

STATEMENT OF PURPOSE

Dignity Direct Homecare Ltd

Health and Social Care Act 2008

Part 1

**The provider's name, legal status, address,
and other contact details**

Including address for service of notices and other documents

Statement of purpose, Part 1

Health and Social Care Act 2008, Regulation 12, schedule 3

The provider's business contact details, including address for service of notices and other documents, in accordance with Sections 93 and 94 of the Health and Social Care Act 2008

1. Provider's name and legal status

Full name¹	Dignity Direct Homecare Ltd					
CQC provider ID	1-2092043376					
Legal status¹	Individual	<input type="checkbox"/>	Partnership	<input type="checkbox"/>	Organisation	<input checked="" type="checkbox"/>

2. Provider's address, including for service of notices and other documents

Business address²	C202-C203, Meridian Trading Estate 44 Broadway 20 Bugsby's Way
Town/city	London
County	London
Post code	SE7 7SF
Business telephone	02081002826
Electronic mail (email)³	s.osman@dignitydirecthomecare.co.uk

By submitting this statement of purpose, you are confirming your willingness for CQC to use the **email address** supplied at Section 2 above for service of documents and for sending all other correspondence to you. Email ensures fast and efficient delivery of important information. If you do not want to receive documents by email, please check or tick the box below. We will not share this email address with anyone else.

I/we do NOT wish to receive notices and other documents from CQC by email	<input type="checkbox"/>
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¹ Where the provider is a partnership please fill in the partnership's name at 'Full name' in Section 1 above. Where the partnership does not have a name, please fill in the names of all the partners at Section 3 below

² Where you do not agree to service of notices and other documents by email, they will be sent by post to the business address shown in Section 2. This includes draft and final inspection reports. This postal business address will be included on the CQC website.

³ Where you agree to service of notices and other documents by email your copies will be sent to the email address shown in Section 2. This includes draft and final inspection reports.

Please note: CQC can deem notices sent to the email or postal address for service you supply in your statement of purpose as having been served as described in Sections 93 and 94 of the

Health and Social Care Act 2008. The address supplied must therefore be accurate, up to date, and able to ensure prompt delivery of these important documents.

3. The full names of all the partners in a partnership	
Names:	

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Part 2

Aims and objectives

Please read the guidance document *Statement of purpose: Guidance for providers*.

Aims and objectives

What are your aims and objectives in providing the regulated activities and locations shown in part 3 of this statement of purpose

At Dignity Direct Homecare we aim to:

Offer skilled and professional care to enable people support to achieve their optimum state of health and well-being.

Treat all people, customers, and staff with respect always and uphold the human and citizenship rights of all staff and Service Users.

Support individual choice and personal decision-making as the right of all Service Users.

Respect and encourage the right of independence of all Service Users.

Recognise the individual uniqueness of Service Users, staff and visitors, and treat them with dignity and respect

Respect individual requirement for privacy and treat all information relating to individuals in a confidential manner.

Recognise the individual need for personal fulfilment and offer individualised programmes of meaningful activity to satisfy that need of Service Users and staff.

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Part 3 (1)

Location(s), and

- the people who use the service there
- their service type(s)
- their regulated activity(ies)

Separate part 3 for Bugsby's way location

The information below is for location no.:	1	of a total of:	2	locations
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Name of location	Dignity Direct Homecare Ltd
Address	C202-C203, Meridian Trading Estate 20 Bugsby's Way London
Postcode	SE7 7SF
Telephone	02081002826
Email	s.osman@dignitydirecthomecare.co.uk

Description of the location	
(The premises and the area around them, access, adaptations, equipment, facilities, suitability for relevant special needs, staffing & qualifications etc)	
<p>The location is Dignity Direct Homecare Ltd. Our Office location is the C202-C203, Meridian Trading Estate The premise is located on the 20 Bugsby's Way. This is where our South and Southern East London operations are managed. We have staff and appointed Registered Manager in place to offer best care and Social Care for our cherished service users in this part of London.</p> <p>We are applying to CQC for an additional office location at West London specifically on 460-466 Uxbridge Road in Hayes West London and this will serve our new west London service users' best interest. If it is approved by the CQC we will have an additional branch location in the west of London. We look forward to the CQC for the confirmation of the new service branch</p>	
No of approved places / overnight beds (not NHS)	

CQC service user bands

The people that will use this location ('The whole population' means everyone).

Adults aged 18-65	<input checked="" type="checkbox"/>	Adults aged 65+	<input checked="" type="checkbox"/>		
Mental health	<input checked="" type="checkbox"/>	Sensory impairment	<input checked="" type="checkbox"/>		
Physical disability	<input checked="" type="checkbox"/>	People detained under the Mental Health Act	<input type="checkbox"/>		
Dementia	<input checked="" type="checkbox"/>	People who misuse drugs or alcohol	<input checked="" type="checkbox"/>		
People with an eating disorder	<input checked="" type="checkbox"/>	Learning difficulties or autistic disorder	<input checked="" type="checkbox"/>		
Children aged 0 – 3 years	<input checked="" type="checkbox"/>	Children aged 4-12	<input checked="" type="checkbox"/>	Children aged 13-18	<input checked="" type="checkbox"/>
The whole population	<input checked="" type="checkbox"/>	Other (please specify below)	<input type="checkbox"/>		

The CQC service type(s) provided at this location	
Acute services (ACS)	<input type="checkbox"/>
Prison healthcare services (PHS)	<input type="checkbox"/>
Hospital services for people with mental health needs, learning disabilities, and problems with substance misuse (MLS)	<input type="checkbox"/>
Hospice services (HPS)	<input type="checkbox"/>
Rehabilitation services (RHS)	<input type="checkbox"/>
Long-term conditions services (LTC)	<input type="checkbox"/>
Residential substance misuse treatment and/or rehabilitation service (RSM)	<input type="checkbox"/>
Hyperbaric chamber (HBC)	<input type="checkbox"/>
Community healthcare service (CHC)	<input type="checkbox"/>
Community-based services for people with mental health needs (MHC)	<input type="checkbox"/>
Community-based services for people with a learning disability (LDC)	<input type="checkbox"/>
Community-based services for people who misuse substances (SMC)	<input type="checkbox"/>
Urgent care services (UCS)	<input type="checkbox"/>
Doctors consultation service (DCS)	<input type="checkbox"/>
Doctors treatment service (DTS)	<input type="checkbox"/>
Mobile doctor service (MBS)	<input type="checkbox"/>
Dental service (DEN)	<input type="checkbox"/>
Diagnostic and or screening service (DSS)	<input type="checkbox"/>
Care home service without nursing (CHS)	<input type="checkbox"/>
Care home service with nursing (CHN)	<input type="checkbox"/>
Specialist college service (SPC)	<input type="checkbox"/>
Domiciliary care service (DCC)	<input checked="" type="checkbox"/>
Supported living service (SLS)	<input type="checkbox"/>
Shared Lives (SHL)	<input type="checkbox"/>
Extra Care housing services (EXC)	<input type="checkbox"/>
Ambulance service (AMB)	<input type="checkbox"/>
Remote clinical advice service (RCA)	<input type="checkbox"/>
Blood and Transplant service (BTS)	<input type="checkbox"/>

Regulated activity(ies) carried on at this location		
Personal care	<input checked="" type="checkbox"/>	
Registered Manager(s) for this regulated activity: Saad Osman		
Accommodation for persons who require nursing or personal care	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Accommodation for persons who require treatment for substance abuse	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Accommodation and nursing or personal care in the further education sector	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Treatment of disease, disorder or injury	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Assessment or medical treatment for persons detained under the Mental Health Act	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Surgical procedures	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Diagnostic and screening procedures	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Management of supply of blood and blood derived products etc.	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Transport services, triage and medical advice provided remotely	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Maternity and midwifery services	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Termination of pregnancies	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Services in slimming clinics	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Nursing care	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		
Family planning service	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		

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Part 3 (2)

Location(s), and

- **the people who use the service there**
- **their service type(s)**
- **their regulated activity(ies)**

Separate part 3 (2) for Hayes location

The information below is for location no.:	2	of a total of:	2	locations
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Name of location	Dignity Direct Homecare Ltd
Address	460-466 Uxbridge Road Hayes
Postcode	UB4 0SB
Telephone	02081002826
Email	s.osman@dignitydirecthomecare.co.uk

Description of the location (The premises and the area around them, access, adaptations, equipment, facilities, suitability for relevant special needs, staffing & qualifications etc)	
<p>The location is Dignity Direct Homecare Ltd. Our Office location is the C202-C203, Meridian Trading Estate The premise is located on the 20 Bugsby's Way. This is where our South and Southern East London operations are managed. We have staff and appointed Registered Manager in place to offer best care and Social Care for our cherished service users in this part of London.</p> <p>We are applying to CQC for an additional office location at West London specifically on 460-466 Uxbridge Road in Hayes West London and this will serve our new West London service users' best interest. If it is approved by the CQC we will have an additional branch location in the west of London. We look forward to the CQC for the confirmation of the new service branch</p>	
No of approved places / overnight beds (not NHS)	

CQC service user bands				
The people that will use this location ('The whole population' means everyone).				
Adults aged 18-65	<input checked="" type="checkbox"/>	Adults aged 65+	<input checked="" type="checkbox"/>	
Mental health	<input checked="" type="checkbox"/>	Sensory impairment	<input checked="" type="checkbox"/>	
Physical disability	<input checked="" type="checkbox"/>	People detained under the Mental Health Act	<input type="checkbox"/>	
Dementia	<input checked="" type="checkbox"/>	People who misuse drugs or alcohol	<input checked="" type="checkbox"/>	
People with an eating disorder	<input checked="" type="checkbox"/>	Learning difficulties or autistic disorder	<input checked="" type="checkbox"/>	
Children aged 0 – 3 years	<input checked="" type="checkbox"/>	Children aged 4-12	<input checked="" type="checkbox"/>	Children aged 13-18
The whole population	<input checked="" type="checkbox"/>	Other (please specify below)	<input type="checkbox"/>	

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The CQC service type(s) provided at this location	
Acute services (ACS)	<input type="checkbox"/>
Prison healthcare services (PHS)	<input type="checkbox"/>
Hospital services for people with mental health needs, learning disabilities, and problems with substance misuse (MLS)	<input type="checkbox"/>
Hospice services (HPS)	<input type="checkbox"/>
Rehabilitation services (RHS)	<input type="checkbox"/>
Long-term conditions services (LTC)	<input type="checkbox"/>
Residential substance misuse treatment and/or rehabilitation service (RSM)	<input type="checkbox"/>
Hyperbaric chamber (HBC)	<input type="checkbox"/>
Community healthcare service (CHC)	<input type="checkbox"/>
Community-based services for people with mental health needs (MHC)	<input type="checkbox"/>
Community-based services for people with a learning disability (LDC)	<input type="checkbox"/>
Community-based services for people who misuse substances (SMC)	<input type="checkbox"/>
Urgent care services (UCS)	<input type="checkbox"/>
Doctors consultation service (DCS)	<input type="checkbox"/>
Doctors treatment service (DTS)	<input type="checkbox"/>
Mobile doctor service (MBS)	<input type="checkbox"/>
Dental service (DEN)	<input type="checkbox"/>
Diagnostic and or screening service (DSS)	<input type="checkbox"/>
Care home service without nursing (CHS)	<input type="checkbox"/>
Care home service with nursing (CHN)	<input type="checkbox"/>
Specialist college service (SPC)	<input type="checkbox"/>
Domiciliary care service (DCC)	<input checked="" type="checkbox"/>
Supported living service (SLS)	<input type="checkbox"/>
Shared Lives (SHL)	<input type="checkbox"/>
Extra Care housing services (EXC)	<input type="checkbox"/>
Ambulance service (AMB)	<input type="checkbox"/>

Remote clinical advice service (RCA)	<input type="checkbox"/>
Blood and Transplant service (BTS)	<input type="checkbox"/>

Regulated activity(ies) carried on at this location	
Personal care	<input checked="" type="checkbox"/>
Registered Manager(s) for this regulated activity: Saad Osman	
Accommodation for persons who require nursing or personal care	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Accommodation for persons who require treatment for substance abuse	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Accommodation and nursing or personal care in the further education sector	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Treatment of disease, disorder or injury	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Assessment or medical treatment for persons detained under the Mental Health Act	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Surgical procedures	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Diagnostic and screening procedures	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Management of supply of blood and blood derived products etc.	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Transport services, triage and medical advice provided remotely	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Maternity and midwifery services	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Termination of pregnancies	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Services in slimming clinics	<input type="checkbox"/>
Registered Manager(s) for this regulated activity:	
Nursing care	<input type="checkbox"/>

Registered Manager(s) for this regulated activity:		
Family planning service	<input type="checkbox"/>	
Registered Manager(s) for this regulated activity:		

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Part 4

Registered manager details

Including address for service of notices and other documents

Please first read the guidance document *Statement of purpose: Guidance for providers*

The information below is for manager number:	1	of a total of:	1	Managers working for the provider shown in part 1
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1. Manager's full name	Saad Osman
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2. Manager's contact details	
Business address	C202-C203, Meridian Trading Estate 20 Bugsby's Way
Town/city	London
County	London
Post code	SE7 7SF
Business telephone	02081002826
Manager's email address¹	
s.osman@dignitydirecthomecare.co.uk	

¹ Where the manager has agreed to service of notices and other documents by email they will be sent to this email address. This includes draft and final inspection reports on all locations where they manage regulated activities.

Where the manager does not agree to service of notices and other documents by email they will be sent by post to the provider postal business address shown in Part 1 of the statement of purpose. This includes draft and final inspection reports on all locations.

Please note: CQC can deem notices sent to manager(s) at the relevant email or postal address for service in this statement of purpose as having been served, as described in Sections 93 and 94 of the Health and Social Care Act 2008. The address supplied must therefore be accurate, up to date, and able to ensure prompt delivery of these important documents to registered managers.

3. Locations managed by the registered manager at 1 above	
(Please see part 3 of this statement of purpose for full details of the location(s))	
Name(s) of location(s) (list)	Percentage of time spent at this location
Dignity Direct Homecare Ltd (Bugsby's Way)	50%
Dignity Direct Homecare Ltd (Hayes)	50%

4. Regulated activity(ies) managed by this manager		
Personal care	<input checked="" type="checkbox"/>	
Accommodation for persons who require nursing or personal care	<input type="checkbox"/>	
Accommodation for persons who require treatment for substance abuse	<input type="checkbox"/>	
Accommodation and nursing or personal care in the further education sector	<input type="checkbox"/>	
Treatment of disease, disorder or injury	<input type="checkbox"/>	
Assessment or medical treatment for persons detained under the Mental Health Act	<input type="checkbox"/>	
Surgical procedures	<input type="checkbox"/>	
Diagnostic and screening procedures	<input type="checkbox"/>	
Management of supply of blood and blood derived products etc.	<input type="checkbox"/>	
Transport services, triage and medical advice provided remotely	<input type="checkbox"/>	
Maternity and midwifery services	<input type="checkbox"/>	
Termination of pregnancies	<input type="checkbox"/>	
Services in slimming clinics	<input type="checkbox"/>	
Nursing care	<input type="checkbox"/>	
Family planning service	<input type="checkbox"/>	

5. Locations, regulated activities and job shares

Where this manager does not manage all the regulated activities ticked / checked at 4 above at all of the locations listed at 3 above, please describe which regulated activities they manage at which locations below.

Please also describe below any job share arrangements that include or affect this manager.

Dignity Direct Homecare had only one office location in South London. Saad Osman is the Registered Manager. Saad shares general management responsibility for the locations, and he is assisted by other managers, coordinators, supervisors for the optimum operational functions of the location. An additional office location at 460-466 Uxbridge Road in Hayes, West London, Greater London has been applied to the CQC and awaiting confirmation