



Statement of Purpose

29/12/2025

In Compliance with

The Health and Social Care Act 2008 (Regulated Activities) Regulations 2014 and the
Care Quality Commission (Registration) Regulations 2009

Registered Provider:

Net Care Mid Norfolk Limited

The legal entity is Net Care Mid Norfolk Limited
66 High Street, Kings Lynn, Norfolk, PE30 1AY

**Net Care Mid Norfolk T/A Home Instead Mid Norfolk, 37 Market Place
Hingham Norfolk NR9 4AF TEL 01953 306965 admin@hieast.co.uk**

Nominated Individual:

Mrs Laura Jennifer McEwan
Contact details as below.

Registered Managers:

Mrs Kelly Knight
Address and phone number as below.
kelly.knight@homeinstead.co.uk

Mrs Laura Jennifer McEwan
37 Market Place, Hingham, Norfolk, NR9 4AF
laura@hieast.co.uk
01953 306965

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INTRODUCTION

Net Care Mid Norfolk Limited (Registered in England and Wales as Company Number 06668906) Net Care Mid Norfolk Limited was established in **2018** as an independently owned home care business that is part of the national Home Instead UK franchise network.

At all times the Company ensures that all services we provide comply with the requirements of The Health and Social Care Act 2008 (Regulated Activities) Regulations 2014 and the Care Quality Commission (Registration) Regulations 2009 and Fundamental Standards.

Our Aims and Objectives set out our intentions and vision for our business, the Company, to be an outstanding provider enabling our clients to achieve positive outcomes in all aspects of their lives.

AIMS AND OBJECTIVES

The principal objective of the company is to provide supportive companionship, home help and personal care which both enables and encourages clients to remain independent, in their own homes, for as long as possible.

Our mission is '***to positively affect the lives of people across our areas.***'

We will do this by focusing on our three declarations:

1. We are a professional, passionate and relationship led team providing bespoke local services to our clients and their families.
2. We are a family run business that delivers quality throughout the ageing process and are recognised for providing positive outcomes to our clients.
3. We ensure that the support we provide is always of the standard that we would expect to give our own relatives.

Our purpose is to provide a quality and bespoke service to our clients and support them to maintain their independence at wherever they call home for as long as possible.

We believe in:

1. Reliability and respect – We offer our clients dignity in ageing as our care professionals respectfully support our clients in a way that they choose. Our office team support our care professionals to provide a safe, reliable and responsive service.
2. Quality- Quality is integral to our service, we are proud to be inspected as 'Outstanding' from the CQC and we focus on quality throughout our business. From our robust recruitment process, excellent care professional training, ongoing development programmes, a selective matching process and our innovative IT care systems.

3. Relationships- We treat our clients in the same regard we would our own families so ensure that trust is established through providing an open and dependable relationship and consistent service. Companionship is one of the most important services we provide and there is an element of companionship within every visit, building strong relationships with our clients is key to making the client feel comfortable and well supported in their own home.

A family run business, husband and wife team Tom and Laura McEwan are the directors and joint owners of Net Care Norfolk. After experiencing poor care services for a loved one, Toms Grandmother, the family searched for an alternative, with no suitable quality care services within our area, it was decided that if they wanted the adults seeking support within our area to receive dignified care, then they must invest their time and efforts in setting up at their own Home Instead Franchise. After years of providing quality care to clients across Norfolk Tom and Laura committed to being able to serve more people and they now own multiple Franchises across Norfolk and Cambridgeshire.

We are fortunate to have the support and expertise that our National office (Our franchisor) Home Instead Inc have to offer, they are innovative and forward thinking but with great values at the heart of everything they do. As a worldwide franchised organisation with over a decade of experience, they offer the best of both worlds. They gather insights, ideas, and innovations from across the globe and put them to work in the communities around our 250 UK offices. This helps us consistently offer a tailored, local service with the weight of a global business behind it - all aimed at finding a way, for the adults across the West, Mid and North Norfolk area. Home Instead Inc offered the kind of support that Tom and Laura wished that they had for their own relatives in their time of crisis, Home Instead Inc support families with their expertise, experience in the sector, compassionate approach, providing highly skilled care professionals that are well matched to their clients to help them, live better, more fulfilled lives at home and in their communities.

We ensure our clients are protected as per our Safeguarding policy which we use alongside the Local Safeguarding policy. We follow a robust recruitment process including all required pre-employment checks, care professionals then undertake an intensive 12-week induction which includes all necessary training and support they need to provide their clients with a quality service. All employees complete Safeguarding training and this is refreshed to keep care professionals knowledgeable and well prepared to support their clients and colleagues. Our office team provide our clients with a 24/7 on call service and are continuously responsive to the changing of our clients needs. Our teams' complete regular touchpoints with our care professionals and clients to gain valuable feedback for us to continuously improve and review our service and support.

We aim to support our clients to remain as independent as possible for as long as possible by supporting them with positive risk taking and creating person centred care plans detailing our clients desired outcomes, aspirations and understand what is truly important to them. Our teams ensure that consent is gained consistently throughout our client's journey with us, and we always respect our clients' decisions in line with the Mental Capacity Act 2005 in which our team are appropriately trained.

We work very closely with healthcare professionals to support our clients holistically and with the expertise required to assist with managing symptoms and avoid hospital admissions.

Whilst working in partnership with professionals and other community groups we offer our own free community awareness sessions and regularly support community initiatives and charities.

The Company is proud to be a member of the Home Instead network sharing our vision

“We exist to expand the world’s capacity to care”

THE SERVICES WE PROVIDE

The Company provides a range of services for clients from our office in Hingham and we are a domiciliary care provider registered by CQC to provide personal care to adults living in the Mid Norfolk area.

The list below details a few of more than 60 services we can provide: -

- Personal care
- Companionship
- Transitional care
- Medication support
- Respite care
- Meal preparation
- Light housekeeping
- Local transport
- Escort for shopping, errands and visits
- Support with health tasks

Services registered under CQC Service User Bands include

Age groups:

- Adults aged 18-65
- Adults aged 65+

Service user bands:

- Dementia
- Sensory impairment
- Physical disability
- Mental Health conditions

All the above services are provided by Care Professional personal visits, at agreed times, to meet the needs of the clients and their chosen lifestyle. The visit can vary in length from one hour per day to up to 24 hours, seven days a week, including weekends and holidays.

We CANNOT undertake any care that involves either the interpretation of health data or any diagnostic role that would normally be undertaken by a qualified health professional.

THE SERVICES WE DO NOT PROVIDE

Unfortunately, there are things we will not be able to help with. Some of these are because Health and Safety legislation prohibits us, some because it would be more appropriate for other services or agencies to help.

We are not able to provide the following services.

- Any lifting in excess of their personal ability
- Changing curtains/light bulbs or cleaning windows
- Lifting/moving heavy furniture or other items
- Provision of continence aids or specialist equipment (e.g. wheelchairs, bath aids and other Occupational Therapy or Physiotherapy aids)

These things will be fully discussed during a needs and risk assessment visit.

If there is a need for equipment or continence aids identified, we can help contact the appropriate agency or service. The Registered Manager (or delegated authority) will conduct a basic Risk Assessment to ensure that work can be undertaken safely in the home.

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EXPERIENCE THE COMPANY

QUALIFICATIONS OF THE REGISTERED MANAGER AND NOMINATED INDIVIDUAL

The Registered Manager and nominated individual, Laura McEwan has an honours degree in Sociology and Social policy that she achieved from the University of Sheffield following this has gained a Level 5 QCF in Health and Social Care and has undergone thorough and extensive training with Home Instead Limited at Home Instead National Office in Warrington. Laura keeps up to date with the local safeguarding policy and completes annual refresher training in a variety of relevant topics. Laura invests in her own personal development and the development of her team via a business coach from Action Coaching. Laura's commitment is to the compliance and quality of the service, she is a committee member to the National Care and Quality Committee created by Home Instead Limited and has over 10 years experience in homecare.

The Registered Manager, Kelly Knight has worked in Home care since 2021. She has previous experience in management across different sectors. Kelly has completed her care manager course with our National Office at Home Instead UK. Kelly completed her level 5 in health and social care with a distinction and she has completed her local safeguarding and mental capacity act course with Norfolk County Council. Kelly attends group coaching sessions with Action Coach and has completed the required modules and courses that are relevant for her role within the business. Kelly is dedicated in providing our client with safe and effective care, ensuring that her team are competent and passionate about delivering quality care.

QUALIFICATIONS OF DIRECTOR/PROPRIETOR

Tom McEwan has undergone thorough and extensive training with Home Instead, consisting of an intensive 5-day course in Home Instead National Office in Warrington. Tom invests in his

own personal development via a business coach from Action Coaching. Tom has owned Home Instead franchises since 2010 with his wife Laura joining him 2013.

QUALIFICATIONS OF CARE PROFESSIONALS

All Care Professionals undergo extensive pre-employment assessment and continued professional development throughout their employment.

On completion of our pre-employment assessment programme, successful applicants receive a job offer and once accepted, we ensure they embark upon a full training programme to enable them to have the necessary knowledge and skills to provide care and support to our clients.

These are the basic HI requirements so include this and add anything extra – refer to key docs
We provide all our Care Professionals with a clear plan for their first 12 weeks in post which includes all the necessary training to enable them to provide care and support to our clients:

- Completion of the Care Certificate – a set of 15 Standards designed to give Care Professionals the necessary skills and knowledge to provide high quality care and support
- Manual Handling Training and Moving & Positioning Training along with Competency Assessment for those Care Professionals supporting clients with mobility needs
- Medication Training and Competency Assessment for those Care Professionals supporting clients with their medication
- Basic Life Support Training
- My Learning Cloud is our Learning Management System. It provides a standardised approach to learning and development. There is a suite of E-learning modules accessed by our Care professionals for their initial training and throughout their career with the Company.
- Care Professionals complete training in relation to key policies and procedures such as Safeguarding and Mental Capacity Act in order that they are confident in supporting clients to remain safe and to exercise their rights, decision-making and independence.
- Each Care Professional completes shadow shifts during which they work alongside an established Care Professional to gain the necessary experience before working alone.
- All Care Professionals are introduced to each client before commencing support calls.
- We carry our Competency Assessments before a Care professional can work unsupervised and at regular intervals to ensure that every Care professional continues to demonstrate competency.
- We enable our Care professionals to complete our City & Guilds Assured programmes for Dementia and End of Life Care
- Specialist training is available for Care professionals providing specialist care to clients including Parkinson's' Awareness, Catheter Care and Eye, Ear, and Nasal drops.
- We support our Care Professionals to access Level 2 and Level 3 Health & Social Care Diplomas

STANDARDS CLIENTS CAN EXPECT

A Care Professional will:

- Complete the activities in individual care plans

- Arrive at the time stated in the care plan and remain for the required, agreed time. If, however, they are delayed by an emergency or road conditions every effort will be made to contact the client
- Carry a photographic identity card
- Be polite and courteous
- Maintain an appropriate standard of appearance
- Keep all personal and financial matters strictly confidential
- Respect individual rights and dignity and always promote independence.
- Respond to changes in need and help to put clients in touch with other agencies when necessary, including when a client feels they might be experiencing abuse.
- Show respect for a client's home, belongings and personal standards.
- Have the knowledge, skills and competence to carry out their work.

Care Professionals are unable to carry out any activities that are outside of the care plan, where changes to the care plan are required, a Service Review will be completed, and amendments made to the care plan before the new activities can be undertaken.

THE QUALITY OF OUR SERVICE

We always seek to ensure clients receive the best possible care. Our Registered Manager and/or key players will undertake regular quality assurance visits. These visits enable us to improve services, as required, by acting upon client feedback. All clients have the opportunity to talk with our Registered Manager and have a friend or relative present if required. Clients may also contact the Company senior management team at any time to discuss their requirements, by calling us on our office number, 01263 650983.

In addition to regular quality assurance visits and reviews, clients, their representatives and employees are invited to participate in an annual survey for which the results are independently collated and analysed. The outcome of the survey enables the Company to address any issues raised and to use the information to make improvements to benefit all clients, their representatives and employees.

A Registered Manager and/or suitably qualified key player will also undertake regular quality assurance activities with all Care Professionals. This involves visiting and assessing Care Professionals whilst they are on duty to monitor the care we deliver.

We are committed to a quality culture at the Company, and clients can be assured that any information that is recorded as part of our quality assurance process will be treated appropriately in accordance with our Confidentiality and Safeguarding Policies.

Care Professionals, or any Company representative, will remain sensitive to the fact, regardless of client need, the place where support is provided is the clients home. In their own home, the client must be awarded the right to live as any other individual would expect.

Equality, Diversity and Inclusion

At Home Instead Mid Norfolk, we pride ourselves on being an inclusive company where everyone is treated with dignity and respect, and which is representative of our local community. This applies to everyone in the Company family – our colleagues, Care Professionals, the people we care for, their loved ones and beyond.

COMPLIMENTS, COMMENTS AND COMPLAINTS

The Company welcomes any comments, compliments or complaints about the care services we deliver. All comments, compliments or complaints about the service provided within any client's home can be made verbally, in writing or by telephone and will be treated seriously. You can expect your complaint to have been, investigated, dealt with (where necessary) and the outcome reported to you within 14 days from receipt. Should it appear more time is required; this will be discussed and agreed with you.

Compliments or complaints can be made to the Company, your local Social Services Department, CQC or the Local Government Ombudsman.

You have the right to make comment or complain about:

- Any aspect of our services to you, which you find unsatisfactory in any way.

It is your right to have your complaint fully investigated. Unless we know of your concerns we cannot help you, so please let us know. You will find a comments, compliments and complaints form at the back of this booklet. Please use the form to tell us what you think of our services. This should be sent to the Registered Manager at:

The Registered Manager	admin@hieast.co.uk
Net Care Mid Norfolk Limited	01953 306965
37 Market Place Hingham Norfolk NR9 4AF	

If you are dissatisfied with the way your complaint is dealt with or with the outcome of the investigation, you have the right to appeal. If this situation occurs, you can telephone or write to the Managing Director at the address above.

If you consider that your complaint has not been resolved to your satisfaction or have not received a response within a reasonable time, you can contact the Local Government and Social Care Ombudsman:

The Local Government Ombudsman

PO Box 4771
Coventry
CV4 0EH

www.lgo.org.uk

You also have the opportunity to send your complaint to the CQC or your local Social Services Department at the appropriate address as listed in "directory of addresses" section of this guide.

CARE QUALITY COMMISSION

This is a National body, which regulates the conduct of Domiciliary Care Agencies; they achieve this by carrying out frequent visits to Care company offices and carrying out

inspections. These inspections will include contact with clients and Care Professionals associated with that office.

The Inspectors remit is to gather evidence to measure the quality of services provided and the quality of the outcome gained by those who deliver and those who receive them.

The CQC is unable to take forward complaints on behalf of a complainant, information given to CQC will help to protect others from going through the same experience.

The address of the National CQC Office which is responsible for regulating your care can be found in the “Directory of Addresses” section within this document.

DIRECTORY OF ADDRESSES

<p>Home Instead National Office</p> <p>Unit 2 Walnut Tree Business Centre Walnut Tree Farm, Northwich Road Lower Stretton Warrington Cheshire WA4 4PG</p> <p>Telephone: 01925 730 273</p> <p>www.homeinstead.co.uk</p> <p>Care Quality Commission</p> <p>National Customer Service Centre Citygate Gallowgate Newcastle upon Tyne NE1 4PA</p> <p>Telephone: 03000 616161</p> <p>Email: enquiries@cqc.org.uk</p> <p>Social Services Departments:</p> <p>Social Services County Hall Martineau Lane, Norwich, NR1 2DH</p> <p>Telephone: 0344 800 8020</p>	<p>NHS 111 Service:</p> <p>Non-emergency number 111</p> <p>Health & Care Professions Council (HCPC)</p> <p>Park House 184-186 Kennington Park Road London SE11 4BU</p> <p>Telephone: 0300 500 6184</p> <p>www.hcpc-uk.org</p> <p>The Local Government and Social Care Ombudsman</p> <p>PO Box 4771 Coventry CV4 0EH</p> <p>Telephone: 0300 061 0614</p> <p>www.lgo.org.uk</p>
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COMMENTS, COMPLIMENTS AND COMPLAINTS FORM

Please fill out this form if you wish to make a comment, compliment or complaint. It will help us to investigate more quickly if you include as much information as possible. If you need help to fill out this form or would like to talk through the issue instead, please contact our office (details on the left) to arrange. It will help us if you include your name and address, all complaints will be treated confidentially and won't affect the service you receive. You can, if you wish, remain anonymous.

The Registered Manager	admin@hieast.co.uk
Net Care Mid Norfolk Limited	01953 306965

Client Name:	
Client Address:	Telephone:
	Mobile:
	Email:
Your Name:	
Your Address:	Telephone:
	Mobile:
	Email:
Relationship to Client:	
Are you making the complaint on behalf of the client?	
Please enter the details below. Please include dates and times if possible.	
Continue on a separate sheet, if necessary.	
Signature:	Date: