



*Provider of Residential Care and Domiciliary Care  
Service for Deaf Adults with autism and learning  
disabilities*

## Statement of Purpose

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## Introduction

The Broad Group is a private limited company, it was incorporated on the 10<sup>th</sup> December 2007. The Company specialises in providing care for deaf adults with autism and learning disabilities. We promote values that focus on the service delivery of a professional person-centred care for our service users. Our support staff hold the care certificate, in addition to this they receive bespoke training to meet the specific needs of individual service users.

A service users care plan is produced through consultation with each service user, their families and authorised stakeholders involved. This will include information about the service users care needs, their wishes, preferences and personal goals.

## Our Services and Locations

**Registered Provider:** The Broad Group Ltd. Provider ID: 1-101628977

### Head Office

The Rainbow Hill Community Hub  
12 Astwood Road  
Worcester  
WR3 8ET

**Telephone:** 01905 330600

**Email:** [info@thebroadgroup.co.uk](mailto:info@thebroadgroup.co.uk)

### Directors

Managing Director & Nominated Individual Mr Noah Broadbent	Director Mrs Kirsty Broadbent	Non-Executive Director Mr David Broadbent
Email: <a href="mailto:noah.broadbent@thebroadgroup.co.uk">noah.broadbent@thebroadgroup.co.uk</a>	Email: <a href="mailto:info@thebroadgroup.co.uk">info@thebroadgroup.co.uk</a>	Email: <a href="mailto:info@thebroadgroup.co.uk">info@thebroadgroup.co.uk</a>

**Regulated Activities:** Personal Care assistance with the following

Bathing, washing, shaving and oral hygiene	Dressing and undressing	Medication requirements
Toilet and continence requirements	Moving and handling	Other health related activities

Prior to providing support the Registered Manager of the Service assesses each individual before service is offered including aspects such as suitability, trial visits for residential care, when the service will begin and the times, frequency and duration of care to be provided for the domiciliary care service.

### Residential Care Home

#### 85 Bath Road

Worcester WR5 3AE

Telephone: 01905 360439

Email: [85.bathroad@thebroadgroup.co.uk](mailto:85.bathroad@thebroadgroup.co.uk)

Location ID: 1-09967775

**85 Bath Road** was established in 1989 and is a 5-bed registered care home service without nursing. This residential care home provides specialist care for deaf adults aged 18 to 65+ with autism and learning disabilities.

#### Registered Manager

The Registered Manager is Mr Daniel Lison

### Domiciliary Care Service

#### Domiciliary Care

Rainbow Hill Community Hub  
12 Astwood Road  
Worcester WR3 8ET

This service was established in 2017 and provides specialist domiciliary care services for deaf adults aged 18 to 65+ with autism and learning disabilities.

Telephone: 01905 330600

Email: [domiciliarycare@thebroadgroup.co.uk](mailto:domiciliarycare@thebroadgroup.co.uk)

Location ID: 1-4572626217

#### Registered Manager

The Registered Manager is Mr Brett Smith.

## Aims and Objectives

The Broad Group prides itself in offering the highest standard of professional and person-centred care for adults with learning disabilities, autism and sensory/hearing impairment. Our staff are completely committed to meeting our aims and objectives.

### Aims

*Our aim is to enable each person to lead an ordinary life by offering a wide and varied spectrum of services tailored to their individual needs.*

*By promoting independence, autonomy and integration into the community, everyone can develop the skills to lead a fulfilling and empowered life.*

With the emphasis on leading “*an ordinary life in an ordinary home*” one needs to be an autonomous being, with the ability to make informed choices and decisions. To be an autonomous being, one needs the capacity to plan one’s life, starting with small, everyday plans, such as what to eat, how to dress appropriately for the season and occasion and how to organise one’s time.

This can be achieved by:

- ✓ Creating an experience of well-being for our service users and those who care for them by providing them with a sense of belonging and purpose.
- ✓ Providing all service users with as normal a life as is possible in a homely environment or their own home, considering their sensory impairments, autism and learning disabilities.

### Objectives

- To deliver highest quality of professional care in both our residential and domiciliary care service.
- To ensure the care we provide supports our service users to live as independently as is possible with dignity, privacy and the opportunity to make their own choices.
- To ensure the service is delivered in a personalised, flexible and attentive manner whilst encompassing the core values of care across all different settings.
- To ensure service users’ needs and values are respected in matters of religion, culture, race or ethnic origin, sexuality and sexual orientation, political affiliation, marital status, parenthood and disabilities or impairments.
- To match the allocated support worker as closely as possible with the service user whilst respecting the need to change the support worker if they aren’t compatible.

- To manage the care service efficiently and effectively, considering service users' needs and preferences and making the best use of resources to maximise value for money for the service user and all stakeholders.
- To involve service users and support workers in the provision, management and development of services.
- Regularly monitor the services through the quality assurance procedure to ensure the service is run in the best interests of our service users.

### How are the Aims and Objectives met?

- ✓ Sign language to be used and encouraged.
- ✓ Deaf people to be employed wherever possible.
- ✓ Continuing, purposeful education to be provided through daily activities.
- ✓ Establishment of communication to be regarded as central to all activities.
- ✓ Identification of strengths and particular interests of the individual to be made and used to build up other skills.
- ✓ Every person to be regarded as a partner in the learning process.
- ✓ Acknowledgement of, and respect for everyone's likes and dislikes.
- ✓ Encouragement of choices in all aspects of life.
- ✓ Initial assessment and regular review with updated care planning to enhance lifestyle and increase independence and social confidence.
- ✓ Supported family involvement with recognition of the needs and limitations of both the family members and the individual.
- ✓ Exploration and experience of a wide range of community resources and facilities – recreational, occupational and educational.
- ✓ Involvement wherever possible in community resources, with appropriate support being provided to enable efficient learning to take place.
- ✓ Each person to be linked to a key worker who will take extra responsibilities for managing the person-centred plan.