



Welcome Care Home

A retirement home for the elderly

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Statement of purpose 2025

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This document has been written in accordance with the Care Standards Act 2000, The Private and Voluntary Health Care (England) Regulations 2001 and The Health and Social Care Act 2008 (Regulated Activities) Regulations 2010. The document will be reviewed every twelve months unless circumstances dictate otherwise.

Aims and Objectives

We recognise that people have the right to be cared for. With more than 35 years' experience, we, at the **Welcome Care Home** have been offering a care service for the elderly that is both personal and highly professional.

We are a small community of residents, friends, family, staff, and visitors. It is our intention to maintain a friendly homely environment with the provision of care that is personal yet professional and meets with the specific yet ever-changing needs of our residents.

We have no bias towards any differences experienced or expressed by the residents and we actively promote an attitude where every assistance is given to residents to help them maintain as full and active a life of their choosing. We are renowned for our level of care and personal interaction with the residents whose needs we aim to please.

We are pleased to accept clients on a long term or short-term basis. We accept clients whose needs are the same care as would be met by a caring relative in a resident's own home. In conjunction with resident, family members and external healthcare providers we review needs annually and jointly make appropriate adjustments in accordance with changing needs.

About the owner/ provider

Care Speciality of the Home:

Retirement Home for the Elderly

The **Welcome Care Home** is owned by the provider

Welcome Care Homes Ltd

Registered Office

26-28 Fordel Road

Catford

LONDON

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Margaret Newland

Nominated individual/ Director

The CQC Nominated Individual and Director is Mrs Margaret R Newland. She is fully committed and attends to audit the service and premises.

Mrs Newland has extensive experience as a nurse: in various wards; as a clinical nurse tutor and as a district nurse caring for the elderly in their home. Following this the **Welcome Care Home** was opened in 1993. Mrs Newland has taken the **Welcome Care Home** through many changes to reflect the ever-changing needs expressed by residents and in the wider world we live in. At all times at the core of the philosophy of the home has been a holistic person-centred approach; an attitude of caring for an individual given the context of their health and circumstances.

Mrs Newland qualifications are as follows:

- ✓ Qualified RGN.
- ✓ SCM.
- ✓ District Nurse
- ✓ NVQ Level 4 (R.M.A) + Assessor

Mr Andrew Newland

Director / Registered Manager

Andrew Director and the Registered Manager of the **Welcome Care Home**. He also provides support with all accountancy services, maintenance, Health and Safety, Fire Safety and IT support and is the lead for data protection and information governance. Andrew's background is in accountancy and IT systems, with experience working for establishments such as The Woolwich, Dow Jones and Financial Times. Andrew has been working with the **Welcome Care Home** since its inception 35 years ago. After gaining experience within the scope of Deputy Manager over the past two years, Andrew has taken over the reins as the full time Registered.

Andrew has a real passion for care. For his pastimes he enjoys running, golf and snooker, and is an active member of his local parish.

Andrew Newland's Qualifications are as follows:

Microsoft Certified Practitioner
HNC in Business and Finance
NVQ Level 4 in Health and Social Care (R.M.A)
Level 7 in Leadership and Management
GDRP and Information Governance Certification

Mrs Rose Elizabeth Karemi-Murphy

Director / Compliance Manager

Also known as Elizabeth, she has an extensive depth and breadth of experience and qualifications, and with a connection to the **Welcome Care Home** which goes back to its inception over 30 years ago. Starting in the home as a part-time administrator, evolved to a part-time compliance manager and then a full-time compliance manager. She has also worked away from the home with a complex care provider in the role of support worker.

Elizabeth has a passion for education and health and her career in education spanned 20 years as a Waldorf teacher. Following retirement from education she undertook studies in sustainability and worked as part-time support for the manager until returning to the home in a full-time capacity, as the home's Registered Manager. Elizabeth held that position for two years. Due to other commitments, she handed over the reins and moved into a Part Time Role as Compliance Manager. She attends to audit the care home on a regular basis, this is in conjunction with the Care for Quality quarterly core risk and full external auditor mock inspections.

Training and education

- ✓ ICF Certified Coach (2022) now working towards Master coach membership credential.
- ✓ EQA EMCC Health Coaching Foundations Programme NHS endorsed (2022)
- ✓ BTEC Level 3 in Nutrition and Lifestyle coaching (2021)
- ✓ Postgraduate certificate in Researching Holistic Approaches to Agroecology (2020/21)
- ✓ CPD training level 5 in Train the Trainer TQUK endorsed (2021)
- ✓ Leadership and Management in Health and Social care CPD training level 5 (2021)
- ✓ CPD Level 3 Occupational Therapy (2020)
- ✓ TEFL for ESL, Business and Online teaching (2018)
- ✓ Leadership and Management in Health and Social care; NVQ level 4 (2011)
- ✓ LLB (Hons) in Business Law (1993)

Mandatory training and interests

Elizabeth has taken part in the mandatory training prerequisites for health and social care workers, as well as role specific essential training for the **Welcome Care Home** staff. She explains that while dementia training is not mandatory, it is also the most insightful learning for our home, for our times. This is an area of learning that she would like to develop further and is particularly drawn to namaste and dementia suitable gardens.

Alongside Elizabeth's existing passions in education, and sustainable farming, her passion for health and social care has evolved into one of enablement and empowerment for residents with complex needs.

Together with training in business law, Elizabeth has skills in organisational and procedural matters and prior to the availability of published-systems-available policy and procedures, she often authored these for the home, including the GDPR and meeting its deadlines.

ETHOS OF THE HOME

We believe that residents, staff, and visitors should be provided with a safe environment which embraces all aspects of their life. This includes being assured that the staff employed to provide care, also share our values, and will help to keep us all, residents, visitors, and staff, safe. We are committed to this in relation to the ethos of the home by the following.

Every human being is defined by and deserving of human rights. Human rights are at the very heart of existence as a human being, irrespective of any differences. Our ethos at the **Welcome Care Home** is based on a fundamental belief in human rights for all with focus on dignity, respect, and protection.

The resident's needs are many and varied; not all can be prescribed but underlying all these are the need to experience cultural heritage, express spirituality, enjoy social interactions whilst engaging in a mood of emotional, psychological, and physical safety, comfort, and enjoyment. To achieve this, residents and their family and friends are requested to participate in the development of individualised care plans.

Thereafter these plans are implemented by staff with the residents' acknowledgement and involvement. The supervision, development, and appraisal programme for staff in the home seeks to identify and reinforce the underpinning values of the home and to promote our ethos.

Staff are made aware of the fundamental tenets and are thereafter trained to meet the residents' needs. Our senior staff team have a clearly defined personal development programme which incorporates the key skills required to support in the running of the home. Carers are sensitive to the residents' ever-changing needs and in so doing can promote and maintain the dignity, individuality, and privacy for all.

OUR CORE VALUES

At the **Welcome Care Home**, we aim to provide our residents with a secure, relaxed, and homely environment in which their care, well-being and comfort are of prime importance.

Individuality - each person has the right to be considered as singularly worthy, and staff are expected to treat each person as a unique individual. Recognising the individual to promote dignity in care Dignified treatment means treating the person who is using the service you provide as a respected, individual citizen with a past and a future.

Privacy - the right to keep important parts of yourself to yourself – is central to dignified care. And courtesy – the everyday practice of ordinary politeness – supports it.

Dignity - Dignity in care means providing care that supports the self-respect of the person, recognising their capacities and ambitions, and does nothing to undermine it.

Independence - Independence in care helps people maintain a sense of self-worth and individuality. Managing one's decisions is fundamental to nurturing a positive attitude towards oneself.

Choice - ensuring that a person is aware of a choice that is relevant and feels empowered to exercise that choice. Enabling choice and control is embedded in the MCA as a framework for promoting human rights.

Human rights - Human rights are “universal” but they begin at home, in small settings where people live their lives. Approaches to dementia based on human rights help to see the potential in everyone and support independence effectively. Put simply, people affected by dementia gave priority to these human rights:

Right to life

Right not to be discriminated against

Right to a fair trial

Right to respect for family and private life

Right to freedom and liberty

Right not to be treated in an inhumane or degrading way

Fulfilment - Enabling a resident to realise personal aims and providing support to achieve these goals in all aspects of daily living. Recognising that each person has a biography and wishes and hopes.

Sexuality - the right to express personal sexuality and identity.

STAFF

Staffing levels

Our staff work closely as a team and encourage a family atmosphere. All staff are expected to abide by the code of conduct set by the **Welcome Care Home**. We expect staff to respect residents and each other and we expect staff to be respected.

The home employs a blend of part-time and full-time staff with a current total of 27 staff: These staff include apprentice learners, the nominated individual, the maintenance and accounts, Registered Manager, Administrator, Senior Team Leader Management Assistant, Team Leaders and shift leaders, care assistants and senior carers, housekeepers, chef, and chef assistant, together with visits from students and agency staff. We are an equal opportunities employer and seek to employ staff based on emotional intelligence and compassion, reliability, integrity, skills, friendliness, and care skills professionalism. The screening process is careful and thorough.

Training

Training is vital to achieve the standards required by the **Welcome Care Home**. All care staff within the home are trained to deliver the highest standards of care. A continuous staff-training programme is implemented to ensure that these exacting standards are maintained in line with the latest developments in care practices as may be laid down in best practice and regulatory requirements.

All care staff have a basic training, and expected to achieve, in the least, NVQ level 2. During our induction process it is expected that all new staff complete and pass the Care Certificate. Shift and Team leaders are required to achieve NVQ level 3 and promotion to seniority is reflected with achieving NVQ level 4 and above. All new members of staff undergo in-house induction training via the home's varied approach: via online Careskills Academy Training, using Zoom/Teams

presentations, where possible external face2face training, and importantly, mentoring support from the home's experienced and qualified senior staff. The Welcome Care Home have signed up to the Adult Social Care Workforce Development (ASC-WDF) and working to benefit from the input and support available by Skills for Care. The following are essential training; including mandatory and Welcome Care Home mandatory subjects as a minimum and subject to individual staff roles, needs and appraisals:

- ✓ Equality, Diversity, and Inclusion
- ✓ Fire safety
- ✓ First Aid
- ✓ Food hygiene and safety
- ✓ Health and safety
- ✓ Infection prevention and control
- ✓ Medication administration
- ✓ Mental capacity act and deprivation of liberty safeguards
- ✓ Safeguarding and protection
- ✓ How to implement policies
- ✓ Moving and handling
- Care code of conduct - care skills
- Confidentiality
- Cyber Security Awareness
- COSHH
- Communication
- Data Security Protection and General Data Protection (DSP & GDPR)
- Dementia awareness
- Dementia communication
- Diabetes Awareness
- Personal care tasks
- Person centred Care
- Nutrition
- Learning Disabilities
- Autism / Oliver Macgowan Awareness
- LGBT Aware Care

The training matrix is continually updated subject to new courses becoming available and more importantly as a direct response to the influence of views and experiences of residents.

Organisational Structure



ACCOMMODATION

The home is a double fronted end of terrace Corbett style house, located in the London suburb of Catford. There are numerous local shops, library, and churches of different denominations all within the locality. Within walking distance is the Green Flag Awarded Mountsfield Park, a park that offers excellent views west over Catford to Crystal Palace in the distance and is home to the annual People's Day festival held every July. A few bus-stops away is Catford town centre with its variety of shops including a post office and civic amenities including library, town hall and an excellent theatre with a busy and exciting programme. A bus stop from the town centre is a two main-line stations. The home is on the verges of ULEZ (Ultra Low Emission Zone).

The home has 14 bedrooms all en-suite and arranged over three floors with the use of a lift.

Ground floor - five single rooms with en-suite WC and hand basin.

First floor - seven single rooms with en-suite WC and hand basin and a double room.

Second floor - two large single rooms each with en-suite WC, hand basin and shower.

The décor reflects a comfortable home environment with warm colours on the walls and floors. Residents are encouraged to be involved in the arrangement and presentation of their rooms. Bedrooms are private and are maintained as such, being freely available for use by their owners. All rooms are connected to a call system for the benefit and safety of residents. The bedroom enjoys central heating throughout, providing comfort and warmth in the winter and an efficient water heating system.

Public areas within the home include a lounge at the front of the house; equipped with a variety of seats and with video and a large screen television hosting a variety of channels. We have a conservatory at the back; over-looking the back garden with a variety of seats and with a large screen television hosting a variety of channels and music. There is a separate dining room also with a screen and freely used to express choice of the moment.

The home is a public space for the purposes of smoking which is not allowed in either the public rooms neither the private rooms. Whilst smoking is discouraged within the home, we acknowledge that as part of expression of individuality, there may arise the need for smoking facility; a space has been set-aside for this purpose.

There is a back garden with hard paving block and lawn, as well as a border with flowers and fruit trees. The cherry tree is a picture of delight in the spring. In response to the Covid pandemic, a summer house was constructed which serves as a garden visiting pod as well as a private garden space. This included raised flower beds for gardening activities and the lawn occasionally is used for putting or croquet sport activities for service users.

ADMISSION

Clients interested in coming to the **Welcome Care Home** are encouraged to visit the home and sample the atmosphere and level of service. Day-care can be arranged on a regular weekly basis while waiting for a vacancy. This gives the client time to get to know the staff and adjust to new people and surroundings. A month's trial period is a suitable time to make decision before taking permanent residency. The home is registered to accommodate 15 persons over 65, who require nursing or personal care.

TYPE OF SERVICE

- Residential homes

Specialisms/services

- Caring for frail and elderly adults over 65 years of age
- Dementia (from 65 years of age)
- Mental health conditions
- Physical disabilities
- Sensory impairments

Fees

The weekly fees are in the region of £800 - £1350 (related to dependency level). Notification of any changes to fees is in writing. Financial arrangements must be arrived at prior to admission and payment of four weeks in advance is requested. In return the **Welcome Care Home**

undertakes to provide care, food, light, heat, and laundry as required by the resident. Every assistance will be offered to meet with the residents' personal needs such as bathing, dressing, feeding, helping with mobility as needed by the resident. We undertake to provide services required by the residents in a manner described in the ethos of the home and as stipulated by regulations.

Additional Costs - the resident shall from their own resources and personal allowance provide for: escorting to appointments, hair dressing, newspaper, clothing, transportation, day centre fee and any outings or other items required of a luxury or personal nature, including television and personal entertainment systems.

The **Welcome Care Home** is insured against loss and damage, and we encourage residents to take responsibility for their own goods. The manager is happy to secure items of a sentimental or valuable nature, and where appropriate to involve relatives in safe keeping.

COMPLAINTS

Should a resident or their representative have any grievance against the home and/or staff then for these purposes our complaint procedure, which is on display, is available upon request. Upon taking up residence in the **Welcome Care Home**, residents are given a copy of the complaint procedure with the steps clearly described to them. A member of staff will assist the resident with the procedure if needed. We aim to learn from complaints and seek to address as soon as possible and to complete rapidly within the agreed time frame.

SMOKING AND ALCOHOL CONSUMPTION

The **Welcome Care Home** offers a designated smoking area and operates a strict no smoking policy throughout the home, unless in the designated smoking area located in the garden.

Certain circumstances may restrict or prevent the resident from consuming alcohol, which would be discussed individually.

FIRE SAFETY AND SECURITY

The home has a modern fire alarm system fitted, with clearly marked fire exits and fire emergency instruction displayed at strategic points throughout the home, as advised by the local fire department. The alarm system contains an ARC system, which automatically contacts the LFB on any activation of a smoke alarm during the night period of 9pm to 8am.

During induction, staff receive training on fire prevention and fire drills including use of the home's fire appliances, grab evac bag, evacuation, assembly points, raising the alarm, and other relevant procedures. Residents are informed of the emergency procedure during admission. Personal emergency evacuation plans (PEEPs) are in place for all residents with summaries at the front entrance with our PEEP file and common room.

Regular fire exercises ensure all staff and residents have a comprehensive understanding of their responsibilities. A full fire drill is conducted every 6 months, which involves the timed evacuation of the home to ensure we meet the required 4.30 minutes evacuation target.

All fire systems and alarms will be evaluated by the home staff every month and every 12 months by a certified fire technician. All firefighting equipment will also be checked annually by a qualified fire extinguisher maintenance engineer and fire risk assessor. Gas is serviced and certified yearly. All electrics inspected annually and certified in line with National Inspection Council for Electrical Installation Contracting (NICEIC) regulations on a 5 yearly basis.

The Care Home has CCTV in non-communal areas such as Hallway, Garden and Staircase areas. The CCTV is without audio recording and has restricted access. All residents' rooms have acoustic monitoring devices, which assist in monitoring residents' health and wellbeing at night. Allowing for less intrusive night checks. This is all by way of consent by individual service users and or representatives. The CCTV and Acoustic Monitoring System is to monitor mobility and mitigate the risk of falls. Providing evidence to what can be sometimes any events or incidents that are unwitnessed. To assist in assuring the wellbeing of our residents and increasing timely interventions. The care home Privacy Impact Assessment are reviewed on an annual basis.

RELIGIOUS WORSHIP AND ATTENDANCE AT RELIGIOUS SERVICES

When residents join the home and after familiarising themselves with the home, residents are encouraged to take part in the planning of their care. As part of this, the residents indicate preference for spiritual expression, and we ascertain ways of respecting and accommodating their needs. We strive to ensure that residents meet clergy or specialist of their chosen denomination at any time. If required, a private room will be made available for such meetings.

Contact With Family and Friends

The relatives and friends of residents are welcome to visit freely and regularly and maintain contact by letter, telephone or virtual visit (WhatsApp, Zoom or Teams) when visiting is not possible. In these cases, staff will offer to assist the resident to respond where help may be needed.

Visitors will be welcomed at all reasonable times and are asked to let the senior staff member know of their arrival and departure from the home. For security and fire safety reasons, visitors must sign the visitor's book on each visit.

More recently following the Covid-19 Pandemic, the home has followed official guidance and implemented risk assessments to ensure the safety of our residents and staff whilst at the same time encouraging and making regular visits for all. We provide updates on a regular basis and welcome opportunities to share ideas and approaches. We are now working towards the approach of 'Living with Covid-19'.

The resident has the right to refuse to see any visitor, and this right will be respected and upheld by the staff who will, if necessary, inform the visitors of the residents wishes.

Care Planning

The Care Plan is central to providing Person Centred Care and thus important for each resident to describe their own personalised needs and wishes. To this as a basis, friends, family, and carers are encouraged to contribute and be supportive, the co-involvement of care planning is created, which is then reviewed weekly and updated to reflect any changing needs. Describing needs includes expressing choices and taking part in delivery. We aim to ensure that the objectives for health, personal and social care are conducted in a personalised effective manner.

Family members are also encouraged to participate in the resident's daily routine and special moments as far as is practicable. Service Users and Relatives are requested to assist with ongoing construction of the Care Plan, Life Stories and Advance Care Planning.

The resident's care plan reviewed:

- at the end of the six-week settling in period
- during the annual social worker review
- formally by staff each month including Care Plans, Risk Assessment, Assessment, Supportive Register, Palliative Prognostic Planning Tool, Advanced Care Planning Matrix, Gold Standard Framework (GSF Scoring) and Clinical Frailty Score.

- at every staff shift changeover - the daily care notes for each resident are shared directly with staff on the in-coming shift. Any requests from the residents and changes in activity patterns are discussed as needed. Changes in needs and expression of needs, related accident, incident and near misses or injuries will lead to a review of risk assessments, followed by assessments and then followed up with care plan reviews fully or target on a specific area. Reviews are held weekly to monitor all service uses clinical frailty scores. Any changes in needs will automatically trigger a care plan review. This will require two senior staff to amend and sign off the review, for continuity purposes.
- All amendments to the care plan require the authorisation of the manager or a senior carer. Certain amendments may be the result of external providers, such as the social worker, frailty nurse, dietician, district nurse, physiotherapist, occupational therapist, advocate or the GP. All amendments to the care plan are recorded in full.

Advocacy Services

Residents will be made aware of the services of an advocate, which are displayed on the notice board. Staff have been trained to be aware of the range of advocacy services that the home is able to provide and to understand how these services combine to meet the needs of residents.

Home Activities

Residents are free to determine the range and scope of their daily rhythm and we encourage each resident to pursue their favourite hobbies or pastimes. The home likes to make a range of daily activities available and these are planned in accordance with the interests, skills, experiences, personalities, and medical condition of the resident. The activities available aim to reflect what residents aspire to as individuals or as a group.

We have a range of board games for gentle physical relaxation but encouraging mental stimulation. There are various activities which involve staff and take place as a matter of course and on a regular basis. These vary from chatting to going for walks, armchair exercises choosing library books, reminiscence therapy and manicures. Here at the Welcome Care Home staff are trained in providing Namaste activities for all residents. Also, there are weekly visits from our Specialist Masseuse who provides massage and namaste for all residents and staff. Every weekend a specialist visits from our own personal trainer to provide extra exercise and therapeutic active stimulation.

We enjoy a variety of excursions, including favourites such as the theatre, shopping, day centres, local cafes, parks and pubs. All excursions are mindful of the needs both as individuals and as a group with the only limit being availability, practicality and more recently subject to Covid-19 status and guidance. During isolation we used online connections to join day centre groups and also for our weekly bingo sessions.

We recognise the positive use of Television and with three large screen TVs in the main lounges, we can provide a range of choice for watching, listening to and interacting with. We use YouTube, and other streaming services to provide a way variety of entertainment, all on demand and therefore easy to schedule to meet different tastes and needs.

MONITORING AND QUALITY ASSURANCE

Maintaining and promoting high standards is essential. The standards are those required by the residents, established by the provider, and proscribed by legislation. Monitoring daily practice against these standards is part of our way of achieving quality assurance. We proactively arrange external and independent six-monthly core risk audits as well as a yearly external and independent full mock inspection. The directors perform unannounced monthly audits and action plans are monitored to ensure outcomes are met. We welcome visits from the regulating body, the Care Quality Commission (CQC) and the local authority.

Periodic surveys are carried out to ensure the quality of service. Surveys are offered to residents, staff, family, friends and visiting professionals. Surveyed individuals are informed that survey forms can be completed anonymously online. Surveys are monitored and information collected with actions put in place to address recommendations or concerns. Parties can also choose to be contacted, and discussions booked to address any concerns. A suggestion box is also in place. Messages are monitored and discussed during meetings, only where confidentiality is not an area of concern. Messages can be sent via the chat feature on our website www.welcomecarehome.co.uk which are received via email. Involving residents, families and visitors using dialogue and questionnaires is a key aspect of our quality assurance programme. At year end survey are tallied and information published of the outcome of all survey and actions taken in a “You Said and What we did” information sheet displayed at the entrance.

The Health and Social Care Act 2008 (Regulated Activities) Regulations 2010 and Care Quality Commission Regulations 2009 form the basis of our quality assurance programme. We will continue to seek how to increase the influence of residents and their representatives in the

planning and delivery of the services. We look forward to an open and honest dialogue that will enable us to achieve a home which reflects our ethos.