Arolygiaeth Gofal Cymru
Care Inspectorate Wales

Inspection Report

Service Direct West Wales

Unit 3, 63 Charles Street, Milford Haven, Pembrokeshire, SA73 2HA

07446325981

The inspection visit took place on 21/07/2026

Service Information:

Operated by:	Service Direct Limited
Care Type:	Domiciliary Support Service
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	Good
Care & Support	Good
Leadership & Management	Good

Summary:

Service Direct provides domiciliary care and support services to people across West Wales from its office in Milford Haven.

Well-being is good. People experience positive well-being outcomes and tell us they feel safe, happy and well supported. Care staff develop meaningful and trusting relationships with people and consistently promote choice, control and independence.

Care and support are good. People receive good-quality care and support from skilled and knowledgeable care staff. Care staff protect people from harm and abuse and follow detailed personal plans and risk assessments which provide clear guidance on meeting individual needs and achieving personal outcomes.

Leadership and management are good. Leaders place people at the centre of the service. Effective governance and oversight arrangements support a positive culture which is inclusive, respectful and supportive. Leaders are visible, accessible and promote high standards of care throughout the organisation.

Findings:

Well-being — Good

People maintain control over their lives and direct the care they receive. Care staff actively seek people's views and involve them in decisions about their care. Care staff consistently promote choice and independence and follow detailed risk assessments which provide clear guidance to support people safely.

People speak positively about the service and describe strong relationships with care staff. We observed care staff following personal plans and involving people in their care. Care staff explained the support they provided and sought people's consent before undertaking tasks.

People benefit from warm, respectful and trusting relationships with care staff. We observed positive interactions characterised by good humour, kindness and respect. People told us, *“They’re lovely, I think the world of them.” "…… they cook for me and make my bed."*

During visits, care staff regularly checked whether people required any additional support and made sure they remained comfortable and content.

People are protected from abuse and neglect and care staff treat them with dignity and respect. Care staff focus on people's strengths and support them to achieve positive outcomes. They know the people they support well and understand their individual needs and preferences. We observed warm and respectful interactions between care staff, people and their relatives. Care staff support people to maintain their physical health, mental health and emotional well-being.

People and their representatives speak positively about the care provided. Care staff understand people's needs and record individual preferences and requirements within care records. Representatives contribute to care planning and reviews.

Care staff work closely with health and social care professionals to support people to maintain their health and well-being.

People maintain relationships which are important to them. Care staff and the provider welcome the involvement of relatives and representatives.

The provider has effective safeguarding arrangements in place and care staff demonstrated a good understanding of their responsibilities. Risk assessments provide clear and consistent guidance and care staff review and update them when people's needs change. Care staff access ongoing specialist advice and support when required.

Care & Support — Good

People receive care and support which helps them achieve their personal outcomes. Care staff develop and maintain personalised care plans and risk assessments that clearly describe people's needs, preferences and desired outcomes. Records demonstrated care staff regularly review care arrangements and update them when people's circumstances change.

Personal plans provide care staff with clear and accessible information about how to support people effectively. The plans reflect people's preferences, routines, beliefs, interests, individual histories and important relationships. Care staff develop care plans in partnership with people, their representatives and relevant professionals.

People experience dignified and respectful care from a consistent and skilled team. During our visits, we observed care staff supporting people confidently and sensitively. Care staff understand people's individual needs and preferences and delivered care in a personalised manner.

The service benefits from low staff turnover, which promotes continuity of care. Managers allocate calls appropriately and, where possible, offer people choice regarding the care staff who support them. During shadowed visits, we found care staff to be professional, kind and knowledgeable about the people they supported.

Relatives also expressed satisfaction with the recent quality of care provided. One relative told us, *“I am happy with [team leader] being involved. [Team leader] updates me regularly.”*

People are protected from harm and abuse. Care staff demonstrated a strong understanding of safeguarding responsibilities and people's individual needs. We observed a motivated and experienced team committed to improving people's quality of life.

The provider maintains comprehensive risk assessments and delivers effective safeguarding training. Staff understood and followed safeguarding policies and procedures. One staff member told us: *“Its rewarding, allows you to help people."*

The provider minimises the risk of infection through effective infection prevention and control measures. Care staff have access to suitable personal protective equipment (PPE) and use it appropriately. Care staff receive relevant training and demonstrate awareness of the provider's infection prevention and control procedures.

Leadership & Management — Good

People benefit from effective leadership, governance and oversight arrangements which support the delivery of high-quality care. An experienced manager leads the service with support from senior care workers and care staff.

The provider actively seeks and values the views of people, relatives and staff. Quality assurance processes demonstrate meaningful consultation and engagement with stakeholders. People told us they felt involved in the service and that managers listen and respond to their views.

Leaders promote a positive culture which is supportive, inclusive and respectful. We found the leadership team approachable, accessible and effective. The registered manager is experienced, well respected and appropriately registered with Social Care Wales.

Staff spoke positively about the leadership team. Comments included, *“They are good-approachable."*

The provider operates effective quality monitoring systems. Internal and external audits demonstrate high levels of compliance and satisfaction. Care staff, people and relatives told us they felt confident raising concerns or making suggestions and said managers responded appropriately and promptly.

The provider recruits care staff safely and completes robust pre-employment checks before they commence work. New care staff complete a structured induction programme and undertake shadow shifts with experienced colleagues. Care staff receive safeguarding training and have access to comprehensive policies and procedures to underpin their practice.
The provider implements robust recruitment and vetting procedures to ensure care staff are suitable to work with adults at risk. Staff files are well organised and contain the information required by regulations.
Visible and accessible leaders provide clear direction for the service. The Responsible Individual (RI) is well known to people, staff, relatives and visiting professionals and maintains effective oversight of service delivery.

People receive support from care staff who possess the skills, knowledge and qualifications necessary to meet their needs. The provider delivers regular training, supervision and competency assessments that reflect people's needs. One care staff member told us: *“Its good. Its equipped me to do the job ."* The provider follows robust recruitment practices and ensures staff are appropriately registered with Social Care Wales.

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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