

Enter and View Report

Serenity Point, 14 Madeley Road February 5th 2025



A report by Healthwatch Ealing

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Visit Details	
Service Visited	Serenity Point – 14 Madeley Road
Manager	David Masters
Date & Time of Visit	11:00 AM February 5 th 2025
Status of Visit	Announced
Authorised Representatives	David Crawley, Sam Ceja
Lead Representative	David Crawley

1. Visit Background

1.1. What is Enter & View?

Part of the local Healthwatch programme is to undertake 'Enter & View' (E&V) visits.

Mandated by the Health and Social Care Act 2012, the visits enable trained Authorised Representatives (ARs) to visit health and care services – such as hospitals, care homes, GP practices, dental surgeries, and pharmacies.

E&V visits can happen if people tell us there is a problem with a service but can also be made when services have a good reputation.

During the visits we observe service delivery and talk with service users, their families, and carers. We also engage with management and staff. The aim is to gain an impartial view of how the service is operated and being experienced.

Following the visits, our official 'Enter & View Report', shared with the service provider, local commissioners and regulators, outlines what has worked well, and makes recommendations on what could work better. All reports are available to view on our website.

1.1.2 Safeguarding

E&V visits are not intended specifically to identify safeguarding issues. If safeguarding concerns arise during a visit they are reported in accordance with safeguarding policies. If at any time an authorised representative (AR) observes anything they feel uncomfortable about they will inform their lead who will inform the service manager, ending the visit.

If any member of staff wishes to raise a safeguarding issue about their employer, they will be directed to the Care Quality Commission (CQC) where they are protected by legislation if they raise a concern.

1.2 Disclaimer

Please note that this report relates to findings observed on this specific visit. It is not a representative portrayal of the experiences of all service users and staff, only an account of what was observed and contributed on this date.

1.3 Acknowledgements

Healthwatch Ealing would like to thank the service provider, service users and staff for their contribution and hospitality in enabling this E&V project to take place. We would also like to thank our ARs, who assisted us in conducting the visit and putting together this report.

2. About the Visit

2.1 Serenity Point, 14 Madeley Road

On February 5th 2025 we visited Serenity Point (referred to as 14 Madeley Road for the rest of the report) which is located in Ealing.

Madeley Road is a mental health hostel, the purpose of which is to help rehabilitate those who have been on mental health wards for an extended period of time in order to integrate into society.

The service is run by Serenity Point, this is one of three services that they run in North West London.

The home may accommodate up to 12 residents and 11 were in residence at the time of the visits.

The home has a staffing complement of 7.

This is an all male facility.

2.2 Online Feedback

There is no recent online feedback for this provider. A care home known as Rainbow Lodge was previously at this address but has since ceased operations. It continues to show up in search of the address years after closing.

2.3 Purpose of the Visit

Enter and View visits enable Healthwatch Ealing to form an impartial view of how the home is operated and how it is experienced by residents, and to produce a report.

3. Executive Summary

This section of the report details the key findings from our observations and the resident and staff feedback collected during our visit.

Observations

What has worked well?

- The home was previously a care home prior to opening as a mental health hostel in 2023, however you could not tell this was the fact when entering. The home is bright clean and fresh.
- There is an extensive CCTV network, with cameras in common areas of the home.
- There are alarms that staff keep on them when in the home just in case of emergencies.

What could be improved?

- No areas of improvement could be found.

Resident Feedback**What has worked well?**

- Residents told us that they enjoyed the environment of the home, describing it as calming, nice, and clean.

What could be improved?

- One resident expressed frustrations with the rules regarding visitors and other residents not being allowed into their room.

Staff Feedback**What has worked well?**

- Staff enjoy their work at 14 Madeley and feel supported by their colleagues and management.
- Members of staff who had worked elsewhere in the mental health industry said that working at Madeley Road was a treat and far better than where they had worked previously.

What could be improved?

- One member of staff told us that while they understand why they have to do online training, they much prefer practical hands-on training.

4. Full Findings

During the visit we collected responses from 3 residents, 3 members of staff, and the head manager (7 people in total).

This report is based on their collective feedback, plus notes and observations made at the visit.

We would like to thank the staff and management for their time, and for their warm welcome and cooperation.

4.1 Observations

During our visit, our team of Authorised Representatives made observations on Entry and General Accessibility, General Environment, Safety and Visiting, Personal Care and Activities, and Staffing and Management. We have highlighted both good practice and areas for improvement.

Entry and General Accessibility

Notes

- There is step free access into the home.
- Visitors need to be let in and must sign in, in the vestibule of the home.
- The front door is kept locked.
- There is street parking available with two parking spots in front of the home.
- The home is minutes away from Ealing Broadway station tube station and all the bus stops that service it.

What has worked well?

- Stairwells are kept unobstructed and clear for use.
- The entryway of the home is open, clean, and bright.

What could be improved?

- We found no potential areas for improvement.



The lounge at Madeley Road.

General Environment

Notes

- 14 Madeley is a converted home, once serving as a nursing home for the elderly known as Rainbow Lodge.
- The home has 12 beds and 11 residents were there.
- Fire exits are signposted properly.
- Residents live across three floors, with those with mobility issues living on the ground floor.
- All residents have ensuite facilities with a toilet and shower.
- There is a large, secured garden that residents can enjoy. Residents use it to play badminton when the weather is nice.
- The garden uses artificial turf, in order to cut down on any lawn care that needs to be done.

What has worked well?

- The home was previously a care home prior to opening as a mental health hostel in 2023, however, you could not tell this was the fact when entering. The home is bright clean and fresh.
- Residents told us that they enjoy the environment of the home, describing it as calming, nice, and clean.
- Residents are free to decorate their rooms. They have expressed satisfaction with the facilities that have been made available to them.

What could be improved?

- One resident expressed a desire for natural grass in the garden.



The garden at Madeley Road

Safety and Visiting

Notes

- There is a CCTV network in the home.
- Fire alarms are tested weekly, whereas full fire drills are conducted on a quarterly basis.
- All staff are trained in safeguarding alerts.
- Visiting hours are from 10 am to 9 pm, Monday to Sunday, but there is flexibility.
- In instances where staff need to enter a resident's room, they will do so in pairs. If they are unable to do so, the door will be kept open with a door jam, and the member of staff will talk to the resident in the doorway.
- Residents and visitors are not allowed into the rooms of residents and must meet within common areas.

What has worked well?

- Staff and Residents all told us that they felt safe at 14 Madeley Road.
- Most residents we spoke with told us that they were happy with the visiting arrangements at the home.

What could be improved?

- One resident expressed frustrations with the rules regarding visitors and other residents not being allowed into their room.



The dining area at Madeley Road

Personal Care, Diet, and Activities

Notes

- Activities are every Wednesday and include but are not limited to yoga, arts and crafts, and trips to museums and cinemas.
- Residents are supported in making their own breakfast, lunches and dinner. There is a large communal kitchen on the ground floor of the hostel
- One of the rooms has its own kitchen and is similar to an independent studio apartment.
- 14 Madeley is not a CQC service, as care is not administered, due to this staff cannot make residents take their medicine. They simply monitor residents as they do. In instances where residents do not take their medicine, it is noted and reported to their care team.
- Most residents come down to the office to take their medicine and are observed by a member of staff. 4 residents had “graduated” to take their medicine independently. Their medicine is checked weekly to see if they have been taking it.
- Feedback is collected from Residents on Mondays in order to see what their interests are for activities, workshops, therapies, etc.

What has worked well?

- Residents have expressed satisfaction with the variety of activities that are offered at the hostel Feedback is collected from Residents on Mondays in order to see what their interests are for activities, workshops, therapies, etc.
- Staff told us that there have been no issues with getting responses from other parts of residents’ care teams, such as the forensic services.

What could be improved?

- A member of staff told us that there was a desire to improve social groups in the home.

4.2. Resident Feedback

At the visit, we collected feedback from 3 residents. Their stays ranged from one month to 2 years.

Staff

- Residents only had praise for the staff, in particular, they said that they enjoyed their sessions with their key worker
- One resident mentioned that sometimes it feels like the staff infantilised them at times.

Environment

- Residents enjoy the environment, saying it is calming and helps them.
- One resident told us they really enjoy badminton in the garden when the weather is nice.

Food

- Residents cook their own food independently. They are supported by staff if they need it.
- There are communal meals on occasion.

Improvements

Residents made the following suggestions for improvements:

- One resident would like the home to have natural grass in the garden.
- One resident expressed frustration regarding the inability to have visitors in their room.

Feedback and Complaints

- Residents told us that they felt listened to, and that complaints are addressed in a timely manner, even if they do not get the outcome that they sought.

Selected Comments

General Care

"This is the best hostel, it is the best place I have been to."

Thoughts on Staff

"The staff is really nice and helpful."

4.3. Staff Interviews

During the visit, we received feedback from 3 staff members, from varied roles. Length of service ranges from 7 months to 2 years

- The home has a staff complement of 9.
- Languages spoken by staff include Somali, Tamil, Punjabi, and Hindi.

General Feelings

- Staff enjoy their work at 14 Madeley and feel supported by their colleagues and management.
- Members of staff who had worked elsewhere in the mental health industry said that working at Madeley Road was a treat and far better than where they had worked previously.
- Staff told us the thing they enjoy most about their work is talking with patients. They felt like every day they helped to make a difference in residents' lives.

Selected Comments

"Helping people and knowing there are people who depend on you [is my favourite part about the job]. When I leave for the day I know I've done things to help people. It's an achievement."

"[The most difficult part of the job is when] The residents can take time to open up due to the barriers they put up. I always let them know we are here for them. We do monthly 1:1 key working sessions. Those really help."

Training

- Trainings undertaken by staff include; safeguarding, fire safety, first aid, mental health training, and food hygiene.
- Staff found training to be effective for their day-to-day work.
- One member of staff told us that while they understand why they have to do online training, they much prefer practical hands-on training.

Accessing community health and social care services

- Most of the residents are linked up with the forensics team, and there have not been any issues contacting them.

Communicating with patients and their family

- Staff told us that for the most part, they feel that they are able to foster as much communication with residents and their families as they like.
- In instances where they feel they cannot, it is due to barriers that residents put up.
- Staff will continue to work with these residents to build up a rapport to help break down barriers.

What could be improved?

- The home should continue its efforts to employ permanent staff, and its policy to not allow for ad hoc shifts. This will help continue the calm and collaborative environment that exists at Madeley Road.

4.4 Management Feedback

We also spoke with the manager of 14 Madeley Road, David Masters, about a variety of topics.

In Summary

Helping residents to become independent

- The goal is for residents to only be here for two years until they are able to be moved onto a step-down service. However different residents have different needs and sometimes they stay longer depending on what those needs are.
- We hold regular classes to teach them life skills, learning how to cook, how to think in a mindful manner, etc.

Raising Safety Concerns

- All staff are trained on how to raise a safeguarding alert.
- A member of staff told us they raised a safeguarding alert based on what a resident told them in a 1:1 session and the issue was resolved immediately.

Challenging Aspects?

- Engaging with residents with complex needs can be difficult.
- Issues with the council regarding housing benefits have been an issue. We have had residents who were on Universal Credit and have aged out of it. Their pensions have not kicked in and that is causing them to stress. We have worked to reassure the residents about this.

Improvements

- We are aiming to improve our social groups.
- We collect feedback from Residents on Mondays and we aim to work on their suggestions. Our ultimate goal is for them to be happy and engaged.

5. Recommendations

Healthwatch Ealing would like to thank the service for the support in arranging our E&V visit.

Based on the analysis of all feedback obtained, we would like to make the following recommendations.

Recommendations

Online Presence

- This location for Serenity Point does not have much of an online presence.

5.1: We recognise that the home has already made efforts to correct this, however, work still needs to be done. We recommend having a dedicated page for Madeley Road and promoting it online. We suggest also using social media, local mental health forums, or Google Business to make the home more visible to both potential staff and the wider community.

Resident Improvements

- A resident expressed frustrations over not being allowed visitors in their room

5.2: We recommend reiterating with residents why this policy exists, in order to help maintain the safety of the home. It may also help to explore alternative solutions. For example, is there space or provision for there to be designated private spaces for visitors and residents to hang out

- A resident expressed a desire for natural grass in the garden.

5.3: We recommend looking into gardening options for the home. We recognize that replacing the artificial turf would be of great cost and therefore unrealistic. However, installing planters to grow things such as vegetables could have therapeutic benefits for residents.

- One of the residents we spoke with came to the home recently and was still getting used to things.

5.4: We recommend empowering residents to provide peer support. Residents who have lived at the home longer can help new residents settle in and feel more comfortable. This can help the new residents feel more at home and help the older residents develop mentoring skills.

Staff Improvements

- One member of staff told us that while they understand why they have to do online training, they much prefer practical hands-on training.

5.5: If hands-on training is preferred by staff, a hybrid approach should also be considered—where online training is supplemented with in-person workshops, shadowing, or role-playing exercises?

- A member of staff told us that there was a desire to improve social groups in the home.

5.6: We recommend continuing to use Mondays as a day to collect feedback from residents to see what interests them the most. We believe this is a good pathway to improve social groups. We also suggest adding in an anonymous suggestion box as another avenue for feedback.

“Thanks for [Healthwatch’s] time and the recommendations. they all will be implemented provided it is safe for the clients.”

- Dr. Jay Jindal – Provider for Serenity Point LTD

6. Glossary of Terms

AR	Authorised Representative
CQC	Care Quality Commission
Enter & View	E&V

7. Distribution and Comment

This report is available to the general public, and is shared with our statutory and community partners. Accessible formats are available.

If you have any comments on this report or wish to share your views and experiences, please contact us.

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