Service User Guide

It's not just about Care. It's about *Caring*.

Apollo
where care comes first
West Wirral

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Welcome to Apollo Care

This guide is here to help you and your family understand who we are, what you can expect from us, and how we will support you to live safely and comfortably at home.

Apollo Care was founded in 2011 by Cheryl White, an experienced District Nurse. After seeing first-hand the difference that truly compassionate, high-quality care can make, and sadly, where care sometimes fell short, Cheryl set out to create something better.

Cheryl's vision was simple: to provide care at home that is kind, respectful and centred around the individual, not just their needs, but their wishes, routines and way of life. Today, that vision remains at the heart of everything we do.

We promise to provide person-centred, holistic care to individuals living in their own homes.

Who We Are

Apollo Care is a domiciliary care service providing high-quality support to adults in the comfort of their own homes, where people feel safest, most at ease and most themselves.

Our approach is built around getting to know the whole person. We take time to understand routines, preferences, life stories and what truly matters. Care should feel enriching and empowering, supporting independence wherever possible rather than taking it away.

Our care staff are directly employed by Apollo Care. This means we carefully select individuals who share our values of kindness, professionalism and reliability.

Meet Our Team

Hannah White, Managing Director

I was taken on as a care assistant in August 2012 by Apollo Care and I loved the role. Finally, I had an employer whose focus was the client not the money! I decided I wanted to buy an Apollo Care franchise after I had been working as a care assistant for 12 months.

I knew we had shared beliefs in how care should be delivered. In September 2013, my journey as Managing Director of Apollo Care (West Wirral) began. I was a lady who wanted to change the care industry, change poor employment norms for care staff and also deliver care how I would want to be cared for.

The thing that really drives me to promote our service is the knowledge that we do care right; we have empathy, we have masses of experience between us and we always put the service user first. Having worked in social care since I was 16 years old, I have seen many situations, good and bad, but the one thing that sticks with me throughout is the unwavering dedication of care staff who go above and beyond every single day.

Our Services

Everyone's needs are different, and the support we provide is always tailored to the individual.

- Personal Care: Support with everyday tasks such as washing, dressing, grooming and toileting, always delivered with dignity and respect for your privacy.
- Assistance with Prescribed Medication: Gentle reminders or practical support to take medication safely and correctly, in line with your care plan and healthcare guidance.
- Meal Preparation: Preparing nutritious meals that suit your preferences, dietary needs and routines, because enjoying food is an important part of daily life.
- Housework and Light Housekeeping: Help with maintaining a clean, safe and comfortable home environment, including tasks such as laundry, tidying and light domestic duties.
- Companionship and Outings: Friendly conversation, shared activities or support to attend appointments, social events or community activities. Sometimes having someone to talk to makes all the difference.
- Shopping: Assistance with food shopping or collecting essentials, either with you or on your behalf.
- 24-Hour Live-In Care: Comprehensive support for those who need continuous care and reassurance throughout the day and night, enabling them to remain safely at home.
- Respite Care: Short-term support to give family carers time to rest, attend to personal commitments or simply recharge, knowing their loved one is in safe hands.

Our Better Life Care Packages

Happiness & Wellbeing

This package focuses on enhancing quality of life. It may include support with social outings, companionship, preparing home-cooked meals, attending community activities, or simply spending meaningful time together at home.

"I'm OK" Wellbeing Check

A simple and reassuring way to introduce care, our team provides a daily wellbeing call and a weekly 30-minute visit. If any concerns arise, our staff respond promptly to ensure the right support is in place, giving families peace of mind.

Dignity & Support

We understand that this stage can bring emotional challenges for both the person receiving care and their family. Our team works closely with you, healthcare professionals and loved ones to ensure care is delivered with sensitivity, consistency and dignity at every step.

Live-in Care

A carefully matched caregiver lives in the home, providing consistent support while respecting routines, independence and personal space. This option allows individuals to stay in familiar surroundings, keep beloved pets, and remain close to family and friends.

Comfort, Safety & Care

This package is ideal for those who need some assistance with day-to-day living, whether that's help with personal care, meals, mobility or maintaining a safe home environment.

How We Deliver Your Care

At Apollo Care, dignity is not just a word, it guides how we behave, how we speak and how we support you every day. We follow seven core principles of dignity in care, which shape every interaction and decision we make.

1. We value you as an individual: Everyone has their own life story, preferences, beliefs and routines.
2. We shape care around you: Care is never “one size fits all.” Your support plan is built around you.
3. We communicate in ways that work for you: Whether it’s taking extra time to adapt specific needs.
4. We protect your dignity during personal care. We provides support with discretion, respect and reassurance.
5. We respect your home and surroundings. We treat it with care and consideration.
6. We promote a culture of respect. We support one another to ensure the highest standards of care.
7. We speak up if something is not right. If we see something that could compromise your wellbeing, we take action.

Our Recruitment Process

We understand that welcoming a carer into your home requires trust. That's why we take great care when selecting the people who join our team. Before anyone begins working with Apollo Care, they must successfully complete a robust recruitment process, including:

- A detailed application form outlining their employment history and experience
- A face-to-face interview with an Apollo Care manager
- Professional reference checks, we request references from previous employers and require at least two satisfactory references before employment can begin
- Character references
- An Enhanced Disclosure and Barring Service (DBS) check (a criminal record check)

Our Standards of Service

At Apollo Care, we are guests in your home. We never forget that. We promise to:

- Promote your independence, supporting you to do as much as you are able and wish to do for yourself.
- Treat you as an individual, respecting your preferences, routines, beliefs and life experiences.
- Protect your dignity and show respect at all times.
- Respect your privacy and confidentiality and uphold your right to equality and fairness.
- Treat your home and belongings with care and consideration.
- Provide a person-centred care package tailored to your needs and reviewed regularly.
- Arrive on time to deliver your care (within an agreed 15-minute window), keeping you informed if there are ever unavoidable delays.

As needs evolve, care adapts, without disruption or difficult transitions. Families gain peace of mind, and precious time together is protected.

Our Procedures

Handling Your Money

If you would like support with managing small financial tasks, this must be clearly agreed and recorded in your care plan. We follow strict processes for recording and monitoring any financial transactions to ensure transparency and accountability at all times. Receipts and records are kept carefully, and we will always explain how this works before any support begins.

Manual Handling

Your safety and the safety of our staff is extremely important. All care team members receive training in safe moving and handling techniques. We operate a strict minimal lifting policy to reduce the risk of injury. If specialist equipment is required (such as hoists or mobility aids), this must be appropriately risk assessed and provided by the relevant healthcare professional or multidisciplinary team.

Wills & Legal Documents

To protect both you and our staff, employees of Apollo Care are not permitted to act as witnesses for wills or any legal documents relating to a service user. This policy is in place to safeguard everyone and avoid any potential conflicts of interest.

Medication

All staff are trained to safely manage and administer medication. We can support you with prescribed medication and agreed "homely remedies" where appropriate. We prefer to use blister packs, as they help ensure accuracy and safety. Short-term medication can be given from its original packaging if suitable. All medication support will be clearly outlined in your care plan.

Confidentiality

We treat your personal information with the utmost respect. Any information you share with us is kept confidential and managed in line with GDPR and data protection legislation. Your records are stored securely, and information is only shared when necessary for your care or where legally required.
Your privacy matters to us.

Complaints

We hope you're always happy with the care you receive. However, if something isn't right, please let us know. In the first instance, you may wish to speak directly with your care assistant, as some concerns are simple misunderstandings that can be resolved quickly. We aim to respond as soon as possible, and always within 28 days. If you're still unhappy after our investigation, you can escalate your complaint to the Managing Director for further review.

Real People, Real Stories

At Apollo Care, everything begins with our carers. We carefully select each member of our team not only for their qualifications and experience, but for something just as important, their kindness, patience and genuine compassion for others. Hear what our patients have to say:

"Absolutely fabulous care we've received since my Dad came out of hospital in August. Hannah and the team really care and are a pleasure to have around." - D

"I just wanted to let you know that M & S are so delighted with the level of care that they are receiving. They are really positive about each of the members of your team and they seem much more confident and positive about life in general. They love their flexibility e.g., saving them as the freezer was defrosting, ironing (some better than S could do herself, praise indeed!), shopping, making the bed etc." - M & S

Hours of Operation

Office hours: 8am to 4:30pm

Contact Number: 0151 652 9944

Out of office: 4:30pm to 9am

Contact Number: 07718 425 006

Registered Manager Contact Number: 0151 652 9944

Head Office:

Apollo Care West Wirral, 176 Hoylake Road,

Moreton, Wirral,

CH46 8TH

Terms & Conditions

Insurance

Apollo Care is fully insured through a specialist care insurance provider. This gives you and your family peace of mind, knowing that all care activities are covered.

Cancelling Visits or Care Packages

Single Visits: Please give at least 3 days notice to cancel a booked visit. If less notice is given, the full visit fee will still apply.
Care Packages: To cancel an ongoing care package, please provide 28 days written notice to the office manager.

Equal Opportunities

Apollo Care is committed to providing a fair, inclusive and welcoming service for all. We do not discriminate on the basis of age, sex, marital status, race, disability, sexuality or any other protected characteristic. Everyone is treated with dignity, respect and equality.

Payment

Invoices for services are issued monthly and itemised by visit. Fees are payable within 7 days of receipt. Cash payments must not be given to care staff. All payments should be made directly to the Apollo Care management team.

Useful Contacts

Advice & Advocacy Services: www.wired.me.uk

Mobility Aids Provider: www.ableworld.co.uk

Information & Support Forum: www.agespace.org

Motor Neurone Disease Support Groups: 0151 378 7872

Age UK, Wirral: 0151 653 4404

3Ls Activities Groups: 0151 645 0066

Wirral MS Society: 07833 051 707

Dementia Together: www.dementiatogetherwirral.org

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We are committed to providing compassionate, person-centered care that helps you live safely, comfortably and with dignity in your own home.

westwirral@apollocare.co.uk

www.apollocarewestwirral.co.uk