

Care Service User Guide

# Woodcroft Care Home

*Trowbridge, Cardiff*



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“Home is not just a place, it’s a feeling of comfort, belonging, and warmth.”



# Welcome

Woodcroft Care Home is a modern, purpose-built home for people over 55, set in the heart of Trowbridge on the outskirts of Cardiff. Our location offers the best of both worlds, a peaceful setting with easy access to local facilities and everything the wider community has to offer.

We're here to give every resident a great quality of life, whatever their needs or abilities. Our specially trained team are on hand day and night to provide tailored support, whether that's residential care or more specialist dementia care.

At Woodcroft, we're proud to provide a safe, welcoming environment where comfort, dignity and joy always come first. We believe life should be happy, friendly and vibrant, with residents free to be as independent or as supported as they wish.

Whether it's relaxing in one of our cosy communal spaces, enjoying our gardens or joining in with our varied programme of activities, we want everyone to feel at home here at Woodcroft.

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**"I feel very privileged to work alongside such a dedicated and caring team."**

Helen Louise Lewis, Interim Home Manager

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"I'm Helen, the Interim Home Manager here at Woodcroft. I've been part of the Hafod family since 2008, starting out as a community domiciliary care worker before progressing into senior and management roles, including regional manager for domiciliary care.

"I'm proud to bring my experience and passion for care to Woodcroft, working alongside a fantastic team who are dedicated to making sure our residents feel safe, supported and truly at home."



# Welcome to Woodcroft

We have 60 private en-suite bedrooms across three floors, each arranged into small, friendly communities with their own lounge and dining spaces. Alongside these, residents can enjoy our café, bar area, accessible cinema and beautiful gardens.

Food is freshly prepared every day by our chef, with menus that are both tasty and nutritious, and tailored to individual preferences and dietary needs. Life at Woodcroft is always lively and engaging, with a dedicated activities team who organise everything from art exhibitions and visiting entertainers to pet therapy and trips into the local area.

At Woodcroft, we want everyone to feel truly at home, part of a warm community, with the freedom to be as independent or supported as they wish.

**We'd love to welcome you to Woodcroft, where care, comfort, and community come together. We have:**



Friendly colleagues who are happy to help



Dementia and general needs facilities



Themed days and daily activities

Facilities available as part of the service:



Hoist assisted baths



Reminiscence room



3 lounges



3 floors



Beauty salon



Quiet lounge



Beautiful gardens



60 bedrooms



# Get to know us

Key colleagues who will be supporting the individual.



*Helen Louise Lewis*  
Interim Home  
Manager



*Machala Harvey-Loveless*  
Deputy Manager



*Kayleigh Lawrence*  
Team Lead



*Justyna Stolarska*  
Receptionist



*Hannah Reed*  
Wellbeing  
Coordinator



*Vikki Hathway*  
Wellbeing  
Coordinator



*Steven Brown*  
Maintenance  
Person



*Monique Dawes*  
Chef



*William Whittington*  
Cook

# Get to know us

## Our care management team

With over 50 years of combined experience, our dedicated care management team is here to support our residents, their families, and our colleagues throughout their journey at Hafod.



### *Marc Pullen-James*

#### Director of Care & Responsible Individual

Marc has been with Hafod for over 20 years, starting as a Care Assistant and working in a range of roles including Home Manager and Regional Lead.

Marc is passionate about person-centred care and making sure people's voices are heard. He holds an MSc in Health and Public Service Management, an LLB with Business, and several care-related qualifications. Marc is also a panel member with Social Care Wales and sits on the Hafod Board.



### *Joni Castle-Canavan*

#### Operations Manager

Joni manages our residential and nursing care home managers. Joni is focused on providing strong operational support, ensuring business sustainability, and maintaining regulatory compliance. With a clear mission to get the basics right, she is also deeply committed to connecting with customers to understand how Hafod can best invest for the future.



# Get to know us

Our Care colleagues wear different coloured uniforms, here's what they mean.



*Navy blue*  
Clinical  
Lead



*Blue*  
Nurse



*Purple*  
Nursing Assistant



*Bottle green*  
Senior Care  
colleagues



*Jade green*  
Care  
colleagues



*Pink*  
Wellbeing  
Coordinator



*Burgundy*  
Domestic/Laundry  
colleagues



*Chef whites*  
Chef / Kitchen  
colleagues



All colleagues will be wearing a Hafod lanyard.

Our Home Manager, Deputy Home Manager, Receptionist and Business Support Administrators all wear office wear.

# We are Hafod

The ethos, culture and priorities of the regulated service including a summary of the statement of purpose.

At Hafod, our mission is simple: Get the basics right, connect with you, and invest for a better future.

We are dedicated to putting people at the heart of everything we do. Our approach is built on providing high-quality, personalised care in line with the Social Services and Well-being (Wales) Act 2014 and the Well-being of Future Generations (Wales) Act 2015. Our goal is to continuously enhance the wellbeing and quality of life of those who use our services.

**At Woodcroft, we will achieve this by ensuring:**



A well-maintained, welcoming, and homely environment.



Strong connections with the Cardiff community.



A team of skilled, professional colleagues who embody the right values.



The wellbeing of residents and colleagues remains at the heart of everything we do.

Our colleagues are trained to support and maximise independence by:



Encouraging residents to personalise their rooms, making them feel truly at home.



Helping individuals feel part of the Woodcroft community.



Providing tailored support to promote independence and self-confidence.



# We are Hafod

The ethos, culture and priorities of the regulated service including a summary of the statement of purpose.

Living in a home that meets a person's individual needs is essential for wellbeing. To ensure this, we will:

- Develop tailor-made personal plans in collaboration with residents and their families, reviewing them every three months or as needed.
- Encourage pre-admission visits and trial stays, where appropriate, to help individuals feel comfortable before moving in

At Hafod, we are committed to creating a caring, inclusive, and empowering environment where every individual from colleagues and customers to residents, feels valued, respected, and at home.

We believe in celebrating differences, embracing individuality, and fostering spaces where people can truly be themselves. Everyone deserves to feel safe, supported, and empowered to thrive, and we know that inclusivity is the foundation of strong, positive communities.

We want to be clear: discrimination, offensive language, or any form of disrespect towards residents, customers, or colleagues will not be tolerated. Every interaction at Hafod should be rooted in kindness, respect, and inclusion. We all have a role to play in ensuring that Hafod remains a welcoming and supportive place for everyone.



Together, we can continue building a culture where everyone belongs.



# Our care home

## *Our bedrooms*

Our 60 bedrooms are bright, airy, and comfortable, offering plenty of space to relax. Each room has its own en-suite, complete with a sink, toilet, and easy-access shower.

Residents are encouraged to bring personal belongings, helping to create a space that feels truly their own.

The home is tastefully decorated, providing a warm and welcoming environment where everyone can feel at ease and right at home.





# Our care home

## *Our lounges*

At Woodcroft, there's always a welcoming space to relax, socialise, or enjoy a favourite hobby. Residents can catch up over tea, spend time with friends and family, or join in activities that bring joy and connection.

Our reminiscence room sparks cherished memories, especially for those living with dementia, while bright atrium rooms fill the home with natural light.

For quiet moments, the wellbeing and relaxation room offers gentle lighting and soft music, a peaceful place to unwind.





# Our care home

## *Our dining*

Mealtimes are a chance to come together, enjoy good food, and share a chat. Our talented chefs prepare three delicious, home-cooked meals each day in our on-site kitchen, and they're usually served in the dining rooms, creating a warm and welcoming atmosphere.

The menu changes on a four-week rotation, with plenty of choices at every mealtime, and we're happy to cater for special diets or individual tastes so that everyone can enjoy their meals just the way they like them.





# Our care home

## *Our bathrooms*

We're dedicated to making every resident feel comfortable, cared for, and at home. For those who need a little extra support, we have specialist assisted rise-and-fall baths, designed to make bathing safe, relaxing and enjoyable.

All of our rooms come with their own en-suite bathrooms, giving residents privacy and convenience. We aim to make life easier, so everyone can feel at ease and have the facilities they need right at their fingertips.





# Our care home

## *Our outdoor spaces*

Our ground-floor bedrooms open onto a sunny, welcoming garden where residents can enjoy gardening, catch up with friends or simply relax in the fresh air.

The two upper floors each have their own outdoor spaces too, giving everyone a quiet spot to enjoy a moment of calm, soak up the sunshine or watch the seasons change.





# Arrangements for welcoming and support

When we receive an enquiry about admission, our team takes a personal approach by visiting, offering support, and completing an assessment. This helps us understand an individual's life history, goals, and what truly matters to them. We also assess their level of support needs to determine if Woodcroft is the right fit.

If Woodcroft is chosen, our team is here every step of the way, making the admission process as smooth as possible. We'll do everything we can to help the individual settle in, feel comfortable, and truly feel at home.



"My mother is cared for very well. The colleagues are great and very supportive. There is a full curriculum of stimulating activities for the residents entertainment.

My mother's physical health has improved since being there, and I think it's because she now has a balanced nourishing diet."

Resident's relative



# Activities and wellbeing

Activities, including support to access community services and activities.

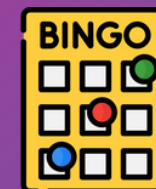
We offer a wide range of engaging activities designed to bring joy, connection, and enrichment to our residents' daily lives. From pottery and arts and crafts, which encourage creativity and self-expression, to board games, skittles, bingo, and Jenga, which promote cognitive stimulation, coordination, and social interaction, there's something for everyone to enjoy.

Instruments and singing sessions bring a sense of nostalgia and wellbeing, boosting mood and creating shared moments of happiness. These activities not only provide entertainment but also support mental, emotional, and physical wellbeing, helping residents stay active, engaged, and connected with one another in a warm, welcoming environment.

Activities include:



Singing



Bingo



Skittles



Board games



Arts & crafts



Pottery



Church service



Coffee morning



# Who we use

Access to, and support to access, relevant advocacy services and other agencies or services, such as primary healthcare services.



## Local GP

Rumney  
Llan Healthcare  
Bryn Dwyryn



## Dentist

Community  
NHS Dentist  
(Cardiff)



## Opticians

Specsavers  
and Boots



## Pharmacist

Boots  
Well Pharmacy  
G.S. Bhogal



## Chiropodist

Sandra  
McMillan



## Hospital visits

University Hospital  
of Wales (UHW)



## Transport

Veezu



## Advocacy Services

Provided at the  
resident's request

**We also have our hairdresser, Carole Davies,  
who visits every Tuesday.**



"It's a very welcoming home. I'm very pleased with the home Mum is in. Thank you to all the team."

Resident's relative

# Your voice

The opportunities and mechanisms for the involvement of families, carers and the community.

We warmly welcome input from anyone involved in a resident's life, as their knowledge helps us provide truly person-centred care. There are no restricted visiting times, we encourage loved ones to visit, share meals together, and be part of daily life. We're also proud to be involved with the local church and schools, and we have dedicated wellbeing coordinators on-site Monday to Friday who organise activities.

We understand that the care we provide is just one part of a resident's wider support network. That's why we're committed to working closely with family, friends, and representatives chosen by the resident. We believe everyone should have the opportunity to maintain meaningful relationships in a way that suits them. Whenever a resident wishes, we welcome loved ones to be involved in their care and support.

To us, family, friends, and representatives are partners in care. While the resident's needs and wishes always come first, we truly value and encourage their involvement. Our team is always here to listen, support, and ensure that every interaction is met with warmth, respect, and kindness.

## How individuals can access their own records

All personal information is securely stored in our digital care planning system. Individuals receiving our service can access their own information by speaking with the team on-site.

Authorised individuals can request access to a loved one's data through the leadership team.

Arrangements for contributing views and participation in the running of the service:



Resident meetings



Family meetings



Three monthly reviews of individual personal plans



Our manager has an open-door policy



# Your home

Policy on accommodating personal preferences, e.g. pets, furniture etc.

Residents are encouraged to make their rooms feel like home by personalising them with meaningful items. As room sizes vary, we carry out individual assessments to ensure safe access and movement.

Hafod also has a pet policy in place, which you can find on our website.

## Recent report

How to access the most recent inspection report completed by the service regulator.

The Care Inspectorate Wales (CIW) is the independent regulator for social care in Wales. They conduct inspections of social care services and publish reports that are available to the public. You can find the latest inspection report for your Hafod service online at: <https://careinspectorate.wales/service-directory>

A copy is also displayed within the home, or you can request one from any of our colleagues.



“I would like to thank everyone for the excellent care given to my mother-in-law which is down to the team. She enjoys the food, the entertainment and the respect they show her. She says it's home from home. Well done Woodcroft.”

Resident's relative

# Digital support

Access to, and support to access, relevant digital communication devices and/or assistive technology.

At Woodcroft, we have access to an iPad and limited Wi-Fi throughout the building.

Availability of, and support to access, telephone, WIFI, internet.

Danielle, our digital adoption & skills lead, is passionate about helping people get online and feel confident using technology. She also runs our Digital Heroes group, a team of colleagues across Hafod who support customers, residents, and fellow colleagues with digital skills. Our wellbeing coordinators at Woodcroft are also Digital Heroes, ready to offer support whenever needed.

Danielle also leads Hafod's involvement in Get Online Week, a national initiative promoting digital inclusion. Last year, we connected all our care homes with a Hafod-wide virtual bingo event, bringing residents together in a fun and interactive way.

Looking ahead, we're exploring the idea of digital volunteers in our care homes to support digital storytelling, helping residents share their stories and experiences in new and creative ways.

"I love supporting people using technology and seeing their confidence and digital skills grow."

"Watching that moment when something 'clicks', or seeing the joy they are getting from engaging with tech is incredibly rewarding."

"Technology should empower, not intimidate."

Danielle Roberts  
Digital Adoption & Skills Lead



# Communication

## Communication during office hours

Our trained colleagues in each service are here to share any updates or changes that may affect the wellbeing of the people we support. If someone is able to make their own decisions, we'll always respect their wishes about who we contact. For more serious events, the service's management team will take the lead and keep everyone informed throughout. If you have any questions or feel unsure, please speak to:



*Helen Louise Lewis*

Interim Home Manager

**[Helen.Lewis@hafod.org.uk](mailto:Helen.Lewis@hafod.org.uk)**



*Machala Harvey-Loveles*

Deputy Manager

**[Machala.Harvey-Loveless@hafod.org.uk](mailto:Machala.Harvey-Loveless@hafod.org.uk)**

## Communication during out of hours and public holidays

We continue to provide support outside of normal hours through our on-call system, led by experienced Social Care Leaders. While they may not be from the service directly, they're there to guide and advise. Services will follow our usual communication and escalation steps, and any concerns raised by service users, families or representatives will be acknowledged within five working days.

On-call colleagues may not be from the specific Care Service, but they will be able to support and guide with any urgent matters.

If you need further support, please get in contact with:



*Marc Pullen-James*

**Director of Care**

[marc.pullen-james@hafod.org.uk](mailto:marc.pullen-james@hafod.org.uk)



*Joni Castle-Canavan*

**Operations Manager**

[joni.castle-canavan@hafod.org.uk](mailto:joni.castle-canavan@hafod.org.uk)



# Compliments and complaints

The complaints procedure and how to make a complaint.

Most complaints can be resolved quickly by any of our colleagues, such as directly with our care home manager or our Customer Experience team.

However, if your complaint is more complex, it will be handled through Hafod's formal complaints process. A relevant colleague will investigate your concern, and we may contact you if we need further information. You will receive a full response within 20 working days.

## What happens if my complaint is upheld?

We will work with you to find a fair resolution based on the seriousness of your complaint. This could include:



A written apology



A change in our procedures



Providing the service you need



In some cases, compensation

Our goal is to ensure a fair outcome and improve our services based on your feedback.

## Want to make a compliment?

We love hearing your feedback. Your compliments and suggestions help us celebrate what we're doing well and continue improving our services.

If you've had a great experience with our colleagues or service, we'd love to hear about it.

You can speak directly to the home manager or if you are able to, you can use our form on our website: <https://bit.ly/hafod-care-feedback>



See our reviews at:

 **carehome.co.uk**

# Taking your complaint further

If you wish to escalate your complaint, you can contact the Public Services Ombudsman for Wales or Care Inspectorate Wales.

## Public Services Ombudsman for Wales

The Public Services Ombudsman is an independent authority with legal powers to investigate complaints about public services and independent care providers in Wales.

You can contact the Ombudsman via phone, post, email or online:

- Address: 1 Ffordd yr Hen Gae, Pencoed, CF35 5LJ
- Phone: 0300 790 0203
- Email: [ask@ombudsman-wales.org.uk](mailto:ask@ombudsman-wales.org.uk)
- Website: <https://www.ombudsman.wales/contactus/>

## Care Inspectorate Wales

Care Inspectorate Wales is responsible for registering, inspecting, and ensuring the quality and safety of care services to promote wellbeing across Wales.

You can contact them via phone, post, email or online:

- Address: Welsh Government Office, Rhydycar Business Park, Merthyr Tydfil, CF48 1UZ
- Phone: 0300 7900 126
- Email: [ciw@gov.wales](mailto:ciw@gov.wales)
- Website: <https://www.careinspectorate.wales/contact-us>



**Ombwdsmon  
Ombudsman**  
Cymru • Wales



**Arolygiaeth Gofal  
Cymru**  
Care Inspectorate  
Wales



# Taking your complaint further

If you wish to escalate your complaint, you can contact the Public Services Ombudsman for Wales or Care Inspectorate Wales.

## Cardiff Council

Torfaen County Borough Council is the governing body for Torfaen, one of the principal areas of Wales.

You can contact the council via phone, post, email or online:

- Address: Adult Services Complaints, Room 412, County Hall, Atlantic Wharf, Cardiff, CF10 4UW
- Phone: 029 2087 3885
- Email: **ASComplimentsComplaints@cardiff.gov.uk**
- Website: **<https://www.cardiff.gov.uk/ENG/resident/Social-Services-and-Wellbeing/Make-a-complaint-or-comment-about-Social-Services/Adult-Services-Compliments-and-Complaints/Pages/default.aspx>**

## Older People's Commissioner for Wales

The Older People's Commissioner for Wales acts as an independent voice and advocate for older people, working to protect their rights and wellbeing.

You can contact the Commissioner via phone, post, or email:

- Address: Cambrian Buildings, Mount Stuart Square, Butetown, Cardiff, CF10 5FL
- Phone: 03442 640 670
- Email: **[ask@olderpeoplewales.com](mailto:ask@olderpeoplewales.com)**
- Website: **<https://olderpeople.wales/contact-us/>**



**Comisiynydd  
Pobl Hŷn  
Cymru**  
**Older People's  
Commissioner  
for Wales**

# Health and safety

Information about health and safety including any fire safety and evacuation procedures.

In the event of a fire at Woodcroft, individuals will be supported wherever they are. Residents in their rooms should remain there until assisted to a safe location by our team.

Visitors should gather in the main car park and await further instructions.

Woodcroft has a comprehensive Emergency Evacuation Plan outlining the steps to follow if evacuation is needed. Additionally, each resident has a Personal Emergency Evacuation Plan, detailing the support and resources required to ensure their safe evacuation in an emergency.

## Fees, terms and conditions

Our leadership team will discuss fees with you during both the pre-admission and admission stages.

Upon admission, every individual receives a Welcome Pack, which includes the contractual license, fee details, personal allowance information, and our complaints procedure.





## Next steps

Do you want to know more?

If you'd like to learn more about Woodcroft or explore the process of becoming a resident, we'd love to hear from you.

We understand that choosing care can feel overwhelming, so we're here to answer any questions you may have, including guidance on referrals and funding.

We warmly welcome potential residents and their families to visit us and experience the home firsthand. To ensure we can give you the best possible visit, please book in advance.

## Contact us

Our home manager will be happy to help.

*Helen Louise Lewis*

Interim Home Manager at Woodcroft

029 2077 4500

**[woodcroft@hafod.org.uk](mailto:woodcroft@hafod.org.uk)**

Woodcroft Care Home  
Abergele Road, Trowbridge,  
Cardiff, CF3 1RS



How to contact the Responsible Individual:

Marc Pullen-James is the Director of Care and the Responsible Individual (RI) and he can be contacted directly by post, email, and when available, by phone as below:

Hafod, St Hilary Court,  
Copthorne Way, Culverhouse  
Cross, Cardiff CF5 6ES

0800 024 8968  
[hafodcare.enquiries@hafod.org.uk](mailto:hafodcare.enquiries@hafod.org.uk)





# Hafod

[www.hafod.org.uk](http://www.hafod.org.uk)

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