Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Bluebird Care Pontypridd

Office G, Business Development Centre, Main Avenue, Pontypridd, CF37 5UR

07456000438

Date(s) of inspection visit(s): 22/08/2025, 28/08/2025, 29/08/2025

Service Information:

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

Ratings:

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

Summary:

Bluebird Care Pontypridd is a domiciliary care service who provide personal care, practical and social support to adults over the age of 18. It is based in the Cwm Taf Morgannwg Regional partnership area.

People receive excellent care and support from the service which enhances their overall wellbeing. They have plans detailing their individual care needs and things they want to achieve. Plans are reviewed regularly, and involve people and others involved in their care. People and their representatives are extremely complimentary about the positive relationships they have with care staff and the management team. Staff feel very well supported, confident and happy in their roles. Regular one to one supervision, monitoring, and access to support for their own wellbeing is provided for staff across the service. A variety of both mandatory and specialist training is also provided for staff online and face to face. There are systems in place for monitoring and reviewing the quality of the service. The responsible individual (RI) visits the service regularly and has good oversight of service provision.

Findings:

Well-being — Good

People are supported to have as much control as possible over their day-to day lives. The service carries out thorough pre-admission assessments to ensure it can meet people's needs, which are evident on people's care files. People and their representatives are involved in developing and reviewing their care plans and identifying the things they want to achieve. People's wellbeing and safety is prioritised by identifying and managing potential risks in personalised risk assessments.

Documentation such as a statement of purpose and written guide are available to people and provide information on the service, how to raise a complaint, and details of how to access advocacy services. The management team deals with any complaints and follows the provider's policies and procedures.

People's communication needs are considered in pre-assessments and care plans are evident on people's care files. The service is working towards anticipating, identifying, and meeting the Welsh language and cultural needs of people who use the service. A Welsh language policy is in place, and the Welsh language and culture forms part of some staff member's Qualifications and Credit Framework (QCF). Documentation is also available in Welsh on request and can be accessed via the service's internal intranet. There is ongoing work to make this readily available on the service's website too.

People are protected from abuse and neglect. Care staff are recruited in line with regulation to ensure they are suitable to work with vulnerable people. They receive training appropriate to the needs of the people they support, and staff we spoke to understand and follow the Wales Safeguarding Procedures. There are effective mechanisms in place to ensure people can voice their concerns. Risk assessments highlight any areas of concern. There are measures in place to ensure medication is safely managed and administered.

People are supported to maintain and sustain relationships with family, friends, and important people in their lives as far as possible, with access to technology to support this. An example of this is an application that enables people and family members to have access to information such as rotas, notes and communicate with the service. One relative described communication with the service as "*Excellent*" and "*Invaluable.*"

Care & Support — Excellent

People experience high quality care and support. A detailed assessment is completed prior to a person starting with the service to ensure the service can meet their needs. A personal plan is developed with the person and if appropriate, their representatives. These are consistent, person-centred, highlight what people would like to achieve and how best to support them to do this. Risk assessments consider risks to people's health and wellbeing and ways for keeping people safe. We saw personal plans are reviewed regularly with people and those involved in their care to ensure information recorded remains relevant and meaningful.

People are supported by highly skilled staff who have an excellent understanding of their individual needs and preferences. There is a stable staff team which provides continuity of care to people. People told us care staff arrive on time, stay for the allocated time on their care plan, and do the things that they want to do. The service is developing a 'Make A Wish' scheme aimed at identifying things people like to do. An example is a family member told of their loved one being supported to access horse riding. The service is also making links in the community to support people to access activities they enjoy including a local community centre, dementia café, and charity organisations.

Care staff and the management team have extremely positive relationships with the people they support and their representatives. Some feedback from people and their families describe the service and care staff as: "*Phenomenal" "Excellent" "Amazing" "Brilliant" "Outstanding" "We think of them as friends" "Perfect for me.*" Other feedback received by the service said: "*Vastly improved my quality of life, personal care and wellbeing with their support.*"

People's health and wellbeing is maintained as they are assisted and supported to attend health appointments and access health professionals when required. The service has strong links with local health and social care services such as district nurses and social workers. People are supported with their medication if required, and in reducing the risks of infection in accordance with national guidelines and service policy. Medication management procedures are robust, and an electronic system works well to minimise risks and errors. There are policies aligned with best practice guidance and care staff receive training and competency checks to ensure they remain sufficiently skilled. Routine medication and infection control audits ensure practice remains safe and effective. The risks of infection are reduced and managed as staff understand and implement safe practices to prevent infection including the appropriate use of personal protective equipment (PPE) like masks, gloves and aprons as required, and good hand hygiene.

Leadership & Management — Good

People achieve their personal outcomes because the service makes sure there are enough suitably qualified and trained staff to deliver quality care and support. Staff receive a mix of mandatory and core training relevant to the needs of the people they care for, and compliance with training is high. Staff feedback said, "*The training provided is at a high level*" and describe the opportunities to learn and develop at the service as "*Excellent"* or "*Good."* Examples include 4 staff members currently working towards their QCF and the acting manager in the process of completing their National Vocational Qualification (NVQ) Level 4/5 to become a fully registered manager at the service. The provider also has an Academy Prospectus that offers wider training to staff such as 'Train the Trainer' in a variety of areas. The acting manager has recently completed this for Dementia training and rolled it out to all staff.

Staff receive regular one to one supervision, an annual appraisal, 'spot checks' and say they feel very well supported. Care staff receive rotas in a timely manner and have sufficient time for care, travel, rest breaks, days off, and training. Some feedback included: "*The whole team is supportive and I enjoy coming to work every day",* "*I never feel like I am working alone… wish I had joined Bluebird Care years ago", "One big family where everyone respects each other", "A very happy place to work*", "*Communication levels between office staff and carers are excellent*", "*Excellent working conditions. … by far the best company I have ever worked for*" and "*Management are very supportive*."

Other incentives in place for staff include access to counselling sessions and helplines to support their wellbeing, rewarding staff for their work and support by providing vouchers to the whole team and hampers at Christmas, and financial support with fair pay, training, uniforms, and recruitment fees. The wider provider also holds annual Bluebird Care Awards where nominated staff can enjoy a day out, lunch and winners receive a certificate and reward.

Strict selection and vetting processes ensure staff are qualified, trustworthy and suitably fit to work at the service. Staff recruitment files sampled contain all the regulatory required information including references from previous employers, full employment histories, and Disclosure and Barring Service (DBS) checks. Care staff complete a structured induction when they commence employment including training and shadowing other staff. Staff are registered with Social Care Wales (SCW) as appropriate, which is done to ensure they have the skills and qualifications needed for working in the care sector.

The provider's oversight and governance arrangements foster a positive compassionate culture in the service. They engage people, families and staff in quality assurance processes and we saw evidence of feedback on homecare.co.uk with an analysis of survey results. We saw audits are routinely completed by the management team in areas such as medication administration record

charts and case notes. The service's most recent annual compliance audit completed by the provider's Regional Quality Manager showed a result of 99%. Records confirmed the RI visits the service regularly and has good oversight of service delivery. We discussed with the RI that this could be further strengthened by clearer evidence of meeting with people who use the service and all staff, at least on a 3 monthly basis as per regulation. Quality of care reviews are completed every six months to assess the quality of the care and support provided at the service and identify areas where improvements can be made. The service is open to ongoing improvements with a Quality Improvement Plan in place that is regularly reviewed. People and their families told us they feel confident raising any concerns with staff or the management team. Service policies and procedures provide guidance to staff and ensure practice remains safe and effective. A sample we saw are aligned with statutory and best practice guidance, kept under review and updated when necessary. The provider's Annual Return was received by Care Inspectorate Wales in 2025, as required.

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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