



Service User Guide

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



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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.



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Meet Our Team



Paul Williams, Managing Director

I have worked in the care Sector for 48 years in varying care roles. I have always had a passion for care and even though I am Managing Director I still enjoy the personal interface with clients within our care. I like them to know that I am always available for them whether it is to discuss concerns, changes to their care and support needs or just a general chat.

I am currently the Company's Training Manager and love to pass on my wealth of knowledge that provides new carers a good understanding of their roles and responsibilities, legal obligations and a newfound confidence in making a difference to people's lives. I am an avid Liverpool Supporter with a season ticket and still go to home and away matches with the club. In my spare time I love to do gardening, attend the gym and spend time with my wife and family.



Diana Brady, Managing Director

I am Apollo Care North's Managing Director. During my time with the company, I have developed my confidence and knowledge in business management and what it takes to be a good leader. I have a passion for making a difference to the lives of others and in the past 10 years of having the business I know we have and still continue to do this every single day. I have loved growing the business with my Dad and even more so see the internal progression and retention of our long-standing staff. We have an amazing team that make me proud to be a business owner and care provider.

In my spare time I love to travel, socialise, go to concerts and theatres and spend time with my partner, children and my family and friends. My daughters Cali and Raya are my driving force and passion to succeed and have got me to where I am today.



Ashley Owens – Service Delivery Lead

I am Service Delivery Lead for Apollo Care North with four years of experience working in the care sector.

After building a strong background in retail management, I decided to pursue a more meaningful career where it could make a direct impact on people's lives.

Since moving into care, I have developed a strong passion for supporting others and ensuring high-quality service delivery. My management experience has helped me bring a strong leadership, organisation, and team to support my role.

I find the most rewarding part of my job is making a positive difference in people's lives and seeing the happiness and improved wellbeing of those we support.



Sian Williams – Operations Manager

As the Operations, Recruitment lead, I play a key leadership role in ensuring the smooth and effective running of the domiciliary care service. I am responsible for overseeing day-to-day operations, leading recruitment and retention strategies, maintaining compliance with CQC standards, and supporting staff development to deliver high-quality, person-centred care. Also, for the past 15 years, I have been a qualified swim instructor. Previous to becoming a swim instructor, I spent 14 years as a corporate events manager in Australia. I have an advanced diploma in hospitality and tourism management. Being a strong communicator, reliable, punctual, having excellent organisational skills, and a high level of professionalism are skills that I gained in these roles and during my studies.

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)



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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:

“I would like to say a big thank you to the wonderful care and kindness your carers are giving to my mother. They are fantastic. I live a considerable distance from my mother who is 104yrs old and quite fragile. They keep me informed and it is a great comfort to know she is so well cared for.” – Marion D



Hours of Operation

Office Hours: 9am to 5pm

Contact Number: 0151 482 5743

Registered Manager: Paul Williams

Email: p.williams@apollocare.co.uk

Contact number: 07939 019509

Out of hours contact number: 07562 694249

Head Office:

Kris Thompson Ltd T/A Apollo

Care North Liverpool Limited,

30 Speke Road, Garston, L19 2PA



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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

Parkinsons Society: 0808 800 0303

Age Concern Liverpool & Sefton: 0151 330 5678

Mind: 0300 123 3393

Alzheimers Society (Sefton): 01704 539 967

Southport Macmillan Support Centre: 01704 533 024

Sefton Carers Centre: 0151 288 6060

Sefton Arc Healthcare & Security Services: 0800 622 6107

Age UK: 0300 303 1234

Autism Initiatives: 0151 330 9500

Bootle Buddies: 0151 933 2116

The Brain Charity: 0151 298 2999





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

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