Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Primrose Home Care

9 Station Road, Knighton, LD7 1DT

01547519219

Date of Inspection: 28 July 2026.

Service Information:

Operated by:	PRIMROSE HOMECARE SERVICES LIMITED
Care Type:	Domiciliary Support Service
Registered places:	0
Main language(s):	English
Promotion of Welsh language and culture:	The service provider anticipates, identifies and meets the Welsh language and cultural needs of people.

Ratings:

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

Summary:

Primrose Home Care is based in the Knighton, Mid Wales. The service provides domiciliary, palliative, end-of-life and respite care, enabling people to remain at home with support from trained care staff working alongside other professionals including healthcare professionals.

People receive high-quality person-centred support in their own homes. They are treated with dignity, respect and compassion, and are actively supported to achieve their personal outcomes. Their views, preferences and personal outcomes are understood and acted upon. Furthermore, people are supported to make informed choices and decisions about their day-to-day lives, promoting independence and overall well-being.

People achieve excellent well-being outcomes. This is evidenced in their personal plans, discussions we had, their views and feedback from professionals and representatives clearly showing people are supported to make choices, maintain relationships and remain connected to their communities.

Care and support provided is of a good quality. This is planned around people's needs, preferences and identified risks, helping people remain safe while maintaining control over their daily lives. Staff know people well and respond promptly to changes in their needs. Care and support plans are developed with people, their representatives and relevant professionals. Up-to date risk assessments promote people's safety while enabling choice, independence and well-being.

Leadership and governance arrangements support a positive culture, with oversight through audits, feedback and regular reviews. The Responsible Individual (RI) visits people regularly and provides effective and clear oversight of the service. The leadership team is visible, approachable and well known to people using the service.

Findings:

Well-being — Excellent

People's wellbeing is excellent. They are treated with dignity, respect and compassion and are supported to express their views, make informed choices and achieve outcomes which matter to them. Feedback from people using the service is consistently positive, with individuals describing all staff as proactive, consistent, on time, supportive, respectful, compassionate and caring. One person told us, *"They ask me what else I need support with. I like this because they listen to me and they don't do things for me."* This demonstrates people are listened to and supported to maintain their independence and control over their day-to-day lives. Another person commented, *"They have time to sit and chat about local news. They are kind,"* highlighting the positive and meaningful relationships developed with staff. The provider promotes people's well-being through person-centred support, enabling them to participate in activities which reflect their interests and preferences and maintain connections within their local community. This includes supporting people to access community activities and participate in local initiatives and attend trips. The provider facilitates a monthly Dementia Friendly Social Group, which promotes social engagement and friendships. One person told us, *"I look forward to going there on Thursday. I enjoy going there, there is cakes and tea, and I get to meet other people."* This demonstrates the positive impact the service has on reducing social isolation and promoting people's well-being through meaningful social interaction.

During the inspection, we saw care being delivered in a flexible and responsive manner which promotes independence and enables people to live the lifestyle they chose. The RI who is also the manager, demonstrates a strong commitment to listening to people and ensuring their views, wishes and preferences are understood, respected and acted upon. Relevant information is provided in a format people understand and this support people to make exceptionally well-informed choices. The RI is proactive, well known and respected within the community and maintains effective oversight of service delivery, alongside the Director, through regular care visits. People consistently told us they feel valued, respected and listened to, reflecting the high-quality, person-centred culture promoted by Primrose Home Care.

The service seeks to promote the Welsh Language Active Offer by recognising the importance of language, culture and identity to people's well-being. Some staff are fluent in Welsh, though there is no one who speaks Welsh who currently uses the service. We saw leaflets and resources in Welsh in the office, supporting people and visitors to use and see the Welsh language as part of everyday life. The initial assessment undertaken by the provider, includes a questionnaire at the beginning, which gives people the option to choose the Welsh language.

Systems are in place to promote people’s safety and wellbeing. The provider has embedded a positive culture within the service, giving staff confidence to deliver high-quality care while keeping people as safe as possible. People know how to access the on-call system, with the duty contact number readily available in their records at home.

The service has an accessible service user guide which explains how to raise concerns or complaints, and people tell us they have confidence in the manager, and she responds timely and appropriately to any concern or question.

Care & Support — Good

People receive consistently good quality care and support which is tailored to their individual needs and focused on achieving positive outcomes. The provider thoroughly assesses their needs and personal outcomes, as well as ensuring they have the capacity to support individuals without detrimentally impacting those currently using their services, before agreeing to provide the service. Information is gathered from people, their representatives and from professionals already involved in people's care and support. This comprehensive approach ensures people's needs can be met effectively.

We saw evidence the provider fosters a culture of openness and respect, where people are encouraged to express their views and participate in decisions about their care and support. Care documentation reflects a person-centred approach, details people's preferences, routines, communication needs and desired outcomes. Personal plans are strength-based and outline how staff should support people to achieve their well-being outcomes. Quarterly reviews are held with people and their representatives. Staff demonstrated a good understanding of the importance of treating people with dignity, promoting independence and respecting individual choices, ensuring care and support are delivered in line with people's wishes and assessed needs.

Staff know people exceptionally well and develop positive, trusting relationships which promote confidence, independence and emotional wellbeing. The provider works closely with stakeholders to ensure people's wellbeing and health needs are identified, monitored, and met through coordinated and person-centred support. This support has a positive impact on both physical and emotional wellbeing, helping people remain safe, healthy, connected to their communities and able to live well in their own homes.

Safeguarding arrangements are effective and supported through collaborative working with people and relevant external agencies. Staff demonstrate a clear understanding of managing risk in a way which promotes safety while supporting positive outcomes, independence and community involvement. They were able to describe the actions they would take if they witnessed or suspected abuse and were confident any concerns raised would be acted upon appropriately. Effective safeguarding arrangements are embedded throughout the service, supported by robust training, clear reporting procedures and regular risk reviews. Staff understand and follow the Wales Safeguarding Procedures and are committed to protecting people while promoting their rights, choice and independence

People and their representatives we spoke with tell us the provider responds promptly to changing needs and supports access to health care services, including arranging and attending hospital appointments when required. The RI worked with the local GP to support a planned trip to Aberystwyth providing reassurance and support in managing people's health needs. This showed genuine commitment to supporting people to participate in an activity they may otherwise have been unable or nervous to undertake. As a result, people were supported to renew memories,

access new experiences, maintain social connections and enjoy meaningful opportunities, whilst having their health needs safely managed.

People receive medication as prescribed and we saw regular audits to ensure good standards, policies and guidelines are followed and maintained. The provider places importance on maintaining continuity of care, which helps people feel comfortable, safe and confident in the support they receive while promoting positive outcomes and wellbeing.

Leadership & Management — Good

People benefit from strong, visible and effective leadership, supported by robust governance arrangements which promote a positive, compassionate and person-centred culture. The leadership team is approachable, and the manager sets clear expectations, promotes accountability and demonstrates a commitment to improving outcomes for people. The manager goes above and beyond to ensure continuity of care, including providing transport during adverse weather conditions to enable staff to safely reach people and maintain service delivery. During this inspection, we found evidence of consistent management oversight through audits, quality assurance activities and regular RI visits. The RI maintains oversight through quarterly visits, gathering feedback from people, representatives and staff to inform service development. People's representatives speak highly of the support provided by the RI and care staff, describing them as approachable, responsive and keeping them well informed of important information and meetings. Governance and quality assurance processes monitoring standards, drive continuous improvement and ensure care remains aligned with people's wishes and preferences.

People are supported by a skilled, well-trained and appropriately recruited staff team who are committed to delivering high-quality, person-centred care. Staff told us they feel valued and supported in their roles. Records we reviewed show the RI has regular supervision with staff to discuss wellbeing, performance, training needs and professional development. This means staff have the opportunity to discuss matters and are kept informed. An open and supportive culture is promoted, enabling staff to visit the office at any time for advice, guidance and support. The office also provides a welcoming space for meetings and to organise joint calls.

Staff are aware of whistleblowing procedures, contributing to a culture where concerns could be raised without fear of reprisal. Records reviewed show effective systems are in place to identify, report and manage safeguarding concerns, incidents and complaints. The provider submits all relevant notifications to Care Inspectorate Wales in a timely manner, supporting oversight of the service and helping to ensure people are safeguarded and their well-being is promoted.

Policies and procedures are regularly reviewed and reflect current legislation, guidance and best practice. These are strengthened through supervision and training, helping to promote consistency, accountability and high standards of care. All care staff are registered with Social Care Wales, the workforce regulator and hold the qualifications required for their roles. Recruitment and vetting processes are thorough, ensuring necessary checks, including DBS clearances, are completed before staff work independently. Effective induction, supervision and appraisal arrangements support staff development and help ensure people receive safe, consistent and responsive 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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