



Greenwich Home Care Ltd

81 Lowfield Street, Dartford, Kent, DA1 1HP
020 3576 4599 | info@greenwichhomecare.co.uk
www.greenwichhomecare.co.uk

Statement of Purpose

Provider name: Greenwich Home Care Ltd

Location name: Greenwich Home Care Ltd – Domiciliary Care Office

Company number: 16000723

Registered/administrative office: 81 Lowfield Street, Dartford, Kent DA1 1HP
(administrative/base office only – no regulated activity delivered from these premises)

Telephone: 020 3576 4599

Email: info@greenwichhomecare.co.uk

Website: www.greenwichhomecare.co.uk

Regulated activity: Personal care

Area served: People living within the Royal Borough of Greenwich only

Service ready from: 27/10/2025

Note: No personal care will be delivered until CQC registration is granted

**Version 2.0 | Issued 27 October 2025 | Review Due 27 October 2026 | Approved by
Juwel Ahmed – Director and Registered Manager**

1. Introduction

Greenwich Home Care Ltd is a newly registering domiciliary care provider that will deliver safe, high-quality, person-centred personal care to adults (18+) living within the Royal Borough of Greenwich in their own homes. The service will be managed from our administrative/base office at 81 Lowfield Street, Dartford, Kent DA1 1HP; this office is for management, coordination, training/supervision and secure records only — we will not deliver regulated activity from the premises. We will operate in line with the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014 and the CQC single assessment framework (2025).

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Approved by Juwel Ahmed – Director and Registered Manager



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2. Aims and Objectives

Our aim is to provide reliable, dignified homecare to adults in Greenwich so they can stay at home for as long as possible.

We will:

- deliver person-centred care based on what matters to the person;
- support independence, choice, privacy and control;
- respond quickly to changes in need, especially after hospital discharge or reablement;
- recruit, train and supervise staff so that care is safe and compassionate;
- work to the Royal Borough of Greenwich safeguarding adults procedures;
- run the service under a clear governance framework (monthly governance meeting, Quality Improvement Plan, annual external compliance/HR/quality review);
- contribute to the local community through donating 1% of annual profit to a relevant housing/homelessness charity (e.g. Shelter) and offering staff up to 10 hours of paid volunteering leave per year.

3. Legal status and registration

- **Provider:** Greenwich Home Care Ltd
- **Legal entity:** Private limited company
- **Company number:** 16000723
- **Location:** Greenwich Home Care Ltd – Domiciliary Care Office, 81 Lowfield Street, Dartford, Kent DA1 1HP



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- **Regulated activity:** Personal care
- **Registered manager / Nominated Individual / Director (start-up):** Mr Juwel Ahmed
- **Premises:** held under a **Licence to Occupy** for office/administrative use; copy available to CQC on request.

4. Regulated Activity

We are (on registration) authorised to carry on the regulated activity of Personal care. This means we will provide hands-on support with personal care and daily living tasks in people's own homes within the Royal Borough of Greenwich. We will not provide accommodation or deliver personal care at the office address.

5. Service user groups

We will provide personal care to:

- adults aged 18–65 living in the Royal Borough of Greenwich;
- older people (65+);
- people with dementia who can be supported safely in the community;
- people with physical disabilities and/or sensory impairment;
- adults with low–moderate mental health needs where risks can be managed through our lone-working and safeguarding procedures;
- adults who are temporarily frail or recovering following illness or hospital discharge.

We will not provide services to children or young people. We will not operate a specialist learning disability/autism service and we have agreed to the standard CQC condition

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that we will not provide personal care in a specialist LD/autism service from this location. Where an adult in Greenwich has LD/autism as part of their wider needs and risks can be managed, we may support them using person-centred planning and appropriate training.

6. Services offered

All care is delivered following an assessment and a written, risk-assessed care plan.

We will provide:

- personal care, washing, bathing/showering, grooming and dressing;
- toileting and continence support, including catheter/stoma-related care only where this is clearly described in the person's plan and has been delegated/approved by the relevant health professional;
- assistance with medicines (prompting or assisting) in line with our Medicines Management Policy and recorded on MAR/eMAR;
- meal preparation or reheating in the person's own kitchen, nutrition/hydration support, and reporting concerns to the office/commissioner/health professional;
- mobility and moving-and-handling support, including use of equipment where staff have been trained and assessed as competent;
- reablement / post-hospital discharge support where commissioned by the Royal Borough of Greenwich;
- companionship and support to access local community or faith activities within Greenwich;
- light domestic tasks directly related to care.

We will not run a day service, clinic or food service from the office.



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7. Staffing

We will recruit staff safely (Schedule 3), including enhanced DBS, identity and right-to-work checks and references, and we will not deploy staff until they have completed induction (Care Certificate-aligned), core mandatory training, and a competency sign-off by the Registered Manager. Staff will have supervision at least every 8 weeks and an annual appraisal. Training will be delivered through a Skills for Care-endorsed provider (e.g. Grey Matter Learning) plus local Royal Borough of Greenwich safeguarding training where available.

8. Management and Leadership

The service is led by Registered Manager, Mr Juwel Ahmed, who is responsible for ensuring compliance with all CQC regulations, the Health and Social Care Act 2008, and internal governance procedures.

Leadership is based on principles of accountability, transparency, and empowerment. The management team promotes an open culture where staff feel supported to report concerns, share ideas, and contribute to service improvement.

Responsibilities include:

- Oversight of day-to-day operations and care quality
- Safeguarding and incident management
- Recruitment, training, and supervision of staff
- Quality assurance and audit processes
- Stakeholder engagement and communication



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9. Governance, digital systems and quality assurance

We will use a secure, cloud-based care-planning and rostering system to schedule visits, record real-time care notes, and raise alerts for missed or late calls. Incidents, safeguarding concerns, complaints/compliments, audits, training compliance and missed visits will be reviewed in governance and actions will be recorded in a Quality Improvement Plan (QIP). Data will be handled in line with the Data Protection Act 2018 and UK GDPR.

10. Contact details

Greenwich Home Care Ltd

81 Lowfield Street
Dartford
Kent
DA1 1HP
Tel: 020 3576 4599
Email: info@greenwichhomecare.co.uk
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Registered Manager:

Mr Juwel Ahmed
81 Lowfield Street, Dartford, Kent DA1 1HP
Tel: 020 3576 4599
Email: info@greenwichhomecare.co.uk

11. Review of Statement of Purpose

This Statement of Purpose will be reviewed annually or sooner if there is a change to the registered manager, the services provided, the location, or the regulated activity.

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- **Date of issue:** 27/10/2025
 - **Next review due:** 27/10/2026
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