



# Quality

# Assurance

# October 2025

## Gofal Ystwyth Care Ltd

Gofal Ystwyth Care Ltd (GYC) is a domiciliary care agency based in Aberystwyth, Ceredigion. It was registered with Care Inspectorate Wales in August 2018 and has been providing care to adult service users since September 2018. This report will detail the findings of a review of the quality of care provided, obtained from surveys of GYC service users, advocates, care staff, and professional colleagues.

This Quality Assurance Report presents the findings from GYC’s latest review of the quality of care delivered across its domiciliary services. The review draws upon feedback obtained from service users and their advocates, alongside responses from care staff and professional colleagues who work closely with GYC. The purpose of this report is to evaluate the effectiveness, reliability, and overall quality of the care provided, and to identify areas of strength and opportunities for continued improvement.

The results provide valuable insight into service user satisfaction, staff engagement, and professional collaboration, supporting GYC’s commitment to maintaining high standards of person-centred care. They also serve as an ongoing measure of progress against the company’s key objectives: to promote dignity, independence, and wellbeing among those we support, while ensuring that care delivery remains safe, consistent, and responsive to individual needs.

**Survey of Gofal Ystwyth Care Service Users**

At the end of September 2025, Gofal Ystwyth Care was providing care and support to 51 service users in the community; 40 of these were receiving care commissioned by Ceredigion Social Care Services, while the remaining 11 were private clients. Survey questionnaires were distributed to all community-based service users and their representatives, and a total of 24 completed responses were received, representing a 47% overall response rate.

A separate Quality Assurance exercise was undertaken for the 24 service users residing within the Maes y Môr Extra Care setting, whose feedback will be presented in a dedicated report.

**Summary of Overall Findings**

At the time of this Quality Assurance exercise, Gofal Ystwyth Care was providing care to 51 service users in the community, with the majority (88%) receiving care daily, 8% several times a week, and 4% weekly. Feedback from service users and their advocates was highly positive, reflecting consistently high standards of care and strong relationships between carers, service users, and the office team.

How would you rate the care that GYC provides to you?

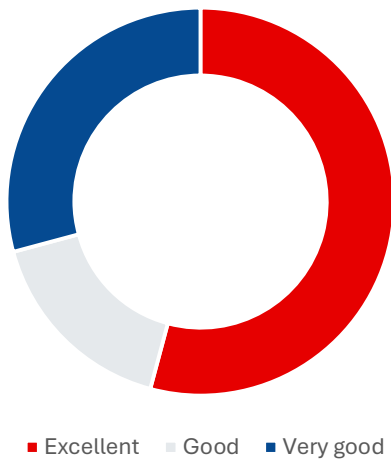


Figure 1 – Service users’ rating of GYC’s care

A significant majority (83%) of respondents rated the overall care provided by GYC as ‘excellent’ or ‘very good’ (Figure 1), with the remaining 17% rating it ‘good’. Similarly, 83% rated their carers’ general attitude as ‘excellent’ or ‘very good’, highlighting the professionalism, reliability, and compassion of the care team. Carers’ presentation remained exemplary, with 92% of respondents stating that carers are ‘always’ tidy and in uniform, and the remainder indicating ‘usually’.

Punctuality and consistency of care also scored highly, with 88% of respondents confirming that carers ‘always’ or ‘usually’ arrive at the correct time, and 96% stating that carers ‘always’ or ‘usually’ remain for the full duration of calls. Every respondent (100%) reported that their carers are ‘always’ or ‘usually’ friendly and supportive — a particularly strong indicator of the person-centred approach at the heart of GYC’s service delivery.

Feelings of safety and wellbeing among service users remain high, with all respondents stating that they ‘always’ or ‘usually’ feel safe at home (Figure 2), reinforcing the trust and reassurance that underpin GYC’s care provision. Encouragingly, 88% of respondents said they would recommend GYC to friends or family, with the remainder stating they ‘don’t know’ — and no negative responses recorded.

Feedback on office communication was similarly strong: 80% of respondents reported that calls are ‘always’ or ‘usually’ answered promptly and courteously, 83% said their queries are ‘always’ or ‘usually’ handled appropriately, 71% indicated that messages are ‘always’ or ‘usually’ returned promptly, and 88% confirmed that their requests are ‘always’ or ‘usually’ actioned satisfactorily. These results show a continuation of good communication standards, supported by strengthened administrative capacity in recent months.

Awareness of the complaints process remains high, with 75% of respondents stating they know how to make a complaint. Almost all respondents (96%) confirmed that they would feel able to raise issues with the Care Manager, demonstrating confidence in the management team’s approachability and responsiveness. Of the seven respondents who had made a complaint, 71% reported that it was resolved to their satisfaction, with the remainder stating it was ‘partly’ resolved.

Overall, the findings of this Quality Assurance exercise continue to reflect an excellent standard of care provision across Gofal Ystwyth Care’s community services. Service users and their advocates consistently highlight the dedication, reliability, and compassion of staff, and the results demonstrate GYC’s ongoing commitment to delivering person-centred, professional, and high-quality care.

### Analysis of questionnaire results

*Remedial actions or response from GYC, if appropriate, is outlined in red text.*

#### 1. Frequency of Care

88% of service users (S/U) receive care and support ‘daily’, with a further 8% receiving care ‘several times a week’ and 4% ‘weekly’.

#### 2. Carers’ Presentation

92% of respondents reported that carers ‘always’ wear uniform and are tidy, while the remaining 8% said ‘usually’. (Figure 3)

#### 3. Punctuality of Carers

25% of S/U said carers ‘always’ arrive at the correct time, 63% said ‘usually’, and 12% said ‘sometimes’. (Figure 3)

*Several comments highlighted occasional lateness, particularly around breakfast and morning calls, and requests were made for notification if carers will be more than 30 minutes late. Management acknowledges that peak-time scheduling pressures can cause unavoidable variation and continues to ask for service users’ understanding of the 30-minute tolerance from rostered times to allow for delays or changes to rotas. Carers will be reminded to inform the office immediately if running late so that service users can be contacted in good time, and rota communication processes will be reviewed to improve the timeliness of updates when adjustments occur.*

#### 4. Carers’ Attitude

50% of service users (S/U) rated their carers’ attitude as ‘excellent’, 33% as ‘very good’, and 17% as ‘good’. (Figure 4)

*Most comments reflected positive experiences, describing carers as “friendly”, “approachable”, and “amazing”. A small number, however, mentioned that some carers’ tone could feel patronising, particularly*

Do you feel safe being at home?

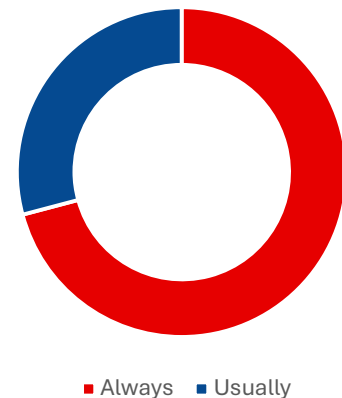


Figure 2 – Service users’ rating of feeling safe at home

*when supporting individuals with specific conditions. Management will reinforce dignity and respect in all communication through refresher training and supervision, ensuring all staff maintain GYC's person-centred and professional standards.*

#### 5. Introduction to New Carers

46% of service users (S/U) said they are 'always' introduced to new carers before support begins, 17% said 'usually', 33% said 'sometimes', and 4% said 'never'. (Figure 3)

*Comments reflected the importance of consistency and familiarity, with families noting that new carers should ideally be introduced during easier calls before assisting with more complex routines. This question should be interpreted as relating to the carer's first call working alone (excluding double-handed calls), as management makes a conscious effort to ensure that any carer supporting a service user for the first time shadows an established carer on that call before subsequently attending alone. Occasionally this has not been possible, but it is implemented in the majority of cases. The question will be clarified in future surveys to specify that it pertains to a carer's first call working independently with a service user.*

#### 6. Duration of Calls

38% of service users (S/U) said carers 'always' remain for the full duration of the call, 58% said 'usually', and 4% said 'sometimes'. (Figure 3)

*Most respondents were satisfied that carers stayed for the full visit and completed all required tasks. Some comments emphasised the importance of allowing sufficient time for complex morning calls and ensuring that new carers are fully briefed before supporting service users independently. Management continues to make use of call-monitoring software to track the exact duration of calls. Where call durations differ significantly from those scheduled, reviews are undertaken, and extra time is allocated or call lengths adjusted as appropriate. Carers are reminded at every supervision to record explanatory notes in the app and to report any issues that may cause delays or early departures. GYC continues to emphasise the importance of providing the full allocated support, while balancing the need to minimise knock-on effects when calls overrun or travel delays occur.*

#### 7. Friendliness and Supportiveness

83% of service users (S/U) said their carers are 'always' friendly and supportive, while 17% said 'usually'. (Figure 3)

#### 8. Engagement and Conversation

33% of service users (S/U) said carers 'always' engage them in interesting conversation, 38% said 'usually', 25% said 'sometimes', and 4% said 'never'. (Figure 3)

*Feedback reflected that carers are friendly and take an active interest in the people they support, helping to build trusting relationships and reduce isolation. One respondent noted that their 'usually' response reflected the service user's occasional reluctance to engage rather than any shortfall by carers. GYC recognises that meaningful conversation is an important part of person-centred care and will continue to encourage staff to engage appropriately and sensitively, tailoring interaction to each individual's comfort and communication preferences.*

#### 9. Allocated Call Times

33% of service users (S/U) said their allocated call times 'always' work for them, 58% said 'usually', and 8% said 'sometimes'. (Figure 3)

*Most respondents were satisfied with the timing of calls, though several comments mentioned a preference for slightly earlier visits at breakfast or lunch, and the importance of keeping to a regular routine where possible. Management continues to accommodate personal preferences wherever practical, balancing these with the scheduling requirements of peak periods.*

#### 10. Overall Care Provided

54% of service users (S/U) rated the care provided by GYC as 'excellent', 29% as 'very good', and 17% as 'good'. (Figure 4)

#### 11. Visits Between Calls

8% of service users (S/U) said they are 'always' visited between GYC calls, 33% said 'usually', 38% said 'sometimes', and 21% said 'never'. (Figure 3)

Responses showed a range of situations, reflecting differing levels of family involvement and informal support between visits. Some service users receive regular visits from relatives or neighbours, while others rely solely on GYC for day-to-day contact.

**12. Family and Friends’ Satisfaction**

54% of service users (S/U) said their family or friends are ‘always’ happy with the care provided, 42% said ‘usually’, and 4% said ‘sometimes’. (Figure 3)

Comments from families and advocates were overwhelmingly positive, describing carers as “amazing”, “kind”, and “professional”. Many expressed confidence in the care delivered, noting that they feel reassured knowing their loved one is well supported. A small number highlighted that maintaining regular carers and consistent call times helps them feel informed and involved. Management will continue to prioritise communication with families and ensure updates are provided when changes occur, helping to maintain transparency and confidence in the service.

**13. Feeling Safe at Home**

71% of service users (S/U) said they ‘always’ feel safe being at home, and 29% said ‘usually’. (Figure 3)

Feeling safe and comfortable at home is central to GYC’s ethos, and 100% of respondents reported feeling either ‘always’ or ‘usually’ safe. Comments reflected confidence in the professionalism and reliability of carers, reinforcing the trust and reassurance that service users place in GYC. Management will continue to prioritise safety through robust risk assessments, effective communication between carers and the office team, and ongoing staff training. A review will be sought with any service user who does not consistently share this sense of safety, to explore whether additional support or adjustments to their care arrangements may be beneficial.

**14. Recommendation of GYC**

88% of service users (S/U) said they ‘would recommend’ GYC to friends or family, while 12% said they ‘don’t know’.

No negative responses were recorded.

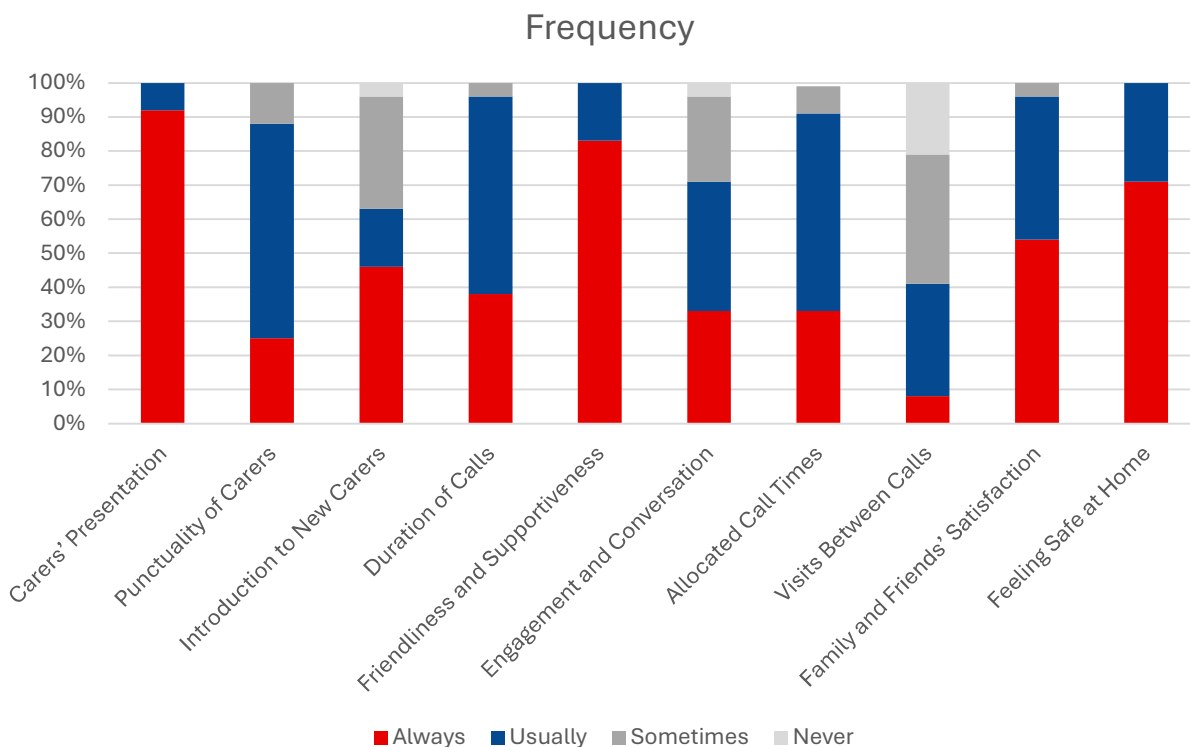


Figure 3

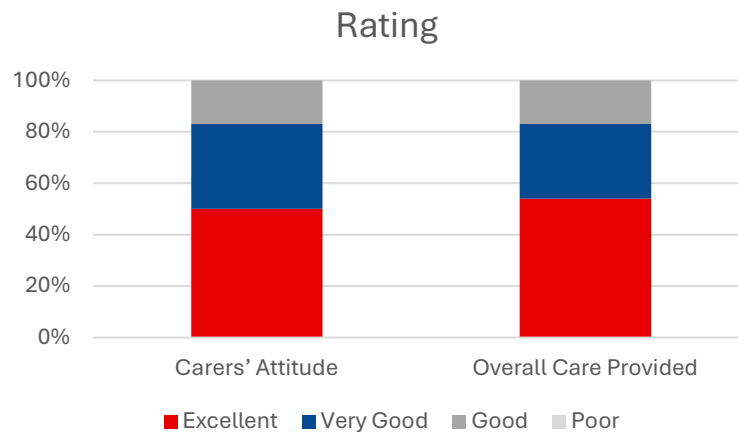


Figure 4

### Contacting the office. (Figure 5)

#### 15. Calls Answered Promptly and Professionally

63% of service users (S/U) said their calls are 'always' answered promptly and courteously, 17% said 'usually', and 8% said 'sometimes'; 12% marked this question as 'not applicable'.

*Feedback was generally positive, noting that office staff are polite and professional when answering calls. Some respondents mentioned occasional delays before calls are answered or returned, though these were usually followed by a courteous and helpful response. Management recognises that call responsiveness is key to effective communication and will continue to review administrative cover during busy periods to ensure all calls are handled promptly and professionally.*

#### 16. Queries Answered or Referred Appropriately

54% of service users (S/U) said their queries are 'always' answered or referred to the appropriate person, 29% said 'usually', and 17% marked the question as 'not applicable'.

*Respondents generally expressed confidence in the office team's knowledge and responsiveness, noting that staff are polite and helpful when dealing with enquiries. Management acknowledges the importance of providing clear, accurate information and will continue to support administrative staff through training and supervision to ensure queries are resolved efficiently and consistently. Additional cross-cover measures are being reviewed to further improve response times during busy periods with ongoing training, development, and recruitment of administrative team.*

#### 17. Return of Phone Calls

42% of service users (S/U) said that when they leave a message, someone 'always' rings them back promptly, 29% said 'usually', and 4% said 'sometimes'; 25% marked the question as 'not applicable'.

*Responses were generally positive, with most service users confirming that their messages are returned promptly and courteously. A few noted occasional delays during peak periods but said that returned calls are always helpful and professional. Management acknowledges that call volume can vary and will continue to ensure sufficient administrative coverage, particularly at busy times, to maintain timely responses to all messages.*

#### 18. Requests Actioned Promptly and Satisfactorily

63% of service users (S/U) said their questions or requests are 'always' actioned promptly and satisfactorily, 25% said 'usually', and 12% marked the question as 'not applicable'.

*Feedback indicated strong confidence in the office team's ability to resolve queries and requests efficiently. Service users and families noted that when follow-up was required, responses were polite, timely, and effective. Management is pleased with this result but will continue to monitor administrative response times to ensure consistency, particularly during periods of high call volume. Additional guidance will be provided to new administrative staff to support prompt and thorough resolution of all service user requests.*

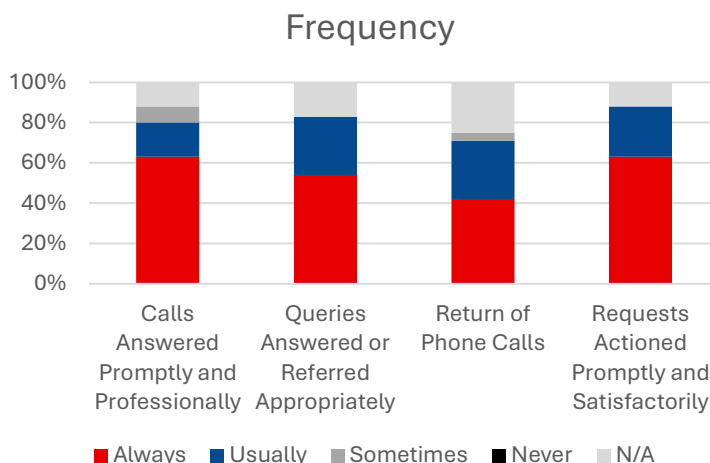


Figure 5

**Handling of complaints. (Figure 6)**

**19. Knowledge of Complaints Procedure**

75% of service users (S/U) said they know how to make a complaint, while 25% said they do not.

*This shows a strong overall awareness of GYC’s complaints procedure, though there remains room for improvement to ensure all service users and advocates understand how to raise concerns. Management will continue to highlight the complaints process during service user induction and at review visits, directing individuals to page 12 of the Service User Guide. Copies of the guide will also be reissued where needed to ensure everyone has easy access to this information. GYC will also investigate the potential of providing the complaints procedure through alternative formats where needed.*

**20. Complaints Made to GYC**

29% of service users (S/U) said they have made a complaint to GYC, while 71% said they have not.

*The majority of respondents indicated they have not needed to raise any formal concerns, which is encouraging and suggests high levels of satisfaction. Those who did raise an issue generally reported positive experiences of resolution, supported by feedback describing complaints as being handled promptly and effectively by management. GYC remains committed to addressing any concerns quickly and transparently, ensuring service users feel heard and supported throughout the process.*

**21. Confidence in Raising Issues**

96% of service users (S/U) said they would feel able to raise issues with the Care Manager, while 4% said they would not.

*This strong result reflects the trust and openness that service users and their families feel towards GYC management. Several comments praised the Care Manager’s responsiveness, with one respondent noting that any issues raised were handled “promptly” and “professionally.” Management is encouraged by this feedback and will continue to promote accessibility and open communication, ensuring all service users are reminded that they can contact the office or management team at any time to discuss concerns.*

**22. Complaint Resolution**

Of the service users (S/U) who made a complaint, 71% said it was ‘sorted out properly’, 29% said it was ‘partly’ resolved, and the remainder marked this question as ‘not applicable’.

*This demonstrates that the majority of complaints were resolved satisfactorily, reflecting GYC’s commitment to addressing concerns quickly and effectively. The two responses indicating only partial resolution will be reviewed to identify whether further action or communication is required. Management continues to ensure that all complaints are fully documented, investigated, and followed up with service users to confirm satisfaction with the outcome.*

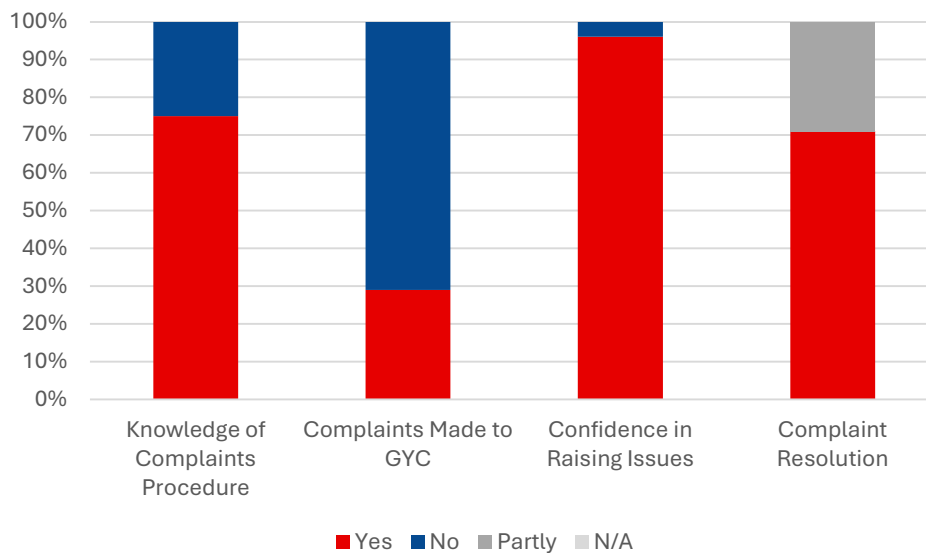


Figure 6

Comments from service users and their advocates were highly positive and reflected strong satisfaction with the quality of care, professionalism of staff, and the personal relationships formed between carers and service users. A small number of comments related to call timings, continuity, or the introduction of new carers, which GYC continues to manage through clear communication and rota updates. Management endeavours to minimise changes to call times wherever possible and will continue to offer weekly rotas to service users and/or advocates in advance, updating these promptly when alterations to times or personnel are required.

Comments on the care provided were very positive:

- *“We are, as a family, extremely happy and pleased with the level of care we have always experienced for Mum. Your staff are the loveliest, so friendly, approachable, and always extremely professional.”*
- *“We are over the moon with the care we receive — your carers become more like family friends.”*
- *“The carers are friendly, caring, and professional when performing their duties.”*
- *“My mother and I have no concerns and find the process simple and accessible.”*
- *“Thank you to everyone in the background who makes the care happen every day — we don’t say thank you often enough or loud enough.”*
- *“The carers are lovely and kind, and I really appreciate the care and effort they put in.”*
- *“Currently, we are very happy with the situation and there is nothing we can suggest to improve it.”*
- *“We were concerned that some carers seem to work very long hours — please look after them because they are brilliant.”*

**(B) Survey of GYC domiciliary care staff**

Thirty-five staff were employed by GYC at the time of this Quality Assurance exercise, of which twenty-five were exclusively carers. Ten members of staff responded to the 2025 Staff Survey.

All respondents agreed that the GYC management team is helpful, informative and reliable, with 60% stating this is ‘always’ the case, 30% ‘mostly’, and 10% ‘sometimes’. Half of the staff surveyed (50%) reported that they are ‘always’ treated in a professional and supportive manner by the management team, while a further 40% said ‘mostly’ and 10% ‘sometimes’. Similarly, 50% of respondents said they ‘always’ feel supported and valued as a member of staff, 40% said ‘mostly’, and 10% said ‘sometimes’.

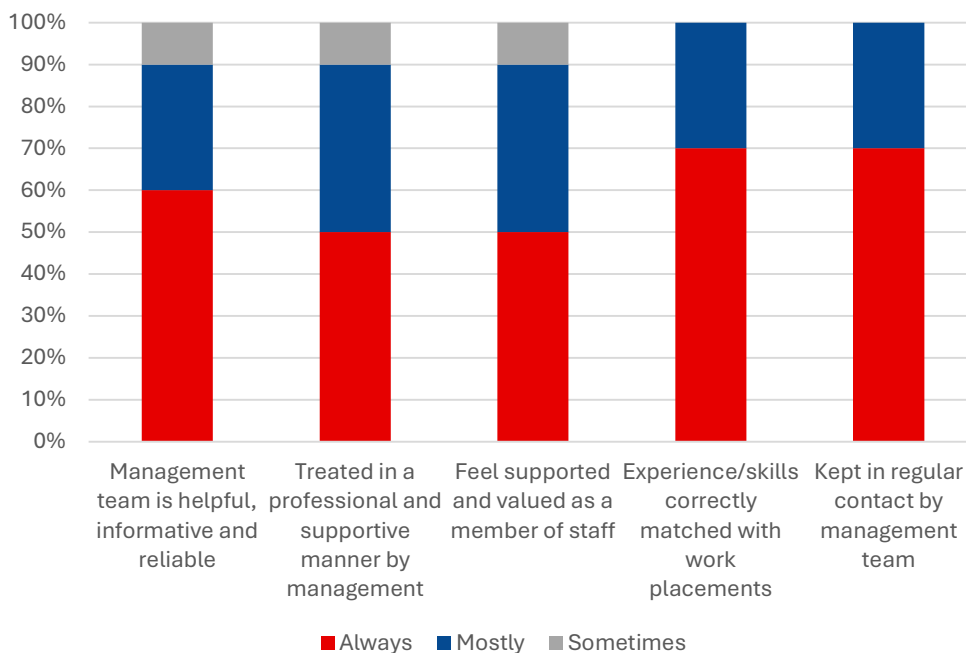


Figure 7

Regarding work allocation, 70% of staff said their experience and skills are ‘always’ correctly matched with the placements they are offered, while the remaining 30% said this is ‘mostly’ the case. Regular communication with the management team also scored highly, with 70% stating they are ‘always’ kept in regular contact and 30% saying ‘mostly’. (Figure 7)

Staff were also asked to rate the overall support they receive from GYC management. Responses were overwhelmingly positive, with the majority selecting ‘5’ (excellent) and an average rating of 4.7 out of 5.

As a care provider, our staff are our greatest asset, and it is essential that they feel supported and valued in their roles so they can, in turn, deliver the highest standard of care to our service users. We are pleased that the majority of carers reported feeling well supported and informed, and that communication with administrative and management staff is viewed as effective and efficient.

It should be noted that during this Quality Assurance period, two members of staff were subject to internal investigation relating to unauthorised leave. This may have influenced individual responses, and management recognises the importance of maintaining transparency and fairness during such processes.

Staff were asked to rank a series of factors in order of importance (Figure 8), from 1 (most important) to 6 (least important), to provide insight into what matters most to them in their roles at GYC. The results show that *quality of service* was ranked as the highest priority by 50% of respondents, highlighting that staff take great pride in the standard of care they deliver and the outcomes achieved for service users. This aligns closely with the company’s own values, demonstrating a shared commitment to excellence in person-centred care.

*Training and flexibility* followed as the next most important factors, each identified as a high priority across multiple ranking levels. This reflects staff appreciation for professional development opportunities and the ability to balance work commitments with personal responsibilities. *Amount of work* and *rate of pay* were rated as mid-level priorities, suggesting that while financial and workload factors are important, staff place greater emphasis on job satisfaction,

quality, and support. *Location* was consistently ranked lowest, indicating that most respondents are content with their work locations or do not see geography as a barrier to their role satisfaction.

These priorities are consistent with the positive responses received in the staff survey, which demonstrated that carers feel well supported, informed, and valued by the management team.

Overall, this distribution of responses illustrates that GYC staff are highly values-driven, with a clear focus on delivering quality care and continuing to develop their skills. Management will continue to recognise and respond to these priorities by investing in training, maintaining flexibility in scheduling, and ensuring that staff feel valued for the positive difference they make to service users' lives.

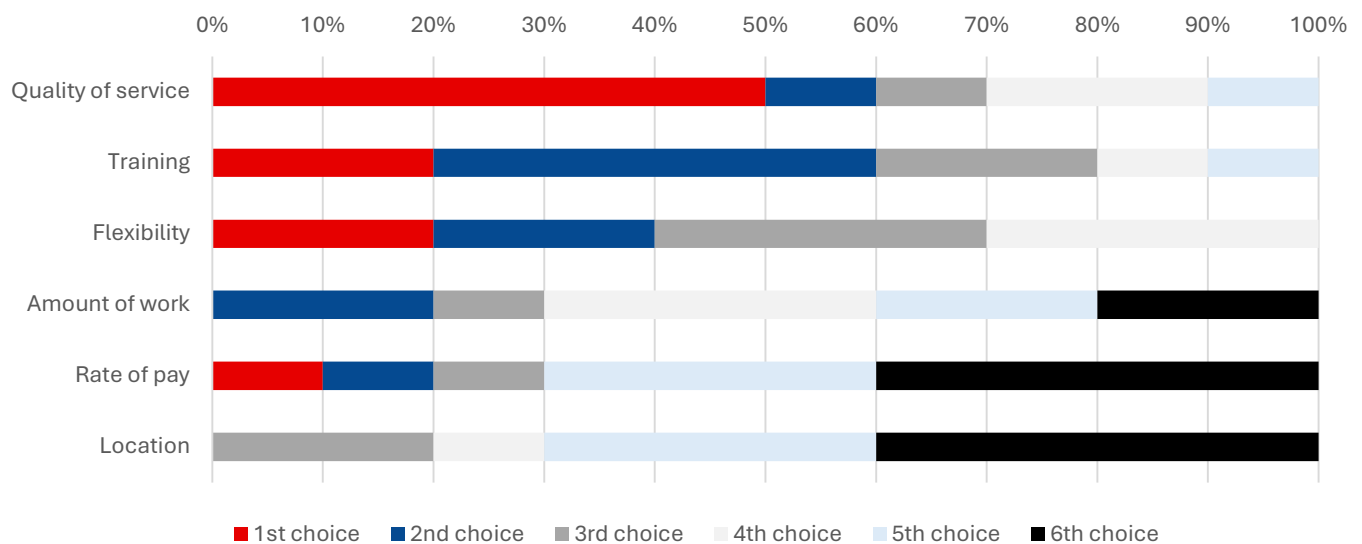


Figure 8

Staff were invited to share any additional thoughts, suggestions, or feedback about their roles and the wider service. Comments reflected a strong commitment to providing high-quality care and a general sense of satisfaction with the support received from management. A number of respondents also offered constructive suggestions relating to workforce capacity, communication, and rota stability.

Several staff highlighted the importance of maintaining consistent rotas and ensuring adequate staffing levels, particularly during busy periods. There were also calls for regular service user reviews to ensure that care plans remain appropriate and reflect changing needs, and for continued attention to staff wellbeing and recognition.

Comments from staff included:

- “I think it would be helpful if we had more carers.”
- “Can you please not make too many changes to the rota.”
- “We are doing quite well at the moment in providing service to service users. Some carers need more awareness of quality of service — quality matters in both major and minor tasks.”
- “Specific off days and weekend breaks would be appreciated.”
- “Review service users regularly to ensure the service provided matches their needs, especially with manual handling.”

Management welcomes this feedback and recognises the importance of ongoing dialogue with staff. Many of the comments align with current priorities, including recruitment, rota stability, and service quality reviews. These points will continue to inform management actions to support staff wellbeing, consistency, and high standards of care across all teams.

**(C) Professional Colleagues’ Feedback (Figure 9)**

As part of this Quality Assurance exercise, professional colleagues who work alongside GYC—such as social workers, district nurses, and other community health professionals—were invited to provide feedback on the quality of communication, professionalism, and partnership working. Seven professionals responded to the survey, each asked to rate a series of statements on a scale from 1 (strongly disagree) to 10 (strongly agree).

Overall, feedback was extremely positive and consistent with the findings of previous years. Respondents expressed high confidence in GYC’s person-centred approach, giving an average rating of 9.7/10 for the service providing care tailored to meet individual needs and preferences, and 9.2/10 for promoting independence in all aspects of support. Similarly, GYC’s practice of seeking consent and liaising effectively with relevant professionals achieved an average rating of 9.7/10, reflecting confidence that care is delivered in a coordinated and transparent manner

Professionalism across the workforce was rated at an average of 9.4/10, with colleagues also giving a score of 10/10 for management being open and approachable. Confidence in training and staff competence was strong (9.1/10), while the standard of cleanliness and safety maintained within individuals’ homes received an average score of 9.1/10.

Communication was also highlighted as a key strength, with professionals rating GYC’s regular contact at 8.7/10 and the organisation’s responsiveness to queries at 9.8/10. Comments noted the reliability of office staff and their collaborative approach to resolving issues promptly.

Equally positive ratings were received for awareness of the complaints procedure (9.1/10) and dissemination of CIW updates (8.7/10). Management acknowledges that external professionals may not always have frequent exposure to these processes and will address this by ensuring key updates are routinely shared through correspondence and newsletters.

Overall, professional colleagues’ feedback demonstrates continued confidence in GYC’s standards of care, professionalism, and collaborative working practices. The high levels of agreement across all areas reflect strong multi-agency relationships, a shared commitment to person-centred care, and the ongoing reliability and responsiveness of the organisation’s staff and management team.

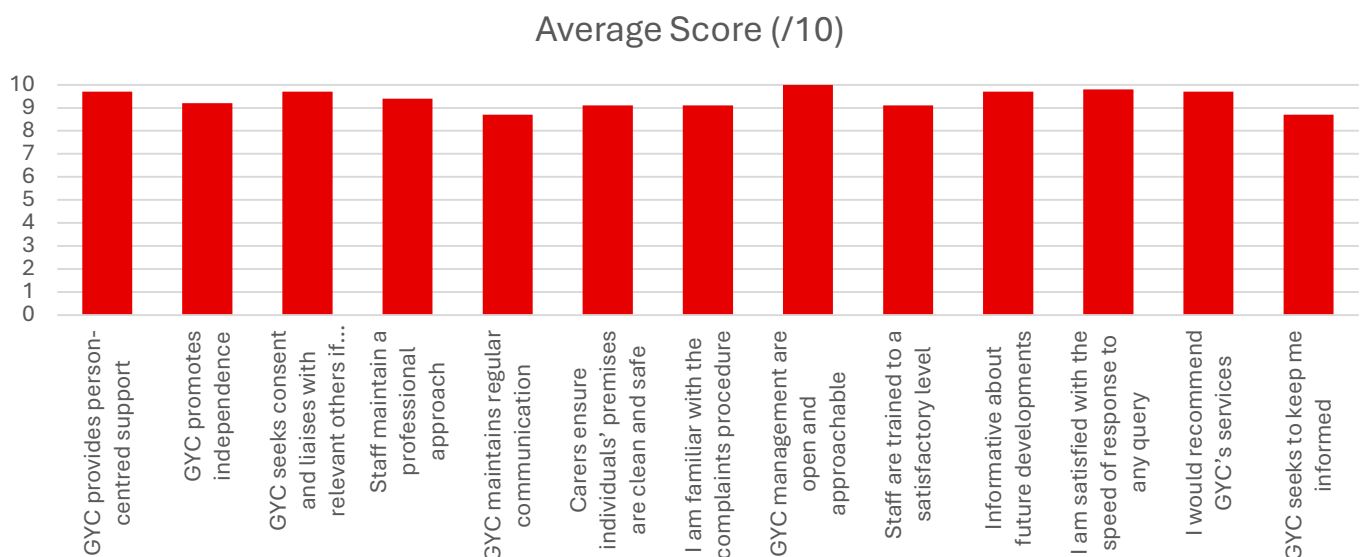


Figure 9

**Conclusion**

The findings of this Quality Assurance exercise demonstrate consistently high levels of satisfaction across service users, staff, and professional colleagues. Feedback highlights GYC's continued commitment to delivering safe, person-centred care underpinned by professionalism, compassion, and effective communication.

While minor areas for improvement have been identified—such as rota communication, further awareness of the complaints procedure, and reinforcement of information sharing—these are being proactively addressed through ongoing staff development, strengthened administrative processes, and closer engagement with both service users and professional partners.

In recognition of the areas where opportunities for enhanced management and administrative effectiveness were identified, GYC has begun implementing a new development plan focused on strengthening the organisational hierarchy. This includes the training and upskilling of the Team Leader and the introduction of new roles such as Senior Care Worker to provide additional on-the-ground support, guidance, and oversight. These measures aim to further improve communication, consistency, and accountability across all levels of the service.

Overall, the results affirm that GYC continues to provide a high-quality, reliable, and responsive service that promotes dignity, independence, and trust within the communities it serves.

**Appendices:**

*Where required, names and identifying details have been redacted to protect the privacy of service users, staff, and other individuals.*

1. QA\_Report\_2025-10\_appendix1.xlsx