Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Willowmere Home Care Agency Limited

Willowmere Home Care Agency, 29 Tynewydd Road, Barry, CF62 8HB

01446679175

The inspection visits for this service took place between 12/02/2026 and 19/02/2026

Service Information:

Operated by:	Willowmere Home Care Agency Limited
Care Type:	Domiciliary Support Service
Provision for:	Supported Living
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:

Willowmere delivers a domiciliary support service with its office situated in Barry. The responsible individual, (RI) ensures robust oversight and accountability. The service is led by a manager registered with Social Care Wales, the workforce regulator.

Wellbeing outcomes for people are excellent because the provider ensures individuals receive exemplary care and support from a dedicated and staff team. The service demonstrates a strong commitment to delivering timely and responsive assistance to those who access it with a range of care provision provided within people's homes.

Leadership and management is excellent and embeds a culture of inclusiveness, respect and transparency. Care staff are extremely well-supported through appropriate training, ongoing professional development, structured guidance and feel valued and supported. Management is consistently visible and actively engaged in the day-to-day operation of the service, demonstrating excellent leadership. Robust governance systems are in place to monitor and maintain high standards of care and drive continuous improvement, ensuring delivery aligns with individuals' wishes and preferences. Feedback obtained from families, representatives, and staff evidence an excellent level of satisfaction, with comments describing the service as *"fabulous"* and *"couldn't ask for more."*

Findings:

Well-being — Excellent

People are at the heart of the service and measures are in place to provide excellent standards of practice. Whenever possible people are supported to have control over their day-to-day life and follow their own routines each day with support and encouragement from the staff team. Relatives/representatives told us they are also extremely well supported and reassured on a daily basis by visiting care staff and can exercise their rights and maintain control over decisions affecting their relatives' care.

People are actively supported to express their views and make choices about their daily care. Staff demonstrate an excellent commitment to respecting and valuing individual preferences, ensuring documentation is consistently maintained and feedback is recorded. This proactive approach promotes person-centred care that continues to meet people's needs and expectations. We observed care staff confident in following personal plans of care. Staff told us that all relevant information is readily accessible, enabling them to deliver care effectively and in line with individual needs. This approach reflects good practice in ensuring high quality care and supports positive outcomes for individuals by addressing both physical and emotional aspects of well-being. They highlighted excellent teamwork and described clear, structured communication and collaborative working, ensuring swift responses to any changes in an individual's condition or emerging concerns. This demonstrates a well-organised and responsive approach to care delivery, promoting positive outcomes for people.

People receiving care are safe and protected from abuse, harm, and neglect. The service demonstrates excellent standards in all aspects of care delivery. Staff are skilled, highly motivated, and supported by a robust recruitment process. Care staff receive safeguarding training and follow clear, comprehensive policies and procedures. Mandatory and ongoing training is delivered to a good standard, complemented by excellent staff support networks. Staff told us they always feel extremely well supported by an excellent management team. Comments include *"I am proud to work for Willowmere," "I love my job, I would not work anywhere else," and "We are so well looked after as a team, it is a privilege to work here."*

People receive excellent support that is consistently delivered with dignity and respect. Care staff demonstrate positive and compassionate attitudes and engage in meaningful interactions that promote individuals' well-being and sense of value. Observations and feedback confirm that staff treat people with kindness and courtesy, ensuring their preferences and choices are central to care delivery. Willowmere domiciliary support services enable individuals to remain in their own homes, including personal care, social care and providing support for people living with dementia. This approach promotes continuity, comfort, and emotional security for people and their families. Records and discussions with staff indicate that care planning is person-centred and responsive,

ensuring that individual needs and preferences are met in a timely and respectful manner.

Care & Support — Excellent

People receive excellent quality care from qualified and experienced care staff who support them. Staff keep accurate, up-to-date records that clearly reflect individuals' current needs and the high-quality care provided. Personal plans and we looked at evidenced robust documentation and we discussed the paper and electronic documentation completed by care staff during each home visit. Staff explained that any changes in a person's needs, condition, or any concerns are reported to the manager immediately, ensuring care plans are updated promptly to maintain excellent standards of care.

Continuity of care is maintained to a high standard. Care staff reported that people are promptly notified of any delays or amendments to the scheduled visits. People we visited confirmed that they are consistently kept informed of changes and reported no instances of late or missed visits since the commencement of care provision. Management confirmed that a lone working policy is in place and that any late or missed calls are automatically flagged within the electronic monitoring system and addressed immediately. Documentation we reviewed evidenced people are extremely satisfied with the service provided. Care is delivered by appropriately trained and experienced staff who demonstrate professionalism and competence. Care staff express a strong commitment to their roles and report feeling valued and respected within the organisation. One person told us *"Management go above and beyond really, they are always available for us, we are a really good team".*

The service demonstrates a strong commitment to supporting individuals in achieving their personal wishes. For example, the manager told us about the Your Choice Scheme, which enables people to bank unused care hours for use at a later date of choice. We spoke with one family who reported the scheme had been particularly beneficial. They explained that care hours not required during a recent bank holiday had been banked and subsequently used to support additional hospital appointments. The family told us the arrangement worked well in practice and that they felt appropriately supported throughout.

Care and support are provided in ways that respect people's wishes and enable them, and their families, to feel comfortable and supported at home, including 'sitting' social visits. We visited some people at home when appropriate and gathered feedback through telephone conversations. People using the service, along with their families and representatives, consistently shared excellent feedback about the care they received. Comments included: *"The service has been outstanding and exceeded all our expectations, as we were actually dreading it" "The staff support has been invaluable and reassuring," "Staff look after us all as a family so well, I don't honestly know how we would have coped without them here,"* and *"The hours we can bank work excellently for us."* Family members receiving sitting or respite services report confidence in the care provided, stating they are able to relax knowing their relative is supported by trusted care staff. Where individuals are unable to advocate for themselves, family members or appointed representatives assist in accessing and reviewing the service.

Leadership & Management — Excellent

People using the service can be assured that there is robust and competent leadership in place. The Statement of Purpose was reviewed and clearly sets out the service's philosophy of care, which prioritises "choice, dignity, and safety." Care documentation we looked at confirmed that these principles are consistently applied in practice.

People can be confident that staff are fully competent in their roles, supported by a robust recruitment process. We looked at pre-employment documentation and confirmed that all required safety checks are in place, ensuring staff are suitable to work with vulnerable adults. Staff receive formal one-to-one supervision every three months, alongside regular clinical observations of their practice. We were informed that staff turnover is low. Many employees have worked with the service for several years, which promotes continuity of care.

People benefit from safe, person-centred care. We spoke with staff who confirmed they have received training in all mandatory courses including dementia care and safeguarding adults at risk. Policies and procedures are in place to guide practice. All new care staff complete appropriate induction before starting their role, and a wide range of classroom and online training is continually available. The service makes safeguarding referrals when necessary and promptly notifies Care Inspectorate Wales (CIW) of any notifiable events. The service delivers excellent, high-quality outcomes for people, supported by robust oversight, ensuring individuals receive excellent care at all times.

The service provides a monthly newsletter for all care staff with staff birthdays recognised with special events highlighted and arranged for interested care staff to attend. A service user newsletter has recently been implemented which reinforces all contact service details, any new care staff to the team, links to the local community and additional information regarding support and any further assistance available. The service also provides any leaflets of interest for people who use the service and families, including local transport link leaflets. This demonstrates a commitment to meaningful engagement as the provider consistently seeking the views of individuals. Robust and innovative leadership, supported by effective governance, promotes a positive organisational culture that drives continuous improvement and enhances outcomes for people.

The service has established systems and processes that support effective governance and the smooth running of operations. Internal audits are undertaken regularly to monitor standards and compliance. The RI and management team demonstrate comprehensive knowledge of the service and provide daily operational oversight. The RI is fulfilling regulatory duties by producing a detailed Quality of Care report. The most recent report, covering April 2025-October 2025, was completed to a high standard and evidence robust quality assurance arrangements. These arrangements confirm that the service consistently delivers care aligned with individuals' personal outcomes.

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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