



## **STATEMENT OF PURPOSE**

### **DOMICILIARY CARE AND SUPPORT SERVICES**

**Region: North Wales**

**Date: 3<sup>rd</sup> August 2022**

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## Statement of Purpose

Seashells Care & Support Services

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This Statement of Purpose has been created in accordance with legislations, regulations and statutory guidance and is an information tool for setting out our vision for our service and our aspirations for meeting the needs of the people we care for. Our Statement of Purpose is developed in compliance of the Regulation and Inspection of Social Care (Wales) Act 2016, (RISCA). A copy of this Statement of Purpose is provided to our regulatory body CIW (Care Inspectorate Wales) and is reviewed by us when changes are made to our service, or at least annually. A copy of our Statement of Purpose is provided to all individuals using our care and supports services and is available upon request to any other persons.

## Section 1: Introduction

Seashells Care & Support Services (Seashells Ltd) is a private company. We are registered with the Care Inspectorate for Wales (CIW) to provide a domiciliary care and support service. Our company has been operating as a registered domiciliary care provider since 2007 and has provided Supported Housing Projects since 2003.

Our Responsible Individual is Stuart Owen (Director), who will oversee and audit the service and our Operations Manager is Paula Whitehouse, who will manage the service on a day to day basis. Mark Jones is our company Director.

Seashells Ltd specialises in providing a bespoke care and support services for older people over the age of 65 who may have complex and multiple support needs due to old age or due to having a diagnosis of dementia. We also support adults over the age of 18 who have a learning disability, or a physical disability.

It is the aim of Seashells Ltd to deliver a service of personal care and support services to meet the needs of people in their own environment. This will be achieved by promoting a standard of excellence, which embraces fundamental principles of good care practice and promotes independence and choice.

## Section 2

### Location of Service

Seashells Ltd works on behalf of the local authorities and also provides a service on a private basis. We are able to provide care throughout North Wales; however, we currently base our services in the Conwy, Denbighshire and Gwynedd counties with the North Wales regional partnership board.

Being a private company, we charge for our services, however, very often Social Services will meet the cost of care, although they may re-charge those using the service; this depends on the funding rules of your local authority.

Our head office is based in Colwyn Bay. We also have an office in Dolgellau and our registered office is 102 Bowen Court, St Asaph Business Park, St Asaph. LL17 0JE.

## Section 3

### About the services we provide

The care and support provided is flexible and assessed on the needs and preferences of the individual. We provide personal care and support to people in their own homes. Home can be defined as living with their family or on their own. The service can assist in supporting an individual to access a range of community facilities, specific interests/hobbies or activities, whether educational, social or leisure. This could be commencing a college course for the first

time or supporting an individual in attending a social event. An agreement between the client and their care manager will define the type of support we will provide with the view of achieving positive outcomes/achievements desired by the person using our services, however this is a flexible arrangement and can be changed whenever the person using our services requires.

For instance:

- The support of people with learning disabilities, physical disabilities, old age and older people with dementia in their own home.
- Personal care such as assistance with dressing, washing, bathing and hygiene.
- Supporting a person with physical health needs such as medication, toileting, accompanying to appointments.
- Practical support such as assisting/preparing and cooking meals, cleaning, laundry and shopping.
- Support in social tasks such as writing letters, reading, liaison with family and friends, fulfilling a hobby or choice of activity.
- The promotion of skills and independence in any or all the above areas.

The support of people with a learning disability or physical disability who require assistance to access community facilities and/or take part in leisure or social activities may include:

- Accessing educational facilities such as college courses
- Accessing leisure and recreational facilities such as sporting activities, cinema, theatre, library, art and music courses and activities
- Enabling religious observation and cultural activities
- Maintaining and developing social networks
- The promotion of skills and independence in the above areas.

We currently deliver approximately 2000 hours of care and support within our three designated areas of Conwy, Denbighshire, and Gwynedd.

#### Section 4

##### How the service is provided

We work closely in partnership with the individual, other professionals and family/representatives involved in the care of those using our services, to promote and maintain their independence and wellbeing. Seashells uses the Vanguard model of care which draws on effective partnership working with other professionals and empowers individuals who use our services to design their own care package based upon their own preferences and values.

Before we enter into an agreement to provide support, we ensure that a thorough assessment of a prospective individual needs has been undertaken. For people referred to Seashells Ltd by a social services department, this assessment will have been carried out as part of the care management process and we will be provided with at least a summary, however, a full in-depth assessment will be made by an appropriately trained manager from

Seashells Ltd to ensure all information is to accurate, relevant and up to date. For people who approach the agency directly, we are responsible for carrying out a full assessment of care needs under our procedures for care needs assessment.

From the initial referral, we will contact the person using the service to arrange a convenient time to meet and assess what they hope to achieve from using our services and how they wish for that service to be provided. Our thorough assessment will be directed by the individual, gathering information about their chosen goals and outcomes. Once agreed, a personalised care and support plan will be created by a designated, experienced care Manager who will be allocated to everyone using our service. Care and support plans will be reviewed within the first 4 weeks of commencing the care package, thereafter, every 12 weeks, unless otherwise instructed by the person or other professionals assisting with their care. This will enable the care package to be flexible, changing with the needs and aspirations of the person.

Any care and support plans are likely to involve some risks for the individual. This does not mean that no action should be taken, since reasonable and responsible risks are inherent to quality of life. For any situation that might carry any risk which is identified in the drawing up of the plan, a formal risk assessment will be undertaken. This will list and weigh the positive benefits against the possible adverse effects of the proposed action the precautions that should be taken, and the arrangements for reconsidering the matter when appropriate. These factors and the measured conclusion of the risk assessment will be recorded as part of the care and support plan.

Our staff are trained to work with individuals with various needs of support including those with a learning disability, physical disability, elderly and those with a diagnosis of dementia. We acknowledge the importance of a flexible, skilled workforce by introducing new training programmes for staff which will enhance our service provisions, enabling us to match appropriately skilled staff to the individual ensuring their needs are met. We are also able to provide overnight support and those looking for respite care services. Seashells Ltd has a committed, professional and adaptable management team, all having relevant experience and qualifications for their roles.

We have two in-house trainers who are accredited in specialised areas, such as moving and handling training. Our trainers are continually working towards developing our training matrix by understanding the changing needs of those using our services and ensuring our staff are trained in order to effectively care and support to achieve the best possible outcomes for the individual. Seashells has invested in online eLearning as an answer to how we could safely continue with professional development and training throughout the recent pandemic.

### Core Values of Care

- Working with individuals in an honest, person-centred way and using this as the foundations for social care and support which promotes their rights and interests.
- To establish and maintain trust and confidence between individuals and carers.
- Respect for the intrinsic worth, dignity and individuality of the person and his / her racial and ethnic identity and cultural heritage.

- Participation and integration in society, and in the development of plans, policies and decisions affecting the individual's life, giving a people voice and control.
- Accountability for own role and responsibilities, developing and maintaining skills and knowledge, appropriate to own role within Seashells.
- Fulfilment of personal aspirations and abilities in all aspects of daily life, including the chance to develop new skills and knowledge and working in an outcome focused way.
- Ensuring Seashells is a skilled, thoughtful workforce, supported by an organisational culture of motivated learning and development.
- Equality of opportunity and access to services irrespective of age, race or ethnic origin, creed, colour, religion, political affiliation, disability or impairments, marital status, parenthood, sexual gender or sexual orientation.
- Personalised Support: Focusing on outcomes using a personalised care and support plan to achieve chosen objectives.
- Ensuring all actions promote the equality, diversity and inclusion of the person using the service.
- Support people to maximise their decision making, allowing them complete control over their lives.
- Co-production, working with other carers and professionals, using agreed systems and procedures to share information appropriately.
- Active participation, recognising that everyone is an active partner in their own care.

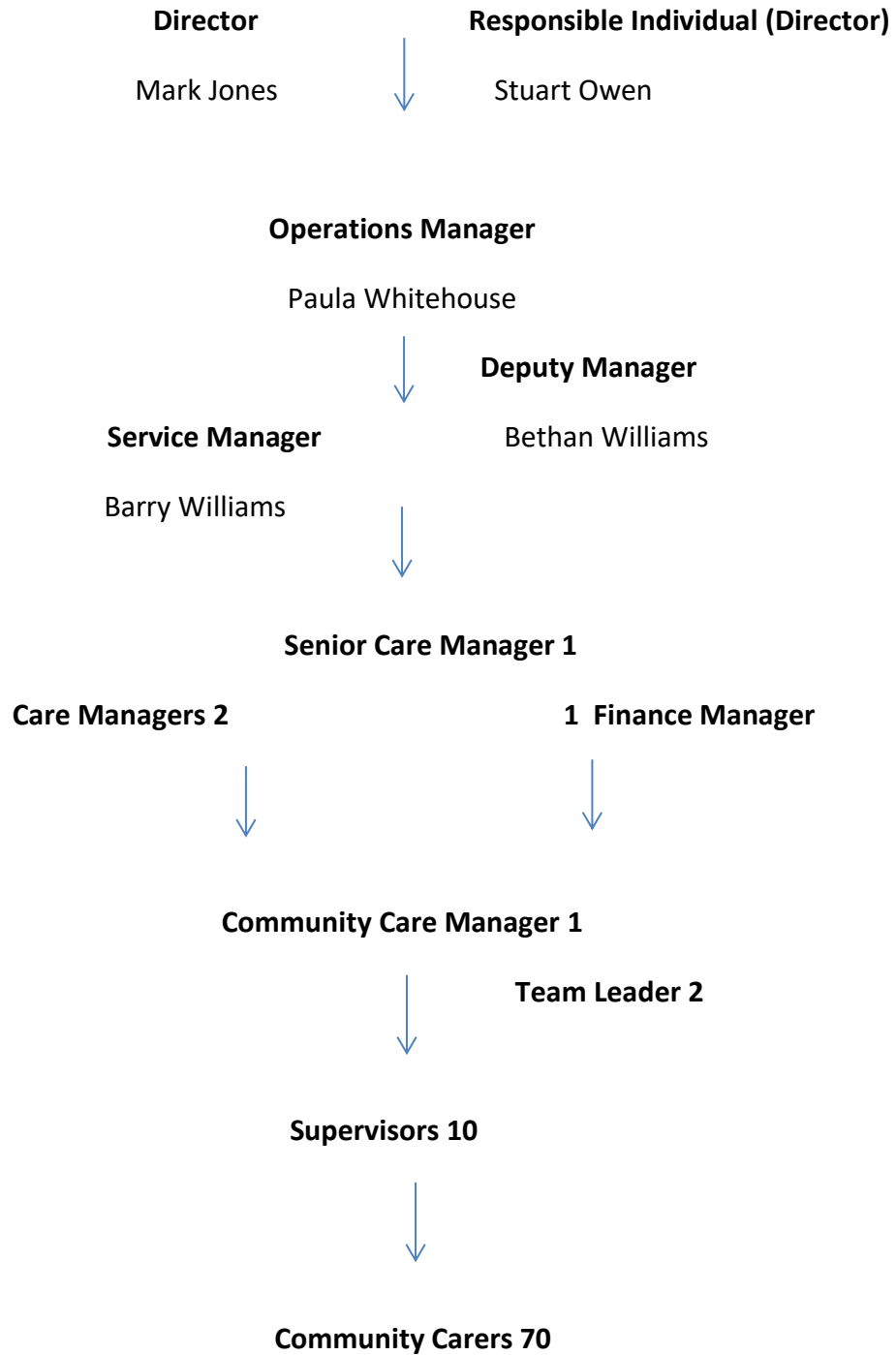
The realisation of these values, together with a level of help and support required to achieve personal goals, will be a unique process for each person - every person is an individual. However, the value principles remain constant and will provide a sound foundation for the provision of care to all, regardless of personal circumstances.

### Language and Communication Needs for People Using the Service

Seashells Ltd aims to provide an improved service for Welsh speakers by supporting an explicit recognition of the bilingual nature of Wales, attracting Welsh-speaking staff by recognising its relevance and importance to people using the services, and their families, to be enabled to communicate in their chosen preferred language. Seashells will aim to provide services in the individual's chosen language whenever we can. Seashells will aim to provide information and literature to the public in bilingual format. Managers based at the office will greet all telephone enquiries bilingually to ensure that the person they can hold their conversation in their preferred language. We also make an 'Active Offer' by asking individuals what their first language is and recording it if it's not already documented. This ensures everyone is aware of their language preference without needing to ask.

Seashells Ltd is an equal opportunity employer and aims to actively seek to recruit Welsh speakers as appropriate. Seashells Ltd is committed to encouraging staff to develop Welsh language skills and when appropriate will source and access such training courses for its staff. Seashells acknowledges the importance of equal opportunities in the workforce by signing up and completing the governments 'Disability Confident Scheme'. This commitment ensures that those with a disability, and those with long term health conditions, can fulfil their potential and realise their aspirations.

Section 5  
Staffing Arrangements





## Responsible Individual

Stuart Owen:

### Qualifications

Diploma in Social Work (2001)

Diploma in Welfare Studies (1998)

### Experience

Stuart has been an accredited Supporting People Provider in Denbighshire since 2003 and with his fellow director Mark Jones set up the company Seashells Ltd (Seashells Support Services) and has managed this project for the past thirteen years. The project in Denbighshire offers support and accommodation to seven vulnerable males with learning disabilities and mental health problems who would potentially be homeless. Stuart qualified as a Social Worker (DIPSW) in 2001. During 2002 - 2003 he worked as a Social Worker for Denbighshire County Council. In 2005 Stuart and Mark became an approved landlord in Conwy County and in their two properties, support six adults with learning disabilities and physical disabilities. Both Stuart and Mark have comprehensive experience in the field of social care.

## Operations Manager

Paula Whitehouse:

### Qualifications

NVQ in Health and Social Care Level 2

QCF Diploma Level 5, Leadership in Health and Social Care, Adult Management

Public and Social Policy BA Hons Degree 2:1 Glyndwr University

Advice and guidance Level 4

### Experience

Prior to joining the Seashells Ltd team in 2016 as Registered Manager, Paula has worked in the care industry since 2008. She has worked in residential homes and had previous experience of working in a domiciliary care setting. She has previously managed day care services and taken the lead in creating a new domiciliary care service which has enabled her to manage difficult and sensitive situations and provide staff with support and effective guidance. Paula is registered with Social Care Wales. Paula has since been promoted to operations Manager to oversee the services and guide and support the team.

## Deputy Manager

Bethan Williams:

### Qualifications

NVQ in Health and Social Care Level 2 and 3

QCF Diploma Level 5, Leadership in Health and Social Care, Adult Management

### Experience

Bethan has nearly 15 years' experience in the care sector. Starting her career in a residential home, Bethan progressed within the social care sector, completing her NVQ qualifications, gaining her level 2, 3 and 5 in Health and Social Care. Bethan has worked with Seashells Ltd since 2016 as Care Manager, progressing to Deputy Manager in July 2019. Bethan is registered with Social care Wales.

### Qualifications held by other staff

- Service Manager: QCF in Health and Social Care Level 2 and 3, Level 3 Award in Education and Training, Level 3 Safeguarding and DoLs, QCF Diploma Level 5 Leadership in Health and Social Care, Adult Management.
- Senior care Manager: QCF in Health and Social Care Level 2 and 3, Level 3 Award in Education and Training, QCF Diploma Level 5 Leadership in Health and Social Care, Adult Management.
- Care Managers: QCF Diploma Level 5 Leadership in Health and Social Care, Adult Management x 2 managers, working towards Level 5 x 1 managers
- Community Care Manager: QCF in Health and Social Care Level 3
- Team Leader: QCF in Health and Social Care Level 3 x 1 and Level 5 x 1, Level 3 Award Deprivation of Liberty Safeguarding Trainer
- Supervisors: QCF in Health and Social Care Level 3 x 10 supervisors, other are working towards this qualification. QCF Diploma Level 5 Leadership in Health and Social Care, Adult Management x 1 supervisor. Working towards QCF in Health and Social Care Level 3 x 4 supervisors.
- Community Carers: A minimum of QCF in Health and Social Care Level 2. Other carers not working towards a QCF will be either on their probationary period as a new starter with Seashells, all staff will be expected to complete a minimum of level 2.
- All carers are registered with Social care Wales and new starters who aren't registered complete the necessary training if they do not hold a QCF in Health and Social Care Level 2 to enable them to register within 6 months of starting their new role.

It is the aim of Seashells to provide all staff both the right to access regular meetings, supervisions, and appraisals at set and regular intervals throughout their employment, every 8-12 weeks. These are an imperative part of employment where staff performance can be evaluated, monitored and training needs can be identified. It also provides regular contact where staff can feel comfortable discussing any issues that they feel either hinder or could benefit their daily working programme. Supervisions and appraisals are intended to be a positive and motivational process that supports individual members of staff and helps them

to improve. They are also a time for exchanging ideas and new concepts which would enhance working practices. Seashells Ltd management promotes an open-door policy with staff, with a manager available in the office to speak to. The aim is to get to know staff on a personal level and provide practical and emotional support in their role. This minimises external stresses, makes staff feel valued, and increases staff retention, contributing towards enhanced quality of service. Seashells offers support with mental health and wellbeing by incorporating a Wellness Action Plan (WAP) into their supervisions. This optional talk enables us to identify if they need support and was developed following the pandemic and the obvious need to extra support to social care staff. As a disability confident employer, we support staff to manage their conditions and disabilities.

### Training

Seashells Ltd believes that every person using our support services has the right to manage and administer their own medication if they wish to and will provide assistance and tools to enable safe self-administration wherever possible. Seashells Ltd trained care staff will only provide Level 1 support with medication, unless it is otherwise commissioned by Health, and our staff have been assessed as competent to do so by health care professionals. Level 1 is general support, (prompting and assisting). Reminding or prompting individuals to take their medication themselves. Helping them to take the medication from the container and placing it in a suitable vessel. Such as, opening a bottle of liquid or popping tablets out of a blister pack at the request of the individual. Requesting repeat prescriptions from the GP. Collecting medicines from community pharmacies and disposing of unused medication safely.

Training covers individual health or support needs within the care plan, e.g. medication requirements; however, care workers are also trained on the more personal aspect of service delivery. This includes briefing staff on the information gathered through 'what matters to me' conversations. Care managers communicate details to staff, such as the name that person would prefer to be called, how they like their tea, what activities they like to take part in, or house rules they have. This supplements standardised training on code of conduct, such as being polite, helpful, respectful to people's possessions, and asking consent before carrying out tasks. By being respectful, and delivering person-centred care, care workers develop supportive relationships.

All Seashells staff complete a week's induction training course facilitated by one of our two train the trainer certified staff. During this time, staff will engage in the delivery of important aspects of their role:

- Introduction to the organisation
- Social Care key legislations
- Equality and diversity
- Person centred care and wellbeing
- Health and safety
- Hand washing and hygiene
- Catheter care
- Fire safety
- Dementia Awareness (Accredited)

- Mental health awareness
- Safeguarding of Vulnerable adults
- Medication
- First Aid Awareness
- Skin Integrity
- Multiple Sclerosis
- Stroke awareness
- Moving and Handling (Accredited)
- Policies and procedures
- Deprivation of Liberty Safeguarding

In addition to these topics, managers are trained in safeguarding level 3, equality and diversity, risk and need assessing and are encouraged to attend provider forums and other events offered through the local authorities. All managers are to have completed or working towards their QCF level 5 Diploma in Leadership for Health and Social Care Services. During supervisions, managers are asked to continue their professional development by sourcing their own training of interest applicable to their roles which Seashells will fund and support. This is addition to mandatory ad-hoc training for managers.

Training is assessed through practical and theory tests after each section. Once induction training has been assessed and staff have successfully passed, they are required to work with a supervisor in the community for a week's shadowing. During this time, their competency is assessed on moving and handling techniques, assisting with medication and hygiene, development of relations with the citizen and competence. Existing care staff are required to refresh their moving and handling and medication training annually. Management aim to identify ongoing training needs for individual and team needs through supervisions, team meetings, reviews with individuals using our support services and performance monitoring by our management/supervisory team.

## Section 6

### Facilities and Services

The privacy of staff and those using our service is paramount. Seashells Ltd operates in line with the General Data Protection Regulations (GDPR). As a data controller, Seashells is committed to processing information fairly, lawfully and in a transparent manner. We will only share information with the informed consent of the person, if a disclosure is in the public interest, or where there is a legal duty to do so. All staff will be required to read the policies on data protection and confidentiality as part of their induction process. All managers will have completed training on GDPR.

All staff are trained to be mindful that they have a duty of confidentiality:

- To treat all personal information with respect and in the best interests of the client to whom it relates

- To share with their manager, when appropriate, information given to them in confidence
- To share confidential information when appropriate with colleagues with whom they are sharing the task of providing care
- To pass and receive confidential information to and from colleagues on occasions when they must be replaced because of sickness, holidays or other reasons, in a responsible and respectful manner
- Only to pass confidential information to other social and health care agencies with the agreement of the client, with the permission of their manager, or in emergencies when it is in the interests of the client or is urgently required for the protection of the client or another person
- To refer to confidential information in training or group supervision sessions with respect and caution and preferably in ways, which conceal the identity of the client to which it relates
- To ensure client's records are kept in a locked cabinet in a locked office to ensure that records are always kept secure also to ensure confidentiality
- To arrange for information held on computers to be accessed only by appropriate personnel and secure

## Section 7

### Governance and Quality Monitoring Arrangements

#### RI overseeing the service

The Responsible Individual (Director), visits the Head Office at least every week when possible to review the service with the Operations Manager and visits our Dolgellau office every 6 weeks to meet with the Service Manager. The Responsible Individual (Director) conducts Managers meetings every 12 weeks with both branches. Home visits to our client are conducted every 12 weeks by the Responsible Individual (Director) and a manager, to ensure our care provision is meeting the needs of our clients. We keep a record of each visit to offices and clients. Clients are selected by the Responsible Individual (Director) and are based on location of the services and the range of the needs being provided. Visits to our clients are to ensure they are kept well informed of their choices and who they would need to contact should there be any issues with their current care. Home file inspections are part of the review to ensure safety is being met and the effectiveness of the current provision. After reviews are conducted feedback is provided to the Operation Manager and Service Manager for any actions that may be required and is revisited weekly until completed. Monitoring of the quality of care and support is reviewed every six months, and this is monitored by the Responsible Individual and actions agreed with the care manager designated to that area. The RI completes a report after quarterly checks in compliance with section 73 of RISCA legislation.

#### Coronavirus/Infection Control Measures

As an organisation, we aim to ensure safe and effective services to a high standard in a safe environment and with strict adherence to Public Health Wales (PHW) and Welsh Government (WG).

Each person using our services will have a Covid19 risk assessment to identify related risks and include control measures to help reduce risks. Seashells will continue to adopt the rights-based approach to ensure that those receiving social care services are involved in all decisions and given informed choices when we are experiencing national or local restrictions due to Covid19 or other infection control concerns.

All staff are trained to use the correct the Personal Protection Equipment (PPE) whilst delivering care in accordance with current Welsh Government requirements in order to mitigate and reduce infection risks. All staff are given comprehensive guidance and risk assessments for infection control. Staff will follow social distancing guidelines wherever practically possible. Seashells commits to being responsive in their actions when changes are required to services being delivered during these challenging times.

### Compliments

Management always endeavor to pass on positive feedback to staff. Compliments will be received as a means of appreciation, encouragement and motivation.

Seashells Ltd places strong emphasis on providing the highest quality service possible. We believe that, no matter how good its present services are, there is always room for improvement. We also believe that having the highest quality care resulting in the best possible outcomes is the absolute right those using our service. The continuing aim of Seashells Ltd is to provide a professional and efficient service to meet all the requirements of those using our service and the long-term goal of Seashells Ltd is to obtain the highest possible level of satisfaction from individuals, relatives and carers. This process is called quality assurance and it involves:

- A visit from a Care Manager/Supervisor to the person's home every 8-12 weeks to hear their views and carry out a care review (dependent on covid restrictions and risks, if unable to visit reviews are carried out by telephone).
- Supervisions/appraisals/staff meetings.
- Every twelve months, each person using our service and all staff will be sent a quality assurance questionnaire to fill in and return to our office. We include a pre-stamped envelope for their convenience.
- We will carefully audit all personal files, timesheets, and other records.
- Feedback from other professionals.
- External feedback from our regulatory body CIW inspections.
- Feedback from training.
- Feedback from Local Authorities and Stakeholders.
- Responsible Individual audits/home visits.
- Operations Manager, Deputy Manager and Service Manager.
- Spot checks in all areas.

## Complaints and Compliments

Seashells Ltd believes that for people to complain/make suggestions regarding the way our services cater for their support needs, indicates a security in their surroundings and a certain knowledge that the issue will be dealt with appropriately, without fear of recrimination. It is precisely for these reasons that we view these complaints/suggestions in a positive and constructive manner. If they prefer to take up the matter with someone else in the organization, or if they feel that a point that they have made is not being taken seriously or acted upon, they can ask to be put in touch with the Responsible Individual.

All complaints will be acknowledged in writing within 7 working days of the complaint being made. Complainants and staff concerned with complaints are kept informed of the progress of the investigation and any procedures, subject to our usual staff confidentiality. A conclusion should be decided within 14 days.

If anyone feels that Seashells has not dealt with a complaint to their satisfaction, they have the right to complain to the Care Inspectorate Wales (CIW), which regulates our service. They can be contacted on the following details:

CIW North Wales region  
Sarn Mynach  
Llandudno Junction  
Conwy  
LL31 9RZ

Telephone: 0300 7900 126  
Fax: 0300 062 5030  
Email: [CIW@gov.wales](mailto:CIW@gov.wales)  
Web: [careinspectorate.wales](http://careinspectorate.wales)

Signed: -----*PMCWhitehouse*----- Operations Manager

Print: --Paula Whitehouse-----

Date: -----3<sup>rd</sup> August 2022-----

\* This document, or any of Seashells' documents, can be issued in alternative formats (in Welsh, larger font, in Braille etc) upon request.