

# Care at home

Live your  
life the  
way you  
choose





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*My carers are my lifeline;  
without them I wouldn't be  
able to live my life again.*

# About us and our home care promise

**We will place you at the centre of your service, enabling you to live your life the way you choose.**

## About us

Guinness Care is a charitable organisation delivering a wide range of care and support services to enable people aged 18+ to live as independently as possible. Whether you need longer term support or help for a short while, (e.g. when recuperating from an operation) Guinness Care can help.

We work hard to listen to our customers, their families and their support networks, so that we can continually improve our services. All our customers are asked to feed back regularly about the service they have received from us. We are proud to report that 98% of our Home Care customers are entirely satisfied with the service we delivered.

## Our Home Care promise

We believe in working with our customers. By listening and working together we can help people achieve their personal aspirations.



# Guinness Care at a glance



**94%**  
of customers feel they  
receive a **caring service**



**86%**  
of our services are  
**compliant with the**  
Care Quality Commission

We employ **more**  
than **1,000** staff



We deliver care and  
support to more than  
**10,000**  
**customers**

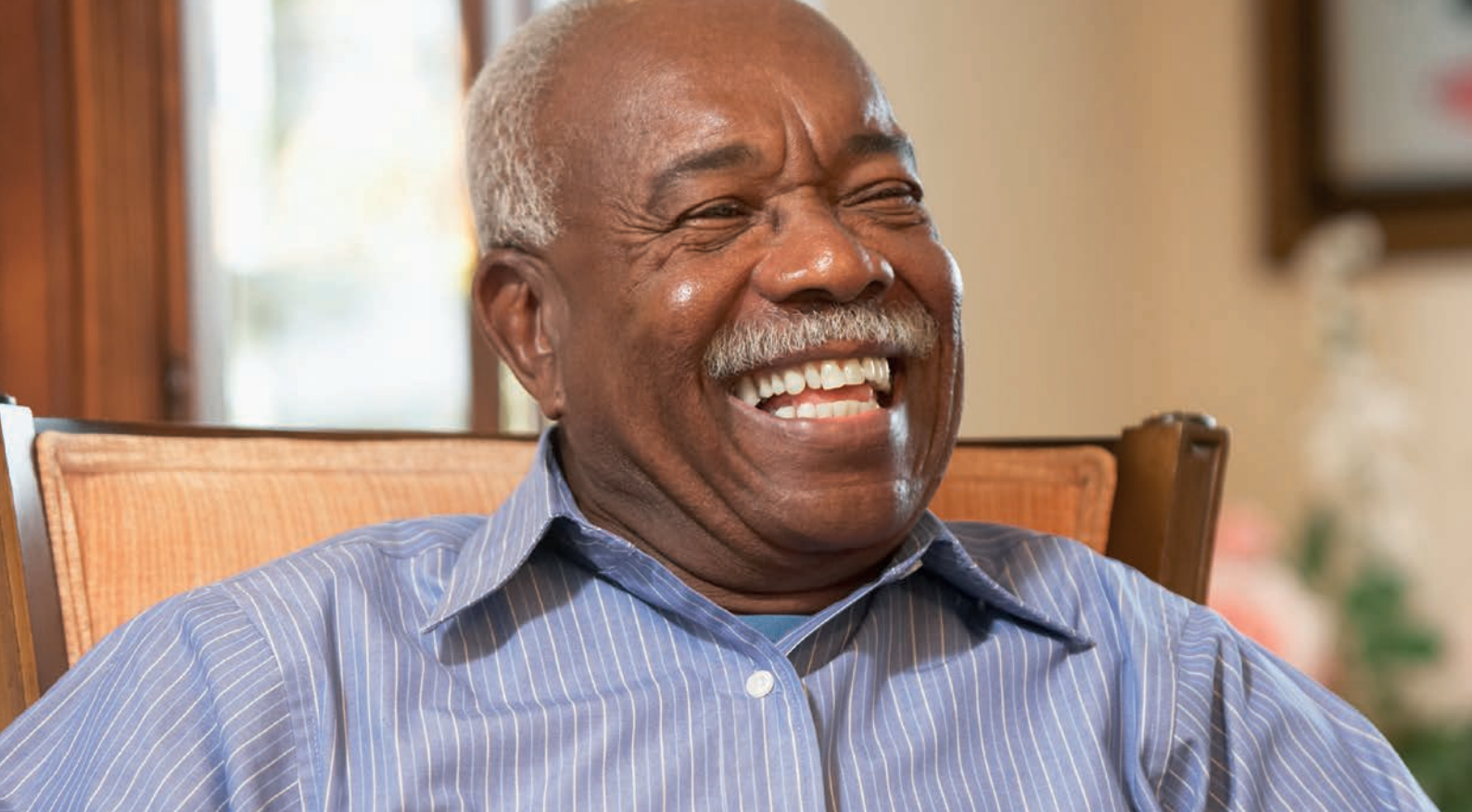


**89%**  
of customers would  
**recommend us** to a friend  
or family member



**100%**  
of complaints responded  
to **on time**





***“My carers have helped me to become more independent – they help me to get ready to go out and be prepared for what I am going to do.”***

# Our approach

**Our customers choose the type of help they require and how and when it will be delivered.**

## **Making a difference to our customers**

We deliver person-centred care which is tailored for the customer, working with our customers to identify the outcomes that are important to them.

89% of our customers would recommend our services to a friend.

## **Building care around the customer**

Each support plan for a customer is built using a holistic approach. That means we think about all the different aspects of our customer's life, all the people involved and who could help, so that together we can make the best plan possible. We actively encourage and support our customer's own choice in the way their care and support is delivered.

We build individual and personalised care packages around our customers respecting their choice and always aiming to provide a service which respects their dignity and privacy.

## **Meeting standards**

Guinness Care is regulated by the Care Quality Commission as a provider of social care. We run our own internal inspections and have strict governance and reporting systems to monitor all of our services. Quality, safety and dignity are our top priorities for all our customers.

## **Our staff**

We recognise that our service depends on the drive and dedication of our people. Without them we would not be able to provide the very best care and support to our customers. It's important to us that our people feel valued and are motivated to achieve and deliver their very best.

That's why one of our priorities has been to create a supportive culture, where devoted, enthusiastic people can flourish. We reward hard work and dedication with staff recognition awards and development opportunities.





*‘All the care staff are good, but the main carer is excellent... she is very skilled and a great communicator. She often goes above and beyond what would be expected.’*

# Our values



**Our values are the very things that help our staff to make a difference to our customers and the services they provide.**

We believe that everyone should have opportunities to live fulfilled, safe and happy lives and we support our staff to help our customers achieve this.



# Supporting you the way you choose

## Supporting independence

We can support you to continue doing the things most important to you. Would you like help with shopping, hobbies or getting out and about?



## Essential care

- Personal care
- Domestic tasks
- Personal support
- Intermediate care
- Telecare



## Social connections

We can offer companionship, in person or by phone. We can also support you to visit friends or family, attend meetings, clubs or groups, or any activity you choose.



## Specialist and complex care

- Sensory support
- Physical disability care
- Dementia support
- Complex care
- End of life care







# Managing care for others

*I would definitely recommend Guinness to any of my friends, the carers really do understand me and help me just get on with my life.*

**We understand that having to arrange care for anyone can be worrying and stressful.**

We appreciate that for many people who are living away from the person needing care, this brings an additional challenge.

We listen to our customers, their families and their support networks to understand their needs and wants. We will offer support every step of the way, making ourselves available to help answer your questions and address your worries or concerns.



# Why choose Guinness Care?



## **Independence:**

is about the freedom to do what you want when you want to

*I don't want someone coming here telling my husband when he needs to go to bed. We might be having a dinner party! It's ludicrous.*

## **Arranging and managing care:**

we include the family member or friend as a customer. We can help signpost you to services which can help.

*We should be told what's actually available to you. I didn't even know you could get funding.*

## **It's the little things:**

it's not about climbing mountains, it's about conquering everyday tasks.

*I have one customer with Parkinson's, but she still loves to just potter in the garden and walk her dog. That's what matters.*

## **Peace of mind:**

we act as your trusted partner in ensuring you or your loved one is safe and happy.

*I showed [the carer] how I normally deal with the situation and she copied me to the letter.*





# Flexible care for you

## Philanthropist Sir Edward Cecil Guinness donated £200,000 to set up the Guinness Trust.

Ahead of our peers in the 1950s, our staff and trustees were already seeing the need for specialist care and support services. Many of our properties were built with this in mind.

In 2005 Guinness Care was launched to specialise in this area.

### Flexible care plans

Today, we are a market leader in the provision of personal, domestic and enabling care services to people in their own homes. At Guinness Care, we understand that everyone deserves more than a 'one size fits all' approach. We work hard to provide flexible care plans that work with you to achieve your goals, needs and wants... because we know that the right kind of help can make a world of difference to you and those around you.

We are passionate about making a difference in the lives of our customers. We do this by encouraging our customers to design the service themselves. So we will help you to think about what you really need and want, decide what will

really make a difference in your life, and work with you to maintain your independence.

### Our services

Our services are available 7 days a week, 52 weeks of the year. We are happy to assist on a temporary, intermittent or a long-term basis.

We support people with a wide range of challenges and living situations. From general home care needs such as personal care or help with the shopping, to more demanding complex care needs such as dementia, long term illness or end of life situations.

As Guinness Care is a not-for-profit, ethical organisation, any surplus we generate gets put back into making our services even better and rewarding our staff, rather than stakeholders.

### We look forward to talking to you.



# Get in touch

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Guinness Care is part of the The Guinness Partnership Ltd which is a charitable Community Benefit Society No. 31693R Registered in England and is Registered Provider of Social Housing No. 4729.

**We offer services in:** Crewe, Chester, Nantwich, Northwich, Knutsford and surrounding areas