



Ashton's Home Care

PART OF THE ASHTON CARE GROUP

Your Guide to Home Care

What to expect, what to look for, and how we can help — written for families exploring their options.

Thank you for getting in touch. We know this can feel like a big step, and we want to make it as straightforward as possible. This short guide covers what home care actually involves, how to tell if a provider is right for you, and how things work with us.

● What Is Home Care?

Home care is professional support delivered in the person's own home — helping them stay independent, comfortable, and safe. It can range from a few hours a week to round-the-clock live-in care, depending on needs.

It covers things like personal care (washing, dressing), medication support, meal preparation, companionship, household tasks, and specialist support for conditions like dementia or mental health needs.

● What We Offer

Consistent Care Teams

A small, dedicated team of 2–4 carers assigned to each client. Your loved one sees the same familiar faces — not a different stranger every visit.

Personalised Care Plans

Built around the person — their routine, preferences, and what matters to them. Not a template. Reviewed regularly and adapted as needs change.

Flexible Visits

From short daily check-ins to extended visits and live-in care. We work around the person's life, not the other way round.

Specialist Support

Trained carers for dementia, mental health, palliative care, and complex needs. We match the right carer to the right client.



CQC Rated Outstanding for Responsiveness

Care Quality Commission — independent inspection

● How It Works

1

Get in Touch

Email us or fill in the form on our website. We'll respond the same day to understand your situation.

2

Free Assessment

We visit at home, meet the person, understand their needs, and discuss what support would look like.

3

Care Begins

We introduce the care team, agree a schedule, and start. You'll have a named contact and regular updates.

Ready to Take the Next Step?

You don't need to have everything figured out. We're happy to talk through your situation informally — no pressure, no obligation.

Email: mail@ashtoncare.co.uk

Web: www.ashtoncare.co.uk

Address: 98–100 Chichester Road, Bognor Regis PO21 5AA

● Questions Worth Asking Every Provider You Speak To

Choosing care is one of the most important decisions your family will make. These are the questions that separate good providers from the rest — and the ones most people wish they'd asked sooner. We've included a comparison worksheet on the next page so you can write down the answers side by side.

- ? **Will we have the same carers each visit?** Consistency is the single biggest factor in quality home care. Ask what their actual consistency rate is — not just a promise.
- ? **What training do your carers have?** Look for specifics — dementia training, mental health awareness, medication management. Not just "fully trained."
- ? **What is your staff turnover?** High turnover means new faces constantly. The industry average is around 30% — ask where they sit and what they do to keep good people.
- ? **How will you keep us informed?** Ask who your main contact is, how often you'll get updates, and how quickly they respond to concerns.
- ? **What happens if needs change suddenly?** A good provider can adapt quickly. Ask how fast they can adjust the care plan and increase support.
- ? **Can we meet the carers before they start?** Providers who genuinely care about the relationship will say yes without hesitation.
- ? **What can't you support?** Honest providers know their limits. If someone says they can do everything, that's a red flag.

● How We Compare

Every provider is different. Here's how we approach the things that matter most.

WHAT MATTERS	ASHTON'S HOME CARE	TYPICAL LARGE AGENCY
Care team consistency	Small dedicated team of 2–4 carers per client	Larger rota pool — different carers each visit is common
Enquiry response	Same-day response, assessment within days	Often 48–72 hours, longer for assessment booking
Decision-making	Local — the people who manage your care make the decisions	Often regional or head-office led, slower to adapt
Flexibility	Care plan adjusted within hours through a conversation	Changes routed through processes and approval layers
Family involvement	Families are part of the care team — included in reviews and updates	Updates available but family involvement varies
CQC rating	Outstanding for Responsiveness	Most rated Good (Outstanding is rare)
Accountability	Family-run — founded by Sue, led by Rebecca. Names on the door.	Corporate structure — accountability is distributed



"We're not the biggest provider in West Sussex. But we know every client by name, and every family matters to us — not as a number on a spreadsheet, but as a relationship we're trusted with."

● What Happens Next

If you'd like to explore things further, simply reply to this email or drop us a line at **mail@ashtoncare.co.uk**. We'll arrange a time to chat through your situation and, if it feels right, book a free home assessment at a time that works for you.

There's no commitment at any stage. We'd rather you found the right provider — even if it's not us — than feel pressured into a decision.

● Useful Resources

CQC — cqc.org.uk — Check any provider's independent inspection report and rating.

Age UK — ageuk.org.uk — Free advice on funding, benefits, and care options.

West Sussex County Council — Request a free Care Needs Assessment for your loved one.

Our website — ashtoncare.co.uk — More about our services, team, and approach.

We're Here When You're Ready

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Email: mail@ashtoncare.co.uk

Web: www.ashtoncare.co.uk

Family-run since 1984. Based in West Sussex.

CQC Rated Outstanding for Responsiveness.

From our family to yours.

Compare Your Care Providers

Use this worksheet to compare the providers you're considering. We've filled in our answers — see how others measure up.

Choosing a care provider is one of the most important decisions a family can make. Use this sheet to ask every provider the same questions and write down their answers. Comparing side by side makes it easier to see who truly delivers — and who just says the right things.

**Tip:** Print this page and take it with you to calls and visits. Write in the answers as you go. The provider who gives you the most specific, honest answers is usually the one worth trusting.

QUESTION TO ASK	ASHTON'S HOME CARE ✓	PROVIDER 2	PROVIDER 3	PROVIDER 4
Will we have the same carers each visit? <i>Consistency is the single biggest factor in quality care. Ask for their actual consistency rate.</i>	Yes — a small dedicated team of 2–4 carers per client. Same familiar faces every visit, not a rota of strangers.			
What training do your carers have? <i>Look for specifics, not just "fully trained." Ask about dementia, mental health, medication.</i>	All carers complete dementia awareness, mental health, medication management, and safeguarding training. Refreshed annually with specialist courses as needed.			
What is your staff turnover? <i>High turnover means new faces constantly. Ask for their annual turnover rate — the industry average is around 30%. Lower is better.</i>	Low staff turnover. Our carers stay because they're valued, supported, and matched to clients they build genuine relationships with.			
How will you keep us informed? <i>Who is your contact? How often are updates? How fast do they respond to concerns?</i>	Named care coordinator. Regular updates proactively — not just when something goes wrong. Concerns addressed same day.			
What happens if needs change suddenly? <i>How fast can they adjust the care plan and increase support?</i>	Care plan adjusted within hours through a direct conversation — no approval layers or waiting. We're local and we're fast. ★ CQC OUTSTANDING — RESPONSIVENESS			
Can we meet the carers before care starts? <i>Providers who care about the relationship will say yes without hesitation.</i>	Yes — always. We introduce the care team before the first visit so your loved one meets familiar faces from day one.			
How involved can families be? <i>Are you part of care reviews? Do you have a say? Or are you just informed after the fact?</i>	Families are part of the care team. Involved in reviews, care planning, and day-to-day decisions. Your voice carries weight.			

What can't you support? <i>Honest providers know their limits. If they say "we can do everything" — that's a red flag.</i>	We're upfront about our capabilities. If we can't meet a need, we'll tell you and help you find who can. Honesty over sales.			
What is your CQC rating? <i>Check cqc.org.uk. Ask specifically about Responsiveness and Well-Led — these reveal the most about culture.</i>	★★★★★ Outstanding for Responsiveness. Independently inspected by the Care Quality Commission. VERIFIED — CHECK OUR REPORT ON CQC.ORG.UK	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
What are their reviews like? <i>Check homecare.co.uk, carehome.co.uk and Google. Look for detail, not just stars. Genuine reviews mention names, situations, and what actually happened. Be cautious of profiles full of vague praise like "Amazing! Would recommend!" with nothing behind it, or lots of reviews all posted around the same time — that usually means a provider asked for them in a batch rather than earning them naturally.</i>	We welcome honest feedback — it's how we improve. Our reviews on homecare.co.uk reflect real, detailed family experiences. We'd rather you read them carefully than count stars. Cross-check any provider's reviews with their CQC report for the full picture.	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
Your Overall Feeling	✓			

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Ready to talk?
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