

Enter and View Report

Name of Setting: Ashgrove Care Home

Name of Manager: Caroline Whelpton and Coleen Collins

Insert address: North Sea Lane, Cleethorpes, DN35 OPS

Date of visit: 07.08.2026 Date of publication:

HWNEL staff involved in the visit: Lucy Wilkinson and Helen Blow

Disclaimer: This report relates only to the service viewed on the date of the visit and is representative of the views of the residents who contributed to the report on that date.

What is Enter and View?

Enter and View is the statutory power granted to every local Healthwatch which allows authorised representatives to observe how publicly funded health and social care services are being delivered. Healthwatch North East Lincolnshire use powers of entry to find out about the quality of services within North East Lincolnshire.

Enter and View is not an inspection; it is a genuine opportunity to build positive relationships with local Health and Social Care providers and gives service users an opportunity to share their views in order to improve service delivery. Enter & View allows Healthwatch to–.

- Observe the nature and quality of services.
- Collect the views of service users (patients and residents) at the point of service delivery.
- Collect the views of carers and relatives of service users.
- Collate evidence-based feedback.

- Enter and View can be announced or unannounced.

Main Purpose of Visit

The purpose of Enter and View can be part of the Healthwatch prioritised work plan or in response to local intelligence. On this occasion Healthwatch had received feedback from a member of the public, which prompted our visit. Broadly, the purpose will fit into three areas of activity:

1. To contribute to a wider local Healthwatch programme of work
2. To look at a single issue across a number of premises
3. To respond to local intelligence at a single premises

This visit forms part of the Healthwatch North East Lincolnshire program of work and was carried out in response to feedback Healthwatch received about the care home.

Ashgrove Care Home Background

Ashgrove Care Home is a 42 bed care home. It is owned and operated by Belvedere Care Homes Ltd. The home originally opened in the 1970s.

Ashgrove Care Home provides residential care and dementia care, as well as respite and day care which can provide much needed support for those caring for a family member at home.

Specialist care categories registered with the Care Quality Commission (CQC) include,

- for persons who require nursing or personal care
- Caring for adults over 65 yrs
- Caring for adults under 65 yrs
- Dementia
- Mental health conditions

- Physical disabilities
- Sensory impairments

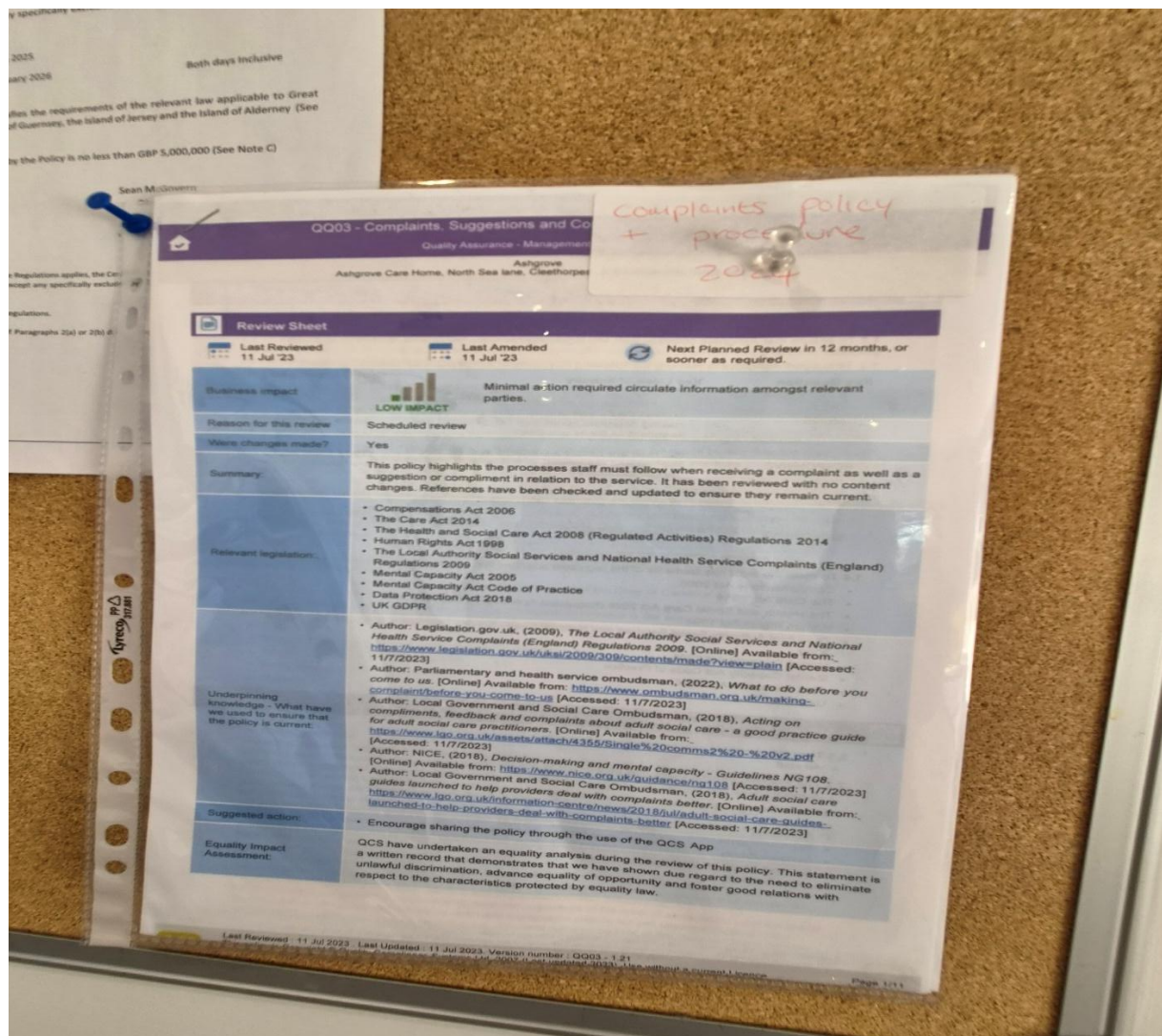
The home employs a variety of staff including two part-time managers, a deputy manager, senior care workers, care workers, domestic, kitchen, activities coordinator and maintenance staff. Most staff are full-time barring the laundry and kitchen staff.

The visit – on arrival

The Enter and View visit (E&V) was semi announced. The manager was advised that Healthwatch would visit on the week beginning the 3rd August 2026. We arrived on the 7th August at approximately 10am. On arrival it became apparent that the manager had not had sight of our email and was not expecting our visit. After further discussion it came to light that Healthwatch had emailed an old email address that was no longer in use. However, we were welcomed in, and the manager was happy about the visit going ahead.

The Healthwatch team were welcomed into the care home by the deputy manager and taken to meet the manager who had only been in post for a week. After introductions the Healthwatch team were given a tour of the care home including all communal areas and facilities. We were introduced to staff and residents as we met them whilst moving around the building. We were advised that the old part of the building was not in use. As we approached the building, we noticed that the old building that is not in use required some areas of improvement work.

As we walked around the building there were several notice boards displaying important information such as the complaints policy.



Summary of the Registered Manager's Questionnaire

Healthwatch spent time with one of the registered manager, Coleen Collins, to discuss the manager's questionnaire. She explained she had previously worked as a bank worker at Ashgrove but had very recently taken on the part-time role as the registered manager and worked opposite her colleague Caroline Whelpton.

The manager confirmed she had previously been a registered manager at another home before she came to be the registered manager at Ashgrove.

The home is nicely decorated with themed walls; the atmosphere was calm.

The manager advised not all rooms had ensembles.

The home currently has 28 residents.

The manager confirmed that the current staffing team is stable.

The home doesn't use agency staff and always attempts to fill shifts with regular staff that are on days off or from their team of bank staff. The manager and deputy will support as well if required.

Latest Care Quality Commission (CQC) Report

The last recorded CQC visit to Ashgrove was on the 24th September 2022 and was rated as Good in all areas. This inspection took place under the previous provider Minster Care Management. Belvedere took over the management of the home on the 17th March 2025.

Safety

The manager advised the home uses Log my care online care system to ensure all Care planning is kept up to date and in line with CQC and government guidance.

Staff training is offered via yourhippo which is an online e- learning and learning management system. Staff also have the opportunity to attend face-to-face training which is provided in-house.

There is a nurse call system in place that residents and staff could use to alert others if they require support or in an emergency.

Residents' nutritional and dietary needs are met through regular assessments and care planning. Each resident's fluids are checked throughout the day by the senior or deputy on shift and depending on intake the staff will push fluids.

Residents are weighed monthly unless there is a concern and then they are weighed more regularly. Some residents have Fortisips to support their nutrition. Meals are served in different textures to suit individuals' needs. All foods are prepared on site and are prepared to suit individual's needs, i.e. minced and moist if needed. There are two choices for each meal. The menu was written and was available pinned to a notice board, this may have been difficult for residents to see.

We were advised Care plans and risk assessments are updated regularly. The home has resident of the day, which is where a residents bedroom is deep cleaned and risk assessments and care plans are audited.

Staff are able to take photos of wounds and upload them to the system; this is an excellent way to monitor the improvement or deterioration of a wound. Staff use body charts/maps to document any marks or injuries observed on a resident's person.

We were advised Staff receive regular supervisions and 2/3 monthly team meetings. The night team had had their meeting 2 weeks prior to the Healthwatch visit.

Resident Health and Wellbeing

Healthwatch were advised that there are no restrictions on visiting, family members and friends. The home does prefer to protect mealtimes where possible. On the day of the Healthwatch visit several family members were visiting their family and friends.

The home supports residents and families to keep in touch via mobile phones and tablets, and they are just in the process of buying new Alexa's. They have a resident that comes to the office daily to ring her son. Resident meetings are held regularly, the last one being the 16th July. The last friends and relatives meeting was held in January 2026. The home has a Facebook page, and they are currently preparing for their summer fayre. Relatives can phone, email or visit anytime.

The home also holds resident of the day to recognise each individual in their preferred way.

On the day of the Healthwatch visit the homes therapy dog Ted was visiting. There was an activities planner visible , and an Activities Co- Ordinator was on shift who advised they work 3/4 days per week.



A hairdresser visits the home once a week.

The home supports residents to stay connected with their community and has regular visits from Charlottes childcare, Harmony choir, Adonis the health and keep fit coach, a reminiscence group and a female singer. At Christmas the residents visited the auditorium to watch the pantomime.

Residents are made to feel welcome and can bring their own comforts from home, each room was individualised to the residents' preference. One resident showed us her room which was decorated in various mermaid colours.



The home had a cinema room and a tearoom which we were advised the residents enjoyed using. There is also a large, glazed area where residents can sit and watch the wildlife including birds, squirrels and visiting deer.





External Health Services

Healthwatch were advised that the residents have access to a full range of external healthcare services, either through routine in-house visits or referral and outpatient appointments.

The residents are mostly registered with Beacon Medical practice unless they are staying at the home on a respite basis. A health care assistant visits the home each Tuesday and a nurse visit from the practice on Wednesday to treat any wounds. An optician and chiropodist visit regularly along with wheelchair services, social workers, SALT, continence nurse, Navigo and dieticians. The home advised that Crisis team at Navigo can take a long time to come out to visit and usually by the time they visit the issue has settled, this can be very frustrating.

What did residents say?

During the Enter and View visit, Healthwatch spoke to five residents. The residents had been at the home for a few months, to over 5 years.

When asked, **“How do you feel about living here, tell us what a normal day looks like?”** residents responded with the following:

‘No idea. It’s alright. Not as good as being at home. I’m homesick. I could do this at home. I’m only here’.

‘I’ve been here 2 years, 9 months. It’s alright’.

‘A long time’.

‘A few months. March 2026’.

‘20 years’.

When asked if they felt safe, residents responded

‘Yes, there’s nothing dangerous about it’.

‘Yes, the staff support me’.

‘Yes, I’ve got a minder’.

‘Yes’.

When asked, “How do you find the staff?”, residents told Healthwatch:

‘The staff are lovely. You want for nothing; I’ve nothing to grumble about’.

‘I like the staff; they are kind to me’.

‘They are good’.

‘Lovely’.

If you want to raise concerns, who would you tell?

'Staff'.

'I don't know, I don't have family. With prompts I'd tell staff'.

'Never had any concerns. Gate on door to stop other residents getting in'.

'The chief, the manager'.

How do you keep in touch with family and friends?

'I don't expect them to. My son. My other son goes to work'.

'Daughter lives away'.

'Have own phone. Like to Google. Son visits'.

'They look after me'.

Have you been able to take part in any activities in the care home?

'I can't think of any. Ted the Therapy Dog. Company of my people'.

'Bingo, Monopoly, Cinema room. I like Disney'.

'I'm getting too old for activities.'

'You can do whatever you want to do'.

'Knitting, walking'.

How is the food? Do you get a choice of meals?

'No complaints at all'.

'Up and down. I don't eat a lot'.

'Yes, it's good'.

'Good choice of two meals. Main meal at lunch. Hot option, sandwiches'.

'Egg and chips, Rice Pudding'.

Is there anything else you would like to tell us about Ashgrove Care Home?

'People I spend my time with we are all the same. Why should I grumble. I was with my husband 67 years'.

'I can't go out because I haven't got a wheelchair. I'm getting a temporary one. It could take 6-8 weeks'.

'I love it. They are good. Pull cord and they care'.

'I like the company and no one causes any problems'.

What did family and friends say?

Healthwatch received feedback from three family members. We left a poster with a Q.R code at the home for any visiting family or friends to leave feedback if they wanted. We received the following responses.

'Mum has been at Ashgrove since February; the home was chosen by my stepdad. I have concerns regarding residents walking in and out of rooms. I feel well informed about my mum's care, and I visit daily. We bought my mum a fridge and put cakes in it. I went to a relative meeting a few weeks ago, we were asked likes and dislikes'.

'My husband has been at Ashgrove for two years; I chose this home for him. I consider the home to be safe, but I have seen falls and black eyes on other residents. The staff are lovely. He had a rash on his body, but they didn't seem to be overly concerned. I've asked staff to shower him daily, but I know that doesn't happen. Clothes go missing quite a lot and he often has other people's pants and socks. There are no trips as it is a care home. They have lunch and then just sit there and go to sleep. He moans about the food, but

he doesn't always know what he has had. I'm here 4-5 times a week and slept over once on Christmas Eve. If I was going to go into a care home, I would choose this one'.

Feedback was received from the daughter of a resident with concerns surrounding a Spa Day that the care home will be holding. The concerns are regarding that the treatments are being conducted by a 14-year-old who is not trained to do this. She also has concerns regarding the use of photographs on social media. The daughter of the resident would not like her mothers' photo to be used on social media and has not been informed about this.

What did the staff say?

During the Enter and View visit, Healthwatch spoke to three members of staff. Staff were happy to speak to us regarding their experience of working at Ladysmith Care Home.

How long have you been in your current setting?

'8 years. I left for 8 months, as it was run into the ground by the previous owners. The families asked me to come back'.

'2 months'.

'3 years'.

What is the most enjoyable part of your job?

'Interacting with them, the things they come out with make you giggle'.

'Working with the residents, getting to know them'.

'Seeing them smile every time. It's not about singing and dancing. It's about holding their hands, brushing their hair'.

How does your setting decide what activities are provided?

What is coming up, Wimbledon, St. Patrick's Day. Sparkle Calendar, Golden Carer. The dog- we asked if we could have a dog, it brings people out of their shell. Singing children, play group. Bingo Day. Christmas, Summer Fete, Heritage Centre, Lavendar bags.

Activity Co-Ordinator. Outside activities. Adonis-chair-based exercises, 40's, 50's and 60's themes.

'Speak to residents about what they would like. Fit activities around them'.

If there was one thing you could change, what would it be?

'More things in for activities. An interactive board'.

'I'm not sure. I would like to see more outings, especially for those that don't have family visiting frequently.

'Funds!'.

Do you have any other comments?

'No'.

'No'.

'Lovely home to work in. Staff are nice. I came from a home where the teamwork wasn't good. The residents really have a good standard of care'.

General Observations

Control over daily Life

Healthwatch observed staff supporting residents to meet their needs. A staff member was observed helping a resident with their slippers. Another had vomited and a staff member was helping to freshen them up.

Residents' rooms were individualised and residents had their own personal belongings. One resident allowed Healthwatch into her room, they showed us their mermaid decorations and Disney themed pictures.

Regular activities take place within Ashgrove Care Home, and there was an activity board in place. However, some of the activities were described as 'Carer Led' without an actual activity or theme recorded on the board.

Family and friends could visit freely, and this was noted on the day of the visit as family members were observed visiting.

There was a choice of two meals at dinnertime. However, residents could still ask for alternatives and the cook would do their best to accommodate.

There was one dining room which was busy with groups of residents socializing and getting ready for lunch time.

Personal cleanliness and comfort

Healthwatch observed that the residents were wearing clean, tidy and comfortable clothes and footwear. One resident advised that she remains independent and likes to do her own cleaning.

Staff wore uniforms with colours appropriate to their role, and all looked well presented.

Safety

During the visit, no safeguarding or health and safety concerns were observed or raised with the Healthwatch team.

Doors to certain areas and cupboards were key padded for resident safety purposes.

Staff were visible in each area and were available to immediately respond to a resident should they need too.

Accommodation and cleanliness

Overall, the cleanliness and décor of the care home was of a good standard. All the areas observed were clean, and the flooring and furniture were in good condition. The accommodation was homely and of a good standard throughout.

The home smelt clean, and no unpleasant odours were noted.

The handrails in the communal areas were a contrasting colour to the walls as were the toilet seats.

Food and nutrition

There was a menu in place in the dining room area describing the meals that were available that week. Two options are available at both lunchtime and teatime, however this can be adapted if required.

The cutlery and plates were all in good condition. Residents were supported with adapted cutlery and plates when required.

Food deliveries are conducted twice a week via online orders from Asda.

General

On the day of the visit the residents were relaxing either in the Dining Rooms or Lounges, watching T.V or in their rooms. A few residents had family members that were visiting. The staff were busy supporting residents to be made comfortable and to prepare for their lunch. The environment was relaxed and there were several members of staff on shift and available.

Activities, social participation and involvement

Healthwatch did not observe any activities during the visit in the morning. Residents advised that there were different activities they could take part in, such as bingo, knitting and walking. Ted the therapy dog was visiting.

Ashgrove Care Home was welcoming and accommodating to families and visitors.

Conclusion

Overall, Healthwatch found Ashgrove Care Home to provide a comfortable, clean, caring environment.

The residents appeared happy, comfortable and relaxed at the time of the Healthwatch visit.

Family and friends advised they were confident with the care provision but had some concerns over social activity provision .

Staff were kind and respectful when supporting and talking to the residents.

There were no health and safety, or safeguarding concerns noted at the time of the visit.

Highlighting good practice

Healthwatch would like to highlight the following good practice observed during the visit:

- Staff that were supporting residents were observed being caring and respectful of each individual's needs.
- Staff were responsive to residents needs and offered choice.
- Ashgrove involve family and friends within the daily life of their loved ones as much as possible.

Themes and recommendations

The following themes and recommendations are being made based on the feedback and observations made during the visit:

Theme: **Activity Planning:**

Recommendations: The manager should consider having more prescriptive activities taking place within the home and items such as an Interactive Activity Board.

Theme: **Signage**

Recommendation: The manager should consider the use of Dementia signs and Dementia clocks around the home, particularly for those residents living with Dementia.

Theme: **Badges**

Recommendation: The manager should consider the use of badges for all staff, to enable residents, visitors and family members to identify who is supporting them.

Signed on behalf of Healthwatch North East Lincolnshire: L.Wilkinson	Date: 28.08.2026
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Provider response to recommendations:

Providers have 20 working days to respond to recommendations. This can include why they may or may not take on board the recommendations

Thank you for your report - really detailed If we can add a footnote in this to advise that ICB/LA Commissioning Officer (Hannah Bell) is satisfied that "no photos were used on social media that identified a resident"

"the spa day was conducted by the deputy manager, with a work experience volunteer observing the day"

Feedback was received from the daughter of a resident with concerns surrounding a Spa Day that the care home will be holding. The concerns are regarding that the treatments are being conducted by a 14-year-old who is not trained to do this. She also has concerns regarding the use of photographs on social media. The daughter of the resident would not like her mothers' photo to be used on social media and has not been informed about this.

Also, in terms of activities we have increased our engagement with a rolling activity programme (evidenced on facebook over these last 2 weeks and as per picture below) , as the 'carer led' areas were due to the activities co-ordinator being on 2 weeks annual leave, following your inspection

ASHGROVE ACTIVITIES BOARD



Kind Regards

Caroline, Manager
Ashgrove Care Home