

Belong at Home

More than care in your home



BELONG
AT HOME



Belong at Home

Award-winning home care



“Really great care team, extremely professional, friendly and well managed. Carers have been a massive support to my grandfather’s life. Great communication to family, always making it easy to get in touch if we have any queries. Thank you!”

Amelia (Granddaughter of Customer)

Welcome to *Belong at Home*

At Belong at Home, we believe in more than just care. We believe in relationships, in community, and in enabling people to continue living their best life in their own home. This enables us to bring high-quality care to people in their own home so they can maintain their independence in the wider community.

All our home care services are rated Outstanding or Good by the Care Quality Commission and are highly rated by our customers, with our average rating on [homecare.co.uk](https://www.homecare.co.uk) 9.8 out of 10.

As part of the not-for-profit Belong organisation, our mission is to reinvest in exceptional care and support – not shareholders.



Why choose us?

Our approach is based on building trusting relationships with our customers. As well as providing care in the home, we support people to get out and about, maintain interests and remain a part of their community.

Here are a few of the things which set us apart



Relationship-based care

We nurture positive relationships and aim to develop a sense of companionship that goes beyond meeting physical needs, investing time in matching customers to their carers.

We recognise the importance of continuity for these relationships, so every customer has a dedicated support team, ensuring the same friendly faces visit each time.

Equally, we are aware of the importance of giving people time; each visit is based on at least 30 minutes to ensure customers never feel rushed.



Dependability

We appreciate that it's the simple things which make all the difference, like arriving on time, being reliable and knowing who and what to expect.

We use advanced digital care planning software, giving customers real-time access to care plans and scheduling so you are always informed, and enjoy the peace of mind that comes from a service provider you can rely on.

Our system also integrates with NHS data, ensuring colleagues have timely access to any necessary medical information to drive higher standards of care.



Not-for-profit

Belong at Home invests in its people, its systems and its partnerships to ensure we continue to innovate and provide new opportunities and the highest standards of care to our customers.



Expertise

Belong is accredited as a GOLD level Investor in People using the IIP assessment scheme, signalling its commitment to reward, recognition and investment in its workforce. This means we provide all colleagues with ongoing training and coaching to develop their skills and ensure you receive the best possible support.

Our trained teams provide care which has consistently been rated GOOD or OUTSTANDING by the Care Quality Commission.



Flexibility

We support customers to get out and about in their community and enjoy the sense of purpose that comes from meaningful activities.

Belong at Home can provide support in many ways, from something as simple as companionship to all aspects of care, such as washing, dressing, medication and meals. We can offer our assistance with day-to-day problems and help you to go out in the community, whether this is to attend important appointments or for leisure and social activities.



“The carers have a bond with my wife and their care shows their dedication to providing care as if she’s a family member. They go above and beyond the care plan to make her comfortable and loved.”

JA (Husband of Customer)

Belong at Home

Award-winning care teams



“Many of our customers either don’t have loved ones, or their family doesn’t live nearby, meaning they don’t see them often. For me, it’s comforting to know that my work really does make a difference to their day, even if it’s just popping in for an hour. We are a big part of their lives, and they look forward to seeing us.”

Heather Mills, Team Leader, Belong at Home Chester

Recognised for excellence

The impact of our approach is seen in our awards.

Belong at Home has been consistently recognised in regional, national and international awards for the quality of its services and for our dedicated team of colleagues.

Award Highlights:

Homecare.co.uk Top 20 Provider Award 2025, for eighth consecutive year

Stars of Social Care Awards 2024 - Above and Beyond Community Team of the Year and The Inspirational Homecare Worker Award

Great British Care Awards (North West) 2024 - Dignity in Care Award

Belong Champion Awards 2024 - Belinda Jones Dementia Champion of the Year Award



“While the hard work and expertise of our teams are consistently recognised in the Homecare.co.uk awards, we never take this for granted. We’re constantly striving to maintain and improve the levels of service for the people we support. It’s therefore incredibly assuring to be listed among the top home care services, both in the North West and nationwide.”

Andrew Shield *Head of Operations at Belong at Home*

How we support you at home

Belong at Home is an affordable, high quality home care service where we cater to your needs rather than asking you to fit around ours. We provide a range of personal care, support and companionship services to enable you to continue living in your own home and community.



Personal care

Support with dressing, washing, meals, and taking medication.



Household help

Our team are able to assist with household chores, meal preparation, light cleaning, including changing bed linen and laundry services, and much more.



Belong companions

Enjoy a chat over a cuppa, discuss the daily news, or make the most of a friendly ear to listen to any concerns, with a dedicated Belong companion.



Hobbies & activities

Belong companions also help facilitate participation in hobbies and activities, either within your own home or garden, or out in your local community.



Wellbeing coaching

Help to get out and about and enjoy some fresh air, whether in your own garden or local neighbourhood. Belong at Home colleagues can also facilitate access to Belong's specialist gym service in your local village, where dedicated exercise specialists develop personalised exercise programmes.



Appointments & shopping

The team regularly support customers to attend appointments or to go shopping.



Personal assistants

Where needed, your home care team will provide assistance in facilitating electronic or video meetings with family and friends, e-consultations and telephone consultations, ordering shopping or medication online, organising blood tests.



Dementia expertise

We operate an Admiral Nurse service in conjunction with the charity, Dementia UK. This gives our customers and their families free access to registered mental health nurses who specialise in dementia and are able to provide advice and signpost further resources.



End-of-life care

We deliver compassionate support during challenging times. Belong is accredited under the Gold Standards Framework and is committed to ensuring people's wishes are acknowledged and respected at end-of-life.

Extended family in the wider Belong community

As part of the Belong family, customers can access their local Belong village facilities and vibrant events programme.

Village facilities include:

The Bistro - A place to relax with friends, family or neighbours, over a leisurely coffee or some fine dining.

The Venue - Join in with events, activities, and celebrations in our function room. Ask your home care team for the activity schedule at your local village or sign up to receive your own personal copy.

The Salon - Book an appointment at your local village and enjoy being pampered whilst enjoying a range of hair and beauty treatments.

The Gym - Your Belong team can support you to access your local Belong village gym which provides state-of-the-art equipment and technology alongside an exercise and rehabilitation service specifically geared towards improving the wellbeing of older people through tailored one-to-one programmes.

Subject to availability, all Belong at Home customers can benefit from a little extra support, if needed, with a short-stay break in one of our villages, and priority access to a longer-term stay if and when the time comes.



Belong at Home

What Our Customers Say



*You can read more verified customer reviews
on the Belong at Home pages of our website or on the
homecare.co.uk website – just scan the QR codes below*



“ The carers are very good. They are very pleasant to me. Also very helpful, they work very hard. Management is very caring.”

B W (*Atherton Customer*)

“ This service has been a lifeline for our dad who cares for our mum full time at home. Mum has vascular dementia and sadly no longer has capacity. Dad couldn't have got through the past few months without services provided by Belong at Home. We're very grateful.”

R M (*Daughter of Chester Customer*)

“ Everybody at Belong at Home Crewe have been absolutely outstanding and have been looking after our mum at home. When she has had a couple of falls, all of the staff on duty have gone out of their way to help comfort her and wait with her until medical assistance arrives. We cannot recommend enough. Thank you.”

M A (*Son of Crewe Customer*)

“ Belong at Home has been wonderful in helping us as a family to support mum in her own home after her dementia diagnosis. That is what she herself wanted and we feel so lucky to have found Belong. The caring and well-trained team is incredibly dedicated, creative, kind and resourceful. I have no hesitation at all in recommending them to others and know they will always have mum's best interests and those of her family at heart.”

A C (*Daughter of Didsbury Customer*)

“ Really great care team, extremely professional, friendly and well managed. Carers have been a massive support to my grandfather's life. Great communication to family, always making it easy to get in touch if we have any queries. Thank you!”

A B (*Granddaughter of Macclesfield Customer*)

“ Absolutely wonderful support. Gives me peace of mind knowing that mum has the best possible care from amazing carers. They allow mum to have her independence, but I also know that she is safe. Since mum has had the support, she seems much happier and is enjoying all the activities she is invited to, that she chooses to go to.”

D B (*Son of Newcastle-under-Lyme Customer*)

“ Belong at Home visit my mother every day for half an hour daily or one hour once a week. The staff are always polite and courteous. My mother is very happy to see them every day. They bring her a cooked meal from the restaurant and have a chat with her as well as clean the apartment and make her bed. When I have been present when they visit, I am always impressed with the manner and professionalism they bring.”

M W (*Son of Warrington Customer*)

“ My wife has Alzheimer's Dementia and has been visited by staff from Belong and has responded very well. She looks forward to the girls visiting and going out. The support from the girls has been second to none, and support for me has been much appreciated. I cannot praise the staff enough for their support.”

W P (*Wigan Customer*)

Making dreams come true

At Belong at Home, we believe that age shouldn't be a barrier to living out your dreams and aspirations, so we do our best to find out what matters to customers and translate these hopes into reality.

It could be something as simple as enjoying a favourite meal at home or involve more of an expedition, such as a visit to a favourite team's stadium, an outing to the theatre, browsing Christmas displays at the garden centre or indulging in some retail therapy.

However, at other times, Belong at Home colleagues have helped facilitate more ambitious feats, such as taking customers out in a sports car, riding a horse or a zip wire and even travelling overseas to visit a site of personal significance.

Case studies

Peter's story

For devoted Wigan Warriors supporter, Peter Adshead, what he expected to be a regular visit to watch his rugby team in action turned out to be the trip of a lifetime when the



Peter Adshead with Liam Byrne of Wigan Warriors

74-year-old was met with a meet-and-greet with his heroes – all thanks to his team of support workers and companions from Belong at Home and St Cuthbert's amateur rugby club.

Having watched the local rugby league legends compete their way to another stunning league match victory at the DW Stadium, he got the chance to personally congratulate the team, including favourite players, props, Liam Byrne and Ethan Havad. Adding to the occasion's excitement, the cherry (and whites) on top was the invitation to see up-close the Challenge Cup, the knockout competition trophy won by the club for a record 20th time that year.

Commenting on his experience, Peter Adshead, said: "The day out was just wonderful. Whenever the Warriors scored, I jumped out of my seat! I'm very grateful to Paula for taking me to the match so I could support my team and being able to meet the players and see the Challenge Cup trophy are moments I'll never forget."

Robert's story

Robert Barron moved to Hindley Green five years ago, to be close to members of his family, and began receiving home care support from Belong at Home. When Robert expressed



Robert Barron visiting his wife's resting place in St Helier, Jersey

that his biggest wish was to travel to Jersey and visit his wife's grave in her chosen resting place of St Helier, her husband's hometown, Deb Wyche, his support worker from Belong at Home, accompanied him on a three-day trip to the island, to help fulfil his goal.

Robert said of the trip: "I am so grateful to Belong at Home for supporting me to visit Mary's grave. It was my biggest wish, and I am so pleased to have fulfilled it. Although it rained nearly all weekend, the sun shone down on us for that hour we were at the graveyard – it was truly surreal."

Commenting on making Robert's dream come true, Deb said: "It was an honour to accompany Robert on this special trip to see his wife's grave again. Despite it being an emotional time, we had a wonderful trip. It is very much part of Belong at Home's ethos to identify our customers' wishes and we do the best we can to facilitate them."

Jeanne's story

When Belong at Home Crewe community support worker, Donna Woolrich, sensed how much theatre lover and Belong at Home customer, Jeanne, missed her outings to shows,



Donna and Jeanne

she resolved to help make one happen. After careful planning, the pair shared in the musical delights of Beyond the Barricade, a concert at the Crewe Lyceum, encompassing famous scores from West End and Broadway shows.

Jane Gabbert, Belong at Home Crewe Area Manager, said: "Jeanne had an absolutely fabulous time, dressing up and doing what she loves best."

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Award-winning home care



"I must say all the staff who come here are absolutely wonderful - we love our ladies!"

Sheila Hurst (*Belong at Home Customer*)

Our origins

Launched in 2009, Belong at Home is a sister brand of Belong villages, both operated by the not-for-profit organisation, Belong.

Working to redefine what's possible for older people, Belong's vision has led to the creation of an outstanding environment that integrates services, housing and community in a continually improving and innovative care model.

As a not-for-profit provider, Belong has been able to invest extensively in developing and honing this village model and all the services provided from this base. We are always exploring new opportunities, technologies and ideas that could make life better for those living with us.



Belong Macclesfield, opened in 2007, was the first location to pioneer the “Belong village” model.

Greater than the sum of its parts

Crucially, we bring together a number of vital aspects of care and housing to offer a unique proposition to those looking for support in later life.

Belong's services include:

- **Home care:** provided under the Belong at Home brand
- **Day care:** known as Experience Days
- **Independent living apartments:** co-located within Belong villages
- **Household living:** 24-hour care in smaller, homely settings
- **Nursing care:** available across all households due to our village nursing model
- **Dementia care:** all Belong colleagues receive dementia awareness training as a minimum to ensure we create dementia-friendly communities, with more advanced training for all frontline carers
- **Admiral Nurse access:** free customer access to our dementia specialist mental health nurses
- **Specialist exercise and rehabilitation service:** highly qualified exercise specialists work with Belong customers in our fully equipped gyms, providing a specialist service for older people with tailored 121 programmes
- **Village facilities:** such as a dementia-friendly bistro, hair salon and entertainment venue including a licensed bar



Find out more about the full range of Belong services at www.belong.org.uk or scan the QR code.



"All the carers are professional, work to a high standard and are kind and caring. More importantly, they have taken the time to get to know Mum.

This means they can monitor how she is and if there are any changes. They treat Mum with respect and see the person behind her dementia. Following a recent downturn in her health they contacted me and managed to set up extra visits within 24 hours. The service provided by the whole team is just fantastic and in supporting my mum they support me too. Thank you!"

Chris (Daughter of Customer)





Our Values

Our values inform the way we work, recruit and induct new starters, the way we guide people development and, most importantly, our regard for residents, community customers and all stakeholders.



Better Tomorrow

We are constantly evolving towards a brighter future. We are not afraid to challenge the norm, explore ideas and create new opportunities. Our focus on innovation enables us to continually improve.



Stronger Together

We are here for each other and believe that every member of our community contributes to the best possible experiences and outcomes. We are united in our purpose and working together enables us to achieve more.



Respect For All

Honesty and openness are central to our culture. We understand everyone is an individual and encourage an inclusive environment where every voice is heard, and different perspectives are valued.



Be Your Best

We empower others to reach their full potential. We give each other the confidence to see beyond limits, learn new skills and take control of our futures.



Care From the Heart

We approach every interaction with empathy, kindness and compassion. We always seek to uplift others and create a nurturing, supportive environment. We foster a caring and vibrant community for our team and the people we support.

Belong at Home

We're Here for You - Wherever You Are

Get in touch today to find out how we can support you or your loved one – with care that feels like home.

Location	Regions covered	Contact details
Atherton	Atherton, Leigh, Lowton, Over Hulton, West Houghton and Worsley	01942 807 780
Chester	Chester and surrounding areas	01244 560 690
Crewe	Crewe, Nantwich, Haslington, Alsager, Hough, Sandbach and surrounding areas	01270 297 178
Didsbury & Altrincham	Didsbury and surrounding areas including Altrincham	0161 676 5920
Macclesfield	Macclesfield, Prestbury, Alderley Edge, Wilmslow	01625 701 071
Newcastle-under-Lyme	Newcastle-under-Lyme and surrounding areas including Trentham, Betley and Alsager	01782 449 656
Southport	Southport, Birkdale and surrounding areas	01704 338 100
Warrington	Warrington, Grappenhall, Stockton Heath, Appleton, Woolston, Birchwood and Latchford	01925 911 960
Wigan	Standish, Appley Bridge, Shevington, Ashton-in-Makerfield, Golborne	01942 807 788



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T: 0800 032 2266

E: homecare@belong.org.uk



Belong is a not-for-profit organisation with over thirty years' experience in providing outstanding care. As a not-for-profit, any surplus is reinvested into its award-winning services, people and facilities

Belong Limited is a Registered Society under the Co-operative and Communities Benefit Societies Act 2014, registered number 27346R.

It is registered in England and Wales at
Pepper House, Market Street, Nantwich, Cheshire, CW5 5DQ