Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Bluebird Care

Bluebird Care, Riverside House, Brymau Three Trading Estate River Lane, Chester, CH4 8RQ

01244318348

https://www.bluebirdcare.co.uk/cheshire-west-flintshire

The inspection visit took place on 20/01/2026

Service Information:

Operated by:	When the Flag Drops Ltd
Care Type:	Domiciliary Support Service
Provision for:	Supported Living
Registered places:	0
Main language(s):	English
Promotion of Welsh language and culture:	The provider makes an effort to promote the use of the Welsh language and culture or is working towards a bilingual service.

Ratings:

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

Summary:

People experience excellent well-being because care staff build respectful, empowering relationships and respond quickly when needs change. People receive care that is dignified, kind and attentive, with good continuity from a small, familiar team. Calls are not missed or cut short, and any delay is communicated proactively. People are involved in planning and reviewing their support and report good choice and control over daily routines.

Care and support are consistently good, with person-centred plans written in the first person and regularly reviewed. Medication, infection prevention, and safeguarding practices meet regulatory expectations, with good on-call support for care staff.

Leadership and management are good, with visible, approachable leaders, effective governance meetings, and quality assurance. Care staff feel valued and well supported by the management team.

Findings:

Well-being — Excellent

People are treated with dignity and respect and have extensive choice and control over their day-to-day lives. Records show people are actively involved in writing and reviewing their care plans. This highly effective approach empowers people to take charge of their lives with confidence and assurance. People told us care staff are consistently kind, patient, and attentive. Relatives we spoke to described care staff are "*exceptional*" and told us "*they saved us really*" when describing the impact and quality of the service delivered by the provider. We found people have relationships with care staff that make a meaningful difference to their mood and confidence and actively support and enhance their psychological well-being. One person told us, *"they always make me smile,"* and another reported care staff *"can't do enough for me."* The provider showed us feedback from people's relatives which states "*the carers are taking the time to talk to my Dad as well as caring for his basic needs*." This demonstrates the strong emotional support people receive from the service provider, alongside ensuring their practical care needs are being met.

People feel safe and have a very strong sense of empowerment and self-advocacy because they have excellent support to raise concerns if they arise. Records show people are encouraged to express their concerns and preferences, reinforcing a positive culture where their involvement is highly valued, and their rights and dignity are consistently upheld. This is supported by feedback from people who told us they are confident raising issues, and all staff including management are approachable, responsive, and supportive. There is a very strong support system that ensures risks to people are identified and addressed promptly. Records show care staff anticipate people's needs and notice early indicators of changes in needs or deterioration in health and escalate promptly to GPs, district nurses and other professionals as required to ensure risks are reduced as far as possible. This includes working and communicating closely with families and representatives to ensure people's needs are swiftly met. The highly effective and proactive actions of care staff help people stay well, access the right support at the right time, and achieve excellent well-being outcomes.

Care & Support — Good

People benefit from high-quality care because the service provider fully evaluates their needs and desired outcomes before delivering services. We found personal plans are personalised, person-centred, and focused on people's strengths and abilities, with clear guidance for care staff on supporting people's well-being goals. The provider actively identifies risks to people's health and well-being, and care staff receive clear guidelines on how to minimise these risks as much as possible. People and their representatives participate in developing and reviewing their plans and risk assessments, which reliably reflect each person's preferences, daily habits, and beliefs. Their voice is clear throughout the plans. People told us that care staff and the manager listen and adjust routines when their preferences change.

Care records confirm calls are made as scheduled, and people told us they usually see the same small group of care staff for all their visits and know who is coming ahead of time. This is supported by feedback from care staff, who are knowledgeable about the people they support and have very good relationships with them. We saw feedback collected by the provider from people stating, "*I look forward to my carers coming every morning…we have a good chat and put the world to right*." Feedback from relatives confirms staff are skilled and the provider ensures they receive training to meet people's specific needs. One relative described to us how care staff have bonded well with their loved one. They told us care staff talk him through every step required to address his support needs, always seeking his permission before moving forward, and using simple, plain language and gentle physical contact to help meet his specific sensory and communication needs.

Safeguarding culture in the service is proactive, and all staff receive regular training and understand their responsibilities in keeping people safe from harm. Care staff told us they are very well supported by skilled and experienced senior staff in the office who provide telephone support, including after hours on-call, and often deliver care themselves to maintain their knowledge of people's current care and support needs. Records show communications between people and the provider are frequent and demonstrate that any issues raised about care are listened to and swiftly resolved by the management team. Medication support and infection prevention and control practices meet expectations, with care staff undergoing regular competency checks and training.

Leadership & Management — Good

Leadership across all levels of the service demonstrates visibility and approachability, cultivating a positive organisational culture that values transparency and openness. Care staff we spoke to describe the company as a *"really good team and a homely feeling company."* Records in the service show effective governance systems exist, and care staff are supported by thorough policies and procedures to help them deliver care that is both safe and effective. The provider has thorough quality assurance processes in place, including routine audits for all aspects of the service delivered. Action items identified through these audits are systematically tracked within a quality improvement plan, which is regularly reviewed at leadership team meetings to ensure timely completion of all required actions. The RI is in the office multiple times a week and has oversight of the quality of care delivered to ensure the smooth running of the service. Staff regularly visit the office for training and have one to one meetings with the manager, who is also a director. Staff receive monthly newsletters that update them on service developments and important issues, and there are also systems to recognise and celebrate individual employees for their years of service and the quality of care they provide.

The manager has an open-door policy, and staff are confident approaching her with issues. During our visit the branch office, we saw the manager and senior staff advising care staff over the phone and keeping both people and staff informed about any issues or delays. Staff have access to both online and in-person training tailored to their needs, providing them with the necessary skills and knowledge to support people effectively and safely. Staff told us they feel well supported through the on-call system and frequent contacts, spot-checks and supervision from the management team. Records in the service show safe recruitment practices are followed and there is a robust induction process for new staff, which is tailored to their individual learning and professional development needs.

The manager actively contributes to the development of quality improvement initiatives across the Bluebird franchise network, consistently sharing best practice and fostering a culture of continuous improvement. In recognition of her impactful work in promoting positive organisational values, she received the People and Culture Award from Bluebird Care network in 2025. The branch office also works with a local charity that supports unpaid carers to have respite breaks, providing in-home care support up to 24hours a day.

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.

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