



National Care
Group

**your potential plus
our commitment
changes lives**



Quality Account

2021 /22



“To become the best and most trusted provider is our aspiration and we believe that by unlocking the potential of the people we support and our colleagues, we are generating the energy, determination, and resilience National Care Group needs to be successful.”

I am delighted to present to you the National Care Group Quality Account.

Quality remains at the heart of everything National Care Group does and as such, it is important that, through our annual Quality Account, we take the time to reflect and report on what has been achieved in the year. We've again made great progress against the priorities we set ourselves in many areas, all highlighted and celebrated on the pages which follow.

Against an ongoing and challenging backdrop, National Care Group remained focused on the vision and mission it set itself. Becoming the best and most trusted provider is our aspiration and we believe that by unlocking the potential of the people we support and our colleagues, we are generating the energy, determination, and resilience National Care Group needs to be successful.

Key highlights of this year's account include the continued progress we have made in delivering and embedding our commitment to continuous improvement. We have improved our ratings with our regulators in England whilst continuing to deliver consistently high standards in our services in Wales. In addition, we have again worked hard to improve the way we gather feedback from the people we support and our colleagues and some of the key themes are reflected in this report.

Everyone who is part of National Care Group should be proud of our achievements. I look forward to working with everyone to build on these and to achieve even more in the future.

James

James Allen
Chief Executive Officer
chiefexecutive@nationalcaregroup.com



**your potential plus
our commitment
changes lives**

Moving further towards our mission of becoming a leading specialist provider of accommodation and support for vulnerable adults

We hope you enjoy our Quality Account for the financial year 2021/22. Read about how through driving quality we moved further towards our mission of becoming a leading specialist provider of accommodation and support for vulnerable adults with health and social care needs.

Read more about how we are delivering our progression model by making a positive difference in the lives of the people we support, working hard to empower them to exceed their potential. No matter what disability they have or the challenges they face, we ensure they are always shown the respect they deserve, to help them live as independently as possible.

Discover how our brilliant colleagues are working in partnership with local authority partners and clinical commissioning groups across the country to create bespoke developments to meet local demand to keep people closer to their families.



PASSION • EMPOWERMENT • RESPECT • COLLABORATION

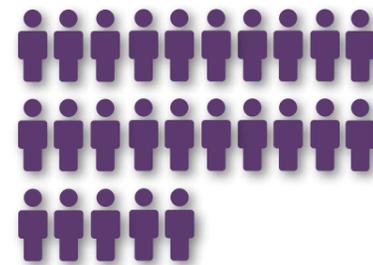
National Care Group's actions are guided by our values of Passion, Empowerment, Respect, and Collaboration. They shape our culture and drive what we do.

PRIORITIES FOR 2022/23

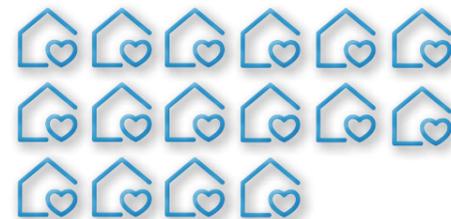
- Unlocking the potential of the people we support, and our colleagues is our core purpose. We'll continue and further our work in making both happen
- To further in our work towards achieving our mission of becoming one of the best and most trusted specialist providers in the country
- To further grow our organisation looking for opportunities to broaden our geographical reach
- To focus on and achieve the highest possible standards of service delivery
- To broaden our use of technology to streamline processes and take advantage of new opportunities

QUALITY OF OUR SUPPORT

SUPPORTING 1245 PEOPLE



813 SUPPORTED LIVING TENANCIES



410 RESIDENTIAL CARE PLACES



9% IMPROVEMENT IN CQC COMPLIANCY ACROSS ENGLAND



92% APPROVAL RATING FROM THE PEOPLE WE SUPPORT ABOUT THEIR SERVICE*



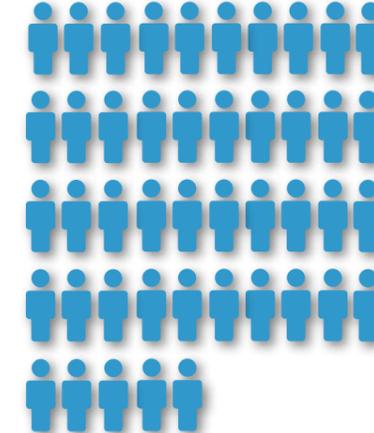
100% ASSURED SCORE ON ALL CQC INFECTION PREVENTION & CONTROL CQC INSPECTIONS



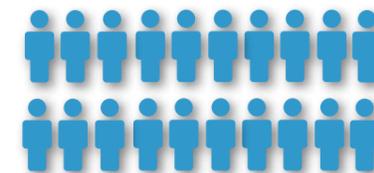
*percentage based on those who responded to the survey

OUR PEOPLE

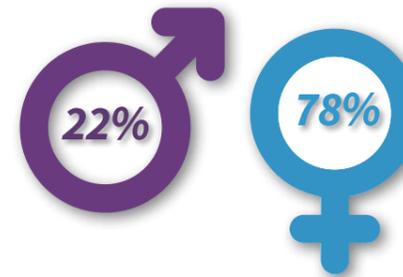
EMPLOYING 2262 COLLEAGUES



WELCOMED 1015 NEW COLLEAGUES



22% MALE /78% FEMALE COLLEAGUE RATIO



1731 TRAINING SESSIONS DELIVERED

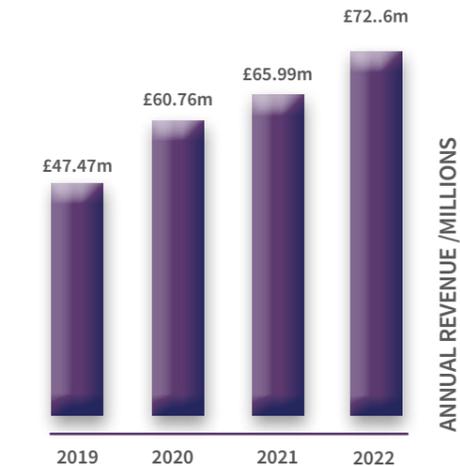


40 TRAINING SESSIONS DELIVERED AT WEEKENDS



OUR GROWTH

ANNUAL REVENUE



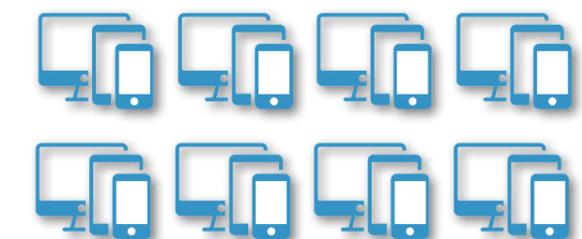
157 NEW SUPPORT PACKAGES COMMENCED



£1M + INVESTMENT INTO SERVICE IMPROVEMENTS



£100k + INVESTMENT INTO INNOVATION AND TECHNOLOGY



your potential plus our commitment changes lives



The Quality Team L-R; Carrie Holcombe-Lloyd, Claire Hipkins, Karen Douglas, Natalie Chase-Coffyn and Mike Cleasby

The National Care Group Quality Team truly understands the needs and aspirations of the People We Support.

They are tasked with working with operational colleagues to embed quality systems across all services, reinforcing performance to our values of Passion, Respect, Empowerment, and Collaboration. Members of the Quality Team often wear multiple hats when supporting operational colleagues.

They can be the critical friend looking at quality through the eye of a regulator or with the empathy of a family member and can be found rolling up their sleeves doing a quality masterclass, or some practice development. We have also strengthened the team by employing experts who have lived experience, including a Makaton Champion.

Our commitment to outstanding care and support

It goes without saying that everyone at National Care Group is committed to supporting the people we support to maximise their potential and enjoy the best life experiences possible. Constantly improving on quality and compliance to meet this commitment remains our number one priority.

The Quality Team has made great steps forward over the past twelve months including the further development of enhanced governance systems to support our services in demonstrating their continuous improvement. Using our experiences to learn and grow from is essential to our progression, so we have also equipped managers with training on how to develop a 'lessons learned' culture within their services.

As we progress to living with Covid, services have been supported to review all internal processes to ensure robust infection control measures are in place.

2021/22 Highlights

Quality assurance processes, systems, and tools implemented

- A revised Organisation Risk Register
- New regional 'Risk and Governance Committees' established to report to the established national Risk and Governance Committee, providing even greater provider oversight.
- Improved incident reporting processes to capture 'lessons learnt'
- Further improvements to the Electronic Governance System
- Increased awareness of 'closed cultures', including a 'Quality Matters' online masterclass for managers
- Recruited a Positive Behaviour Support Team and developed a Positive Behaviour Support Strategy
- Established a Restraint Reduction Network which meets on a quarterly basis and reports to the national Risk and Governance Committee. The network also monitors our commitment to the **STOMP** pledge (reduction of psychotropic medication).
- Delivered four Best Practice and Innovations group sessions which involve working together across all levels on initiatives that improve outcomes for the people we support
- Rolled out Root Cause Analysis training for managers
- Launched National Care Group Freedom to Speak Up Guardians

Delivering on our Commitment to Quality

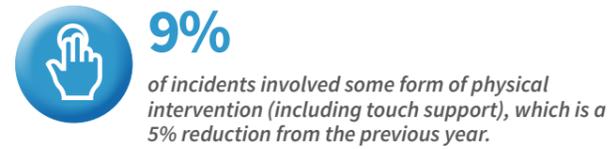


"My thanks go to our brilliant colleagues for their, passion, dedication, and support during the Covid-19 pandemic. I also pay tribute to the resilience of the people we support and the three colleagues we sadly lost to the virus. Taking a positive from the past few years, it's highlighted to me what a resilient workforce we have and how we can still provide good outcomes for people we support under the most difficult of circumstances."

During the past year, the Quality Team has continued to support services and has adapted our governance processes when needed to fight the virus and help keep people safe. Our Quality Business Partners continued to inspect services based on risk and carried out several pandemic review audits. We look forward with great anticipation to seeing our regulatory partners increasing their inspections so that our colleagues can showcase what they have achieved."

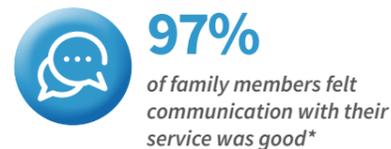
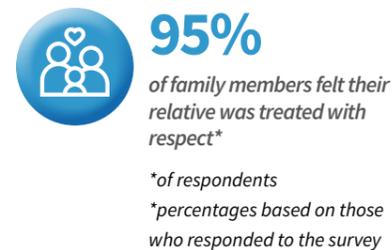
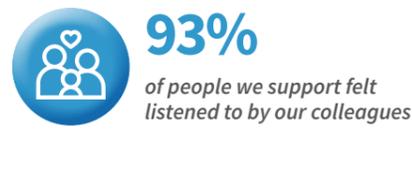
Mike
Mike Cleasby | Quality Director

Quality management in statistics



Feedback matters

The results from our annual People We Support survey show the following achievements*:



2022/23 Priorities

As a result of the survey, the Quality Team's areas highlighted for development are:

- Further improve our regulatory compliance position in our CQC registered services, whilst adopting their new inspection methodology
- Improved care plan support. Supporting people to take improved ownership of, and to better monitor, their own personal goals
- Enabling people to have a louder voice. Giving the people we support access to advocates/more help to speak up
- Increased sense of community. The desire to forge better links with local communities was highlighted by the support circles of the people we support
- Increase skills development. We will better support our colleagues to develop new skills
- Enhance wellbeing in service. Our colleagues will continue to have 'keyworker meetings' with the people we support to talk about their thoughts and feelings
- Feedback is essential. We will better raise awareness on how to make a complaint or compliment within services
- Implement the Experts by Experience programme across NCG. We will involve the people we support in the running of their service, and will act upon their wishes
- Better connectivity. We will improve Wi-Fi access within services
- Better support Regent College's rating. We will better support the College to maintain a rating of GOOD, but strive for elements of OUTSTANDING
- Compliance position achievements during 2021/22
- The majority of our CQC registered services in England are rated as 'good' or above. 90% of services inspected this year came back as 'good'
- All services in Wales are rated as 'good'
- Regent College has maintained a 'Good' Ofsted rating
- All CQC Infection Prevention and Control inspections achieved a '100% Assured' score
- Our Supported Living service in the North West of England continues to be rated as 'outstanding' with CQC

Further results of our efforts into continuous improvement are set to be acknowledged as CQC inspections and regulators return to normal with the easing of pandemic restrictions. *Percentage based on those who responded to the survey

Quality Assurance Process improvements made

Quality Team Development

- We have grown the Quality Team with the addition of a third business partner
- Setup a Positive Behaviour Support Team, comprising three Positive Behaviour Support Practitioners who cover England and Wales
- Our Quality Business Partners carried out needs-led quality assurance audits to ensure compliance and drive quality improvements within services
- The Practice Development Lead carried out three thematic reviews of Safe and Well Led Key Lines of Enquiry
- All members of the Quality Team have been trained as 'Freedom to Speak-Up' Guardians
- Quality Team Processes Development
- We established and continue to deliver bi-monthly online 'Quality Master-classes' for operational colleagues to share and discuss key topics in the sector including good practice and learning
- We have developed a new 'virtual induction' for the introduction of new managers to the organisation
- We've established a new online behavioural management (ABC) form. This allows us to collate and analyse data to ensure we have accurate information so we can learn lessons from incidents and make changes when necessary
- Investment in a new Quality Monitoring Process
- We've produced six #QualityMatters briefings, focusing on the subjects of Managing Covid-19 safely, The State of Health and Adult Social Care, Culturally Appropriate Care, and Health Screening
- We've further developed our incident reporting system
- We've reviewed operational policies and procedures ensuring the right professionals were involved
- We've supported operational colleagues to monitor compliance through regional business review meetings. These have been joint meetings between support functions and operational colleagues.
- Tools and guidance
- We've developed a new internal Provider Information Return (PIR)
- We've implemented a new 'Preparing for a Regulatory Inspection' protocol

- We've developed an action plan to help monitor and emphasise the importance of the right support, right care, and right culture principles, reviewed on a quarterly basis by the Director of Quality

2020 /21 Achievements

- Based on the list we set ourselves in our 2021/22 report, we have achieved the following key priorities:
- Improved regulatory compliance position
 - Embedded electronic governance systems
 - Maintained focus on continuous improvement
 - Restraint Reduction Network pledge submitted
 - Implemented systems to better monitor the use of psychotropic medications
 - Strengthened stakeholder engagement including commissioners and housing association partners
 - Review of all policies and procedures

Our commitment to quality, priorities for 2022/23

- Regulatory Compliance. Maintain and improve our compliance position with all external regulators (CQC, CIW, and Ofsted)
- Improve our health and wellbeing support. We will establish a new Positive Behavioural Support Steering Group to meet quarterly and oversee the movement to Stop Overmedicating People with a Learning Disability and/or Autism (STOMP) and Restraint Reduction pledges.
- Improve and innovate our processes. We will develop a new 'Best Practice and Innovations Group'.
- Implement experts by experience. We will begin to empower the people we support to inspect the quality of services by rolling out a new 'Experts by Experience' initiative.
- Empower people to 'speak up'. We plan to develop creative ways for people we support and families to 'speak up'
- Electronic Support Plans. We will work with digital NHSX-approved providers and start to roll out electronic care plans. This will allow us to work in partnership with health colleagues to deliver person-centered care and support.
- The Executive Team will deliver a program of regional roadshows focused on regulatory updates, Good to Outstanding and auditing.



Delivering on *Our Operational Priorities*

“Following a tough couple of years, I’m really excited about the future and believe National Care Group will continue to improve and meet the needs of the People We Support with energy and commitment to unlock their potential.”

Karen

Karen Lewis | Chief Operations Officer



Living with Covid-19

The effects of the pandemic still dominated our operation and the wider care and support sector in the 2021/22 period. Thanks go to our teams at services who continued to keep the People We Support safe and well.

We worked hard to understand and address colleague fatigue following their tremendous commitment to the people they support, embedding a culture of wellbeing to reinvigorate our teams – empowering them through supporting their needs and valuing them and the services they provide. A great example of this was National Care Group’s recognition of the hard work of so many by giving each colleague a ‘gift of time’ – extra paid leave to spend with their families and friends.

Our service-based colleagues worked passionately to reintroduce the People We Support to their communities in an adaptable and person-centred way. We remained focused on implementing the ever-changing Government guidance across England and Wales, provided additional training, and persevered so that the People We Support could continue to unlock their full potential in a world that had changed quite significantly from what they had known before.

Growing and developing our teams

The sector-wide recruitment crisis added pressure to some of our services but we were delighted to see our retention figures improve following the roll-out of our new talent acquisition strategy and the ongoing rewards and recognition initiatives to acknowledge existing colleagues. We also introduced pay increases early at some services where recruitment was a particular challenge and, in all areas, we keep a close eye on local pay rates so we remain in line with others, especially where we risk losing talented colleagues who contribute such a lot to the lives of the People We Support. Retaining and developing talent is imperative to success, and we have invested significantly into learning and development opportunities at all levels across the organisation, as our support needs to be provided by highly skilled colleagues. It is also rewarding to acknowledge that we’ve seen significantly increased numbers of colleagues advance their careers within National Care Group as opportunities have arisen.

As National Care Group continued to grow, we evolved our structure to ensure local teams continued to be well supported and the operations function had the capacity to drive through all new initiatives and maximise growth opportunities. Four new Regional Operations Director roles were added to the structure to work closely with the Executive Team and ensure the delivery of our objectives.

Quality Matters

We invested heavily into the rollout of new tools and systems to ensure quality support is delivered, which is already having an impact on improvements in our regulatory ratings.

We continued to celebrate the performance of our colleagues in services who exemplified the company values of passion, collaboration, empowerment, and respect, recognising so many stories from achieving major progress with a person they support, to saving lives and creating homely environments at services.

Improving environments has been high on the operational agenda over the past year, with substantial investment into refurbishments and improvements. A key message of “not walking past” has been embedded into the culture of services by the senior team. And where National Care Group doesn’t own properties, we have worked hard to improve relationships with housing providers to enable us to be more responsive to repairs.

Looking to 2022/23, our focus remains on striving to maximise the potential of the people we support and ensure they lead fulfilling lives.

Operational Priorities for 2022/23:

- Focus on changing lives through living and breathing our company values at all services
- Maintain high regulatory standards by embedding audit and governance arrangements to work towards our mission of being the best and most trusted support provider in the UK
- Embed new technology systems to improve compliance and add efficiency
- Ensure the smooth integration of business acquisitions and new services
- Work collaboratively to create more opportunities for more people to be supported in existing services
- Ensure ongoing compliance with the Government’s Living With Covid agenda and guidance related to infection prevention, implementing strategies to keep people safe
- Focus on colleague retention and wellbeing to provide continuity for the People We Support
- Ensure services represent the organisation’s expectations regarding the excellence of environmental and service delivery standards
- Continue to work collaboratively with the People We Support to ensure we remain focused on unlocking their potential



Alex Costa
Regional Operations Director
Central Region

The last year saw two inspections in Gloucestershire achieve a 'Good' rating with CQC, this means that across the Region, including our colleagues at Shelton Care in Stoke on Trent, we are one inspection away from holding 'Good' ratings at every service. An achievement I'm proud of.

Investing in our services

We work in partnership with our colleagues in commissioning, and alongside the regulator to provide positive solutions for the People We Support. An example I'm proud to share is the completion of the renovation of a supported living service.



Renovated Gloucestershire supported living service

To ensure the best possible environment for people we support, we worked closely with Gloucestershire County Council and CQC, to provide alternative accommodation for people with learning disabilities, autism and additional complex needs. The major refurbishment to the large 5-bedroom home made it have a more homely feel too.

Achieving progression for the People We Support

There have been so many good news stories in our region that it's a challenge to pick just one. We have supported people into paid employment, supported people into new homes, helped people to lose weight and to maintain tenancies when they'd previously moved around never achieving 'home'. I hope you enjoy reading Robert's progression story as a great example of the quality of support being provided in the region.

Investing in the team

Working alongside the National Care Group Learning & Development Team, we have increased the specialist training available to our people, and looking forward, we have plans in place to develop our existing managers and support our rising stars to the next step of their career journey.

We also welcomed the team from Stepping Stones Care Homes into the Wellington Support business in 2021, adding residential options alongside our current supported living services. We have already seen this addition provide positive outcomes for people we were previously supporting, adding a wealth of clinical knowledge to the team too.

A Good News Story

R, who is diagnosed with a learning disability, down syndrome, and is non-verbal, moved into one of our Merry Den services in April 2020. It was his first social care setting, previously living at home with his mother. R's Mum was elderly and finding it increasingly difficult to maintain R's care. Especially as cellulitis legs were now causing mobility issues for R.



R moved in during the first lockdown of the pandemic, meaning his Mum couldn't view his new bedroom and the service in person. She was sent videos and photos so she could see the home and its environment. The restrictions also meant no transition days for R; the day he moved in was the first time he had seen the service too.

When R arrived, he was unsettled and incontinent at night, he'd attempt to run away and was uncompliant with all areas of his personal care - not tolerating a wash. His Mum had explained these are behaviours R had presented at home too.

The team worked with their registered manager to devise a robust and clear care plan which provided a structured routine for R to become familiar with. The plan was broken down into small steps. Every detail was thought about, including helping him to prepare coffee and going into the specific steps required to make it.

Gradually over time, R's sleeping pattern improved. The team followed the same approach each night to achieve this - helping calm and settle R before bed with low lighting and relaxing music in his room.

After 9 months of following the same morning routine, including a process of attending to his personal care, R began to agree to a shower. This happened over time, using the small steps approach, starting with getting R to hold the shower head and to touch the water. The team would start by running the shower over his hands for him to touch as he enjoyed water play, gradually accepting the shower and running over more parts of his body until he stood under the shower completely.

R is now enjoying a consistent and full morning routine. When the team asks R to come to the bathroom, he walks in and turns the shower on himself.

R has a great relationship with the whole team and even enjoyed a holiday to Butlins with them this year. R's Mum is amazed by how far R has progressed and has said on numerous occasions how delighted she is to see him settled, and content she knows her son is safe and looked after.

R's achievements are down to the detailed care planning, structured process, and collaborative support the team has implemented. R has been encouraged and empowered to become familiar with the routine and is now taking more positive actions which have improved his quality of life.

The team is passionate about achieving even more progress for R. Supported, he is even now helping the team prepare his meals which he really enjoys.

Who said life doesn't start at 55? Not the Merry Den team!

Stephanie White, Registered Manager, Merry Den



Charlotte Lumley
Regional Operations Director
North Region

Over the past year, the North Region has had a focus on driving quality. We've worked hard on action plans and innovation in services to strive for the best CQC ratings possible despite not having the opportunity to showcase the hard work due to no inspections taking place. I'm confident our hard work will pay off as soon as inspections recommence following the pandemic.

Quality matters

We've consistently managed governance and through internal auditing, ensured our services have received the recognition they deserve. Feedback from partners including our commissioners, and through telephone monitoring with CQC, has all been positive and all services have continued to score 5-star food hygiene ratings following inspections.

The People We Support also gave our services excellent feedback about their care and support, along with some people making huge progress towards unlocking their potential - gaining independence skills, enabling them to move into other community settings with less or no support.

Unlocking the potential of the People We Support

We are particularly proud of two People We Support from Newfield View who we supported to move into their own homes to live independently. Others from Ashbrook, our Neuro Rehab service, have successfully achieved their rehabilitation goals and have moved on to the next step in their lives with increased independence and ability.

The introduction of a regional Positive Behaviour Support (PBS) Practitioner has supported some of our most complex services to provide the very best care and support. Working alongside our Registered Managers, the PBS Practitioner has assisted the development of PBS Plans for people supported with learning disabilities, autism, and mental health. These plans consider what works well and not so well, so our support workers are skilled in how to deescalate in times of increased stress and anxiety, which promotes positive wellbeing and reduces the risk of harm to the People We Support and our colleagues. In addition to the PBS Practitioner, we also upskilled several colleagues in PBS management and plan writing.

North



Regional growth

We have grown into new areas with the opening of two new supported living schemes in Liverpool. We worked in partnership with local commissioners to understand their needs and how we could support them to achieve suitable accommodation and support for people. Both services were fully renovated in partnership with the housing provider prior to people moving in and we supported the personalisation of the individuals' homes during their transition. We continue to seek opportunities for growth and work with commissioners across the region to identify and meet local needs.

Our Highlea Care service took part in making a set of films for use across the North East which promote the benefits of living and working in Supported Living.



These are now available to people and their families who are considering supported living and will also aid our national recruitment activity during a time of crisis in relation to talent acquisition across the sector.

Celebrating Success

The COVID virus continued to play a huge part in our lives, but we continue to keep everyone safe. The region maintained its COVID measures alongside other infection prevention and control with positive outcomes. Abbeyvale, our elderly service in the North East, has had no COVID-related deaths to date which is unique in the sector.



Julie Shield MBE

Abbeyvale's Registered Manager, Julie Shield MBE, was recognised for her hard work and commitment in the Queens Honours List this year along with being presented the Silver Award for her dedication to Social Care by Deborah Sturdy, Chief Nurse for Adult Social Care.



Julie Cowens

Other Registered Managers received recognition at the Great British Care Awards with Helen Sturgess and Julie Cowens being awarded the Registered Manager of the Year awards for the North East and Yorkshire and Humber regions.



Jill Hopcraft
Regional Operations Director
South East Region

South East

The Region is passionate about encouraging people’s progression, supporting them to achieve additional qualifications, ongoing training, and coaching with encouragement from within. During this financial period, we have supported several colleagues to progress into new roles from Support Worker to Senior, from Senior to Team Leader, Team Leader to Service Manager, and onwards to Registered Manager.

Empowering the team

Mentoring continues to ensure we are supporting their ongoing career at National Care Group. We are all extremely proud of everyone’s achievements and have taken time to celebrate their success on regular occasions. We continue to support the completion of various accredited courses from the Care Certificate through to a Degree in Leadership and Management, as well as the additional specialist training.

Quality Matters

During the past year, the Region was subject to five inspections from the Care Quality Commission plus several from Local Authority Quality Teams. Three confirmed a continued rating of “Good”, one achieved a “Good” rating in the service’s first registered inspection, and a service previously rated “Inadequate” progressed to “Requires Improvement” where we are just awaiting a return visit from CQC as all internal and external feedback predict a “Good” rating. This will be the ultimate recognition for the team at that service after their dedication, focus, and hard work. It has been fantastic to share their journey with them. These are in addition to the quality audits undertaken by the local authorities which have all achieved a “Good” rating.

Collaborative working

We have grown into new areas with the opening of two new supported All services work in partnership with our internal Facilities Team, the housing providers, and the commissioning teams to ensure we provide a high-quality and homely environment for the People We Support to live and thrive in.

The recent completion of “Room by Room” environmental audits has evidenced the vital impact this partnership working achieves and the high quality of environments we have across the service. We will continue this work into 2022/23, never stopping to aspire to further improve collaboratively with the people we support.

We are very proud to have supported people to achieve their aspirations through qualifications in gardening, photography, arts, and crafts. Supporting the develop

Unlocking potential

There have been many great examples across the region of where we have been able to unlock the potential for people to progress - including moving people into paid employment working for National Care Group, volunteering in the local community, attending college and gaining qualifications, supporting people into new homes, and to achieve their personal aims and aspirations.

Supporting a person to have a haircut, doing their own shopping, going into a crowded area, or having a holiday may seem like small goals to some, however, they are vital to the ongoing wellbeing and happiness of the people we support. JP’s progression story is just a joy to behold and unless you have had the pleasure of meeting him, the story below will not do full justice to the amazing changes we have been able to support on JP’s life.

A Good News Story

Apart from the occasional drive-out, JP previously refused to access the community, have his hair cut (which had gotten very long), or join in with events held at his service – not socialising with the people he lives with. JP had also displayed disruptive behaviours, damaging his property and belongings on numerous occasions.

The team at 8 Acres created a ‘core team’ to dedicate to JP’s progression. The wider support team expressed concerns about JP causing damage and disruption to other areas of the service if he began to have more access when trying to encourage him to socialise and integrate better. The core team assured them they would have full support during his development.

New paperwork was created to better document what techniques were working for JP best, and new communication aids were devised to empower JP to take an active role in the planning – enabling him to communicate with the ‘now’ and ‘next’ steps.



JP’s core team implemented a consistent approach to his support, ensuring they documented the steps and communicated with one another at their team meetings.

Through small steps, we are proud that JP was supported to eventually have his haircut with a mobile hairdresser at home, to have access to the full 8 Acres site, and to start spending time with the other people supported at the service. He has been attending parties, events, and even a local festival.

JP has also ventured into the community to eat out at a local café with plans to support him to start accessing the local supermarket next.

JP’s incident reports have considerably reduced, and he is displaying positive behaviours of being very proud of his achievements.

The team has worked to the company values of passion, respect, empowerment, and collaboration to achieve this major progress for JP. The result is improved quality of life for JP with many more opportunities to come as they continue their support to increase his social skills and unlock his full potential.

Tara Currie, Registered Manager, 8 Acres



Rob Tooze
Regional Operations Director
South West Region

South West & Wales

We are delighted to report that our St Patricks House service in Amesbury received positive feedback following an interim focussed inspection in May 2021. It is frustrating however that CQC hasn't been visible in the rest of the region this year but given all the hard work the team has been doing and the massive strides we've made at our services, we firmly believe we will be in a strong position to achieve positive inspection results in the year ahead.

Achieving Quality

We were incredibly pleased to have successfully achieved registration to accommodate up to eight people at Walliscote Road, our newly refurbished registered residential service in Weston-Super-Mare. This variation to CQC 'Registering the Right Support' guidelines was achieved by us providing convincing and compelling evidence that our core ethos would ensure full compliance with the act of providing individual and focussed support for each person using the service.

Reporting on our activity at our Integra services in Wales, the introduction of the silent ratings has been delayed due to the pandemic, however during the year we had two unannounced inspections at Ty Undeb and Ty Nant. Both services had no areas of noncompliance identified however, Ty Nant had recommendations in regard to the security of the home which resulted in the installation of a new door fob system, and some environmental areas of improvement.

With the support of the National Care Group Executive Team, our colleague Andrea O'Loughlin was successfully appointed to the position of Responsible Individual for the Welsh region in June 2021.

Integra's Annual Returns were delayed until October 2022 and the Responsible Individual has engaged with the lead inspector on several forums in preparation for this coming project.

Whilst there have only been two inspections in Wales during this year, our Responsible Individual has maintained regular and constructive communication with several inspectors to cover the nine services across the region.

Collaborative Working

We continued to work closely and effectively with our local authority partners to further cement the trusting relationships we have developed over the past few years.

As a result of these partnerships and our understanding of their local need, we have worked collaboratively to develop two fantastic new services, Walliscote Road, in North Somerset and Palmarium in Wiltshire; both of which have strong referral pipelines that will ensure they will be at full capacity as we move into 2022/23.

The relationship we have developed with Wiltshire County Council has ensured they view National Care Group as one of their most trusted providers and as a result, we are working with them to respond to their needs for additional services within the county with plans to develop several additional services in 2022-23.

In Devon, we are furthering developing our relationships with the Devon Partnership Trust to improve access to mental health support services and therapies for the People We Support in our services to improve their health and wellbeing.

In Wales, we maintained our existing relationships and built on them to successfully promote our services - which promote a pathway of care and recovery. We continue to work in partnership with the Health Boards and Local Authorities to ensure the people we support, wherever possible, can move on to less supportive environments and become more independent.

During the year we also had five external audits from the National Collaborative Framework for Adults (18+) in Mental Health and Learning Disabilities Care Homes & Care Homes with Nursing for the National Health Service and Local Authorities in Wales. These audits have all been extremely positive and full engagement with the People We Support during the audit process has been identified within the audit reports.

Investing in Services

In addition to the two new developments in North Somerset and Wiltshire, we have also invested significantly in the full internal and external refurbishment of St Patrick's and Pennings View, our two services in Amesbury, Wiltshire. Both benefit from much improved environments for the people who live there, are more 'homely', and have incorporated attractive and useful outdoor spaces for people to enjoy.

Investing in the Team

We recognised the sector-wide recruitment challenges in the South West Region and in response, regularly reviewed salaries, and employment terms and conditions and initiated incentives to encourage the best talent to join us in both management and support roles.

We worked hard to retain our existing colleagues through ensuring we stay competitive with other providers in both the rewards and benefits they are offering, and through providing opportunities for development. Whether that means promotion into more senior roles or further development and training to support colleagues to feel more confident and deliver higher performance.

We continued to regularly review and add to the specialist training we provide to ensure it remains appropriate and ensures the best possible care for the People We Support and to give our teams the confidence to work with people who often have highly complex support needs.

In Wales, there will soon be a requirement for all social care workers to be registered with Social Care Wales (SCW) therefore we have supported all our Wales-based colleagues to complete their All-Wales Induction Framework (AWIF) on appointment and registered them to complete their Qualification Credit Framework (QCF). This not only ensures compliance with regulation but ensures colleagues feel valued, investing into and supporting their careers.



Becoming an employer of choice

We are proud of the steps we have taken over the last year towards nurturing a culture of care and wellbeing across National Care Group. We established monthly Wellbeing Wednesday and bi-monthly Financial Friday publications, which are emailed directly to colleagues to provide topical sources of support. We have continued to support colleagues with the introduction of a new Menopause policy, our Menopause resource hub of guidance and tools, and a promise to reimburse the cost of HRT medication. We will continue to support women’s health into 2022/23 and beyond. We launched additional contact opportunities via the Colleague Forum, our virtual Tea and Chat meetings, and New Recruit Week One Check-in Calls to make sure we connect with our colleagues at all levels, at the right times.

We remained committed to recruiting, engaging, and retaining talented people whose values are shared with ours. We want to recognise and thank all our incredible colleagues whose daily purpose is to enable and empower the lives of those we support. This can be directly in an operational role or indirectly as a support team colleague – all of which are incredibly important to our ability to provide best-in-class quality support for those who need it. Over the past 12 months, we have continued to review and improve our people processes with the aim of engaging our colleagues and providing a colleague experience that is positive and rewarding.

Attracting the best people to join us

We rebranded the recruitment team, now established as the Talent Acquisition and Onboarding Team. This change reflects our ethos of attracting talented people into our organisation who live and breathe our values. Our Talent Acquisition Specialists conduct values-based interviews and provide best-in-class service to candidates and managers throughout the process. Our specialists also hold a week-one check-in call with new colleagues to ensure they are feeling supported and happy in their new roles. We also use this as an opportunity to remind colleagues of the Refer a Friend bonus scheme we started in the previous year.

Learning and Development

We have continued to invest in our colleagues so they can meet their potential and aspirations. Supporting our colleagues’ development with both bespoke and standard training is key to the delivery of high-quality service levels for those we support.

Training compliance figures are closely monitored and proactively supported with the support of a Peripatetic Trainer who develops bespoke training plans when needed perhaps as a response to operational issues identified through the analysis of data about services or when national best practice changes. The Learning and Development Team launched and continues to deliver training sessions at weekends twice per month to provide flexible opportunities to achieve training compliance for both new starters and existing colleagues. We’ve also launched an internal leadership development program called Leadership Unlocked, with the aim of bringing all line managers to a consistently high standard of management. Our People Team has achieved many things during 2021/22 including:detailed on the following page.

Unlocking the Potential of our People



“We want to recognise and thank all our colleagues whose daily purpose is to enable and empower the lives of those we support. This can be directly in an operational role or indirectly as a support team colleague – all of which are incredibly important to our ability to provide best-in-class quality support for those who need it.”

Claire

Claire Leake | People Director

Our 2021 /22 Achievements

- We launched monthly **Wellbeing Wednesday email communications** and bi-monthly **Financial Friday communications** providing colleagues with useful information on all aspects of wellbeing
- **We have reduced our onboarding time** (the time from the job offer stage to the start date) by 15 days due to streamlining our onboarding process and recruiting and developing our talented onboarding team
- We moved e-learning platforms, migrating from eLFY to **Access LMS** which provides us with **the ability to create our own bespoke training courses** as well as offer our existing courses
- **A further 123 colleagues had their Care Certificates signed-off**
- **We overhauled our quarterly supervision and appraisal process** making the process focus on having meaningful conversations, discussing our colleagues' wellbeing and personal development, and it **to be more person-centered**
- **A total of 1,015 colleagues were recruited in the financial year ending March 2022**
- **We attended more job fairs and recruited more candidates via pro-active CV sourcing.** reducing the need to work with recruitment agencies
- **We achieved a 23% year-on-year increase in the response rate to our annual Colleague Engagement Survey**
- We **launched the National Care Group Colleague Forum** in response to a suggestion put forward in the colleague survey
- **We held our annual leadership conference in May 2022**, themed Changing Lives, with over 120 colleagues joining us during the day, and over 140 colleagues attending the evening's awards ceremony
- We launched our **progressive Menopause Support Policy** including our pledge to **reimburse the cost of HRT medication**
- We have obtained a **Certificate of Sponsorship License enabling us to recruit appropriately qualified overseas nationals** to work as part of our team
- **We launched our new colleague magazine, Changing Lives**, which is set to be a new biannual publication aimed at improving communication and nurturing our culture across the organisation

People highlights, as of April 2022



1,233 colleagues responded to the annual National Care Group Colleague Engagement Survey reflecting **54% of the total workforce**.



405 colleagues provided comments, feedback, and suggestions via the annual engagement survey which has been reviewed locally.

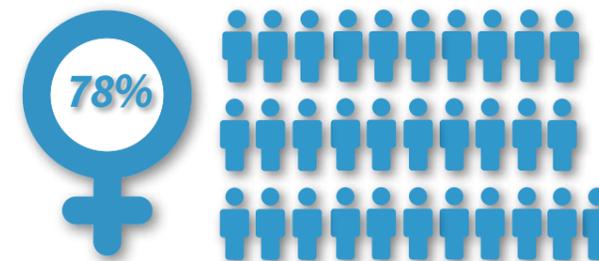
Wellbeing MEN & HUB

We have a dedicated **Menopause Advocate** who is available to support our colleagues with any queries or concerns they are having related to the menopause.

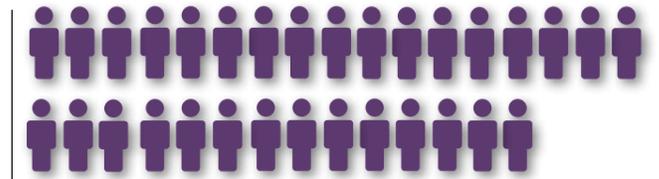


LONG SERVICE AWARDS

121 colleagues received their long service awards in recognition of their 5, 10, 15, or 20-plus milestones.



78% of our colleagues are female



73% of our colleagues are full time



42% of our colleagues have between 1-5 years length of service



142 colleagues are trained Mental Health First Aiders

44 support function colleagues trained to be Reserve Support Workers should they be needed in service

People Team Priorities 2022/23

- Develop the management and leadership strength of our people managers by delivering the Leadership Unlocked program
- Embed a culture where our colleagues can be themselves and feel and perform at their best. This means empowering our colleagues to prioritise their wellbeing and support those around them in doing the same.
- Continue to drive improved colleague retention through the National Care Group Engagement model
- Continue to nurture our culture of colleague wellbeing through Wellbeing Wednesday, Financial Friday publications, and all the initiatives communicated within them
- Continue to connect with our colleagues through Tea & Chat zoom meetings, our Colleague Forum, and through mid-year pulse and annual surveys, to ensure we hear the voices of our colleagues and respond to their feedback



A year of Continued Growth



“Rising costs and a reduced workforce capacity tested all providers during 2021/22. It is through our positioning of National Care Group to deliver progression that we have been able to achieve continued growth, and achieved further commitment and investment from our partners and customers”

Mike
Mike Ranson | Commercial Director

Overview of 2021/22

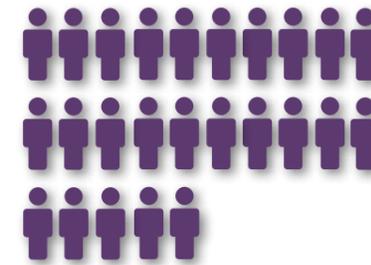
This year we're proud to again be reporting an increased capacity in both our learning disability and mental health provision across Supported Living and Residential models of accommodation and support. We focused on our partners' gaps in local services to ensure there are future choices and opportunities for the People We Support within their home regions.

Our Domiciliary and Day Support operations continued to provide a vital community-based service in which we invested in new premises and environmental innovations to ensure they continued to complement our local accommodation-based provisions.

Regent College, our specialist educational facility, continued to adapt to the learning needs and styles of the young learners it supports.

Commercial results for 2021/22

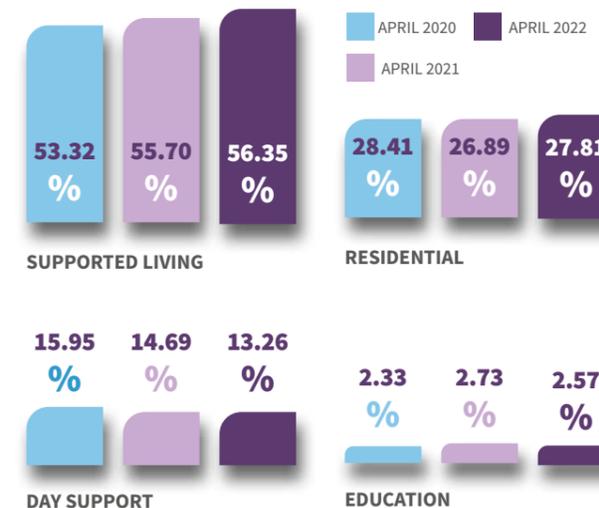
PEOPLE SUPPORTED 1245



157 NEW SUPPORT PACKAGES COMMENCED



PROVISION



Delivering growth and realising potential

The ability to achieve sustainable local provision is key to our local authority partners' successful commissioning plans and is therefore also central to National Care Group's growth strategy. Working in partnership to develop service solutions that complement or enhance existing provisions ensures efficient use of funding and reduces the oversupply of generic provisions. In 2021/22, the National Care Group Commercial Team developed new and refocused existing provisions based upon unmet needs, continuing our efforts to establish a 'progression model' of service within the local communities where we provide support.



L-R; Samantha Marshall, Belinda Robinson & Mike Ranson

We are also proud to have completed and delivered a new complex residential service for people with learning disabilities in North Somerset and refocused two existing services to provide individual and shared supported living provisions in Wiltshire. In the same period, we built a new bespoke residential service focused on developing people's potential to gain greater control and independence before moving on to take their own tenancy.



In Burnley, Lancashire, we opened a new supported living service in partnership with a housing association providing 7 self-contained, accessible bungalows ensuring the tenants have an environment that can meet their needs long into the future.

In partnership with the local commissioner and housing provider, we opened a new shared house for young adults with mental health conditions in Liverpool, supporting younger people with the transition from living at home to living more independently.

Investment in the Commercial Team to enhance quality and manage demand

Having completed the enquiry management process review in 2020/21, we invested further into the capacity of the Referrals Team. During 2021/22, we established three additional Heads of Referrals roles, and we are now able to provide support to our Operations Team across all our operational regions. As well as supporting the new process and generating an increasing number of enquiries into the business, the team has set out to enhance our Operational Teams' knowledge and share expertise, by developing and delivering assessment training to over 100 colleagues. The training ensures assessments and support proposals are consistent across the organisation and are completed to the highest standard.



The Commercial Team: Mateusz Waskowski, Andrea Whitney, Belinda Robinson, Holly Goodson, Samantha Marshall

That process, alongside the support provided by the Heads of Referrals, meant that in the South West, we were able to respond to an urgent need for housing and support for a group of people living in a residential home when it was suddenly closed. Our approach to partnership work alongside the robust assessment process we've successfully embedded ensured both quality and risk management were not compromised whilst allowing us to react quickly enough to accommodate the people into their new home.

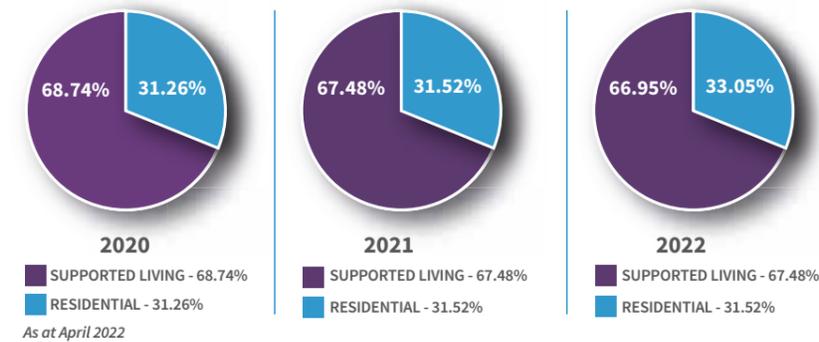
Having identified a significant opportunity to grow our service model across the country, we appointed a new Director of Development in August 2021. The Director of Development role is focused on delivering growth through partnership and innovation, using the Heads of Referrals local market intelligence to identify opportunities and respond with appropriate accommodation and support solutions. The Director of Development will also lead on the wider commercial agenda, negotiating contractual terms with partners and contractors as well as identifying tender opportunities.

As a result of many Local Authorities continuing their focus on Covid activity, there were fewer tender opportunities than expected during the year. However, to provide a pathway to deliver on our growth strategy, we have completed framework tenders for North Tyneside local authority, Norfolk and Waveney CCG, and Somerset County Council. As we continue to deliver on our growth strategy, tender activity will increase and so a Bids and Contracts Manager post has been created to support the critical task of bid management.

Commercial Team priorities for 2022/23

- Establish new commissioning partnerships, providing opportunities to enter new regional markets through which we can deliver our growth strategy
- Further increase the number of enquiries into our business across the country
- Continue to invest in our existing services where needed, repositioning them to meet changes in local demand needs.

Growth capacity by accommodation model

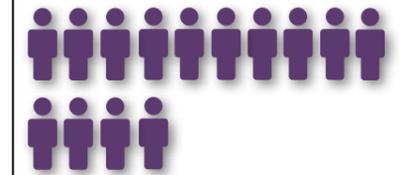


Key commercial achievements 21/22

- 3 new supported living services delivered with housing partners
- Increase in capacity through organic growth and acquisitions by 56 tenancies and residential placement opportunities
- Increased the number of people we support in accommodation services by 4.4%. This is broken down into:
 - Increased the number of people we support in registered residential services by 3.3% year on year
 - Increased the number of people we're supporting in their own tenancies by 1.1%
- 1 acquisition creating 25 places for people with enduring mental health conditions
- 3 new supported living developments enabling 22 new tenancies
- 1 new residential development enabling 8 new long-term placements and 1 respite accommodation
- 1 new residential development underway, to create 7 bespoke flats
- Over the course of the year, alongside our local partners, we invested in the refurbishment and repositioning of six properties in Gloucestershire, Wiltshire, and Essex providing 21 tenancies for people who would previously have been supported in residential care.

Support in numbers

701 PEOPLE IN SUPPORTED LIVING



346 PEOPLE IN RESIDENTIAL SERVICES



165 PEOPLE VIA DAY SUPPORT SERVICES



32 IN SPECIALIST EDUCATION



WE OPERATE
191 SEPARATE SUPPORTED LIVING SERVICES



46 SEPARATE RESIDENTIAL PROPERTIES

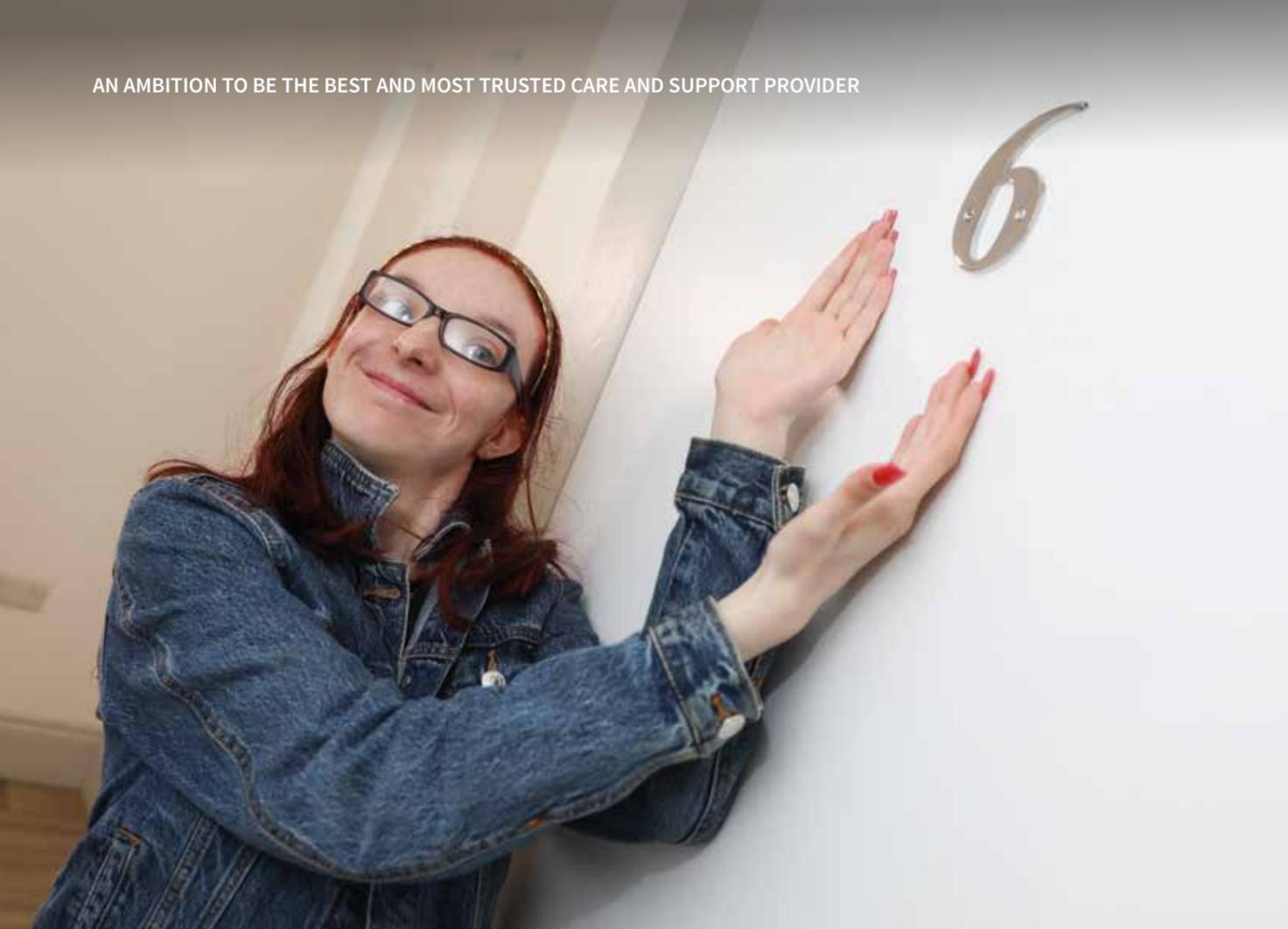


DELIVERING
813 SUPPORTED LIVING TENANCIES



DELIVERING
410 RESIDENTIAL CARE BEDROOMS





Investing in Our Continued Growth



“I’m impressed with how resilient our organisation is. Working together, National Care Group is unstoppable in its ambition to be the best and most trusted care and support provider in the UK. The organisation continues to grow and achieve despite the many challenges thrown its way.”

David

David Rowe Bewick | Chief Financial Officer

Investing in continual innovation and technology

Technology and the way data is managed have revolutionised how we work. Advancements in technology have contributed significantly to the social care sector. In recent years, it has become more widely recognised that sharing and acting upon data and information about the quality of care and support is an essential component in delivering high-quality health and social care. As well as including the sharing of information at the point where support is provided.

To remain compliant and competitive in these areas National Care Group continues to invest thousands of pounds each year to ensure GDPR compliance.

We also continue to invest in digital platforms including Staffplan, Access LMS, and Tribepad to ensure each colleague delivering support is appropriately trained and checked.

New technology initiatives, including the electronic care planning software we are currently piloting in conjunction with the NHS, will enable further improvement to, and standardisation of, the quality of our care and support plans to meet the demanding requirements of commissioners and external regulators across England and Wales

Work is ongoing on the procurement and design of a brand-new intranet platform to improve internal communications and engagement with colleagues. Due to launch in the next financial period, the intranet will improve information sharing across the organisation from policies, knowledge, and news; to bring us closer together and share best practices.

Investing in our environments

As an organisation we have empowered our colleagues to improve the premises and environments in which they work. All services should reflect the standard of living in our colleagues’ family homes. To support this National Care Group made available over £1m to ensure all the properties it owns are of the highest standard. This, for example, has included significant investment this year to improve the environments at both our specialist residential services in Norfolk.

For those colleagues working in services provided by our landlord or housing association partners, these too are included in this message and the Board has committed to supporting services by proactively engaging third-party partners to ensure they deliver to the standards we set.

Investing in growth

The Board continued to support investment in organic opportunities throughout the year, working in partnership with our statutory partners on various developments highlighted in the growth section of this report.

We continue to identify and pursue great quality acquisition opportunities to add to the National Care Group portfolio in both new and existing regions, as we continue our strategy to increase our reach across England and Wales.

We will also continue to work with our housing partners to expand our provision of quality support in appropriately placed and new locations.

2021/22 Financial Achievements

Whilst last year, the organisation did receive partial Government and local authority funding to protect its stakeholders from the effects of the pandemic, there remains a level of uncertainty for the future should the pandemic return. In addition, the increasing costs of delivery will challenge all providers and it is important that we work diligently to remain efficient where we can and are supported appropriately by our commissioning partners across the country.

A year on, it’s encouraging and important for National Care Group to reflect on its ability to continually achieve – all thanks to the hard work and collaboration of its colleagues.

Some of this year’s achievements, despite the challenges, include:

- Strong financial performance of services - contributing to the long-term sustainability of the organisation.
- Continued investment into growth - at least one service opening or acquisition each month
- Colleague acquisition and retention schemes - financial investment into talent acquisition initiatives including referral, welcome, and retention
- Investment into service improvements - significant investment into the maintenance and improvement of services exceeding £1m per year
- Investment into innovation and technology - rollout of new and existing IT platforms to improve and maintain both compliance and communications

There is still much to do, which with the continued commitment of the organisation, we will achieve together.

Feedback matters

Communication with and feedback from the People We Support, and their circles of support, are of crucial importance to everyone in the Operations Team. We want to ensure our services represent excellence in both environmental and service delivery.

We are delighted to report that our volume of compliments was up during 2021/22.



Relative to Abbeyvale Care Centre

“Tim has improved so much in mobility, speech and eating. His is so happy too. Thank you and please let your team know how much we appreciate the care they give to Tim.”



Joshua’s Mum, to Teddington Gardens, Chosen Care Supported Living

“I’ve not met support workers like this ever before - your team genuinely really do care about Joshua and his wellbeing and this has stopped Joshua being re-called to Wotton Lawn (hospital). Myself and my husband and our other sons can’t thank you and the team at Teddington enough. We are truly amazed at how far Joshua has come. He has such strong relationships with all the team. Abi and Kola are so good at communicating with us and updating us. We recently had 8 days in Turkey as a family and it’s so unreal that this time last year he was in hospital. This is a dream come true, he is in the best care ever - thank you.”



Foster Mum Gaynor to Affinity Supporting People

“Your staff are superb. There’s never a time when its inconvenient to visit Sasha, the door is always open to me, unlike at some places”



SALT Learning Disability Nurse, North Staffordshire Combined Healthcare NHS Trust to the Cauldon Place Team

I want to acknowledge the excellent work of Kelly Charles and the staff at Flat 3 Cauldon Place, Shelton Care. We had a very difficult weekend and the dedication, care, and support shown by Kelly and her team was just amazing.

I have worked in learning disability for nearly 40 years and I have never come across an adult social care provider that is so supportive, caring, person-centred and always goes the extra mile. Kelly was off over the weekend but continued to be available at all times and went out to the aid of the person supported. I have 2 clients on my case load who live at flat 3 and both – in my opinion and the evidence that I have witnessed – receive this same excellent, quality care.

I would like their dedication to be recognised and to say it’s a pleasure to work with your team.

2021/22 Achievements at Regent College

A review of 2021/22

Our specialist independent day college in Stoke on Trent, Regent College, is known locally and nationally for providing high-quality education, communication, vocational and life skills. Our learners are aged between 16-25 with special educational needs and disabilities.

In the past year, The College continued to deliver learning opportunities in practical and real-life settings focused on developing independence, vocational volunteering, and employability skills.

We are proud to announce our external achievement ratings remained high during 2021/22. The College continued to be rated Good by our regulator, Ofsted. 97% of learners who undertook an Open College Network qualification achieved 100% and learners who undertook a City & Guilds qualification achieved 100%.

We continued to provide a wide range of opportunities to enable learners to achieve outcomes and aspirations detailed in their Educational, Health, and Care plans.

Other notable achievements:

- We achieved the School Games Gold Awards 2021/22
- Learners worked towards achieving the Silver Standard Eco Award. This is a national project where learners demonstrated their engagement in addressing environmental issues
- The college held several fundraising events including learners, families, and colleagues, which raised £1,500 to purchase a defibrillator for the college and the local community
- Learners and colleagues worked with members of The Peacemaker Project to develop and publish a ‘Cook and Eat Recipe Book’. This project was funded in collaboration with the Staffordshire Commissioner of Police and Fire
- We organised and ran the first Lawn Tennis Association Grade 6 event in the county
- Work and Voluntary Placements Programme:
- We have continued to enjoy successful partnership work enabling work and volunteering placements. This year we established an additional 12 new provider partners to meet the individual needs and aspirations of our learners
- 100% of work and volunteering placement partners rated their experience of working with Regent College as Very Good
- 100% of work and volunteering placement partners felt supported by The College’s Work Experience and Volunteering Team
- 100% of work and volunteering placement partners said they will work with The College again in the future



OUTSTANDING ACHIEVEMENTS AWARDS

Celebrating Success

Rewarding and Recognising Our Achievements

National Care Group Outstanding Achievement Awards 2021/22
Each month National Care Group recognises an incredible contribution by a colleague or a team who has demonstrated our values of Passion, Respect, Collaboration, and Empowerment.

Nominated by their manager or fellow colleagues, each story tells a tale of team members who have gone beyond their job description to make amazing happen for the People We Support or their fellow colleagues.

We loved David's nomination made by his Registered Manager Julie Cowens in December 2021:

David's story - going above and beyond the job role

I am nominating support worker David Ferrol from my team for the Outstanding Achievement Award as he has shown he will go that extra mile (literally) to create memorable moments for the people we support at Highlea Care.

A few weeks ago, it was forecast there would be snow in the region. The five people that David supports at Ash House were excited by the prospect of being able to build their very own snowman. However, the weatherman got it wrong, and there was no snow.

David, who is very new to social care coming from a retail background, decided this was not going to stop them from building their snowman as planned. David jumped in his car and drove over 40 miles to Langdon Beck where he knew it had been snowing on the hills, shovelled some snow into an insulated box, and brought it back to Ash House so everyone got their wish.

David thought outside of the box and didn't let the lack of 'resources' stop them. He showed passion and respect and really deserves this award.



The Wilton House Team from Steps Rotherham with Annette Hand



Mike Cleasby with the West House Team



The Podsmead Road Team with James Allen



Paul Curbishley from Integra with Claire Leake



The Cherry Tree Gardens Team



Tom Allen from Steps Rotherham - virtual presentation by Karen Lewis



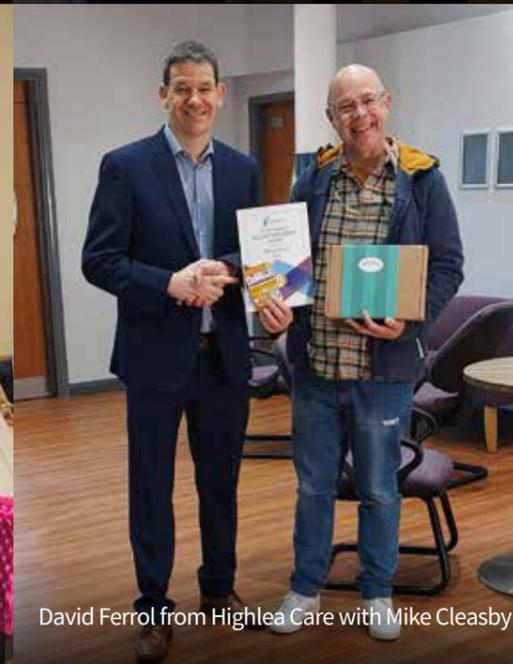
Margret Godwin from Steps Rotherham with Karen Lewis



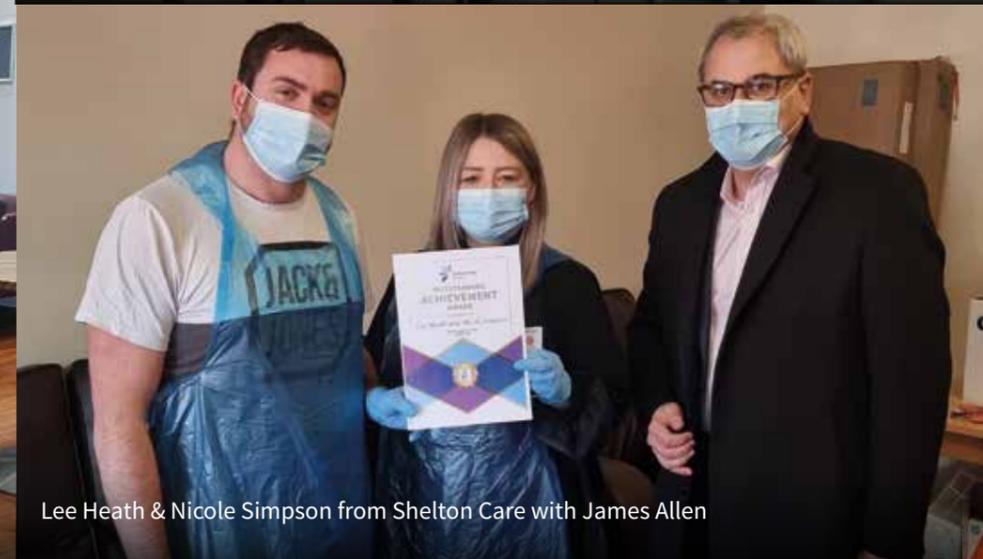
Carol Upton from Ashbrook Neurological Rehabilitation with James Allen & Karen Lewis



Chiq Whitehouse from the Learning & Development Team



David Ferrol from Highlea Care with Mike Cleasby



Lee Heath & Nicole Simpson from Shelton Care with James Allen

National Care Group

An Award Winning Year



We're the UK's Fastest Growing Specialist Care Business

In September 2021, National Care Group was named the UK's fastest-growing specialist care business in the **Alantra Specialist Care 50**.

The report, which is updated annually, recognises the growth of private organisations across the sector and ranks them from one to 50. It charts the achievements made by those in the industry and the care they provide to the most vulnerable members in society.

This is the second time National Care Group has been recognised for its exponential growth, after being named one of the top three fastest-growing private companies in the UK by **The Sunday Times Virgin Atlantic Fast Track 100** in 2020.

At the heart of everything we do are the people we support, for whom we strive to offer the highest quality services possible. Therefore, we were proud and delighted to have been awarded first place.



Recognition at the Great British Care Awards 2021

A whopping 23 incredible National Care Group colleagues were shortlisted at the regional finals of the **Great British Care Awards** this year and four made it through to the final stages.

Ellie Baldwin from 8 Acres in Norfolk, Tom Allen from Steps Rotherham, Helen Sturgess from Newfield View, and Julie Cowen from Highlea Care all attended the sparkling national finals ceremony in Birmingham in March 2022.

Julie Cowen's photographed left on her way to the GBCA finals



Success stories at Abbeyvale Care Centre

There were double celebrations at National Care Group's Abbeyvale Care Centre in Hartlepool last year.

Julie Shield, Registered Manager, became one of the first adult social care professionals in the sector to be awarded a silver Chief Nursing Officer Adult Social Care (CNO-ASC) badge and title, recently introduced by the Government to celebrate nurses and support workers who go above and beyond their everyday roles to provide excellent support, leadership, and inspiration.

To top that off, Julie went on to be awarded a Member of the Order of the British Empire (MBE) on the June Queens Honours List which she'll collect later in December 2022 and we'll celebrate in next year's quality account.

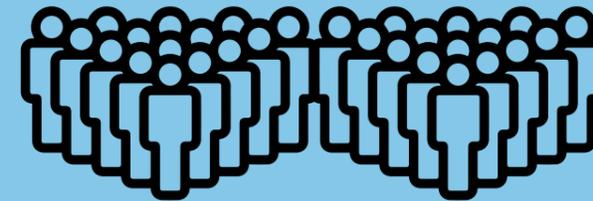
In February we were delighted to announce that Abbeyvale Care Centre had won Employer of the Year Award at the Caring UK Awards. Caught on camera left are Regional Operations Manager Caron Cook and Julie Shield collecting the award on behalf of Abbeyvale.

National Care Group

In the press

We work hard to ensure a share of voice in national, regional, and trade press for National Care Group. We are passionate about raising our visibility within our communities and in the sector, shining a spotlight on our achievements, our growth, and our quality provision.

TOTAL REACH - 4,015,962



PIECES OF PRESS COVERAGE - 105



Media highlights – shouting loud and proud

In July 2021, National Care Group joined in the national **Frontline Workers Day**, held to say thank you to keyworkers during the pandemic.

Across the group we held over 70 National Care Group Big Garden Parties where our services safely celebrated their hard work with outdoors parties, organised collaboratively with the people they support and their friends and families.

The celebration caught the attention of the media, with ITV Central attending one of the parties at our Endurance Care Worcestershire service to interview **Chief Operations Officer, Karen Lewis**.



A YEAR IN PICTURES

Shining brightly on *Social media*

Our Marketing Team is extremely active on social media.

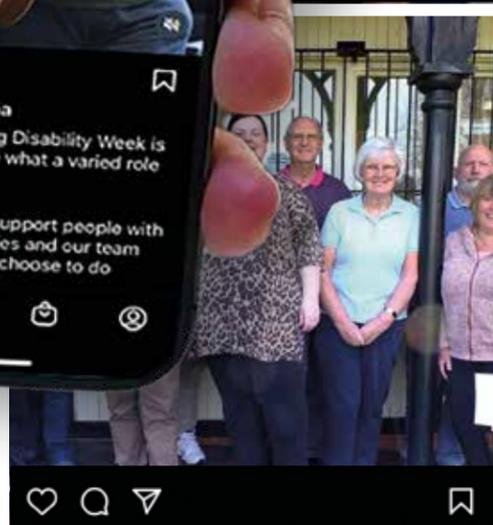
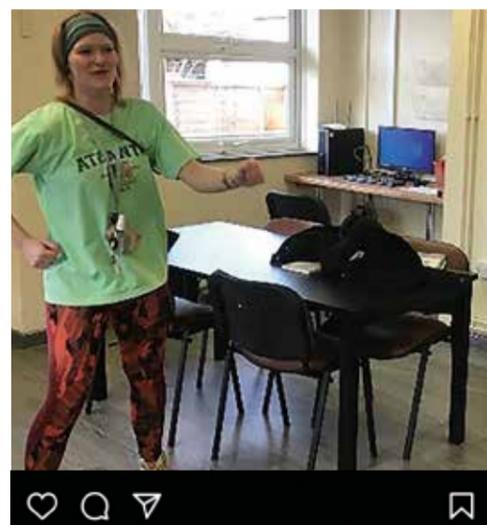
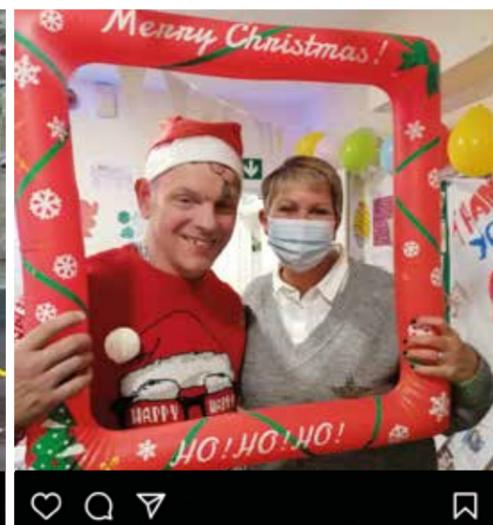
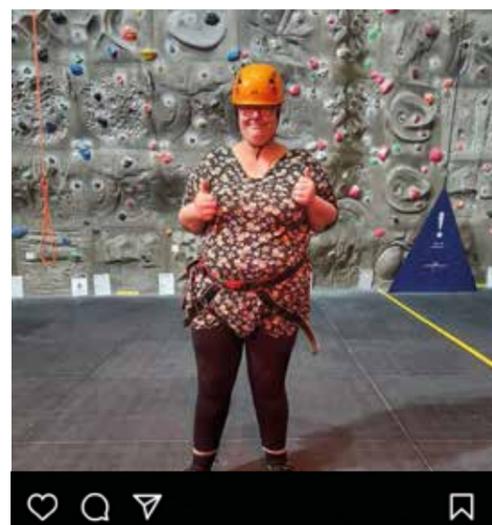
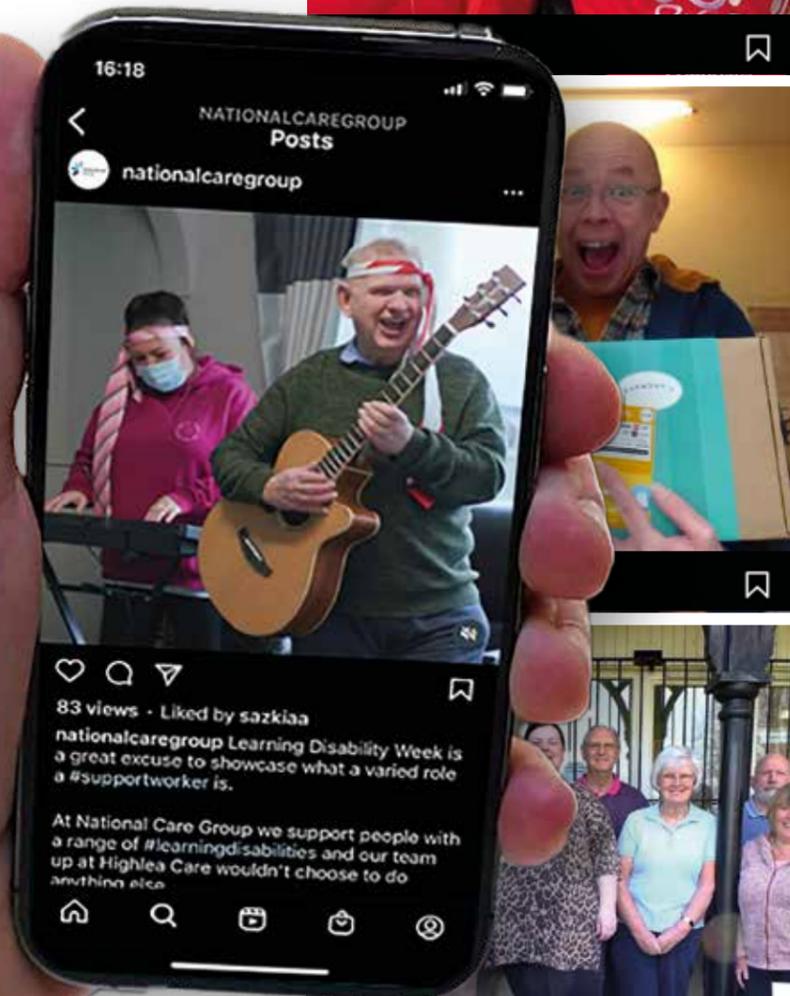
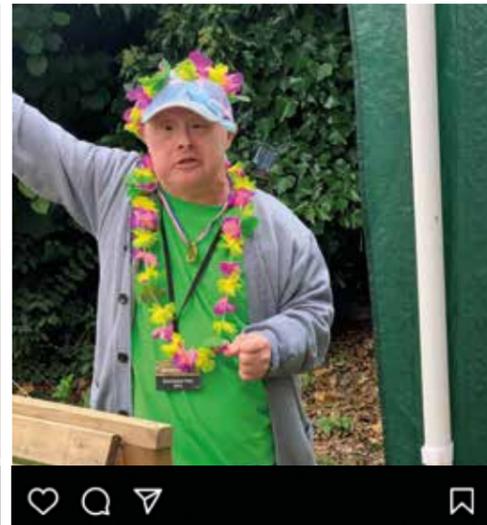
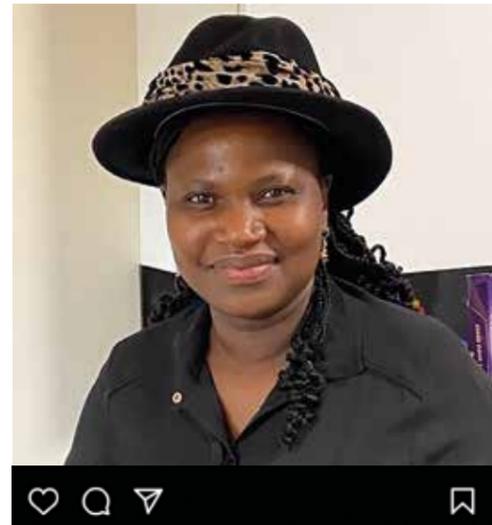
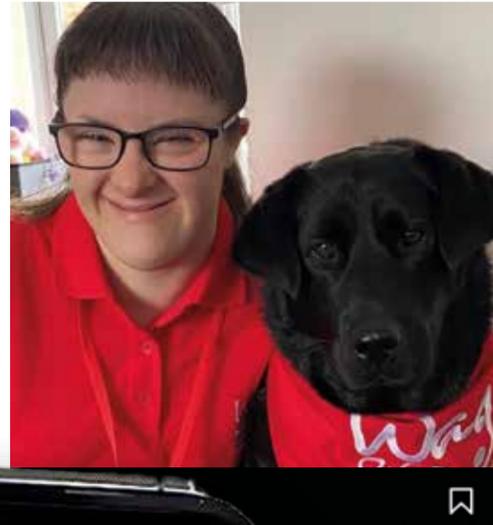
We contribute to trending conversations and use our profiles to attract, engage with and retain talented people whose values are shared with ours. We actively recognise and celebrate incredible colleagues whose daily purpose is to enable and empower the lives of those we support, whilst also supporting our services to communicate openly and honestly within their communities.

 @nationalcaregroup

 @nationalcaregroup

 @nationalcaregrp

 @nationalcaregroup



National Care Group Annual Conference and Awards

Returning in person for the first time since January 2020, we were able to bring 120 managers from across National Care Group together at Wyboston Lake Woodlands Event Centre in Bedfordshire to reconnect and plan for the future.

The Changing Lives theme represented the heartbeat of our continuing mission of becoming the best and most trusted care and support provider in the country. Our proposition - our commitment plus your potential changes lives - was also brought to life as we revisited our company values, spent some time reflecting on our quality standards, and heard how our future developments are focused on changing lives from their very conception.

Given the well-publicised recruitment challenges faced by many organisations in our sector, we wanted to ensure that colleague engagement, and the positive impact it can have on retention was understood and this was a subject explored in detail on the day.

We launched our exciting new Colleague Engagement Strategy focused on our ambition of becoming an Employer of Choice which we'll be making progress towards during 2022/23.

Our colleague, Daniella Gilbert from Shelton Care, joined the stage to share her story of the life-changing work that has supported her to unlock her full potential through to meaningful employment as a part-time support worker with the organisation.

In the evening 140 colleagues joined for the National Care Group Annual Awards. The sparkling ceremony was hosted by the well-known and loved professional compere, Steve Walls.

Steve was firstly joined on stage by our guest dinner speaker and board member, Professor Martin Green from Care England who delivered an outstanding address commending our colleagues for the dedication to the people we support.

Steve was also supported on stage by our colleagues and people we support, Luke Rowe from Chosen Care and Daniella Gilbert from Shelton who both presented some awards, and also Shane Hatch from Affinity Supporting People who was our DJ for the after-party.

Thanks go to the evening's sponsors and valued partners; Access LMS, Compass Executives, Harrison Clark Rickerbys, National Reactive, Towergate, and Velway.

The 400+ award nominations were shortlisted by a panel of judges who scored them against the company values of Passion, Respect, Collaboration, and Empowerment.



David Rowe-Bewick, Kathy Howitt and sponsor Tom Yau



Zena Payne and Sophie Hill from Cherry Tree Gardens with James Allen and Luke Rowe



Jodie Richards with sponsor Luke Osbourne and James Allen



Jamil Mawji, Claire Elizabeth Jaye, and sponsor Sayed Alam



Karen Lewis and Kelly Smith (collecting on behalf of Wayne Richards)



Sponsor David Sayers with Nicola Fisher, Rebecca Salmon, Carla Gorman, Daria Rosploch and Claire Leake



Sponsor Simon Thompson with Laura Austin (collecting on behalf of Caewern Lodge) and Mike Ranson



Claire Leake and Laura Austin (collecting on behalf of Carla Day)



Tara Fewster (collecting on behalf of Gaby) with Daniella Gilbert and Mike Cleasby



Karen Lewis, Stacey Bennett, and Shane Hatch

Our Annual Awards Winners for 2022

Outstanding Achievement Board Award 2022

- Winner: Cherry Tree Gardens Team, Atlantic Way Care
- Finalist: David Ferrol, Highlea Care

Manager of the Year 2022. Sponsored by Towergate

- Winner: Kathy Howitt, Chosen Care Supported Living
- Finalist: Kelly Smith from Endurance Care Worcestershire

Support Worker of the Year 2022. Sponsored by Compass Executives

- Winner: Jodie Richards, Endurance Care Worcestershire
- Finalists: Lee Heath & Nicola Simpson, Shelton Care

Newcomer of the Year. Sponsored by Harrison Clark Rickerbys

- Winner: Claire Elizabeth Jaye, Highlea Care
- Highly Commended: Daniella Gilbert, Shelton Care
- Finalist: Jessica Burke, Cornerstones

Support Function of the Year. Sponsored by Compass Executives

- Winner: Recruitment & Onboarding Team
- Finalists: The Quality Team
- Finalists: The Estates Team

Making A Difference 2022. Sponsored by Velway

- Winner: Wayne Richards, Endurance Care Worcestershire
- Finalist: Julie Warren, Wellington Support

Team of the Year. Sponsored by National Reactive

- Winner: The Caewern Lodge Team, Integra
- Finalists: The Rutland House/Cauldon Place Team, Shelton Care

Wellbeing Hero 2022. Sponsored by Access LMS

- Winner: Carla Day, Integra
- Finalist: Matt Burton, Shelton Care

Activities Champion 2022. Sponsored by Allied Irish Bank

- Winner: Gabrielle Dennehy, Endurance Care Kent
- Finalist: Chanelle Dobbs, Shelton Care

Master Cook 2022

- Winner: Stacey Bennett, Shelton Care
- Finalist: Fran Byrne, Endurance Care Worcestershire



National Care Group

National Care Group

Suite 22, The Globe Centre
St James Square
Accrington
Lancashire
BB5 0RE

T: 0333 305 1534

E: enquiries@nationalcaregroup.com

W: www.nationalcaregroup.com

 [@nationalcaregroup](https://twitter.com/nationalcaregroup)

 [@nationalcaregroup](https://www.facebook.com/nationalcaregroup)

 [@nationalcaregrp](https://www.linkedin.com/company/nationalcaregrp)

 [@nationalcaregroup](https://www.instagram.com/nationalcaregroup)



National Care Group Ltd. Registered in England No 10080257

National Care Group Quality Report | September 2022

Passion | Empowerment | Respect | Collaboration