



Moorcroft Residential Care Home



Moorcroft Residential Home, Fferm Bach Road, Llandudno, LL30 1UA



01492 877050

The inspection visit took place on 30/01/2026

Service Information:

Operated by:	Moorcroft Residential Care Home Limited
Care Type:	Care Home Service Adults Without Nursing
Provision for:	Care home for adults - with personal care
Registered places:	24
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



Environment

Good



Leadership & Management

Good

Summary:

The Responsible Individual (RI) and the manager are committed to fostering a positive culture within the home. They prioritise promoting people's independence, supporting them to remain physically and mentally active, and ensuring they have choice and control over their daily lives. People are supported to exercise maximum choice and control, with staff providing care in the least restrictive way and always acting in each person's best interests.

People receive excellent person-centred care and support from staff who know them well and interact with them in a dignified, respectful and compassionate manner. People are included in day-to-day decisions and are involved in activities that are meaningful to them. Personal plans are detailed and clearly outline each person's care and support needs and preferences, enabling staff to provide consistent and informed support.

The environment is clean, well maintained and provides a welcoming atmosphere. The home is friendly and homely and supports a sense of comfort and belonging. There is continuous significant investment in the property, contributing to a safe, pleasant and well-presented environment for people living there.

The RI and management team provide clear leadership and communicate a strong vision and ethos for how care should be delivered. Robust internal quality assurance systems are in place, enabling regular monitoring of practice and ensuring the service operates to a consistently high and safe standard.

Findings:



Well-being

Excellent

People have control over their day-to-day lives. Peoples' views and preferences are sought and documented during the initial pre-admission assessment, and this information is used to develop personal plans that clearly set out their likes, dislikes, and how and when they prefer their care to be provided. We observed staff encouraging people to make choices and providing support where needed to help them express their preferences. Kitchen staff demonstrated a good understanding of people's dietary requirements, likes and dislikes, and there is a choice of meals available each day. Staff told us they strive to make each day meaningful and varied for people. There are many opportunities to participate in a range of enjoyable and stimulating activities, which contribute positively to people's overall well-being.

People are treated with dignity and respect and are aware of the opportunities available to them within the service. Several staff members have worked at the home for many years, and this continuity has supported the development of positive and trusting relationships between staff and the people they care for. During the inspection, we observed genuine warmth in interactions between staff and people living at the home. Staff engaged in natural, meaningful conversations and demonstrated a thorough understanding of individuals' needs, preferences, and personal histories. Staff are attentive and focused on ensuring people's needs were met in a timely and respectful manner. These caring interactions contribute to a supportive and enabling environment.

Systems are in place to ensure the home is clean, homely, well maintained, and safe. The environment is managed through a rolling programme of maintenance, which supports people to feel valued and promotes a sense of pride in their surroundings. Routine safety checks are completed, including fire safety testing, and all equipment is regularly serviced and maintained to ensure it is safe for use. These processes contribute to a well-managed and safe environment for people living in the home.

People are safe and protected from harm. Staff receive regular safeguarding training and have access to the service's safeguarding policy, ensuring they understand their responsibilities and know how to report concerns appropriately. There is an open and transparent culture within the service, which promotes confidence in raising safeguarding issues. Staff told us they felt able to report any concerns, although none had needed to do so. Where people have been assessed as vulnerable, proportionate restrictions are in place to protect them and ensure decisions are made in their best interests. These measures are clearly documented and implemented in line with relevant guidance to support people's safety while maintaining their rights.



People's needs and preferences are thoroughly assessed before they move into the service. We found the assessment process to be detailed, person-centred, and well-coordinated from the initial point of contact through to admission and beyond. This ensures there is an accurate and up-to-date plan describing how people's care and support will be provided. Personal plans are developed in collaboration with the person and, where appropriate, their relatives. Regular reviews take place to ensure plans remain current, reflect people's changing needs, and continue to promote their well-being. Risks to people are routinely assessed, and there are detailed risk management plans in place to help mitigate these. This includes risks associated with mobility, falls, nutrition, skin integrity, and the management of specific health conditions. Staff use these plans to support people safely while promoting their independence as much as possible.

People are supported to maintain and improve their physical health. Staff receive appropriate training in key areas such as pressure area care, medication administration, and diabetes, which equips them to meet individuals' health-related needs safely and effectively. Personal plans contain relevant assessments and monitoring information, including skin integrity, weight, and falls. These records are maintained and updated as required, ensuring staff have access to current information to guide care delivery. The community nurse praised the staff and management in the care and support they provide.

Staff demonstrate a good understanding of the importance of respecting people's privacy and dignity. This ethos is clearly embedded throughout the service. During the inspection, we observed numerous positive interactions that showed staff consistently uphold these values in their day-to-day practice. It is evident that promoting dignity, treating people with respect, and supporting their personal choices are central to the service's culture.

People are supported to live fulfilled and meaningful lives because staff and management work proactively to get to know each person well. A wide variety of planned and spontaneous activities are offered, tailored to individuals' needs, preferences, and abilities. We observed that attention is given to ensuring everyone has opportunities to participate in activities that matter to them. People can enjoy outings in the home's own minibus; they look forward to takeaways from the fish and chip shop and there is an upcoming movie night with popcorn and ice cream.



Environment

Good

People live in a suitable environment which promotes independence. Careful thought has been given in selecting suitable soothing decor which has a warm and calming effect. There is a communal lounge, and the large conservatory has a variety of seating options available for people to relax and enjoy views of the garden. Several new reclining chairs have been purchased. The dining room is very well presented for people to use, tables are laid out nicely with tablecloths, condiments and napkins. There is evidence of a refurbishment programme in place such as new electrical wiring throughout the home and upgrades to the kitchen equipment. People can arrange their rooms to their liking and have personalised their rooms to varying degrees with their own pictures, ornaments and memorabilia which helps people with their sense of orientation and belonging. There is a pleasant, enclosed garden with seating people can use. Communal areas are hazard free to ensure people's safety.

The service provider identifies and mitigates risks to health and safety. The building is secure; visitors are required to sign in and out and there are keypad door locks in areas where people are particularly vulnerable. Records show safety checks are routinely carried out. There are regular fire drills and staff have received fire safety training. Each person has a personal emergency evacuation plan. The home has been awarded a score of 5 (very good) for safe food handling in January 2026. All areas of the home are immaculately clean, tidy, and fresh. We observed daily cleaning being undertaken and domestic staff take great pride in their work in ensuring the home is hygienic. Care staff can refer to infection management policies when necessary.



Leadership & Management

Good

Effective and robust governance arrangements support the delivery of good-quality, person-centred care. Governance systems reflect best practice guidance and are proactive in identifying any potential shortfalls or emerging areas of concern. The RI undertakes formal quarterly visits to the service and produces reports outlining the home's performance and compliance with regulatory requirements. Staff told us they feel motivated and proud to work in the service. They reported that the management team listens to them and involves them in decision-making processes within the home. We found the management team to be clear about their roles and responsibilities, providing strong leadership that promotes a person-centred ethos and positive outcomes for people. Systems are in place to monitor and review the quality of care provided, including seeking feedback from people using the service, their representatives, and staff.

People are supported by staff who feel valued and well supported in their individual roles. During the inspection, we found staff to be committed and passionate about delivering effective care and support and focused on making a positive difference to people's lives. Staff told us they receive regular supervision, which provides opportunities to discuss their work and reflect on their practice. They also participate in team meetings and a meaningful review of their performance every three months, enabling them to express their views and contribute to service development. Recruitment processes are robust. Pre-employment checks, including references and Disclosure and Barring Service (DBS) checks, are completed prior to staff commencing employment. The home also has systems in place to ensure DBS certificates are renewed every three years.

Staff are motivated and well supported due to the opportunities provided to develop their skills and reach their potential. Several staff told us they are happy in their roles, and a number have worked at the service for many years. New employees complete a comprehensive induction programme upon commencement of their employment. This is followed by a shadowing period, during which competency checks are undertaken to ensure they are confident and safe in their practice. A review of staff files confirmed the provider maintains evidence of training completion. Certificates demonstrated that staff have undertaken mandatory and specialist training relevant to their roles, including safeguarding vulnerable adults, managing challenging behaviour, and dementia care.

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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