

Platinum Investors in People Award for Oulton Broad Care Home

Tuesday 3 August, 2021

Broadlands care home in Oulton Broad, Suffolk, has been awarded Platinum Investors in People status. The accreditation was given to the Greensleeves Care home following interviews with staff and residents as well as anonymous surveys and an in-person observation within the home.

Investors in People credits organisations that lead, support, and develop their workforces, and Broadlands not only achieved the highest possible award, but the home's online survey score was higher than any other care home in the UK within the same size band.

This news is a welcome addition to the recent announcement that Broadlands is the Top 20 care home in the East of England as stated by carehome.co.uk, the leading UK care home review website. The home is also rated Outstanding by the Care Quality Commission, the care sector regulator.

The glowing Investors in People report touched on excellent management, career progression opportunities, support during the COVID-19 lockdown periods, low staff turnover, and many more of the key indicators that resulted in the platinum status.

Some highlights from the report include:

"Your turnover of people at your home was extremely low with 50% of your staff having been with you for 5 years or longer. 31% of those people had been with you 10 years or longer."

"Your home had helped people to build confidence in themselves and made people recognise what they could achieve."

"People across your home felt pay was fair and often said it was better than care homes in the local area."

"People loved working at your home, and it was often brought up that the way that people were consistently recognised and appreciated was a stand-out feature of working at Broadlands."

As the care industry is naturally focused on its service users, care staff and other colleagues can be easily overlooked when it comes to their own wellbeing at work. However, studies have shown that care staff cannot effectively look after residents if they are not looking after themselves first and foremost.

This highlights the importance of accreditations such as Investors in People, as it allows an independent body to assess how well staff are supported, and in turn, how well they can go on to support the residents who rely on them.

Broadlands' Manager, Anne Maas, said about the award: *"I am over the moon that Broadlands has achieved Platinum Investors in People status. Our staff work tirelessly and selflessly to give our residents the best quality care, so it's lovely for them to have this wonderful recognition."*

For more information about Broadlands, visit:

<https://www.greensleeves.org.uk/care-homes/broadlands-oulton-broad-suffolk/>

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Greensleeves Care

T. 02077933150

E. rosa.vaquero@greensleeves.org.uk

W. <https://www.greensleeves.org.uk/>

Additional Contact(s):

ella.cunningham@greensleeves.org.uk

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