

## STATEMENT OF PURPOSE AND SERVICE USERS GUIDE

### ‘Bringing care closer to home’

#### **Mission Statement:**

To work in partnership with Adult Care and Support, Primary Care Trusts and others to offer a range of professional, assisted care and support services that will empower them to choose, maintain and enjoy an independent and secure lifestyle in their home environment.

#### **Vision:**

To be the first choice for those in need of care and support and continue to deliver an excellent service whilst improving quality of life for our service users.

To safely deliver a premier and innovative service adhering to the very highest standards of quality care and support, whilst preserving the rights, choices and dignity of our service users.

Better prevention and early intervention for improved health, independence and well-being through the delivery of an extra care Service at Miners Court.

#### **Objectives:**

The principal objective of Coastline Care Ltd (CCL, a private company limited by shares) is the provision of support to enable people of all ages and ability to be cared for in their own homes for as long as possible, thereby promoting real choice in practice.

#### **Aims:**

##### **Service Users:**

- To maintain the provision of high quality care which is consistent, reliable, chosen, flexible, safe and client-centred;
- For service users to feel that they are treated with dignity, respect and valued as an individual;
- To ensure that service users are assisted to make their own decisions and control their own lives and are supported in maintaining their independence;
- To ensure that the care and support needs of service users and their personal or family carer are individually assessed;
- To ensure that the delivery of our services is understood by and accessible to all service users, accommodating all cultural and ethnic diversity and disability needs; and
- To involve our service users by seeking their views on all aspects of how we run our services.

##### **Staff:**

- To ensure that all staff are fully qualified and that we invest in their personal development, giving them the opportunity to grow and develop professionally;
- To invest in quality staff to deliver an excellent service, and
- To ensure that all staff are treated with dignity and respect by management, colleagues and service users.

### **Partnerships:**

- To maintain our position at the forefront of excellence, working together with other health and social care professionals and organisations.

To provide virtual extra care through:-

- Better prevention and early intervention for improved health, independence and well-being
- More choice and stronger voice for individuals and communities
- Tackling inequalities and improving access to services
- More support for people with long-term needs

### **Responsible Individual:**

Louise Beard FCMI (Director of Housing & Care)  
Coastline Care  
Ferris House  
Camborne  
Cornwall  
TR14 8SD  
Email: [louise.beard@coastlinehousing.co.uk](mailto:louise.beard@coastlinehousing.co.uk)

Louise was appointed as Director of Housing and Support for Coastline Housing Ltd (CHL) in November 2007. This is a key strategic role for the Company, working with the Executive Team to deliver the corporate objectives and key strategic policies, whilst ensuring the development and promotion of Coastline's core values, and activities. Louise's key role is to establish the future vision for Care, Housing & Support services including the improvement of services to meet the appropriate regulatory standards.

Louise has introduced new income streams for CHL by creating opportunities for partnership, and business expansion. This includes managing on behalf of others, extra care, domiciliary care and homelessness provision. Louise is responsible for a budget in excess of £8 million for the front line service including responsive repairs and planned maintenance. To ensure the front-line service team makes the best use of its resources in achieving the Company's objectives.

Louise promotes the organisation and its work with stakeholders, ensuring effective co-ordination of its activities with other organisations and partners. Also ensuring that Coastline complies with the Housing Health and Safety Rating System (HHSRS) and that all work is undertaken in accordance with relevant codes of practice and legislation including the Health and Social Care Act 2008. She is fully committed to continuous learning and development and has completed the National Vocational Qualification (NVQ) level 5 in Strategic Management.

**Registered Manager:**

Anthea Hedge  
Miners Court  
Miners Row  
Redruth  
TR15 1NJ  
Email: [anthea.hedge@coastlinehousing.co.uk](mailto:anthea.hedge@coastlinehousing.co.uk)

Anthea has been a qualified Registered General Nurse for over 19 years working in a variety of settings with an accumulated 7 years agency experience. With 3 years experience in Domiciliary Care, in 2005 she set up Domiciliary Care Management (DCM) to provide care and support for people in their own homes before transferring to Coastline Care. She is registered with the Nursing and Midwifery Council and a full member of the Royal College of Nursing.

She has completed her Registered Managers Award. In October 2007 she received a Special Recognition Award from Truro College Business Centre.

**Other Supporting Staff:**

David Roulston  
Coastline Care  
Ferris House  
Camborne  
Cornwall  
TR14 8SD  
Email: [david.roulston@coastlinehousing.co.uk](mailto:david.roulston@coastlinehousing.co.uk)

The Registered Manager is line managed by David Roulston who is the Head of Care and Support for Coastline Care. David has extensive experience in the care and support field and has a Masters In Business Administration (MBA), Certificate of Qualification in Social Work and Level 5 qualification in leadership from the Institute of Leadership and Management. He has also recently completed a postgraduate certificate in Strategic Social Care leadership following completion of a course supported by the Social Care Institute for Excellence.

Care Service Co-ordinators are employed to cover the day to day requirements of the organisation and are based at Miners Court.

**Office Accommodation:**

The business has good communication links and is easily accessible from the A30 based at Miners Court in Redruth. There is car parking available and the town is easily within walking distance. The office is on the lower ground floor with lift provision, but arrangements can be made for a meeting elsewhere with prior notice to enable choice and optimum privacy:

Miners Court  
Miners Row  
Redruth  
Cornwall  
TR15 INJ

### **Miner Court Extra Care Accommodation;**

On site 24/7 care and support services are provided for the residents at Miners Court and managed at this location.

### **Insurance information:**

For the purposes of client safety the business has full Liability Insurance and is registered as a full member of the United Kingdom Home Care Association (UKHCA). Copies of certificates can be provided upon request.

### **The Nature of Services supplied by Coastline Care:**

CCL are able to provide services to people in their own homes that fall in the following categories:

- Older People;
- Younger Adults;
- People with Physical Disabilities;
- People with sensory loss including dual sensory impairment; and
- People with Dementia.

The services that are offered include:

- Help with personal care: washing, dressing, toileting etc;
- Helping to mobilise e.g. getting out of bed;
- Assisting with medication (subject to proper instruction and approval);
- Preparing simple meals and snacks;
- Shopping;
- Light housework duties;
- Rehabilitation - motivating service users to maintain plans agreed with other professionals, help with the development of household management skills and re-developing self-care skills;
- Respite - providing company when the regular carer needs a break; and
- Befriending / companionship including trips out.

The Extra Care Service at Miners Court also includes:

- 24 hour care and support available on site;
- State of the art full assisted bathroom and wet room facilities;
- On site Hair Salon;
- Dementia Café;
- Ability to purchase freshly prepared hot meals;
- Treatment room;
- Active Living Community Facilities to encourage health and well being;
- Internet café; and
- Respite units

### **Staff Qualification and Training:**

CCL employ support workers who have relevant experience and who meet all of our rigorous recruitment criteria. A Training programme is in place for all support workers to ensure that they have the necessary information and skills to provide the service needed which includes:

- NVQ 2 and 3 in Health and Social Care;
- Induction training;
- Moving and Handling;
- Health and Safety;
- Equality & Diversity;
- First Aid;
- Managing Aggression;
- Safeguarding Adults;
- Dementia Awareness;
- End of Life; and
- Safe Handling of Medicines.

All support workers are encouraged to undertake NVQ Care level 2 or 3 and are enrolled within 6 months of commencement with the company.

Assistance related to HR issues is provided by Coastline Housing's in house team and additionally all staff have access to an independent Employment Assistance Programme (EAP).

### **How to access our services:**

Care Services Co-ordinators can be contacted on **01209 204270**. Outside of office hours calls will be dealt with by our professional out of hours team **07734 701200**.

After the initial enquiry, a visit is undertaken with the service user and/or their representatives at a mutually convenient time, normally within 1 week. A detailed needs

and risk assessment is carried out at this time a Support Plan which is completed within 24 hours plan is left with the service user and a copy held necessary, but at least annually in order to meet t As previously stated, the objective is that all Ser respect to their individual care needs, wishes, pre maximise their potential and independence. One c needed at the times of the day that they are addressing and meeting these desires.

Once the Care and Support Plan and the finan support workers are placed to provide the care. A service users will be given a rota stating the supp are to be expected. All support workers will be checked via the Criminal Reference Bureaux (CRB

Please be aware that all documentation will be ke be accessed at any time by the service user. These CQC as part of their Inspection process.

### **Quality Assurance:**

By way of Quality Assurance, the following policies

- Regular Client Visits;
- Enhanced Criminal Record Bureau checks;
- Staff appraisals and supervision;
- Service management appraisals;
- Spot checks;
- Recruitment Policy and Procedure;
- Health and Safety Policy;
- Safeguarding Adults Policy;
- Equality and Diversity Policy;
- Training and Development Policy; and
- Ex-offenders Policy.

The above policies are available upon request.

### **Complaints Policy:**

CCL are committed to providing a high quality servi effective and economic way, which meets their div the highest standards, we recognise that sometim standards. When a service user complains we will a

- listen to their point of view;
- act fairly and with courtesy;
- respect their privacy and treat the informatio
- wherever possible, act on comments made a