Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Prime Care Services Ltd (Cardiff and the Vale)

Prime Care Services, Unit A, First Floor, Fulmar House, Ocean Way, Cardiff, CF24 5HF

02921320880

The inspection visit took place on 18/05/2026

Service Information:

Operated by:	Prime Care Services 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	Excellent
Leadership & Management	Excellent

Summary:

Prime Care Services Ltd is a domiciliary and supported living service for adults with learning disabilities.

People achieve excellent well-being outcomes because the service delivers highly personalised, effective care that improves independence, confidence and quality of life. People build strong relationships and engage regularly with peers through structured activities and volunteering. Regular holidays and community opportunities support social inclusion, confidence and emotional well-being. All people we case tracked demonstrated clear, measurable progress and improved quality of life.

Care and support are excellent because it is highly personalised and responsive. Staff embed skill development into daily routines, enabling people to maintain and develop practical skills such as cooking, money management and social interaction. Robust care planning, detailed records and multi-agency collaboration ensure care is holistic, consistent and focused on achieving individual outcomes. Staff interactions are calm, respectful and paced to meet individual needs, creating trusting relationships and promoting choice and control.

Leadership and management drive a positive, values-led culture which creates opportunities for

people to thrive. Leaders are visible, supportive and invest in meaningful experiences, including community activities and bespoke events that promote inclusion. Strong partnership working and a skilled, stable workforce ensure consistently excellent care and sustained improvements in people's independence, well-being and life outcomes.

Findings:

Well-being — Excellent

People are supported to develop safe, positive relationships and engage meaningfully. They regularly socialise through internal day centre activities and volunteering programmes with peers, which promote a strong sense of belonging and personal development. Records and feedback confirm people access frequent holidays, trips and community opportunities. This supports social inclusion, well-being and independence. One person told us about trips to Disneyland Paris and Bluestone and said they were excited to plan a future cruise with staff support. People share these experiences with staff they know well and trust, creating strong, meaningful relationships. Staff demonstrate genuine care, and these shared experiences help to strengthen bonds, resulting in a close, supportive and family-oriented culture within the service. Feedback from relatives consistently highlights respectful staff who support family relationships. One relative stated, *"Staff [are] always respectful,"* and described flexible support which helps maintain contact, noting staff *"bring him… and help us maintain contact."*

People benefit from a wide range of meaningful and personalised experiences that promote independence and skill development. Staff embed skill-building into daily routines within people's homes, enabling people to practise and maintain abilities gained through community engagement and volunteering, including cooking, gardening, social skills and money management. Evidence shows many people develop confidence, achieve their goals and, in some cases, move on to more independent living. All people we case tracked demonstrated clear progress, with significantly improved well-being. Activities are tailored to individual preferences through structured planning. We saw consistent community engagement and participation in volunteering and skill-based opportunities. Staff actively encourage involvement and ensure activities align with people's interests and outcomes, resulting in purposeful, well-planned support that promotes independence, strengthens relationships and supports healthy lifestyles.

People are kept safe and supported to take positive risks while reducing the likelihood of harm and abuse. Staff advocate effectively for people, including supporting access to financial entitlements and promoting independence in managing their money. Robust systems oversee financial arrangements, including comprehensive audits led by an internal officer. Where appropriate, people are involved in this process, increasing transparency, reducing risks of financial exploitation and improving quality of life. Monitoring tools, including health records, dietary information and incident reporting, are well maintained and support robust oversight of people's health, safety and well-being.

Care & Support — Excellent

People using the service and their representatives provide highly positive feedback about the care and support they receive. Relatives consistently describe the service as *"excellent, easily."* One relative told us, *"They are brilliant… we couldn't wish for a company better,"* adding that staff are *"awesome"* and that they *"trust them."* Feedback highlights clear improvements in people's independence and skills. A relative reported, *"Since he's been with them, he does far more… helping clean his car and cooking,"* and noted that *"his reading and writing seem to have improved."* They confirmed that the service *"is certainly stretching him… he's a lot more independent than when he started."* Relatives also describe strong communication and partnership working. One said, *"We get really good communication… it is very much a two-way thing… a partnership,"* and confirmed they remain well informed, stating, *"We're still kept really informed of where he is and what he's up to."* Another relative told us, *"They keep me in the loop… he seems happy, that's all I want."*

People receive highly personalised care and support that promotes well-being and independence. Senior staff implement detailed, bespoke guidance developed alongside professionals, including positive behaviour support approaches to ensure people receive consistent, skilled support within their homes. These approaches maximise comfort, stability and positive emotional outcomes. We saw staff delivering highly personalised, responsive care that reflects people's communication needs and pace. We observed relationships between staff and people are familiar, trusting and supportive. Care records are highly detailed, with comprehensive assessments, personalised plans and robust reviews that demonstrate a holistic, outcome-focused approach.

People receive medication in a person-centred way that respects their choice, individuality and independence. Medication is reviewed regularly and in a timely manner, with involvement from relevant professionals and people where possible.

The service provider promotes the use of creative practices and tools, supported by best practice, to meet people's well-being needs. Staff use a wide range of communication methods to support understanding and choice. We saw easy-read guides, pictorial plans and visual boards outlining routines, activities, goals and how to access advocacy or raise concerns. These approaches ensure information is accessible and meaningful to each person. Care documentation includes easy to read goal plans tailored to individual needs and preferences. Staff demonstrate strong understanding of communication styles and adapt their approach accordingly. Multi-agency communication is well coordinated, with highly effective information sharing ensuring care is consistent and informed by professional input.

Leadership & Management — Excellent

People achieve excellent outcomes because leaders deliver highly effective, visible and values-driven leadership. Leaders promote a strong, inclusive culture that prioritises people's well-being and lived experiences. Leaders measure performance through people's happiness, personal progress, and overall quality of life. The management team leads by example, works alongside staff and demonstrates strong knowledge of people's aspirations and progress. Staff consistently describe a positive culture. One service lead told us, *"We really care about the people we support and are protective of them like family,"* while another team leader explained, *"I always think if it would be ok for my own loved one, it's okay for them."* We found attitudes of staff and leaders model respect, compassion and high expectations in daily practice.

Leaders invest significantly in enhancing peoples lived experiences. They fund trips, community activities and shared experiences that bring people and staff together, promoting inclusion and belonging. This includes management creating a "Prime Festival", a bespoke music and entertainment event that enables people to safely experience a festival environment. This ensures people can access meaningful social and cultural experiences within a safe and supportive environment, which people using the service value highly.

Leaders demonstrate a strong commitment to partnership working and continuous improvement. They respond promptly to incidents through supervision and reflective discussion with care staff, ensuring learning is embedded. External professionals consistently provide highly positive feedback about leadership and the practice of care staff. Commissioners describe the provider as *"an experienced provider… [who has] demonstrated excellent support to individuals… a trusted provider who works in partnership with social work teams and in a planned and thoughtful way."* They also highlight the provider's role in supporting people to increase independence, including progression towards more independent living. Another professional identified person-centred practice as a key strength, stating the service takes *"proactive approaches"* and *"tailor[s] support to suit each individual's needs… [and] consistently demonstrate determination and commitment."* Professionals also describe leaders as responsive and collaborative. One community professional said working with the manager is *"a pleasure"*, noting they *"show genuine care… and have repeatedly gone above and beyond expectations."* We found highly effective partnership working that improves outcomes for people.

Leaders maintain a stable, skilled workforce. Recruitment and disciplinary processes are robust. Staff demonstrate strong understanding of complex needs and apply specialist, evidence-informed approaches supported by multi-disciplinary input. Leaders prioritise staff development and

progression, promoting from within to strengthen leadership capacity. They recognise and advance staff who demonstrate kindness, compassion and strong outcomes for people. This approach sets clear expectations and motivates the workforce. Internal promotion supports staff retention, ensuring continuity of care. As a result, people receive support from familiar staff who know them well, helping to build trusting relationships and a consistent, family-oriented atmosphere.

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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