements and this is shown by the fact that we have achieved levels 3 and 4 in two categories – which is very unusual for a company of our size.”

In March last year, Prime Care won the South East England Development Agency (SEEDA) Business Award for Excellence in Skills & Development and is rated as “excellent” by the Commission for Social Care Inspection.

Ends

Note to editors:

Prime Care is a provider of a wide range of community-based social care services to private clients and local government organisations. It provides social care workers and support staff 354 days a year to help older people needing assistance to live as independently as possible in their own homes. The company’s reputation is built on providing excellent care backed by professional values, a personal approach, hard work and a commitment to the people they care for.

Please see www.primecare.uk.com for more information.

For further information contact Sue Cobb, Cobb PR, tel: 01323 416999