



ANNUAL QUALITY REPORT
2022



WELCOME

“This is the third year we have produced a quality report and once again I’m delighted with the results. We’ve been able to evidence a great service, and although since our last report we have continued to deal with the challenges that the pandemic brings, that has not halted us. Thankfully the world is opening up and our priority is always to keep our clients safe. It is even more important therefore that we use this report to pull together the highlights as well as the challenges of the last year and to showcase some of the fantastic work that our staff has achieved.

I would like to thank everybody who has contributed towards the survey. The feedback that you give is so important to us and it helps us to make sure we are providing the very best service to our clients and that we can continue to be the best employer and a place where our staff enjoy working.”

I hope you enjoy the read!

TRUDI SCRIVENER
Director & Founder
of Ashridge Home Care



CLIENT FEEDBACK AND IMPROVEMENTS

Our client satisfaction survey is invaluable to us and we appreciate the time clients have taken to give feedback. We continue to explore the key areas that contribute to good care, including experience of direct care, presentation of carers, nutrition and quality of meals, and information provided by Ashridge Home Care.

99% 

of respondents felt their carers were respectful to them and their home.

We asked our clients if they would recommend Ashridge Home Care to a close friend or relative, and an astounding



97% answered ‘Yes’.



100%

of respondents felt their carers kept them safe in their own home.



of respondents felt Ashridge Home Care has kept them informed during the pandemic.

100%

of respondents felt confident in raising concerns and complaints with our office team.



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RESPONDING TO CLIENT FEEDBACK

Client feedback is so important to us. It gives us great satisfaction when clients tell us about our service and give comments that we can share with our carers. This feedback is what makes being a professional carer a rewarding career.

When problems are identified, we like to operate an open and reflective approach that enables us to learn and improve the service to any client who feels they have a complaint and also overall improving our service to all clients. Since last year we have increased the frequency of our quality meetings from quarterly to weekly to be able to respond more quickly to any feedback we receive and improve or adapt accordingly.

From this analysis, we have identified two key themes for focus:

1 Recruitment and Training

You told us:

- You want carers that are trained, competent and confident with a high degree of empathy.
- Carers should always be representative of the Ashridge ethos and what we stand for.

What we will do in response:

- We have introduced more stringent, scenario-based interviewing for new candidates to Ashridge which involves testing their problem-solving skills and communication for us to better assess their suitability to care.
- We have re-introduced face to face mandatory training utilising the new office space.
- We have recruited a dedicated trainer for carers, to enable more interactive training to build upon carers existing skills and capabilities and offer tailored training programmes.



2 Communication

You told us:

- You would like more information about carers before their arrival in order to assess their suitability to care for you or your loved one.
- Families would like greater communication before a regular carer leaves for holiday, in advance, to give you confidence that the intermediate carer is suitably briefed.
- You felt that we could improve and be more considerate in the matching of carers to your needs.

What we will do in response:

- We have updated our service charter to increase our communication and aim to ensure every client is sent a carer profile at least seven days before a handover is due to commence. In extreme cases, where carer availability is low or a carer is unavailable within the 7 days due to extenuating circumstances, the Care Manager will continue to communicate with you, our client or family member frequently until a carer is sourced.
- Our carer profiles will be updated to a newer, clearer template to enable our carers to write these in their own words and enable you to feel you know more about the carers personality, background, skills and experience.

COMPLIMENTS

The compliments we received over the past year covered a huge variety of areas including carer satisfaction, fantastic leadership, and meeting clients and providing care. We are very proud to share with you just a few examples of the compliments received.

"I just want to say how much I have appreciated all the care and support given to us by the carers and the support your team whilst I have been managing the care from a distance and during covid. You are a great team, very professional and responsive at times of crisis."

CW (Client's Daughter)

"May I also take this opportunity to thank you so much, and everyone else involved, for tirelessly striving to find the best carer for Dad, I know it wasn't easy. I am so grateful that both Mum & Dad continued to stay in their own home for as long as was possible."

JH (Client's Daughter)

"I would like say to thank you to you and all the Team for all you have done for my Mum and Dad following Mum's accident. The care and concern shown by all the carers has been very much appreciated by Mum and Dad and all the family. Mum has made an amazing recovery; it is wonderful that she can now manage without further care and we are grateful for all your kindness and help."

MG (Client's Daughter)

"Following our unsatisfactory experience with another agency, Ashridge took over my son's live-in care at short notice. Their provision has been exemplary, with both live-in and respite carers "giving (my son) his life back", in his words. All the carers and support team clearly have the clients' interests at heart and go the extra mile to ensure this."

IH (Client's Father)

"We were so relieved that Ashridge was able to put live-in care in place for us at such short notice to cope with our medical emergency. The carer responded with admirable calm, patience and kindness. No doubt she is experienced and trained in dealing with such situations, but nevertheless her concern to get things right, her caring manner and her resilience are impressive."

ST (Client's Daughter)

"We just want to express our sincerest gratitude for having Katerina on board with our mother. She is exceptional."

HP (Client's Daughter)

"We have been with Ashridge Home Care since February 2021 when they were first recommended to us for live-in care for our Father, a dementia sufferer who passed away in October 2021. We have continued with live-in care for Mother who is an Alzheimer's sufferer since Father's passing. Ashridge seamlessly changed our carers to suit our mother's needs. We have been blessed with the carers we have had in place. Mum's carer now is exceptional and the support, love, and care we receive is beyond remarkable."

CJ (Client's Daughter)

"Excellent care both from live-in carers who in the main, were exceptional. Am now having day-care carers who again are very good. As I have had a fair number of replacements (4 so far, 2 still to be done!) I have used three local care agencies and Ashridge Home Care is, without doubt, the most caring and exceptional group of ladies ever. They even put up with my neurotic fads with a smile and most importantly we have so many laughs!"

VW (Client)

"Ashridge Home Care have been providing care for my Mum for the last few years. Their support, care, and organisation have been extraordinary. Mum is alone, aside from a good group of friends, as I reside in a different country and she's battled with the challenges of Covid, lockdown, and most significantly the onset of dementia. Ashridge have been remarkable in the level of care and increased support they have been able to give. They established a daily plan of care (with flexibility) and structures of support that allows Mum to continue to live independently and joyously despite the challenges of age and dementia. Thank you to Ashridge and all the amazing people associated with them."

JB (Son of Client)

ASHRIDGE ACHIEVEMENT



We have celebrated another year of achievement and recognition. Ashridge Home Care has been successful in winning several awards during the year and this is all thanks to the fantastic work of the whole team.

Being recognised for the service we provide is always an absolute delight, and to be named Most Outstanding Home Care Provider at the Home Care Awards in 2021 was incredible, alongside this award we picked up Best Live-In Care Provider and Best Response to Covid. This was reinforced with a high commendation at the 2022 Home Care Awards followed by local recognition as silver winners in the Service Excellence category at the SME Awards for Milton Keynes and Buckinghamshire.

A heartfelt thanks to the incredible dedication and hard work of our carers and the office team supporting them that make these awards possible.

We are always so impressed by the dedication the team shows to support our clients and this year has been no exception.

Even HQ took to the challenge and back in June our very own Care Manager took to the pool to take on the Swim for Dementia challenge and raised more than £300 for her efforts. She was in her local lido every morning for a whole month! And another HQ member fostered a client's cat whilst they were in hospital, true dedication to the role!

Our carers always go the extra mile and live-in carer Hani took advantage of her client's passion for gardening and they held a plant sale and afternoon tea in the backgarden raising an incredible amount for the local church. Not only did it give her client a focus, it also raised money for a worthwhile local cause.



To celebrate National Carers Week we took several carers and their clients for a delicious afternoon tea at Missenden Abbey. A lovely get together!

Another carer helped her client play piano again after a 20 year break which he loved, and live-in carer Paul took his client to a vintage car show, a very special day out for someone who previously used to take his own family for days out looking at beautiful motors!



Live-In carer Vikki cut her hair to donate 4 bunches of hair to the Little Princes Trust to make wigs for young people who have lost their hair due to cancer treatment.

We even have support from celebrities and this year Home Economist and Food Stylist Janet Brinkworth extended her work with the Ashrilicious Food Group by working with an individual live-in carer and her client to help with weight management which can often be a problem for clients that are not able to move a great deal.



Our clients tell us that Ashridge live-in carers really helped to keep their families socially connected and that is something we are proud of!

CARER SURVEY

Our mission is to create a safe and rewarding place to work and treat our carers with the same personal approach we give to our clients, so they in turn can care for clients. Here is what our carer experience survey said:



98% of respondents reported they are determined to give their best effort every day.



100% of respondents felt well equipped to carry out their role.

In response to the COVID-19 pandemic,



of respondents were satisfied with the level of information and guidance provided by Ashridge Home Care.



94% of respondents feel they are well supported by their manager and the office team.



responded they would feel confident in raising a concern or complaint with their office team.

Overall, **94%** of respondents were satisfied with their work at Ashridge.



EMPLOYEE FEEDBACK

At Ashridge, we understand that in order to have happy clients we need happy staff to undertake their care.

We have also identified a few improvements we can make to enable carers to feel they can achieve the most and provide the best care. Below are some examples of feedback we received from carers:



"I'm convinced that Ashridge has been making significant strides as a company. I have no doubt that Ashridge will continue to move from strength to strength. I'm happy here."



"I recently joined after having a bad experience at my last workplace. Joining Ashridge has brought my confidence back into putting my all back into my work, I feel

appreciated for the work that I do, even though I am only doing my job. I feel that I am trusted to complete important work. I feel that I have been supported more in this job in the matter of months that I have been here than I did in my previous workplace of 14 years. The people I work with are lovely, nice and very helpful and culture of the place is very good. I really enjoy working at Ashridge and I get up each morning and look forward into going into work each day."



"I am working with Ashridge Home Care for some time, and I always have all the support when needed professional & personal. When my husband passed away, I felt completely

devastated, but I received from Ashridge team an extraordinary support, a support that only a family can give, so we are a family, we care about each other. But also, we are the best team, we are professionals, we provide the best service to our clients, our happiness is our clients happiness, we are thinking all the time what to do more for always improving our services and this what we learned with Ashridge Home Care. The best company that I worked with. Ashridge is human, is friendly, has a heart, has a face, Ashridge is there, always there for us carers & for our clients. Ashridge cares about the little things and are the little things, little details that builds the great moments."



"I would not be able to make care happen without the continuous support from all of you at the office. Special mention to Agata for all her support and encouragement, she is amazing."



GIVING BACK

Community spirit is strong at Ashridge and each year we have an annual calendar of events that we regularly share with our carers and clients.

It not only gives carers suggestions and a focus for activities to undertake with clients, but it is research proven that being part of a local community enriches life experience and brings joy to individuals. Head office and carers all wore odd socks to raise awareness for anti bullying week in November. For Mental Health Awareness Month Ashridge encouraged carers to have honest conversations with clients, we collected stories of random acts of kindness on World Kindness Day in February and supported one of our carers who walked 10,000 steps every day in March.

We also supported Unicef when raising funds for Ukrainian families fleeing the war and lots of the team took the opportunity to Make May Purple to help the UK Stroke Association raise vital funds for research.

Research and Collaboration

Ashridge Home Care Director, Trudi, is a founding member of the Live-In Care Hub, a not-for-profit organisation committed to raising the quality of home care in the United Kingdom. We have contributed our knowledge and expertise into extensive research around how having a live-in carer gives a far better quality of life for our elderly community, which appears in the Live-In Care Hub's Better at Home report. The Live-in Care Hub commissioned this brand-new research from the world renowned Personal Social Services Research Unit (PSSRU), a collaboration between the University of Kent and the LSE.

If you would like a copy of The Better at Home report, please visit www.liveincarehub.co.uk or call us and we can arrange to send you one.



LOOKING FORWARD TO THE YEAR AHEAD

As we have settled into our new offices, we look forward to positive plans to continue to develop our care service to be the very best we can be. This means focusing on our original aim to enable people to remain in their own home for as long as they would like, ensuring that they are happy and safe, surrounded by their familiar environment with companionship, family and friends. We will continue to achieve this in the day to day care we provide.

Our vision remains as strong as ever, built upon and set out by Trudi Scrivener, Founder and Director:

'We enable people to independently live at home as a genuine choice and empower them to live the life they wish to live, feeling safe and happy.'

We continue to grow our head office team to meet our high-quality standards.

We recently made the addition of a Managing Director, Mitch Miller, in March 2022 which was a great milestone for Ashridge. Furthermore, having the recent addition of a finance officer to the business to help streamline our invoicing and payroll processes and provide you with one point of contact for all finance related matters.



Mitch Miller
Managing Director

Clients and carers alike have told us that recruitment and training are absolutely fundamental to the care received and delivered respectively. Taking on board this feedback, we will recruit a Training Coordinator to further support our new carers joining Ashridge and design individualised training plans for existing carers to continue to develop professionally, and most importantly be able to provide the highest possible standard of care to our clients.

Recognition

The year ahead brings us great opportunity to obtain recognition for the work our team does to provide care around the clock. We will continue to recognise the incredible work the team does through Award entries that both celebrate their success but also demonstrates the quality of service provided. As well as recognise individual achievements. For example most recently two head office team members achieved their level 3 NVQ a fabulous achievement alongside their day jobs. And MD Mitch graduated with honours from Alliance Manchester Business School.



Once again, we've had an incredible year, and achieved so much, all of which will only go to improving what we do and how we do it.

We've opened a new office at Lacemaker Court and celebrated our 5th birthday, albeit slightly late! We welcomed The Queens Lord Lieutenant of Buckinghamshire Countess Elizabeth Howe to join us at the opening of our office and I know that our clients and staff really valued her acknowledgement and praise.

Our staff team has grown and I'm so happy to welcome Mitch Miller as Managing Director to our team, he continues to create a culture of openness and support. When I set up Ashridge my vision was to be the very best care provider around with a focus on quality and making sure our clients were happy and safe, Mitch certainly adds to this vision. He is supported by a very capable office team who keep things running and make sure the carers get all the support they need. I am so grateful to everything they do; they go above and beyond daily. The whole team should be very proud.

As for the future I am extremely confident that we have the best systems, support, and structure in place to provide a brilliant service to our clients. We look forward to our next CQC inspection where we can demonstrate that we continue to provide an outstanding caring service.

Finally, we are not always perfect, and we do make mistakes, but we will always do our best to listen to any complaints, deal with any issues, resolve problems, and most importantly improve. So please feel able to approach us if you are ever unhappy with any part of our service and we will do everything we can to work with you to make things right.

Thank you for taking the time to read our 2022 Quality Report.



TRUDI SCRIVENER
Director & Founder of Ashridge Home Care



Ashridge Home Care have been providing home care for my relative over the past two years. In the past month, they have exceeded my expectations by suggesting increased support to help in a difficult and sensitive situation. The live-in carer they suggested on a trial basis was excellent and provided the necessary care for my relative. A satisfactory solution was reached for all. Ashridge Home Care have the best interest of their clients and I am so pleased that I have used their services."

S R (Relative of Client).



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