



Exceptional care  
in your own home







# Welcome

At Audley Care, we're committed to making the later years of life as fulfilling as possible and we've got decades of rich experience providing best-in-class care services. We believe in care that is as unobtrusive as possible and services that do not get in the way of living a full life. We want our clients to be enjoying their life instead.

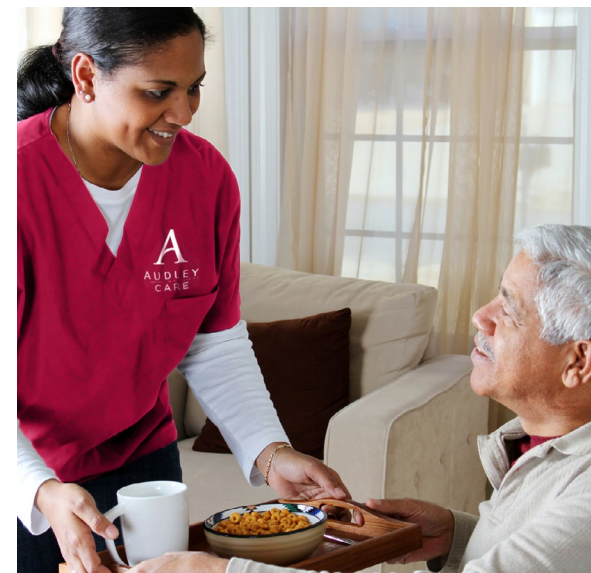
Our dedication to great home care service is recognised, registered and regularly audited by the Care Quality Commission (CQC), so our clients have more peace of mind. We're determined to be the very best home care provider in the country and we were honoured by Homecare.co.uk who named us a 'Top 20 Home Care Group' in 2019. That's why I'm so pleased to share this information about our company, our people and the technology that enables us to offer premium care to people across the United Kingdom.

A great many people are already part of the Audley Care family, so let me be the first to welcome you.



**Joanna Lander**

Director  
Audley Care



## About Audley Care

Audley Care is the in-home care services branch of Audley Group. We've been providing superior standards of care for thousands of clients across the United Kingdom, both in Audley Villages and in people's homes outside of our retirement villages. Audley Care was formed out of a belief that every person deserves to enjoy more of their life and independence for longer. We enable high living standards by investing in great technology and training to make our support as seamless as possible.

Most of our carers are from the local community, so they share common ground with our clients. Because they live locally,

our carers can also visit people's homes to provide community care services. These home visits are great for clients in the wider local area who are finding that the little tasks in life are becoming a bit harder to do. For decades, we've been helping people get the most out of later life. Audley provide vibrant social communities in historic settings where guests can enjoy premium facilities.

Whether in a private residence or in an Audley Village, our care standards are exceptional. We believe that every client deserves the best and that's why our own standards are higher than those required by law.





# Our vision

To deliver exceptional care that enriches lives and enhances the health and wellness of people.

More than just a corporate motto, our mission and vision statements confirm to every team member at Audley Care where we are going and how we are going to achieve our goals. Our values statement speaks to what we believe in and our expectations for every client interaction with Audley Care team members. When we act in line with our values, Audley Care will achieve its vision. So, we reinforce those values at every level of the organisation. Every team member; regardless of seniority, is encouraged to use our values as a compass for everyday decision making.

## Our Mission

To be the most trusted provider of high-quality independent living care with a holistic approach to health and wellness.

## Our Values

- Caring - We promise to deliver personalised care with respect and empathy.
- Enriching - We support people to achieve fulfilling and meaningful lives where their health and wellness is promoted.
- Exceptional - We engage with people to enhance skills, pursue their passions and be part of communities.
- Proud - We are one team, able to deliver exceptional care where everybody is made to feel valued.





## Charity Work

In order to live our values, we believe in giving back. That's why Audley Group is a proud sponsor of The Care Workers Charity. This widely recognised charity is dedicated to helping retired, former and current care workers, by providing hardship grants, online information and advice.

Our Audley Care teams strive to help enrich the lives of many retired people in Audley Villages and also in the local community, ensuring they retain their independence for longer. We believe it's also important to care for care workers themselves, both now and in the future. Our support of The Care Workers Charity helps them achieve that mission.

### The Audley Foundation

The Audley Foundation was established in 2019, as a testament to Audley's ongoing commitment to charitable giving within the industry. The foundation was established with the guiding principle to continually give back to both local and national communities in need. Throughout the year the Audley Group regularly promotes charitable initiatives amongst its teams, owners, customers and partners to continue to drive contribution.



# Care Standards

Audley Care has great concern for the quality of our clients' lives and for their basic rights as human beings. It's a responsibility we bear with great pride, and it's a privilege to do so. That's why our standards are more rigorous than the legal requirement. Our goal is to raise the bar for home care services in the United Kingdom. The standards of care detailed below explain how we provide in-home care of exceptional quality.



All our branches are regulated and inspected by the Care Quality Commission (CQC).



We have to comply with the latest regulations which describe the essential quality and safety that people who use our services have the right to expect.



Our own robust quality assurance processes allow us to put what we do under the microscope, make an honest appraisal of how we're doing and measure our performance against national standards.



We also monitor our service through formal review meetings, the distribution of satisfaction surveys, and a close review of their results.



Spot checks observe our workers at work and regular contact with you and your family ensure you are happy with what we do for you.



All our homecare staff undergo a thorough DBS (Disclosure and Barring Service) check and receive regular training. Your carer is someone you'll get to know and trust as a friend.



We try to recruit our workers from within the local community. This means that, like you, they feel at home with us and are more inclined to stay. These workers spend less time travelling so you get the maximum time from them, at the time they promise.

# Trading Standards

Our rigorous Audley Academy training standards ensure that every carer has the knowledge and support they need to meet our exacting standards; including funding through their QCF Level 2 certification. Our qualification courses teach more than hard skills, however.

We provide our carers with the tools to navigate more delicate matters such as managing stress, ensuring client dignity and respecting personal boundaries.

Training modules take place both online and in the classroom. Topics include our vision & values, first aid training, manual handling, medication administration, and safeguarding. Carers are also trained and tested in safe emergency equipment use such as the Camel Lifting Cushion- a unique manual handling aid that provides a safe solo lift.

In addition to our premium care training, we also employ experts in fitness and nutrition to attend to the diverse requirements of our Audley Village residents and community customers. By the end of 2020 each village aims to boasts a resident Lifestyle Coordinator, dedicated to enhancing holistic wellness.

Because of our strict training standards and premium services, we continue to report high levels of satisfaction from our clients. In our 2019 Audley Care survey, 95% of our clients rated our services as 'Good' or 'Excellent' and nearly 9 out of 10 clients felt Audley Care improved their lives 'Quite a lot' or 'Very much'.

Our overwhelmingly positive client feedback means families can rest assured that their loved one is happy, healthy and enjoying home life with Audley Care.



## Caring Approach

In-home care certainly can conjure a bleak image for some people. Often we imagine the medical and the mundane, but Audley Care approaches in-home care from a different perspective. We encourage our carers to inject a little brightness into each client's day. That spark of positivity could come in the form of

a chat about local events, help with the crossword or a look through the family photo album. We believe little touches like that improve the quality of life for our clients. That is why we offer a range of care services tailored around each client's individual needs, with the flexibility to amend those choices at any time.



### Companionship

We will be there for you whether you want someone to accompany you to appointments or a companion to share your hobbies and interests. We can match you to a carer who can join you on daily dog walks or join you on trips outside of the home. TO BECOME We can match you to a carer who can join you on daily dog walks or on trips outside of the home. An often-overlooked part of care, companionship services help to combat feelings of isolation or loneliness. At Audley Care, we recommend clients select at least one option from our soft service range to improve their overall quality of life.



### Home Keeping

Maintaining a clean home not only improves emotional well-being but also reduces the chance of illness or allergic reactions. Freshly washed and pressed clothes, clean sheets and sparkling surfaces all support the dignity of our clients and their enjoyment of everyday life. A tidy home encourages sociability and maintains one's standard of living; two key components of overall wellness. If keeping up with housework is becoming challenging, our carer can assist with these tasks during their visit. Care will be taken to accommodate client preference and allergen concerns in the use of cleaning products or methods.



### Specialist Help

Many clients need a carer with specific medical expertise. We have decades of experience catering to significant health needs for clients recovering from a stroke, living with multiple sclerosis, struggling with dementia or diagnosed with Parkinson's. Our care assistants are trained to provide support with mobility, memory, hearing and speech problems, dizziness, tremors, pain or fatigue and will work with you to build daily routines that suit you. Our flexible care provides choice and control so our clients can continue to live at home.

For clients requiring end of life care, our expert service means you can stay in familiar surroundings. Our flexible around-the-clock care will be individualised and constantly reviewed to meet any changing needs.





## Lifestyle

Even clients who can manage tasks like cooking on their own may enjoy having those services provided by their carer. The carer can then monitor hydration and nutrition requirements as part of preventative care. Clients wishing to enrich their lifestyle further should consider our supplemental services like food preparation and shopping. Our carers take every measure to ensure our clients' health and preference requirements are well catered to. These extra interactions also provide additional opportunities for conversation and interaction with a client, which can help them to maintain an elevated mood.



## Practical Care

We all need help with personal care in later life. That's why Audley Care caters to our clients' practical requirements like dressing, eating and showering. Our carers can help clients to maintain a consistent sleep schedule and prepare them for the day ahead. They can also assist with their more tactile and intimate healthcare needs which can often get ignored, leading to medical challenges in the future. Our high standards ensure carers have consideration for the dignity of our clients at all times.



## Extended Care

Some of our clients have requirements that extend beyond the boundaries of normal service hours. Our Audley Village residents do have access to on-call emergency services, every minute of every day, but securing the right level of care from the beginning increases peace of mind and eliminates any reliance on emergency care services. Both Audley Village and community care clients can opt into a range of extended care services like live-in care, night care or holiday cover to ensure their needs are adequately met.

# Prevention Commitment

At Audley Care, we firmly believe that prevention is better than a cure. That is why we work with our clients to make a comprehensive assessment of their needs when choosing the right plan for them. As part of our service, we carry out a risk assessment for preventable concerns like trips and falls. According to Age UK, "falls are so common in older adults because the risk of falling in the home increases with age. In fact, falls affect over a third of people over 65 years old and 40% of people over 80. The cause of a fall is often multifactorial, involving both environmental hazards and an underlying medical condition." Many health and environmental conditions can increase the risk of falls, such as a lack of safety devices in the home and deterioration of eyesight or strength. Our goal is to reduce those risks whenever possible.

We also support holistic wellness with a focus on proper nutrition and regular checkups. NHS England states that "many of the factors that cause people to age differently can be influenced by interventions based on preventative healthcare, lifestyle choices and exercise." Our goal at Audley Care is to prevent the onset of frailty as long as possible, so our clients can enjoy a more active retirement lifestyle.





## Working With Us

Working with Audley Care is a simple and straightforward process. First, we take some key information from you so we can provide you with relevant written materials. There will be plenty of time for review before an Audley Care representative reaches out to arrange an assessment date. During that session, our representative will complete an initial assessment of your needs and complete a risk assessment. This information is reviewed and discussed by the Audley Care senior management team to ensure we can provide a high standard of care, tailored to your individual requirements.

When we're confident we can meet your needs effectively, a care plan is prepared, alongside the summary of care and risk assessment. These documents are provided to you for review ahead of a final meeting to agree on the care plan. At this stage, the terms and conditions, Direct Debit and consent forms can be completed, checked and signed. We'll agree on a start date for the visits and confirm with you which member of our care team will be attending.

After 2 weeks of service, we'll contact you to ensure everything is running smoothly and all your needs are being met. We'll ask about your favourite carers, so we can record any preferences for future visits. We'll check in with you twice a year after that or if any of your needs change. Your continued satisfaction is very important to us and to the high standards of quality we strive to maintain.



# Rehabilitation Success

We have many Audley Care success stories, but our favourite is that of Mrs Wickstead, a property owner at Audley Ellerslie retirement village in Great Malvern. Mrs Wickstead had been living with Parkinson's disease and her mobility was deteriorating rapidly. Getting about town was becoming very challenging as she was in a wheelchair and -for the most part- housebound. Audley Care stepped in to assist with rehabilitation and support under our Specialist Help care profile, which aids those with long-term or serious medical conditions.

First, the team began the training during visits within her home. These initial sessions were all chair-based, where the team focused on helping Mrs Wickstead build up her strength and confidence in familiar surroundings. Gradually, she began making progress. Over time, Mrs Wickstead was eventually able to walk again and she began attending her Audley Village gym for regular exercise. Our carers report that not only has her overall mobility improved, but her confidence and self-esteem has also grown as a result. Now the team can focus on preventative care and reinforce the strength training with other activities that will build on her positive growth. We're confident the progress Mrs Wickstead has made will delay the onset of further frailty concerns for a long time to come.

# Communication Promise

We find regular communication is vital for our clients and their families. This is especially important when dealing with clients who are near the end of life or who have limiting conditions such as dementia or Parkinson's. For families who are not able to visit regularly, we can provide daily phone or email updates that can be comforting for everyone. It is also possible -with consent- for family and friends to access our care logs to monitor client wellbeing. We find this offers a great deal of reassurance to families who live further away since they are able to review treatment notes and maintain frequent contact with our team.

Our staff is committed to supporting our clients and their families, especially in instances of a terminal illness. They will often stay longer to chat, help around the house or offer comfort on challenging days. Our carers can organise extra assistance, call doctors and suggest activities to ease their worries. Our clients and their families are provided with 24-hour contact information, providing peace of mind and support in times of bereavement. Many of our care staff live locally and it's not uncommon for carers to drop by and check in on the bereaved following a client's passing.

# Medical Spotlight

## Dementia

While there is no cure for dementia, we find that in-home care can improve the quality of life for sufferers. Our carers are expertly trained in supporting dementia patients and follow NHS England guidance on caring for those with dementia.

For those with dementia, we offer many support options:

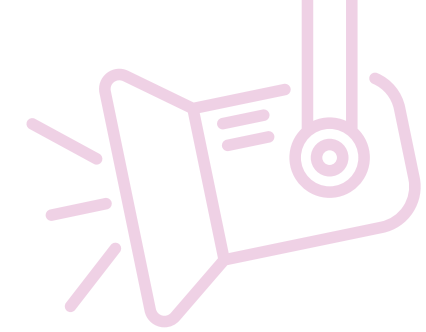
- Our carers can look after a client's full dietary requirement.
- Our customers have access to their local Audley on-site gym facilities and carers can support with daily walks.
- Our carers can facilitate medical appointments whenever required.
- Our carers can help clients get in and out of bed, as well as help them maintain a regular sleep schedule.
- Our carers can help spot signs of depression and look after a client's emotional well-being while encouraging socialisation, recommending treatment where necessary.
- Our carers can ensure medical appointments are attended by clients and can also accompany them to the GP.

## End of Life

At some point, we will all require end of life care. For many, the gradual onset of frailty will be predictable and slow; for others, more rapid and unexpected. At Audley Care, we promise all clients will be treated with dignity and respect as they approach the end of their lives. End of life care is often interchanged with the term palliative care, but we believe that end of life care extends beyond the practical management of symptoms. We offer rehabilitative support wherever possible to extend life satisfaction for our clients and offer bereavement support to families facing a loss.

We support the Royal College of Nursing's guidance on end of life care and have adopted the following standards:

- We involve the client in all decisions related to their care.
- We ensure the comfort of our client at all times and review care plans regularly.
- We provide 24-hour support options and supply both our clients and their families with detailed information on the treatment plan.
- We comfort our client and reassure them of our carers commitment and qualifications to provide end of life care.
- We support families and the local community in times of bereavement.







# Talk to Us

Making a decision about home care is one of the more challenging choices in life. We want you to be confident in your decision to select Audley Care as your provider. There are a variety of home care providers across the country and it is possible that you're considering a few. We hope this guide has started to answer your questions, but we expect there's plenty you would still like to know about Audley Care. Of course, the best way to discover more is to arrange a time for an introduction.

We're confident in the level of service we provide for every type of care needed, from medical specialist through to lifestyle care. Our friendly team is available to answer your questions and provide guidance on the options available to you from Monday to Saturday, 9am through to 5.30pm via telephone on **01784 412853** or at **info@audleycare.co.uk** via email.

Even if you've just started your research, we're happy to provide you with resources and information that will help you decide if home care is right for you or your loved ones.

**Get in touch for a confidential conversation today**





# Frequently Asked Questions

**Q.** *What types of care does Audley offer?*

**A.** We offer care and support to people living in an Audley village when they need it. Our carers also travel into the local community to provide home care to people living within a 15-mile radius of an Audley village.

**Q.** *If I require Audley Care, how do I go about arranging it?*

**A.** Contact Audley Care and make an appointment for the local Branch Manager to visit you at home for a chat. We will discuss ways we can help and then, once you have decided how you would like us to work for you, simply leave the rest to us.

**Q.** *What can my care personal assistant help me with?*

**A.** Audley Care provides a wide range of home care services to enable you to stay as independent and mobile as possible. We can assist with getting out of or into

bed, bathing, shaving, getting dressed, ironing, preparing meals, collecting prescriptions or shopping. You always stay in control – our team can lend a hand for a few days or only on specific occasions.

**Q.** *Will I have the same person to help me every day?*

**A.** Continuity of Care is extremely important to us, so we try to make sure you have the same small team of carers to assist you. We will also make sure you get to know the wider home care team based at the local branch, so if your main carer is on holiday, you know who will take over during that time.

**Q.** *How can I be confident that my carer will complete all their tasks?*

**A.** After every visit, your care personal assistant will write the details of what they have carried out during the visit in the Care Record (which stays in your house). In addition, we ask you



to show your satisfaction by signing the care worker's timesheet, which is returned to the office each week for checking.

**Q.** *Is my personal security assured?*

**A.** Audley Care has over 25 years' experience and an enviable record of service delivery. All our staff undergo a rigorous vetting procedure before they ever start work. In addition, they will always be in uniform and carry a personalised identification card which shows their name, photograph and signature.

**Q.** *How much does the service cost?*

**A.** Our prices are very competitive. We will ensure you do not spend any more than you need to. Plus, you'll only pay for the services you use. Please contact your local Branch Manager to discuss how much a tailor-made package would be.

**Q.** *Can I get any help with the cost of care?*

**A.** The Branch Manager will be able to advise you how you may go about seeking financial assistance with any fees.

**Q.** *How do I pay for my care?*

**A.** You will be invoiced monthly. You can pay in the most convenient way to you – by direct debit, debit or credit card, cheque or cash.

**Q.** *What happens if I need assistance outside of office hours?*

**A.** We maintain an out-of-hours emergency service. When the office is closed, your call will be picked up by a member of the senior care team who can help you





## Moving Support

If you are aged over 55 and your home is no longer meeting your care needs, we urge you to consider moving to an Audley Village. At the heart of each retirement village is a centrepiece building containing the Audley Club, housing the facilities you'd normally expect to find in a country house hotel.

You can dine out in the restaurant, relax with a book in the library or enjoy a dip in the swimming pool. There's also a bar/bistro, beauty treatment rooms and a fitness room. In some of our villages, you'll even be able to take advantage of tennis courts or croquet facilities.

With our trusted partners, we can take care of all the administration and marketing involved in the selling of your property and offer a personalised service tailored to your individual needs. Your move will be as simple and stress-free as possible.

By moving to an Audley village, you'll benefit from reduced Audley Care fees and 24-hour on-call support. We can pop in to do an hour of cleaning a day or help with your personal care needs. If we can help with the ironing or collect your shopping, you only have to ask. However much, or little, you require assistance with; rest assured you'll only ever pay for what you use.

## Added Benefits

As a valued Audley Care customer, you will also be able to enjoy the following benefits at any Audley village:

- Indoor heated pool and gym
- Exercise classes and personal training (by appointment)
- Preferential rates for hairdressing, beauty and physiotherapy treatments where available
- 10% off any food and drink purchases in our restaurants, bistros and bars
- Reduced rate of £60 per night for a stay in our Guest Suites, including a continental breakfast

Find out more:

**[www.audleyvillages.co.uk/audley-club](http://www.audleyvillages.co.uk/audley-club)**



**We offer Audley Care throughout the UK. Community care is offered in a 15-mile radius of our village locations.**

Find the village nearest to you.

Binswood, Royal Leamington Spa.  
Chalfont Dene, Chalfont St Peter.  
Clevedon, Ilkley.  
Cooper's Hill, Englefield Green.  
Clapham, London.  
Ellerslie, Malvern.  
Inglewood, Kintbury.  
Mote House, Bearsted.  
Redwood, Failand, Bristol.  
St Elphin's Park, Darley Dale.  
St George's Place, Edgbaston.  
Stanbridge Earls, Romsey.  
Willicombe Park, Royal Tunbridge Wells.

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