

Care^{Tomorrow's®}

August/September 2026

BUILDING A SAFEGUARDING CULTURE

Kelly Heyworth, Regulatory Lawyer at Markel Law, discusses why care providers must move beyond policies and procedures to embed safeguarding into everyday practice.

Read more on page 30.

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**Hello and welcome to the August/September issue of Tomorrow's Care.**

Social care reform is finally moving closer to becoming a reality, with new Prime Minister Andy Burnham bringing forward the timetable for Baroness Casey's independent commission and launching a nationwide conversation on the future of adult social care.

The Big Conversation will give people who draw on care, unpaid carers, care professionals and the wider public an opportunity to help shape what comes next, with the Casey Commission expected to make its recommendations by summer 2027. The government has also renewed its focus on the workforce, highlighting better pay, training, career progression and job security as essential to the future of social care.

For a sector still facing more than 100,000 vacancies, that focus is particularly welcome. But providers cannot afford to wait for reform to arrive. In this issue, we look at how organisations can strengthen workforce development and create clearer opportunities for career progression, including the potential and limitations of the new Care Workforce Pathway.

We also explore some of the other issues shaping care today, from technology that starts with the needs of residents and staff to building safeguarding into everyday practice.

As the sector enters another period of significant change, we highlight the people, ideas and innovations helping care providers navigate what comes next.

I hope you enjoy the issue.

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SOCIAL CARE REFORM MOVES FORWARD AS SECTOR DEMANDS ACTION FOR WORKFORCE

The government has brought forward its timetable for long-awaited social care reform, with Prime Minister Andy Burnham confirming that Baroness Casey's independent commission will report next summer and announcing a renewed focus on transforming the care workforce.

The government also wants to build cross-party support for a future National Care Service, while Baroness Casey has launched the Big Conversation on Care – a nationwide engagement exercise intended to give people who draw on care, unpaid carers, care professionals and the wider public a direct role in shaping the future of adult social care.

The Big Conversation will run until April 2027, with the Casey Commission expected to make its recommendations by summer 2027. It aims to engage up to one million people across England on questions including who should receive support, what families should reasonably be expected to provide and how care should be funded.

The Prime Minister said reform must include better pay, training, career progression and job security for care workers, arguing that social care and the NHS should be viewed as part of a single, integrated workforce.

The announcements have been welcomed by sector organisations, although there are calls for improvements to the workforce to happen sooner rather than waiting for the wider reform programme.

Eammon Price, CEO of Flourish, said: "Social care reform has been promised for years, so bringing the review forward and starting cross-party talks is welcome. But care workers need to see things changing before 2027."

He pointed to Flourish's latest survey of 15,000 care workers, which found that more than one in three are dissatisfied with their pay.

"The Fair Pay Agreement is an important step, but it must be properly funded and form part of a wider plan for the workforce," he said. "People need good training, proper support and a clear route to progress."

The Social Care Institute for Excellence (SCIE) also welcomed the acceleration of the Casey Commission.

Gerard Crofton-Martin, Interim Chief Executive at SCIE, said: "The Prime Minister's recommendation to bring forward the Casey Commission's final report to 2027 is a welcome step."

He added that the Big Conversation must put people with lived experience at the centre of reform. "Reform can't be effective if it's removed from the realities of people with lived experience; it must instead recognise and respect their invaluable expertise and place them at the centre of all conversations and decisions."

The Care Workers' Charity described the announcement as a landmark moment for the sector.

Karolina Gerlich, Chief Executive, said: "This is the moment we have campaigned for. A Prime Minister has finally said out loud that you cannot build a National Care Service, or care for the people we love, without the care workforce."

The charity welcomed the commitment to fully funded workforce reform, noting that its latest research found that 72% of care workers do not feel financially secure, almost one in four have used a food bank and 37% often consider leaving the profession.

For Dr Clenton Farquharson CBE, Associate Director of Think Local Act Personal (TLAP), the success of reform will ultimately be judged by the difference it makes to people's everyday lives.

"The true test of reform will not be the number of reports published, policies announced or structures created," he said. "It will be whether, on an ordinary Thursday morning, people experience greater choice, control, dignity and confidence that the right support will be there when they need it."

With the Big Conversation now underway, the focus will increasingly turn from whether social care should be reformed to what a future system should actually look like – and how quickly meaningful improvements can be delivered for the people who rely on care and the workforce supporting them.



RESIDENTS SHAPE CARE THROUGH EXEMPLAR HEALTH CARE ENGAGEMENT PROGRAMME

Exemplar Health Care has published its 2025–26 Service User Engagement Impact Report, highlighting how people living in its homes are helping shape care, influence decisions and improve everyday life across the organisation.

The report showcases the impact of Exemplar Health Care's Service User Ambassador programme, which includes 70 Ambassadors, six Regional Service User Ambassadors and three regional Service User Councils. Together, they ensure residents' experiences and views help influence how care and support are delivered.

Over the past year, Ambassadors have contributed to improvements including redesigning mealtime experiences, enhancing welcome packs for new residents, developing the resident-led Exemplar Express newsletter, supporting colleague recruitment and improving communal spaces.

Their feedback is also shared directly with senior leaders through regular Service User Council meetings, helping shape organisational decisions.

The report highlights how working with residents to co-produce changes has

resulted in more personalised dining experiences, greater flexibility around mealtimes and clearer food information, with early evidence showing increased satisfaction.

Residents are also being supported to build confidence and develop new skills through initiatives including first aid training and public speaking. During the past year, Exemplar Health Care Ambassadors became the first people with lived experience to lead a presentation at Nursing Live.

Sarah, an Ambassador at Woolston House in Warrington, said: "I'm proud of being

able to speak up for people, because there was no one there to do it for me when I first went into a care home. And being able to do that for them, I'm very proud."

Sophia Feurtado, Service User Engagement Manager at Exemplar Health Care, said the programme recognised residents as "the experts in their own lives" and demonstrated the value of working alongside them to co-produce improvements.

The Service User Engagement Impact Report 2025–26 is available **here**.

www.exemplarhc.com



DUNDEE FC LEGEND CELEBRATES 86TH BIRTHDAY AT DENS PARK

Former Dundee FC star Alex Stuart enjoyed a birthday to remember when he returned to Dens Park as the club's guest of honour to celebrate his 86th birthday.



Alex, who now lives at Ballumbie Court Care Home in Dundee, represented Dundee between 1958 and 1969. Staff from Ballumbie Court helped him mark his milestone with a special visit to the stadium, including a tour of Dens Park and hospitality lunch in the Legends Lounge.

The celebrations continued as Alex watched Dundee FC's first match of the season alongside his family, making the occasion particularly memorable.

Alex holds a special place in Dundee FC history. During his playing career, he became the only player in the club's history to win the league before representing Dundee in the European Cup semi-final. He also played in a Scottish Cup final and Scottish League Cup final.

Known for his powerful shooting, Alex earned the nickname 'The Thunderbolt' and was a prolific goalscorer during his time at the club. His contribution was recognised in 2017 when he was inducted

into the Dundee FC Hall of Fame with a Golden Era award.

Cari Hendry, Home Manager at Ballumbie Court Care Home, said: "It was wonderful to see Alex have such a fantastic birthday celebration at Dundee FC. He has such an incredible history with the club, and it was very special for our team to help him return to Dens Park and celebrate his 86th birthday surrounded by his family.

"Alex had a brilliant day, from the stadium tour and hospitality lunch to watching the match. It was a truly memorable experience and one that everyone at Ballumbie Court was delighted to be part of."

The visit gave Alex the chance to relive cherished memories from his football career while creating new ones with his family and the Ballumbie Court team.

www.hc-one.co.uk/carehomes/ballumbie-court

CARE SAFE TAKES NEW DIRECTION WITH FRANCHISE EXPANSION

Care Safe, the tech-enabled provider transforming home-based healthcare, is embarking on a new stage of growth after launching in 2023 with a mission to revolutionise healthcare delivery across the UK. Having achieved a proven track record as a unified care platform that connects primary care, social care, transport and home support, Care Safe is starting a new phase of its development and is poised to set up as a franchisor, having determined that this will be the most successful way of achieving its vision in the future.

Established in four locations across the UK, in London, Telford, Port Talbot and Essex, Care Safe provides UK-wide access to comprehensive round-the-clock, healthcare solutions and services including an extensive range of direct-to-doorstep healthcare services, such as transportation, blood tests and personal care for individual customers as well as for care homes, NHS Trusts, corporates and insurance companies. Care Safe has other initiatives and plans in development which it believes will add to its appeal as a franchise opportunity.

Samit Kumar Biswas, CEO & Founder at Care Safe, has recently attended several overseas trips looking at what different countries are facing in terms of domiciliary care provision. "Two things became very apparent", he said. "Firstly, the UK is facing the same challenge as almost every country around the world and secondly a health tech startup with a proven commercial pipeline is a rare success. This has given me the optimism to decide now is the right strategic time to scale the business further."

As the franchisor, Care Safe is responsible for the brand and franchisees will be awarded exclusivity by region. Ongoing support will include training and marketing and national outreach for further business opportunities, passing these to the local franchisee for delivery.

A good example of this is Essex where in November last year, Care Safe was awarded a place on Essex County Council's new 'Live at Home' Framework as a Tier 2 provider of domiciliary care services across the county. And in February 2026, Care Safe's Telford office, which opened in April 2025, received a Good rating for local care by the Care Quality Commission (CQC) for its provision of domiciliary, or personal care, to local patients.

Samit said: "I am convinced that the business we have built is one with an extremely strong proposition for the future and am excited to be able to share this with

a number of equally determined business partners as franchisees. Together I believe we will be able to make an enormous difference to the UK care landscape. There is an immediate opportunity for Care Safe services, an opportunity that will only grow as the business develops."

Potential franchisees will be presented with compelling facts and figures which back up Care Safe's proposition:

- Gross current expenditure (GCE) on adult social care by local authorities was £29.4bn in 2024 to 2025.
- The Homecare and Supported Living market is now worth over £15bn a year and serves an estimated 915,000 adults in England alone.
- Demand for digital care technologies and remote monitoring is forecast to grow at double-digit rates over the next decade.

- Local authorities and Integrated Care Boards are actively looking for ways to reduce avoidable admissions, support discharge, and keep people safely at home.

Specialising in non-emergency patient transport and private ambulance services, Care Safe offers 24-hour bed-to-bed transportation services, for individuals with disabilities and elderly people, to hospitals, clinics and laboratories. Services include home visits by qualified healthcare professionals for medical assessments, continuous patient health status monitoring treatment, ongoing care management, a medicine reminder system, fall prevention technology, patient monitoring services with geo-fencing capabilities and automated vitals collection.

<https://caresafe.io>



The graphic is a purple rectangular banner. At the top left is the CareSafe logo, a white cross-like symbol with rounded ends. To its right is the text 'CareSafe®' in white. In the top right corner is a small grid of white dots. The center of the banner features the words 'FRANCHISE' and 'OPPORTUNITY' in large, bold, white capital letters. Below this, in smaller white text, are the phrases 'Protecting People.', 'Empowering Businesses.', and 'Building Safer Communities.' At the bottom of the banner is a photograph of a young woman in a light purple CareSafe uniform shirt and dark trousers, smiling and holding the hand of an elderly woman with white hair wearing a blue patterned top. In the bottom left corner of the banner is another small grid of white dots. A white rounded rectangle in the lower-left area contains the text 'Contact Us Now'. Below this rectangle are three lines of contact information: a phone icon followed by '0333 240 9677', an email icon followed by 'support@caresafe.io', and a globe icon followed by 'www.caresafe.io'.

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PREDICAIRE FOUNDERS NAMED FINALISTS IN 2026 GREAT BRITISH ENTREPRENEUR AWARDS

Ketan Shah and Vinay Patel, Co-founders and Managing Directors of Predicaire, have been named as finalists in the 2026 Allica Bank Great British Entrepreneur Awards, in the Technology Entrepreneurs of the Year category. They have overcome significant competition to reach the finals, as theirs was one of over 5,000 applications received.

The Great British Entrepreneur Awards is as much about the entrepreneur as the business, recognising the people behind the brand and the decisions, resilience and ambition that build companies that last.

Predicaire is a data-driven care management platform built for the specific needs of the social care sector. It helps care providers reduce risk, improve outcomes, increase efficiency, and demonstrate compliance through Artificial Intelligence (AI) and predictive analytics, smart workflows, and real-time operational insights, replacing fragmented legacy systems with a single intelligent platform.

In 2019, the founders sketched out what would become one of the UK's most disruptive care technology platforms, with no external funding, no customers, and nothing but a shared frustration with a sector that was not thinking differently. Since launch, Ketan, Vinay and their co-founders have built something that now touches the lives of staff and residents in care services across the UK every single

day. Predicaire has won the HealthInvestor Social Care Technology Provider of the Year award (2023, 2025) and the National Care Awards (2024), with finalist placements in 2024 and 2026. Ketan and Vinay have each earned individual recognition too, including Great British Entrepreneur Awards finalist status (2024), Ketan's BAME Top 50 ranking, and Vinay's place on the HIA Power List.

Ketan Shah said: "Vinay and I are honoured to have been selected as finalists at the Great British Entrepreneur Awards 2026, and we will be representing not just ourselves but also our co-founders Kaushal Patel and Alex Plenty. Together we have spent the past six years developing a product which has created a new category, a data-driven platform in social care, and which is helping providers deliver better care and support to their residents. Predicaire is a continuing success story,

which is contributing to putting the East of England on the map as a technology trailblazer."

Frankie James, Founder of the Great British Entrepreneur Awards, said: "When we launched the Great British Entrepreneur Awards in 2012, we set out to back the businesses that get on and build, the ones that don't always get the recognition they deserve. More than a decade on, over 5,000 applications tell me we were onto something. This year's cohort represents billions in turnover and tens of thousands of jobs, but what I'm proudest of is the determination behind those numbers. These are founders who have stuck with it through every kind of year, and championing them is exactly why we do this."

www.predicaire.ai



PARALYMPIAN AND TV PRESENTER DROPS IN TO WORTHING CARE HOME

An athlete-turned-TV presenter has visited a Worthing care home to see the great work it does.

Steve Brown, who captained the Team GB Wheelchair Rugby squad at the London 2012 Paralympics, praised Care for Veterans – a Royal Star & Garter Home, after visiting in August.

He was given a tour, spending time with residents and chatting to staff. He said their stories of resilience, hard work and rehabilitation resonated with the challenges he faced after his injury.

The charity provides long-term nursing, rehabilitation, respite and end-of-life care to veterans and their families who live with disabilities, including acquired brain injury and degenerative neurological conditions. It is now part of the Royal Star & Garter group, following a merger with the charity in April 2025.

Steve was left paralysed after he fell from a first-floor balcony, breaking his neck. He underwent years of grueling recovery, and was introduced to Wheelchair Rugby at Stoke Mandeville Hospital.

Since retiring from competitive sport, Steve has gone on to become a familiar face on TV, hosting Countryfile, Escape to the Country and The One Show.

During his tour of Care for Veterans, Steve saw the Home's large gym, where a team of dedicated Physiotherapists provide residents with one-to-one and group exercises.

He sat down with a group of residents in the Wellbeing Hub, before meeting Army veteran and resident Steve Boylan. The pair chatted about their shared love of wildlife and Steve explained how he often feeds squirrels and birds outside his room at the Worthing Home.

The Paralympian later said: "It was an absolute pleasure to meet the team and residents, learn about their stories, and find so much of their experience resonating with my own. The team works really hard and value the residents, it was a joy to go and see them."

www.careforveterans.org.uk



HYGIENE SOLUTIONS DESIGNED FOR CARE

In care environments, maintaining high standards of cleanliness is about far more than appearances. From residential care homes and nursing facilities to day centres and supported living environments, effective cleaning plays an essential role in creating spaces that are safe, welcoming, and comfortable for residents, visitors, and staff.

That is why Greyland provides practical cleaning and hygiene solutions designed to make every-day cleaning tasks simpler, more effective, and more efficient. Three products that can support busy care environments are Spray & Wipe Ultra, SC2 Foodsafe Cleaner & Sanitiser and Ultra Foam Antimicrobial Disinfectant Soap.

POWERFUL CLEANING, MADE SIMPLE

When cleaning needs to be carried out throughout the day, products need to be convenient, reliable, and easy to use. Spray & Wipe Ultra is designed with this in mind, providing a straightforward solution for the routine hygienic cleaning of hard surfaces.

Its ready-to-use format removes the need for dilution, helping cleaning teams save valuable time and ensuring the product is ready whenever and wherever it is needed. Simply spray onto the appropriate surface and wipe away, making it ideal for the fast-paced demands of care environments. It conforms to the following surface disinfection standards: EN1276, EN13697, EN14476, EN13727, EN1650, EN13610, EN14561, EN1657 EN16438 and EN14675.

From tables and work surfaces to general touchpoints and other washable hard surfaces, Spray & Wipe Ultra can become a dependable part of a daily hygiene routine. Its easy application also makes it suitable for use across a variety of areas, helping cleaning teams maintain consistent standards throughout a facility.

TACKLING MORE DEMANDING CLEANING TASKS

While routine surface cleaning is an important part of maintaining care environment, there are also occasions when a cleaning solution with added benefit of a reliable disinfectant is required. This is where SC2 Foodsafe Cleaner & Sanitiser can play an important role.

Designed to support professional cleaning teams with more demanding cleaning and hygiene requirements, SC2 provides

a versatile addition to a care facility's cleaning cupboard. Whether used as part of scheduled cleaning or for areas requiring additional attention, it gives cleaning teams another option when tackling more challenging tasks.

For busy care environments, this flexibility can help cleaning teams work efficiently while maintaining the high standards expected across the sector.

A BETTER APPROACH TO EVERYDAY HAND HYGIENE

Hand hygiene is another fundamental part of maintaining a clean and safe care environment. With staff, residents and visitors regularly moving through communal areas, entrances, dining spaces and other shared facilities, having accessible handwashing facilities is essential.

Greyland Ultra Foam Antimicrobial Disinfectant Soap provides a practical solution for everyday handwashing. Its foaming formulation is designed to provide a rich, easy-to-use foam, helping make handwashing a pleasant and straightforward part of the daily routine.

Foam soap can also offer an efficient approach to dispensing, helping users get the coverage they need while providing a comfortable washing experience. In busy care settings, where handwashing may be required frequently throughout the day, these small efficiencies can make a meaningful difference. It also meets the requirements of EN1499 WITH A 30-second contact time and effective against enveloped viruses according to EN14476.

SUPPORTING CARE TEAMS EVERY DAY

Cleaning and hygiene teams are under increasing pressure to deliver high standards while working efficiently. Choosing products that are practical, easy to use and suited to the demands of the care sector can help make every day routines more manageable.

With Spray & Wipe Ultra, SC2 Foodsafe Cleaner & Sanitiser and Ultra Foam Antimicrobial Disinfectant Soap, Greyland offers solutions that can support different aspects of a professional cleaning programme – from everyday surface cleaning and more demanding cleaning tasks to essential hand hygiene.

www.greyland.co.uk



A FAMILIAR MOP, WITH A SMARTER APPROACH

In care environments, cleaning products need to perform day after day while remaining practical and cost effective. It is one reason the Super White Mop has become a popular choice across care and healthcare facilities.

Soft, low linting and highly absorbent, the Super White Mop is made from a blend of viscose and polyester and provides a cost-effective alternative to traditional cotton. It is particularly suited to environments where mop heads are changed frequently as part of established cleaning and hygiene routines.

The mop itself may be familiar. What has changed is the way it connects to the equipment already in use.

SOLVING A LONG-STANDING COMPATIBILITY PROBLEM

Different professional mop systems have traditionally required different sockets and handles. For a single care facility this can create unnecessary duplication. Across larger care groups, where equipment may have been purchased at different times and from different suppliers, the problem can quickly become more significant.

Ramon Hygiene set out to address this with the development of Trinity, a patented socket system designed to bring several of the industry's most widely used handle fittings together for the first time.

Trinity is compatible with both Exel and SYR Interchange handles, as well as standard wooden and most commercial threaded handles. This allows care facilities to change or standardise their mop heads without automatically having to replace perfectly serviceable handles already in use.

For facilities teams, the benefits are practical: fewer mop variants, simpler stock management, greater flexibility and less disruption when changing products or suppliers.

The innovation has already received independent industry recognition, with Trinity named joint winner of the Back of House Product Innovation Award at the 2026 Foodservice Packaging Association Awards.

A MORE CONSIDERED USE OF MATERIALS

The material is produced using waste trims generated during spunlace production. Rather than being discarded, these

trims are repurposed for use in new mop heads, reducing the requirement for virgin polyester and viscose.

The result is an absorbent, low linting and cost-effective mop particularly well suited to the demands of care environments.

Super White Trinity Mops are available with five colour coded socket options in a variety of weights, allowing facilities to incorporate them into existing colour-coding procedures and help reduce the risk of cross contamination between cleaning areas.

75 YEARS OF UK MANUFACTURING

Behind Trinity is a British manufacturer celebrating a significant milestone of its own.

Ramon Hygiene was founded in Leicester in 1951 and celebrates 75 years in business this year. From its Leicestershire facility, the company manufactures millions of traditional textile cloths and socket mops while supplying a comprehensive range of professional cleaning consumables through its distributor network.

Recent investment in two new mop production lines has increased Ramon's UK socket mop production capacity to more than 15m units a year, reinforcing its long-term commitment to British manufacturing.

Trinity represents the latest chapter in that story, taking a traditional cleaning product and using modern design and manufacturing to solve a problem that has existed within the industry for decades.

PUT TRINITY TO THE TEST

Ramon Hygiene is offering Tomorrow's Care readers a complimentary Super White Trinity Mop to trial with their existing cleaning equipment.

Samples available to UK care organisations, subject to availability. Ramon Hygiene supplies through professional cleaning and janitorial distributors.

Visit the website to request a free sample and see how Trinity works with the handles already in use at your facility.

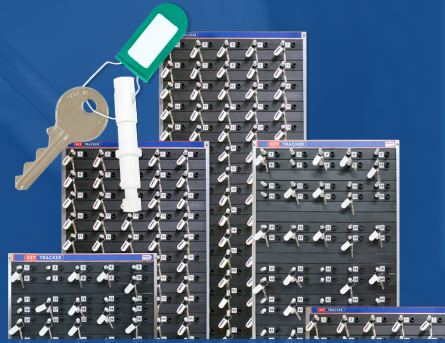
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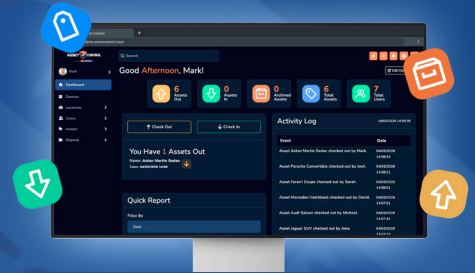
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SUPPORTING CARE THROUGH CHANGE

Care Show Birmingham and the Retirement Living Show returns to the NEC Birmingham on 7–8 October 2026, with practical learning, expert insight and the latest innovations for care professionals. Here's what to expect.

The social care sector continues to navigate funding pressures, workforce shortages, evolving regulation and rapid advances in technology. That's why bringing the sector together has never been more important.

As the UK's leading event for the care community, Care Show Birmingham brings together practical learning, the latest innovations and thousands of care professionals. Whether you're an owner, director, registered manager or care professional, you'll leave with ideas, inspiration and valuable new connections.

■ PRACTICAL LEARNING FOR TODAY'S CARE LEADERS

Rather than simply reflecting the challenges facing the sector, the programme has been designed to help providers understand what change means in practice, hear directly from those influencing policy and regulation, and leave with practical ideas they can implement within their own organisations.

Developed alongside Care Show Birmingham's Advisory Board and informed by extensive research conversations with providers,

sector leaders and frontline professionals, the conference programme focuses on the issues that matter most to today's care leaders.

This year's key themes include future reform, workforce sustainability, funding pressures, compliance and regulation, and technological transformation.

Across seven conference theatres, visitors will have the opportunity to hear from policymakers, regulators, providers, academics and experts by experience, each bringing practical insight into the realities of delivering high-quality care in an increasingly complex environment.

The conference welcomes an impressive line-up of speakers, including Chris Badger, Chief Inspector of Adult Social Care and Integrated Care at CQC; Sarah McClinton, Chief Social Worker from the Department of Health and Social Care; Jeremy Richardson, CEO of Avery Healthcare; Raina Summerson, Group CEO of Agincare; Nitesh Somani, CEO of Kara Healthcare; Nye Brown, CEO of Hallmark Luxury Care Homes; Amrit Dhaliwal,



CEO of Walfinch; and Baroness Glenys Thornton, Chair of the Social Care Institute of Excellence.

■ NEW FOR 2026

This year's event introduces several exciting new features designed specifically for senior leaders and business owners.

The brand-new Owners' & Directors' Forum has been created exclusively for strategic decision-makers. Dedicated to the realities of running a care business, the theatre explores everything from occupancy and commissioning to investment, business growth, funding challenges and long-term sustainability. It offers high-level content tailored specifically to those responsible for leading care organisations through change.

Alongside the forum, visitors can take advantage of the new Care Business Clinics. These informal drop-in sessions give care leaders the opportunity to speak directly with some of the sector's most experienced business experts, ask pressing questions and gain practical advice from professionals who have successfully built and grown care businesses themselves.

When the exhibition closes on day one, the excitement continues with the return of Care Sector's Got Talent, hosted at Care Show for the very first time. This much-loved evening event promises entertainment, networking and the chance to celebrate the incredible personalities that make the care sector so special.

■ DISCOVER THE LATEST INNOVATIONS

Beyond the conference programme, visitors can explore more than 300 exhibitors showcasing the latest products, services and technologies supporting care providers.

From digital care planning and AI-powered solutions to recruitment, compliance, facilities management and resident wellbeing, the exhibition provides a unique opportunity to compare suppliers, experience live demonstrations and speak directly with the organisations driving innovation across the sector.

■ BE PART OF THE CONVERSATION

Care Show Birmingham brings together people from every corner of the sector because some of the best ideas don't come from presentations – they come from conversations. Whether that's with a speaker, another provider or an exhibitor, every discussion has the potential to spark something you can take back to your organisation.

Join us at the NEC Birmingham on 7–8 October 2026 and be part of the conversations shaping the future of care. Register **here** for your free pass today.

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FROM MEASURING CARE TO MEASURING QUALITY OF LIFE WITH PCS

STAND: G40

The way we measure care is changing. For decades, safety, compliance and clinical outcomes have been at the heart of how the sector understands quality. These remain fundamental, but the next frontier is understanding something much more human: what is life actually like for the person receiving that care? Are they happy, engaged and living well? New analysis from Person Centred Software (PCS) suggests the sector may finally be in a position to provide an answer.

For the past six months, PCS has been using its care intelligence solution, IQ, to measure and benchmark resident wellbeing across Britain – turning something historically difficult to quantify into something providers can track alongside more traditional indicators of care quality.

The resulting national picture is an encouraging one. Across six months of care records, 72.8% of resident wellbeing observations were positive – a pattern reflected across every UK mainland region. For a sector so often associated with crisis and challenge, the findings offer a striking counterpoint.

This has been made possible by a decision PCS made more than a decade ago: to record care in a structured, consistent way. Over 13 years, PCS has built a dataset containing more than 21 billion care observations across thousands of care homes. During everyday interactions, carers record not only the support they provide, but measures including resident happiness and engagement, captured on standard five-point scales – from very happy to very unhappy, and highly engaged to highly disengaged. For many residents, these observations are captured several times a day, building a picture of wellbeing over time rather than relying on a one-off assessment.

Looking more closely at these measures reveals another interesting pattern. Nationally, 73% of happiness check-ins and 71.2% of resident engagement assessments were positive, with regions recording higher engagement also tending to record higher happiness. The relationship reinforces the idea that wellbeing cannot be understood through clinical outcomes alone – how people spend their days, the relationships they build and the activities they take part in matter too.

None of this diminishes the very real pressures facing social care, from workforce shortages to rising demand and financial strain. Those challenges have long dominated perceptions of the sector, so a different perspective is welcome. But the greater significance lies in what these findings mean for providers: a new way of thinking about and measuring quality. Safety and compliance will always be fundamental, but they are not the whole story.



IVC COMMERCIAL SHOWS ITS CARING SIDE AT THE CARE SHOW

STAND: M25

IVC Commercial will showcase its European-made sheet vinyl flooring at the Care Show Birmingham, highlighting how its solutions can support resident wellbeing and independence while offering long-term value, durability and easy maintenance.

Jake Parks, National Sales Manager Commercial, said: "As the UK's leading event for the sector, the Care Show is a fantastic opportunity for us to spend time with specifiers and explain how our sheet vinyl floors can deliver the durability, safety and hygiene they need while also ensuring residents benefit from welcoming designs that help them to feel settled in their environment. We're looking forward to meeting delegates and hearing from the sector on what they need from their choice of flooring."

Through ranges with a highly durable and long-lasting 0.70mm wear layer that delivers class 34 performance, IVC Commercial's floors can withstand intense use, including from wheeled traffic such as wheelchairs, mobility aids and care equipment. They are also finished with Hyperguard+, a permanent PUR coating that resists stains and scuffs and makes cleaning easier. Selected floors include Sanitec anti-bacterial protection to inhibit the growth of bacteria and mould and improve hygiene. Specialist slip-resistant safety and acoustic specifications are also available.

Across all its collections, IVC Commercial delivers a wide range of natural wood designs that offer a homely, welcoming feel for care

settings. With LRV available for all its designs and different plank sizes, grain effects and colours; they can be used to aid navigation and help residents to understand their space, while also creating a 'sense of home'. Helping residents to feel calmer, IVC Commercial floors support their wellbeing and independence.

www.ivc-commercial.com



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CONNECT AND GROW

Eammon Price, CEO of Flourish, explores how care providers can transform workforce development to better support and retain their teams.



I grew up in a family of carers, so the pressures on this sector aren't something I've had to learn about from a distance, I watched them up close.

The long hours, the emotional weight, the way the job can leave you with little left over to look after yourself. It's shaped how we think about workforce development at Flourish.

The scale of the crisis in care has been well documented, so I won't labour the point, but it's worth touching on briefly because it's the reason we've built what we've built.

Low pay and difficult conditions are pushing experienced carers out faster than new ones can be recruited, and every departure adds pressure to the people who stay, leaving already-stretched teams with even less time for training, development or their own wellbeing.

It's a cycle that's difficult to break from the inside, and simply recruiting harder isn't going to break it.

What matters more, I think, is what actually helps. And the data is genuinely encouraging. Skills for Care reports a national turnover rate of 26.2% among direct care staff. But amongst the 120,000 care workers with regular access to training through our online platform, Click Learning, the attrition rate was 10% better during the same period.

That gap isn't incidental. It suggests that when carers are properly invested in and given real opportunities to build their knowledge, skills and confidence, they're more likely to stay in the job.

Cindy Jourdain, Community Projects Manager at Northam Care Trust, has seen the impact that Click Learning can make.

She told us that when her staff feel confident and invested in, retention follows and that our training has given her team the

confidence and skills to excel in their roles, with many now going above and beyond for the residents they support.

This matters because the Joseph Rowntree Foundation puts the median cost of recruiting a new care worker at £7,870, well above Skills for Care's 2024 estimate of £4,000–£6,000. Every person who leaves is a loss twice over, to the people they were supporting, and to the team left to pick up the slack.

This has driven us to build the cohesive workforce solution we have, which far outstretches a simple eLearning platform.

This is not another app for the sake of it, but a genuinely joined-up way of recognising and supporting the people already doing this work, helping fix a system under strain for too long, and in doing so, helping drive up the quality of care itself. At Flourish, that approach is built around four pillars: Learn, Save, Thrive, and Connect.

LEARN, DEVELOP AND GROW SKILLS TO DELIVER QUALITY CARE

Click Learning helps providers meet mandatory training requirements while giving care workers practical tools to build their skills, knowledge, and confidence. Around 7,000 courses are completed through the platform each day, offering a connected approach to workforce performance, allowing carers to seamlessly access training, discounts, wellbeing and soon, a community of best practice.

SAVE MORE ON EVERYDAY COSTS THROUGH EXCLUSIVE REWARDS AND SUPPORT

Flourish Rewards is our free savings and discounts platform. It provides access to hundreds of discounts on everyday essentials, travel, technology and more.

By combining financial wellbeing with professional development, Flourish Rewards designed to support recruitment, recognition and retention while helping carers keep more of their hard-earned money, not just a perk, but a practical step to help with the cost of living.

“Bringing more people into the sector is only one part of the solution; providers must also invest in developing, supporting and recognising the teams they already have.”

I was humbled recently to hear from Clifford, a volunteer with Age UK, who discovered Flourish Rewards while browsing Click Learning. After checking out the offers available, he now uses it for his regular shop and has already saved over £205.

THRIVE WITH BETTER MENTAL HEALTH, WELLBEING, AND RESILIENCE

We know mental health and burnout are major issues for this sector, so we launched a wellbeing app to help carers thrive.

Flourish Wellbeing begins with users creating a personalised wellbeing profile through check-ins, then provides tailored recommendations, goals and resources across mental health, sleep, finances and self-care.

As users engage, the app tracks progress and provides ongoing support, while giving organisations anonymised insights to understand and improve workforce wellbeing.

CONNECT, COLLABORATE AND LEARN FROM PEERS

And to bring this all together, is Flourish Community, a buzzing online hub that will soon connect carers with a national network of like-minded professionals to share best practice, ask questions and learn from each other, all for free.

Carers can often feel isolated, particularly in the care sector, and many providers are too small to have a national network of their own. Flourish Community, which goes live in September, will provide that, alongside expert insight and sector news.

I believe a different approach is needed to tackle the recruitment and retention challenges facing adult social care, and that's what we're trying to deliver at Flourish.

Bringing more people into the sector is only one part of the solution; providers must also invest in developing, supporting and recognising the teams they already have.

With a more joined-up approach to workforce wellbeing, learning and engagement, we can help create an environment where carers feel valued, empowered and inspired to build long-term careers in care.

So, my parting line is a plea to providers is, let's think differently and take proactive steps, because by understanding your workforce, you can make better decisions and ultimately drive meaningful change.

<https://flourish.co.uk>



PATHWAY TO SUCCESS

With more than 100,000 vacancies still across England's adult social care sector, the new Care Workforce Pathway aims to provide clearer career progression and improve retention. But will a voluntary framework be enough to help employers attract and keep the skilled workforce they need?

Recruiting and retaining skilled care workers remains one of the greatest challenges facing adult social care. Although workforce pressures have eased in recent years, providers continue to compete for talent while looking for new ways to retain experienced staff.

According to the latest figures from Skills for Care, there were an estimated 111,000 vacancies in England's adult social care sector in 2024/25, representing a vacancy rate of 7%. While this is a significant improvement from the 10.5% peak seen in 2021/22, staff turnover remains high at 23.1%, equating to around 335,000 people leaving their roles over the course of a year. More than half (53%) of recruitment also comes from within the sector, highlighting how providers are often competing for the same pool of experienced workers rather than attracting new entrants.

Against this backdrop, the publication of Part 3 of the Care Workforce Pathway represents an important step towards strengthening recruitment and retention by creating clearer career opportunities for the adult social care workforce.

The latest phase introduces ten new role categories, extending the pathway beyond frontline care to include care technologists, activity co-ordinators and care-adjacent roles such as catering and maintenance. By recognising a wider range of careers that contribute to high-quality care, the pathway offers employers another tool to demonstrate that social care provides diverse, long-term career opportunities rather than simply entry-level jobs. For recruiters, that matters.

Career progression consistently ranks among the factors that influence whether people join an organisation and, crucially, whether they stay. A nationally recognised career structure can help employers demonstrate clear development opportunities during recruitment, giving prospective employees greater confidence that their skills and experience will be recognised as they progress.

However, sector leaders argue that the pathway still leaves an important gap. The Care Workers' Charity has welcomed the expansion of the framework but says it does not yet adequately recognise one of the sector's most common frontline roles: the Senior Care Worker.

In many services, senior care workers lead shifts, mentor colleagues, oversee medication and take on additional responsibilities that are vital to safe, effective care. Yet the charity argues these experienced staff still have no distinct place within the national career framework.

That omission could have recruitment implications. Career pathways are most effective when employees can clearly identify the next step in their progression. Without formal recognition of a role already undertaken by thousands of experienced workers,

providers may struggle to demonstrate a meaningful career ladder that encourages people to remain in the profession.

The charity also points to the disconnect between experience and reward. It notes that care workers with five or more years' experience now earn just 10p per hour more than someone entering the profession, compared with 33p in 2016. Its own Wellbeing Survey identifies limited career progression as one of the most common reasons care workers choose to leave the sector.

"The pathway offers employers another tool to demonstrate that social care provides diverse, long-term career opportunities rather than simply entry-level jobs."

Another challenge is implementation. Adoption of the Care Workforce Pathway remains voluntary, meaning providers can choose whether or not to use it. While many organisations are expected to embrace the framework, inconsistent uptake could dilute its impact, with career structures varying considerably between employers.

To maximise its potential, The Care Workers' Charity is calling for legislative backing for the pathway, alongside funded support to help providers – particularly smaller organisations – embed it into workforce planning, training and professional development.

The charity also believes the pathway should be directly linked to the forthcoming Fair Pay Agreement, ensuring nationally recognised roles are matched by nationally recognised rates of pay. If progression is accompanied by improved remuneration, employers would have a far stronger proposition when recruiting and retaining skilled staff.

For providers facing ongoing workforce shortages, the Care Workforce Pathway has the potential to become far more than a careers framework. Combined with fair pay and consistent implementation, it could help reposition social care as a profession with recognised skills, structured progression and genuine long-term career prospects.

Ultimately, attracting new recruits is only part of the solution. Giving experienced care workers a clear reason to build their careers within the sector may prove just as important.

www.thecareworkerscharity.org.uk

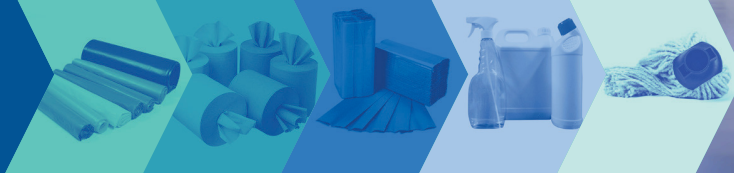
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CARE TECH THAT EARNs TRUST

Katie Thorn, Director of Innovation at Digital Care Hub, explains why care technology should start with the problem, not the product, and how providers can ensure digital solutions deliver meaningful benefits for residents and staff.

“Thirty years of reputation rests on one thing: families trusting us with the people they love.” That line from Oakland Care Group captures the real test for care home technology. Software, sensors and AI should strengthen trust, not complicate care.

■ START WITH THE PROBLEM

When specifying care tech, the first question should not be ‘what should we buy?’ but ‘what are we trying to improve for residents, relatives and staff?’ The aim may be fewer falls, less paperwork, earlier signs of deterioration, safer medicines, better family communication or easier inspection evidence. Clear outcomes help providers choose technology that supports care.

■ WHAT TECHNOLOGY CAN DO

Digital records, eMAR, rostering, audits, smart sensors, acoustic monitoring, nurse call systems, video consultations and shared records can all play a role. Generative AI adds possibilities: drafting letters, summarising notes, simplifying information, supporting training, finding themes in feedback and making policies easier to search.

■ LESSONS FROM PRACTICE

Oakland Care Group shows how that approach can work. Its ‘pain point first’ method identifies gaps in care, defines what better would look like, and only then chooses technology. The group introduced an AI-supported workflow through CareSpace to make care planning faster and more consistent.

Before AI integration, creating a care plan could take four to eight hours. Afterwards, it reduced to around 20 to 30 minutes. Oakland also wanted to move from reactive care towards preventative health management, using information to spot patterns that could suggest risks such as infection, deteriorating mobility or avoidable hospital admission.

Oakland also insisted on ‘Glass Box AI’ – audit trails showing what information went in, what prompts were used and what came out. That makes the example less about a single product and more about a disciplined, measurable approach that builds confidence.

■ BENEFITS, RISKS AND SAFEGUARDS

The benefits can be significant: less duplication, faster access to information, better trend spotting and more time with residents. But poor implementation can add workload. Monitoring can feel intrusive if people have not been involved. Generative AI needs particular care because it can produce wrong answers, invent information, miss context, reproduce bias or give unsafe suggestions.



Care homes should set clear rules for AI: what it can be used for, who can use it, what information must never be entered, and how outputs will be checked. AI should support human judgement. Providers should ask suppliers how privacy is protected, how bias is tested, and what happens if systems fail.

■ CHECK THE VALUE

Evidence does not need to be complicated, but it does need to be clear. NICE’s Evidence Standards Framework says digital technologies should be assessed in line with their purpose and risk, including evidence of effectiveness and economic impact. In social care, that also means asking whether technology improves independence, dignity, choice, quality of life, staff confidence or relationships. Capture a baseline, then review changes after three, six and 12 months.

The evidence base is still developing. NIHR has awarded more than £5.4m to nine digital social care research projects covering AI, smart home technology, telecare, digital inclusion and technology-enabled care. Providers can help by sharing practical insight and honest feedback.

Value for money means more than purchase price. Include set-up costs, licences, devices, connectivity, training, staff time, maintenance, data migration and switching costs. Ask whether systems work together, whether data can be exported safely, what support is available, and how downtime or cyber incidents are handled.

The best technology supports judgement, strengthens relationships and makes information easier to use. If it cannot show how it improves life for residents and staff, it may not be the right solution – however impressive the dashboard looks.

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INTELLIGENT CARE

Artificial intelligence is increasingly being used in the care sector to monitor residents' health and to prevent falls and emergency call-outs. Does this mean AI is the future of care homes? And, if so, how far can it also be used to aid cleaning? Liam Mynes from Tork manufacturer Essity discusses the issue.

The number of falls and ambulance callouts was dramatically reduced this spring after a trial of AI sensors was implemented in Dorset.

Six care homes across the county took part in a pilot scheme that used AI to monitor sound and movement in residents' rooms.

Any changes in motion or noise levels during the night were picked up by the sensors and an alert was then sent to staff via handheld devices. The trial resulted in a 66% reduction in ambulance callouts plus an 80% drop in hospital transfers.

In May this year, a significant reduction in falls was also recorded after a group of Lancashire care homes introduced AI-enabled smart lighting technology.

Smart lamps in the home were programmed to automatically switch on whenever a resident rose in the night. The system resulted in faster staff response times, a drop in emergency callouts and 32% fewer falls.

“An increasing number of residents now wear devices that continuously check residents' blood pressure and bloodsugar levels.”

AI is playing a valuable role in helping to keep residents safe. But it can also be used to monitor their health and improve their quality of life.

For example, an increasing number of residents now wear devices that continuously check residents' blood pressure and blood sugar levels, for example. Other wearables provide medication information and remind people when to take it.

Remote monitoring systems are also being used to allow staff members to check on residents during the night while allowing them to sleep undisturbed. Some care homes are also using a PainChek app which can tell when non-verbal residents are experiencing discomfort.

AI is also increasingly appearing in care homes in the form of robots. These can help to take the physical strain away from staff members and free up more of their time to carry out other tasks.

For example, the 'Hug' robot has been designed to help residents to get up from chairs and move them from A to B, relieving staff members of much of the heavy lifting that can lead to back strains and other injuries.

The Paro robot – which takes the form of a fluffy seal – has been developed as a companion to lonely care home residents. A robot developed at Trinity College Dublin – Stevie II – uses advanced sensing technologies, laser rangefinders, depth cameras and vision sensors to interact intelligently with care home residents. And the humanoid Abi robot can recognise faces, engage residents in conversation and adapt its personality to suit the individual. It can also initiate sing-songs and dance parties.

One area in which AI is proving particularly useful is in the cleaning sector. Automated systems can now take on the heaviest cleaning tasks, freeing up staff to tackle more detailed work.

For example, a team of robotic vacuum cleaners was deployed in a government-funded trial in 25 UK care homes during the Covid pandemic. Pathogen levels dropped by an average of 41% in just three days after implementation of the trial, which also incorporated ATP testing and antiviral surface cleaning.

Cleaning staff shortages have been a major problem in care homes since the pandemic when the stress of the job caused many people to leave. Technological solutions can help to plug the staffing gap and make it easier for team members to run a home more efficiently.



For example, Tork Vision Cleaning uses people-counters and connected dispensers to provide real-time data on cleaning requirements. This allows care teams to stay ahead of the game and use a smartphone, tablet or computer to remotely check on which dispensers are running low and which washrooms are receiving high levels of traffic. They can then anticipate situations in which enhanced cleaning or extra checks might be required.

“Cleaning staff shortages have been a major problem in carehomes since the pandemic when the stress of the job caused many people to leave.”

Good training is vital to ensure that care home staff and cleaners fully understand the importance of proper cleaning and hygiene. Research from Essity reveals that 58% of cleaning staff in care homes say they find it challenging to follow all the required steps and tasks in cleaning guidelines. And 68% of employees claim they would like to receive better and more interactive training in hand hygiene.

Essity offers two free online training solutions for care home staff. Tork Cleaning Training for Long Term Care Homes provides employees with ‘real world’ scenarios in a safe virtual world. The training has been developed in collaboration with the Association for Healthcare Environment and can be customised to fit with local cleaning guidelines.

The second module, Tork Clean Hands Training for Long Term Care Homes, equips staff members with the day-to-day skills

they require to secure hand hygiene. It has been developed with leading hygiene experts using the WHO My Four Moments for Hand Hygiene in a residential home environment. And the interactive simulation – which has been designed to make hand hygiene learning more inspiring – is available both online and in a virtual reality format.

Robots in the care sector have not been without their problems. An AI specialist and visiting professor at London’s Queen Mary University recently spent seven months observing them, after which he concluded that some machines were actually adding to the staff workload.

Dr James Wright discovered that the acts of cleaning and recharging the machines and stepping in when they went wrong were taking up a great deal of employees’ time. He claimed the Hug robot – designed for heavy lifting – was actually itself too heavy and cumbersome to wheel from room to room. And some residents became so attached to the Paro seal robot that they refused to eat their meals or go to bed without it.

However, care home robots are likely to become increasingly sophisticated and nuanced as the technology improves. For example, Swiss roboticist Professor Nadia Thalmann recently created a robot copy of herself to keep her mother company in her care home. ‘Social robot’ Nadine can sing, play bingo and converse on many different topics and several versions of the robot have now been trialled in residential homes in Singapore.

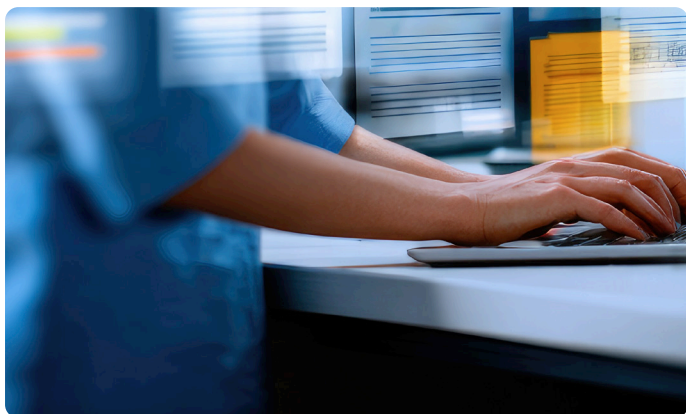
Whether robots will take off in a big way or not, AI will continue to be put to use in other ways in the care home. If it can quietly enhance operational efficiency, monitor people’s pain levels and improve resident safety behind the scenes it will prove to be an invaluable tool in enhancing people’s lives.

www.torkglobal.com



CONNECTED CARE

Mark Hindle, Managing Director at Tunstall Healthcare, discusses how data insight can enable more communication, visibility and decision-making in order to improve outcomes and support staff capacity.



As health and social care needs across the UK continue to evolve and pressure on an already stretched workforce intensifies, the shift from reactive to proactive care can no longer be viewed as aspirational.

Delivering better outcomes for people depends on health, housing and social care providers working collaboratively, aligning across data and service delivery. While the challenges facing the system are widely understood, what is less recognised is that the data needed to enable this transformation is already being collected.

■ UNDERSTANDING THE DEMAND AND STAFF ISSUE

The Association of Directors of Adult Social Services estimated that in England alone, a minimum of 250,000 people are waiting for a care assessment at any one time. This record demand, an ageing population and inflation are all straining the social care system.

Combined with the workforce crisis that is impacted by difficult conditions, demanding work and a lack of implementation of a strategic workforce plan, the social care system is in need of a clear and strategic way forward to uplift staff and capacity.

Councils, housing providers and care providers also need to move beyond reactive approaches to create viable models of preventative care and early intervention, all routes which will also improve outcomes for staff.

■ THE VALUE OF DATA IN SOCIAL CARE

Being able to effectively use digital tools to harness data improves the quality of social care, enables earlier intervention, strengthens decision-making and creates more efficient ways of working.

For carers and social care staff, this means spending less time reacting to crises or completing unnecessary visits, and more time delivering meaningful, person-centred support where it is needed most.

Analysing health and wellbeing data gives delivery managers greater visibility of the people in their care, allowing them to identify potential concerns quickly and deploy interventions before issues escalate. It also enables care managers to prioritise workloads, make better use of staff capacity and ensure limited resources are directed towards those with the greatest need.

Using predictive models that combine existing health data with personalised care insights is the only route in improving outcomes for people while providing a richer understanding of their quality of life. Rather than relying solely on routine schedules, care can be shaped around an individual's changing needs, giving frontline staff the confidence to make informed decisions based on real-time evidence.

A proactive model also creates the opportunity to establish benchmarking across housing and care providers, using shared data to identify trends, forecast demand and understand where services will be needed most – this allows organisations to plan resources more effectively while delivering increasingly personalised support.

The opportunity to connect information and coordinate services at scale has never been greater. By reducing administrative burdens, improving communication and giving carers, care managers and partner organisations access to a shared view of an individual's wellbeing, connected data enables professionals to spend less time navigating systems and more time caring for people.

MAINTENO SMART FACILITIES MANAGEMENT FOR THE CARE SECTOR

Mainteno is a forward-thinking CMMS and CAFM platform designed to streamline facilities and maintenance management so care organisations can operate with greater clarity and efficiency. Built with practicality in mind, it supports the smooth running of buildings, assets, and day-to-day maintenance activities across the care sector.



The Critical Partnership: Care and Compliance

The core mission of a care home is the safety and well-being of its residents, which means teams must stay focused on delivering personalised, high-quality care. Mainteno strengthens this mission by taking responsibility for the physical environment. It helps ensure that buildings, systems, and assets remain safe, reliable, and compliant for both residents and staff.

By integrating Mainteno into daily operations, facilities teams gain complete oversight of their estate while removing the inefficiencies of manual processes and scattered paperwork. This partnership ensures every care home environment is safe, fully compliant, and supportive of the work happening on the frontline.

Why Care Providers Choose Mainteno

Mainteno provides the robust and efficient technology needed by today's facilities teams in the care sector.

Ensuring Safety and Compliance

Mainteno centralises every aspect of facilities management, giving teams full visibility and control over asset performance, maintenance schedules, reactive repairs, and compliance requirements. This helps reduce risk and ensures key safety checks are completed on time.

Improving Productivity and Response Times

By simplifying communication and workflows, Mainteno helps organisations achieve faster response times, lower operational costs, and improved productivity across multiple sites.

Centralised Control and Clear Audit Trails

The platform unites all essential tools in one secure place. Maintenance scheduling, fault reporting, contractor management, and document tracking become easier to manage, and teams benefit from a complete audit trail for inspections and regulatory reviews.

Accessible and Scalable for Every Care Setting

Mainteno is built to adapt to the evolving needs of single care homes and multi-site operators. Its intuitive interface means staff can get up and running quickly, with no costly setup fees or long contracts.

Security and Support When It Matters

Data protection is a priority, supported by strong security measures and a dedicated customer support team that ensures users always have the guidance they need.

Key Features for Care Sector Excellence

Mainteno Feature	Care Home Application / Safety Benefit
Centralised Asset Management	Full visibility over asset performance to predict and prevent failures of critical equipment such as nurse call systems and heating.
Maintenance Scheduling	Simplifies planned preventative maintenance for all compliance checks, reducing risk and operational disruption.
Fault Reporting (Reactive Repairs)	Enables quick logging of reactive repairs and supports faster response times to urgent issues.
Digital Checklists	Creates structured digital checklists for routine safety checks such as water temperature and fire safety, supporting accountability.
Document Tracking	Organises essential documents such as warranties and service records to maintain a clear audit trail for regulators.

With Mainteno as a partner, facilities management becomes clearer, smarter, and more connected, allowing care homes to focus on what matters most: providing safe, supportive, high-quality care to every individual.

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www.mainteno.com

THE ROLE OF TECHNOLOGY

Both group and independent living environments have deployed monitoring technology for decades. It is clear the sector is not short of technology, but what is noticeable is the lack of application to inform care.

Commissioners must go beyond seeking technology to monitor and instead look for tools that also offer streamlined collection – as the sector transitions to a digital network, many more possibilities are available.

With technology and teams continuing to operate in silos, it's clear that the challenge has now shifted from adopting technology, to identifying how organisations can unlock actionable intelligence from the data available.

“The challenge has now shifted from adopting technology, to identifying how organisations can unlock actionable intelligence from the data available.”

The foundation for proactive and preventive care is already in place across much of the UK, with technology playing an important role. Wearable devices, for example, have evolved beyond being a simple alert system and now offer capabilities such as tracking vitals, assessing movement and identifying changes in behavioural patterns and health metrics.

These key data points help with highlighting the early warning signs in an individual and AI-supported tools are also increasingly being integrated into adult social care settings, working alongside care teams to continuously monitor and interpret patterns in day-to-day living.

Connected technology can provide care managers with a real-time picture of how someone is managing at home, enabling care to be delivered when it is genuinely needed. For example, if monitoring data shows a resident is already up, moving around safely and preparing breakfast independently, an early morning care visit may no longer be necessary – instead, that resource can be redirected to someone with a greater or more urgent need.

When these systems operate in a connected way, real-time insights become central to care planning, helping councils and care providers make more informed decisions about how services are deployed.

Rather than relying solely on fixed schedules or routine visits, support can be tailored around an individual's changing needs while making the best possible use of a stretched care workforce.

The opportunity now is to make this intelligent, data-led approach the norm through greater collaboration and integration across the health and social care system – ultimately saving time and money without impacting people.

THE FUTURE OF COLLABORATIVE CARE

Embracing the use of digital insights not only benefits traditional carers, but also allows loved ones and informal carers to stay

informed and involved through digital platforms that strengthen support networks and improve transparency.

While using technology is vital in delivering proactive care and helping providers prioritise support, optimising these insights to make better use of stretched resources is the next step forward.

Whilst the sector understands that true care starts with earlier intervention, better decision-making and a joined-up approach, we must begin creating opportunities to harness the power of technology that is already in the home, already supporting vulnerable people and already building a picture of everyday behaviours.

By integrating these insights with digital tools and family-facing apps, loved ones can receive meaningful updates on a person's wellbeing, giving them greater confidence that everything is on track while also highlighting when changes in behaviour or health may warrant a closer look.

This not only provides reassurance and peace of mind but also enables families and care teams to act sooner, ensuring support is available when it matters most.

LOOKING AHEAD

Creating real change requires more than plans and policy, it demands a fundamental rethink of how the UK connects people, services and data. The greatest opportunity lies in bringing health, social care and housing together through a single, connected ecosystem, where trusted information can flow seamlessly between organisations, enabling faster decisions, better coordinated care and more effective use of limited resources.

The technology to make this happen already exists. As the digital switchover accelerates, the challenge is no longer whether we can connect these systems, but if the industry is willing to engage and push forward.

As we build a more connected future, we must ensure technology remains an enabler, not the focus. The most successful system will be one that keeps people at its heart – using shared insights to empower professionals, support families and deliver more personalised, proactive care that improves lives.

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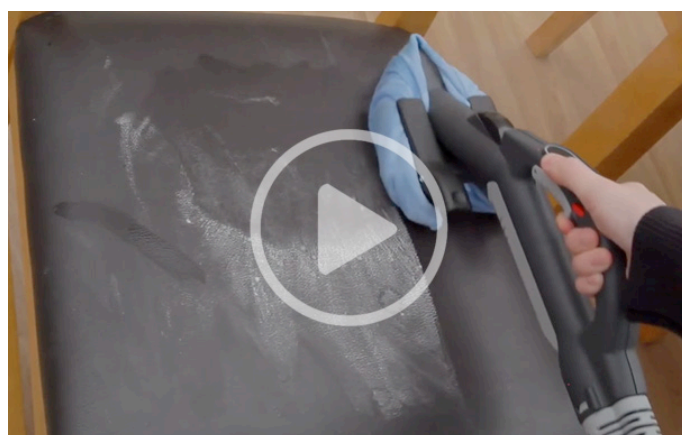
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THE TRUST FACTOR

Money Penny explains why customer experience matters more than ever in care.

If you're running a private care home, the numbers tell a compelling story. Searches for private care homes have surged 49.3% in just two years. Yet with occupancy rates hovering around 85-88% and competition fierce, simply having beds available isn't enough. The real differentiator is how families feel when they engage with you.

Money Penny's new research, *The Trust Factor: The CX Gap in Care*, explores why customer experience is becoming central to occupancy, reputation and growth. Families aren't simply choosing a service; they're making one of life's most important and emotional decisions. Trust matters at every stage.

THE NUMBERS BEHIND THE GAP

The data is striking: 80% of enquiries receiving same-day follow-up result in a visit booked within 48 hours. Homes achieving visit-to-move-in conversion rates above 25% see faster stabilisation and higher monthly income. Resident satisfaction above 90% and family satisfaction above 85% drive lower churn and stronger reputations. And critically, over 20% of new enquiries come from word-of-mouth or online reviews. Your residents and their families are your most credible advocates.

Sarah Roberts, Head of Health & Care, Money Penny, said: "In care homes, customer experience isn't a luxury feature. It's the foundation of trust. Families aren't just selecting a service; they're entrusting us with the wellbeing of someone they love. How we respond to that first enquiry, how we communicate through the decision process, and how consistently we deliver on our promises, shapes families' confidence in one of life's most important decisions. That's why CX has to be at the heart of everything we do."

FIVE PILLARS OF CX EXCELLENCE

The playbook introduces five interconnected pillars: First contact (same-day follow-up converts 80% of enquiries into

visits), supporting the family journey (transparency and reassurance), day-to-day experience (consistency drives 90%+ resident satisfaction), communication and reputation (respond to reviews within 72 hours), and aftercare and advocacy (move-outs become referral sources).

WHY THIS MATTERS NOW

CX is not simply a service issue; it's a board-level priority. With national occupancy averaging 86% in 2025, the homes that fill fastest are those where families trust their loved one will be known, respected, and cared for as an individual. CQC and CIW ratings increasingly reflect experience. Investors watch occupancy and revenue stability.

Delivering great customer experience starts at the top. It requires systems, measurement, and accountability. Every team member, from receptionists to carers to kitchen staff, shapes how families feel. The gap between homes that merely operate and those that thrive is no longer about the building or brochure. It's about trust, earned one interaction at a time.

The care sector has never been more competitive. Those that succeed will be the ones that recognise CX isn't a cost centre, it's a revenue driver. Read the full playbook to discover the specific actions, KPIs, and case studies showing how leading homes are closing the CX gap and driving measurable results.

SUPPORTING YOU WITH CX

Money Penny empowers businesses to grow through exceptional customer conversations. Hundreds of care providers rely on them to be there for callers when they can't. Through real people, AI, or a blend of both, they answer calls and fulfil customers' needs – making you available 24/7 and delivering brilliant service, so you never miss an enquiry and callers always feel supported.

www.moneypenny.com/uk/the-cx-gap-in-care



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BUILDING A SAFEGUARDING CULTURE

Kelly Heyworth, Regulatory Lawyer at Markel Law, discusses why care providers must move beyond policies and procedures to embed safeguarding into everyday practice.



Safeguarding has always been at the heart of health and social care. However, in an increasingly complex care environment, it is important to recognise that safeguarding is not just about policies, procedures and regulatory compliance. The future of safeguarding lies in creating an organisational culture where the welfare, dignity and rights of individuals are embedded into every aspect of care delivery.

Recent developments across the care sector demonstrate that safeguarding expectations continue to evolve. Alongside established statutory duties, professional and regulatory standards and internal policy, there is an increasing focus on person-centred care, early intervention, partnership working and learning from incidents before they escalate into serious harm. National discussions surrounding adult social care reform and the establishment of a National Adult Safeguarding Board further highlight the growing emphasis on strengthening safeguarding systems and accountability across the sector.

For care providers, this presents both a challenge and an opportunity. Organisations that treat safeguarding as a standalone compliance function risk falling behind regulatory expectations. In contrast, providers that embed safeguarding into their culture are more likely to achieve positive outcomes for the individuals they support whilst also demonstrating resilience during inspections, investigations and regulatory scrutiny.

One of the most important lessons emerging from recent inspections and safeguarding reviews is the value of proactive leadership. Effective safeguarding begins at board and

management level. Leaders set the tone for how concerns are identified, raised and addressed. A strong safeguarding culture is characterised by openness and transparency in an environment where staff feel confident raising concerns without fear of criticism or blame. Any tokenism in relation to safeguarding quickly unravels where there is regulatory and/or coronial scrutiny.

“The future of safeguarding lies in creating an organisational culture where the welfare, dignity and rights of individuals are embedded into every aspect of care delivery.”

Training naturally remains essential; however, the focus should extend beyond mandatory completion rates. The most effective organisations encourage reflective practice and continuous learning. Staff should understand not only what safeguarding procedures require, but why they exist and how they apply in practice. This is particularly important as care providers increasingly support individuals with complex needs, including mental health conditions and behaviours that may place them at risk of exploitation, abuse or neglect. The risk profile of service users must also be kept under review.

At a time where AI is becoming increasingly prevalent within our personal and professional lives, technology will also play an increasingly significant role in safeguarding. Digital care records, incident reporting systems and data analytics provide organisations with greater visibility of emerging risks. Patterns that may previously have gone unnoticed can now be identified earlier, allowing providers to intervene before concerns develop into safeguarding incidents. However, technology should enhance professional judgement rather than replace it. Safeguarding remains fundamentally about understanding people, assessing risk and responding promptly and with empathy and professionalism.

Another key theme for the future is collaboration. Safeguarding rarely sits within the responsibility of a single organisation within the care sector. Often multi-disciplinary teams including local authorities, healthcare providers and care providers all play a role in protecting vulnerable individuals. The most effective safeguarding outcomes are often achieved through timely information sharing and coordinated multi-agency working. Providers that develop strong relationships with partner agencies are often better placed to manage risk and respond effectively when concerns arise.

“Compliance remains necessary, but it should be viewed as the foundation rather than the destination.”

Looking ahead, regulators are likely to continue examining not only whether safeguarding processes exist within an organisation, but whether they are embedded and genuinely effective. Evidence of learning from incidents, reflective practice, management oversight and continual improvement will be increasingly important indicators of quality.

Ultimately, safeguarding for tomorrow's care requires a shift in mindset. Compliance remains necessary, but it should be viewed as the foundation rather than the destination. The organisations that will thrive in the years ahead are those that create environments where safeguarding is everyone's responsibility, where learning is continuous and where protecting vulnerable people is woven into the very fabric of care delivery.

In an era of increasing complexity and scrutiny by all, the strongest safeguard any organisation can have is a culture that consistently places the safety and wellbeing of those it supports at the centre of every decision.

■ PRACTICAL TIPS FOR CARE OPERATORS

The following practical tips are designed to help care operators ensure safeguarding is properly embedded in their day-to-day operations:

Lead from the top – Ensure board members and senior managers actively champion safeguarding, setting clear expectations and modelling the behaviours they expect from staff. Safeguarding should be a standing agenda item at governance meetings.

Go beyond tick-box training – Invest in scenario-based learning, reflective supervision sessions and regular team debriefs. Staff should be able to articulate why safeguarding procedures exist and how to apply professional judgement in complex situations.

Foster a speak-up culture – Create clear, accessible routes for staff, individuals receiving care and their families to raise concerns. Respond visibly and promptly to all safeguarding concerns to build trust and confidence in reporting.

Harness technology wisely – Use digital care records, incident tracking tools and data analytics to identify patterns and emerging risks early. Remember that technology should support, not replace, professional judgement and human relationships.

Strengthen multi-agency relationships – Proactively build and maintain relationships with local authorities, healthcare partners and other agencies. Establish clear communication channels and protocols for information sharing so that responses are coordinated when concerns arise.

Embed a learning culture – Conduct thorough reviews of all safeguarding incidents and near-misses. Share learning across teams and use findings to update policies, procedures and training. Demonstrate to regulators that your organisation continually improves.

Adopt a person-centred approach – Ensure safeguarding practices are tailored to individual needs and risks. Involve individuals in decisions about their own safety wherever possible, respecting their autonomy and dignity.

Prepare for regulatory scrutiny – Maintain clear, contemporaneous records that evidence not only what safeguarding processes are in place, but how they work in practice. Be ready to demonstrate management oversight, learning from incidents and genuine cultural embedding of safeguarding.

<https://uk.markel.com/law>



GROWING NEEDS

For children living with complex, life-shortening conditions, safeguarding means ensuring professionals have the knowledge and support to protect wellbeing and quality of life. As more children live longer, Mandy Thorpe, Practice Educator at Martin House Children's Hospice, explores why healthcare education must evolve alongside their changing needs.



Medical advances have changed what is possible for babies, children and young people with life-shortening conditions. More are surviving infancy, living through childhood and reaching adolescence or adulthood.

That progress should be celebrated. But many children require complex care over several years, involving specialist equipment, multiple medications and support from a range of professionals.

It raises an important question: has healthcare education kept pace with the changing needs of the children we care for?

■ A CHANGING NATIONAL PICTURE

According to the Martin House Research Centre at the University of York, the number of children and young people in England with life-shortening conditions rose by 163% between 2001/02 (32,975) and 2017/18 (86,625). Prevalence increased from 26.7 to 66.4 children per 10,000, with more than 95,000 projected to be living with these conditions by 2030.

Better diagnosis and recording may explain part of that rise, but advances in medicine and technology are also enabling children to live for longer.

The increase has been particularly marked in Yorkshire and the Humber and the North West, while prevalence remains higher in more deprived communities. The latest ONS figures found

that infant mortality in England's most deprived communities was more than twice the rate in the least deprived. Although mortality figures do not directly measure demand for palliative care, they underline the importance of planning services and education around the needs of different communities.

“Medicine has advanced. Our education must advance with it.”

This changing picture has implications far beyond specialist services. As more children live longer with complex conditions, a wider range of healthcare professionals will be involved in their care. Paediatric palliative care can no longer be treated as knowledge needed only by hospice specialists.

■ TRAINING MUST EVOLVE ALONGSIDE CARE

The professionals who attend our courses are skilled and compassionate. What many have lacked is the opportunity to build their understanding of children's palliative care before they need it in practice.



Palliative care is not consistently embedded in undergraduate medical and nursing education. Some professionals can therefore enter the workforce with limited exposure to an area that may later become important to their role.

Workforce development must begin during initial training and continue through induction, professional development and lifelong learning.

Not every doctor, nurse or therapist needs to become a paediatric palliative care specialist. But they do need enough understanding to recognise when palliative care may help, grasp its principles and know when to seek specialist support.

Textbook knowledge matters, but it cannot fully prepare someone for a complex clinical situation. Professionals also need opportunities to apply what they know and understand what good care looks like when a child cannot be cured.

■ RETHINKING SIMULATION

Simulation has long been used in healthcare education. Traditionally, many scenarios focus on recognising deterioration, intervening quickly and successfully resuscitating the patient. Those skills are essential, but they do not represent every situation a professional will encounter.

In paediatric palliative care, the best outcome is not always preventing a child from dying. It may be recognising that further invasive treatment will not benefit them, managing symptoms, following an agreed care plan and keeping them comfortable.

That means we also need simulations in which the mannequin dies. Death in a training scenario should not automatically represent failure. It can help professionals explore what excellent care looks like when the focus changes from cure to comfort.

Simulation allows teams to rehearse rare but significant situations without placing a child or family at risk. It can develop clinical judgement, teamwork and decision-making, while helping participants understand their role and the support around them.

Martin House has developed specialist simulation courses covering areas of paediatric palliative care not commonly included in traditional training. Our new Education Centre will allow us to expand that work and share our experience more widely.

■ EDUCATION MUST BE PART OF THE RESPONSE

Children's palliative care services need the right facilities, specialist teams and resources to meet increasing demand. But they cannot work in isolation.

“Preparing the workforce does not mean turning every professional into a hospice specialist. It means ensuring that, when they meet a child with palliative care needs, they feel equipped to respond well.”

Education must form part of the national response. As children live longer with increasingly complex conditions, the wider workforce needs the knowledge and confidence to support them.

Ultimately, as health professionals, we only have one chance to ensure a child or young person has good palliative care at the end of their life.

Preparing the workforce does not mean turning every professional into a hospice specialist. It means ensuring that, when they meet a child with palliative care needs, they feel equipped to respond well and know where to find support.

Medicine has advanced. Our education must advance with it.

On Tuesday 15 September, Martin House is hosting its inaugural conference dedicated to paediatric palliative care. For more information and ticket details, [click here](#).

www.martinhouse.org.uk





A SEAMLESS UPGRADE

When ageing laundry equipment began putting pressure on workflow, St Luke's Hospice turned to a modern replacement. The result is a more efficient, ergonomic laundry operation designed around the needs of staff and patients.

Electrolux Professional has supported St Luke's Hospice with an upgrade to its on-premises laundry (OPL), enabling significant operational efficiency gains.

The project, carried out by authorised partner JTM Service, has seen the hospice's ageing rotary ironer replaced with a new Line 6000 Flatwork Ironer (IC63320) to ensure the continued delivery of high-quality laundry in a demanding environment.

The Sheffield-based hospice provides specialist palliative care to around 1,800 patients and their families every year. Its laundry and housekeeping services uphold infection control, patient dignity and the day-to-day running of clinical services.

After its previous ironer had reached the end of its operational life, placing pressure on the team and threatening to disrupt workflow, JTM Service worked with Electrolux Professional to supply a modern, ergonomic replacement. Support for St Luke's was offered end-to-end, from specification through to installation, with the project carefully managed to minimise disruption.

The installation builds on a relationship spanning over 15 years, with St Luke's continuing to invest in Electrolux Professional equipment across its OPL. Other appliances in place include one W4240H and two W4130H washing machines alongside two T5350 dryers that continue to provide a smooth operation.

Melanie Hanson, Head of Operations at St Luke's Hospice, said: "Our experience of working with Electrolux Professional has always been extremely positive. The equipment has proven to be consistently dependable, straightforward for staff to operate

and robust enough to cope with the demands of a busy hospice laundry. Opting for it again was an easy decision.

"The feedback from the housekeeping team has been excellent. They've found the new machine intuitive to use, noticeably quicker and far more efficient than the previous model. This has made a real difference to their daily workload, improving the flow of laundry through the department and helping us maintain the high standards that are so important to patient comfort and dignity."

Features of the Line 6000 Flatwork Ironer, which holds a four-star ErgoCert rating, include foldable feeding trays that reduce the need for manual handling and bending, in addition to flexible front or rear delivery configurations that allow the equipment to adapt to different workspace layouts without compromising comfort.

Melanie said: "JTM Service have been excellent from start to finish. The team was dependable, organised and kept us fully informed throughout. The installation was handled efficiently and with real sensitivity to the hospice environment, which made the whole experience straightforward."

Paul Frost, Country Manager UK & Ireland at Electrolux Professional, said: "Hospice environments often place unique demands on laundry operations, where reliability, efficiency and consistency couldn't be more important. We're proud to support organisations like St Luke's Hospice, where laundry plays such a vital role in delivering quality, around-the-clock patient care."

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