Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Croeso Care Ltd

Croeso Care Ltd, Adpar, Newcastle Emlyn, SA38 9ED

01239712802

www.croesocare.co.uk

The inspection visit took place on 08/04/2026

Service Information:

Operated by:	Croeso Care Ltd
Care Type:	Domiciliary Support Service
Registered places:	0
Main language(s):	English
Promotion of Welsh language and culture:	The provider promotes, anticipates, identifies, and meets the Welsh language and culture needs of people.

Ratings:

Well-being	Excellent
Care & Support	Excellent
Leadership & Management	Excellent

Summary:

Croeso Care is a domiciliary support service for adults operating across Pembrokeshire, Ceredigion and Carmarthenshire. People are very reassured with the care and support they receive, describing the service as reliable, approachable and dedicated. People told us that the service often goes above and beyond to ensure their care needs are fully met.

The Responsible Individual (RI) and Manager have a strong and visible presence within the service. They regularly visit people to check they are satisfied with the care provided and support staff through both formal and informal supervision.

People experience excellent well-being outcomes, as they are actively involved in their care and receive support that is delivered in a person-centred way. The care and support provided is of an excellent standard, and people consistently share very positive experiences of the service. Leadership and management of the service is excellent. The service is very well managed and promotes a positive culture that supports the well-being of both people using the service and the staff who work within it.

Findings:

Well-being — Excellent

Croeso Care consistently delivers high-quality care that supports positive well-being outcomes for people. Evidence from our observations, discussions with people using the service, their families, and professionals, and a review of care records consistently demonstrates that people receive excellent, person-centred care. We observed warm, genuine and knowledgeable interactions, where staff clearly understood individuals well and delivered support that promoted choice, control and independence. The promotion of Welsh language is embedded within into the ethos of the service. Croeso Care employs a strong proportion of Welsh-speaking staff, enabling people to receive care and support through the medium of Welsh where this is their preference.

People are supported to live safely and exercise choice and control over their day-to-day lives. People and their families have a strong voice in how their care is delivered and are routinely involved in decisions about their care. We were told by people receiving support and observed during visits that care staff consistently respect individual preferences, offering meaningful choice and promoting independence wherever possible.

The Manager and Responsible Individual (RI) are visible and approachable within the service. People using the service and their families told us they have regular contact with the management team and have developed positive, trusting relationships with them. The RI routinely seeks and gains direct feedback from people and their families about the quality of care delivered by care staff, which helps to support ongoing oversight and improvement of the service. Staff retention and experience is good, contributing to continuity and excellent standard of care. People told us they have developed strong, positive relationships with the staff who support them.

People told us they feel safe and respected by the care staff who support them. One person told us, "*Care is delivered with kindness*." Recruitment practices are safe, with appropriate checks completed before staff begin work. The service works effectively with health and social care professionals, responding promptly to concerns and referrals. Advice from other professionals is acted upon and used to inform and update people's personal plans.

The provider has robust arrangements in place to keep people safe and protected from harm and abuse. Care staff receive safeguarding training and are supported by clear, comprehensive policies and procedures. Staff demonstrated a strong understanding of their safeguarding responsibilities and were confident in how to report any concerns.

Care & Support — Excellent

We found that Croeso Care delivers an exceptional quality of care and support. People experience highly personalised, compassionate, and consistent care provided by skilled, dedicated, and motivated staff who are strongly led by a values-driven leadership team. Staff demonstrate an excellent understanding of people's individual needs, preferences, and desired outcomes. This directly contributes to positive experiences and high-quality outcomes for people supported by the service. Feedback from people using the service, their families, and professionals was overwhelmingly positive. Care was consistently described as excellent, with particular strengths in continuity, reliability, and the promotion of independence. This aligns with what we observed during the inspection and clearly evidences that people receive care that is not only safe, but meaningful and enabling.

We found that people benefit from being supported by an established and consistent care team who take time to build trusting relationships. This continuity enables staff to develop a detailed understanding of each person's routines, preferences, communication needs, and changing circumstances. People are actively supported to express how they want their care to be delivered, and staff respond flexibly to this. As a result, care is genuinely person-centred and responsive rather than task-focused. One person told us, *"The carers are brilliant, very consistent."*
This consistency clearly enhances people's confidence, comfort, and sense of security. Observations during the inspection, alongside feedback from families and professionals, demonstrated that staff adopt a patient, empathetic, and always values-led approach. Staff interactions were respectful, calm, and compassionate, indicating a strong caring culture embedded across the service. We found that people are treated with dignity and kindness, which supports positive emotional wellbeing and promotes independence.

People are kept exceptionally safe through a strong and well-embedded safeguarding culture. We found the service promotes openness, transparency, and accountability, with safeguarding clearly understood as everyone's responsibility. Staff demonstrated a strong knowledge of how to recognise, respond to, and report safeguarding concerns, and safeguarding training is current and effective. Robust safeguarding policies and procedures are in place and were seen to be consistently followed in practice. This means people are well protected from harm and receive care in a safe environment where concerns are taken seriously and acted upon promptly.

High standards of hygiene and infection prevention are consistently maintained. We observed staff continuously following infection control procedures. Staff had access to appropriate supplies of personal protective equipment and used this correctly and confidently. The service has clear policies in place, which were fully embedded into practice. This significantly reduces the risk of infection and further protects people's health and safety.

Leadership & Management — Excellent

The service provider has robust and effective systems in place for organisational governance, oversight, and operational management, which ensures the consistent delivery of high-quality, person-centred care. The service is led by a skilled, committed, and compassionate management team who actively promote a strong values-based culture. We found that people are firmly at the centre of all aspects of service delivery, with decisions guided by respect, dignity, and individual choice.

Feedback from people receiving care and staff consistently confirmed that the management team are visible, approachable, and supportive. This leadership approach fosters trust and reassurance and contributes to a positive, open environment where people feel listened to, respected, and valued. One person told us, "*I can confidently say that if I ever had a problem, I could ring either manager or director and have any issue sorted that day*." This feedback reinforces the effectiveness of leadership arrangements and demonstrates a responsive and accountable management structure.

The service demonstrates a strong commitment to engaging and supporting its workforce. Staff reported feeling valued and listened to, with care staff describing the management team as "*very hands on*" and supportive. Staff told us they feel confident seeking advice or guidance when needed, which indicates an open and inclusive culture where communication is encouraged. This approach supports staff wellbeing and contributes positively to morale, stability, and retention.

The Responsible Individual is office-based and maintains effective oversight of the service. They complete comprehensive quarterly and six-monthly regulatory reports that are well informed and draw on a wide range of evidence sources, including feedback from care staff, people and their families. Alongside this, the provider routinely audits all aspects of service delivery to monitor practice, identify good quality care, and drive continuous improvement. We found this governance framework to be strong and effective in maintaining high standards.

People are supported by staff who have the appropriate knowledge, skills, and qualifications to meet their individual care and support needs. Recruitment processes are thorough and robust, with all required checks completed to ensure staff are recruited safely. Staff benefit from strong support systems, including regular supervision, ongoing communication, regular training, and annual appraisals. Staff spoke positively about these arrangements and told us they felt well prepared, confident, and supported in their roles.

People are also supported by staff who have sufficient time to deliver care in a calm, respectful, and unhurried way. Our review of rotas, feedback, and direct observations showed that carers consistently arrived on time and used their allocated time effectively. Care was delivered in a way that prioritised people's needs, allowed meaningful engagement, and promoted trusting

relationships. Overall, we found that excellent leadership, effective governance, and a positive working culture underpin the consistent delivery of high-quality care and excellent outcomes for people.

Areas identified for improvement

Where we identify **Areas for Improvement** but we have not found outcomes for people to be at immediate or significant risk, we discuss these with the provider. We expect the provider to take action and we will follow this up at the next inspection.

Where we find outcomes for people **require significant improvement** and/or there is risk to people's well-being we identify areas for **Priority Action**. In these circumstances we issue a Priority Action Notice(s) to the Provider, and they must take immediate steps to make improvements. We will inspect again within six months to check improvements have been made and outcomes for people have improved.

CIW has no areas for improvement identified following this inspection.

CIW has not issued any Priority action notices following this inspection.

Welsh Government © Crown copyright 2026.
You may use and re-use the information featured in this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government License. You can view the Open Government License, on the National Archives website or you can write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gov.uk
You must reproduce our material accurately and not use it in a misleading context.