



Creative Support Ltd

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Area Manager

Reference: 90420

**Harrow and Brent (with a remit spanning London, Essex and surrounding areas)
Full time post 37.5 hours per week**

Thank you for your interest in the above post, please find the specific role requirements and duties for this post detailed within this document. When completing the application form you may submit additional documentation however we cannot accept a CV as a completed application.

Closing Date: 05 June 2026

Once you have submitted your application form allow *14 working days* after the closing date for a response. Please return the application form by email to recruitment@creativesupport.co.uk or by post to Recruitment, Creative Support, Head Office, Wellington House, 131 Wellington Road, Stockport, SK1 3TS.

Finally, please feel free to please contact Mahip Singh, Service Director via email mahip.singh@creativesupport.co.uk or telephone 07815 518 847 to discuss this rewarding role.

We are very much looking forward to receiving a completed application from you.

Yours Faithfully

Recruitment Department

**All employees are subject to enhanced DBS checks
Finalised by M Singh on 19 May 2026**

JOB DESCRIPTION – AREA MANAGER

Harrow and Brent



Hours: Based nominally on 37.5 hours per week, to be worked flexibly, including evenings and weekends, according to the needs of the service and service users.

Responsible to: Service Director

Summary of Role:

To be initially responsible for the overall leadership and operational management of 6 Extra Care services in Brent and Harrow for older people who have a range of needs, including physical disabilities and mental health needs, dementia and long-term health conditions. You are expected to collaborate positively with the housing providers, Care Managers, health professionals and other stakeholders to deliver high quality services.

To lead, manage and supervise a team of Registered Managers and other senior staff at services to provide the highest standard of care and support, ensuring that service user outcomes are fully met. To be responsible for the overall quality of service delivery and to ensure that the services are delivered in accordance with their respective contracts, the service specification, agreed quality standards and the expectations of Creative Support, the Council and stakeholders. You will put in place and oversee a Quality Assurance system across your service portfolio to ensure that CQC care standards are met and that the highest level of customer service is provided. You will compile contract monitoring and quality assurance reports for our commissioners and attend contract monitoring meetings.

To work with partner housing providers to promote effective joint working, joined up approaches and a positive, inclusive atmosphere within the schemes. To ensure that there is a vibrant and varied programme of social activities on-site and that connections are built with the wider community. To ensure that the people we support receive individualised, person-centred care and support which enables them to enjoy a good quality of life. To ensure that staff are deployed efficiently and effectively and that all service users receive planned care in accordance with their assessed needs and preferences and their care and support plans. To ensure the safety and wellbeing of the people we support at all times, ensuring that policies and procedures are followed, that medication is administered as prescribed and that all care provided is properly documented and regularly checked and reviewed.

The successful applicant would be mostly dedicated to supporting the Registered Managers based at the Brent/Harrow services, with a remit extending to other London and Essex services in line with organisation needs.

Duties and Responsibilities

1. To articulate and reinforce the holistic, responsive and person-centred philosophy of the Extra Care model. To ensure that staff understand and are committed to the values and expected outcomes of Extra Care and that this philosophy of care is embedded in practice.
2. To ensure that the Extra Care services deliver flexible and personalised care and support that enables the privacy, dignity, and wellbeing of service users. To promote a reablement approach which maximises independence within a strengths-based model of care and support. To ensure that staff respect the rights and entitlements of service users and demonstrate unconditional positive regard at all times.

3. To ensure that an outcome-focused and personalised Extra Care Support Plan is devised in response to the identified needs, preferences and aspirations of individuals and that an agreed programme of support and activities is identified and organised. To ensure that care and support plans are consistent with statutory assessments and care plans, as appropriate.
4. To ensure that service users receive a consistent, reliable and personalised service by deploying staff to meet their needs and preferences in accordance with agreed support plans and activity programmes. To ensure that commissioned support hours are provided reliably in accordance with the statutory care plan and that identified outcomes are met.
5. To ensure that staff develop and sustain warm, trusting and respectful relationships with the people we support, promote their self-esteem, happiness, and welfare and respect their right to privacy and confidentiality.
6. To encourage and support people to express their needs, views and concerns. To enable the people we support to make choices and decisions, and to participate as fully as possible in planning processes. To enable people to contribute actively to decisions regarding their own care, support and activities through communication methods tailored to individual needs.
7. To ensure that service users are supported to exercise control over their own lives and to consent to their own care and support arrangements. Where there are concerns regarding a service user's capacity to consent to care and support to seek guidance from the Care Manager regarding any need for capacity and best interest assessments. To ensure that any measures required to ensure service user safety are agreed as being least restrictive and in the service user's best interests. To participate in Best Interest meetings and to make referrals for Community DoLs applications when required.
8. To ensure that the services are delivered in accordance with CQC care standards at all times. To carry out and record regular quality audits of service user welfare, records of care, medication and other aspects of service delivery. To collate the findings from QA audits and processes and to identify and implement service improvements arising from these. To ensure that Registered Managers and senior staff carry out audits in accordance with expectations.
9. To ensure that senior staff devise rotas as efficiently and effectively as possible, and to arrange cover for absences and additional requirements as needed. To ensure that staff rotas take account of gender preferences, planned activities and other specific requirements. To ensure that the care provided is skilled, responsive, and reliably delivered at times which meet the needs and lifestyle preferences of individuals. To deploy staff resources efficiently and flexibly to meet identified needs and plan rotas fairly and at least 4 weeks in advance. To endeavour to provide service users with care and support from a familiar and consistent staff team.
10. To ensure that there are sufficient contracted and relief staff to meet the assessed needs of service users and the contract specification, and to avoid using agency staff. To proactively identify the need for staff recruitment and be involved in the recruitment and selection of staff and volunteers alongside senior colleagues. To ensure that staff resources are used carefully and optimally.
11. To promote and nurture best practice and brief staff regarding policy and practice issues. To ensure effective internal communications. To organise regular senior team meetings at monthly or more frequent intervals, and to ensure that senior staff are well-informed in all matters relating to policy, good practice, CQC, local authority and agency requirements.
12. To lead the senior management team to ensure that the highest standards of work are achieved and that the service is delivered in accordance with individual care plans, the contract

specification and CQC requirements. To ensure that all staff practice in a safe, competent and person-centred manner, and follow all guidelines for the provision of personal support, management of medication and health conditions, support with mobility, everyday household tasks, personal finances and community activities.

13. To monitor and assess attendance, reliability, performance, values and competence of staff through supervision, direct observation and through feedback from clients and stakeholders. To ensure that staff, apprentices, volunteers and students on placement receive personal support, supervision and appraisal in accordance with agency and CQC requirements. To ensure that staff records are up to date and ready for inspection by CQC and senior managers.
14. To identify and proactively address any performance issues and concerns. To consult with HR in the management of serious concerns or breaches of the disciplinary code. To undertake disciplinary investigations and to hear disciplinary cases. To investigate and hear staff grievances.
15. To ensure that staff training needs are identified and met, and that all mandatory and service specific training undertaken is recorded within supervision files and the training matrix. To induct new senior staff thoroughly, ensuring that they are aware of agency standards, the needs and preferences of service users, identified risks and all essential safety requirements, quality assurance measures and reporting processes.
16. To ensure an appropriate 24-hour response in the event of emergencies and requests for assistance via emergency alarm/pull cord system or other means. To ensure that all staff understand their duty of care in respect of responding to medical and other emergencies and are assertive and confident in communicating with emergency and on-call services.
17. To ensure that people we support who have complex needs have a designated key worker with identified responsibilities for implementing and reviewing their support plan and for working towards the achievement of agreed goals and for communicating effectively with their network of support and other agencies.
18. To ensure that staff administer medication reliably in accordance with their prescription and that staff follow all guidelines for administration and recording. To ensure that controlled drugs and PRN medications are stored and administered in accordance with agreed policies. To ensure that medication ordered on behalf of service users is checked, recorded and safely stored. To undertake regular medication stock checks. To liaise with GPs, pharmacists and community nurses and ensure that side effects and medication concerns are reported.
19. To ensure that person-centred reviews are carried out 6 weeks after admission to a scheme and thereafter at 6 month intervals, which are organised in such a way as to maximise the participation of the people we support and their network of support. To utilise the review process to adjust planned support and to monitor the service user's satisfaction with their planned and delivered care.
20. To ensure high standards of health and safety by ensuring that staff comply with all safety policies and requirements. To ensure the physical environment is maintained in a safe, clean and tidy manner. To ensure safe lone-working protocols are followed.
21. To maintain excellent communication and joint working with partner housing providers to ensure that accommodation is kept to a high standard and that all areas are attractive, clean and well maintained. To ensure that repairs are reported in a timely manner and escalate matters if repairs have not been completed within allocated time scales and/or to the client's satisfaction.

22. To encourage the use of assistive and creative technologies and to support people to obtain and manage aids and adaptations to their homes in order to meet their mobility and other needs. To ensure that people with mobility and manual handling needs have an up to date manual handling assessment and that staff follow any specific guidelines for safe manual handling or mobility support which may arise from these assessments. To ensure that people with additional physical/sensory disabilities receive a service which is tailored to their individual needs and communication requirements.
23. To ensure that emergency buzzers, pull cord/pendant alarm systems, assistive technologies telecare and mobility aids/equipment are regularly checked, inspected and function fully, and that staff and service users are trained in their use. To ensure that relevant contact numbers are accessible to staff in order to report faults with systems/equipment. To ensure that senior staff undertake regular checks and audits of pull cords and pendants and that staff respond promptly and helpfully when these are activated.
24. To ensure a joined-up approach to fire safety and prevention with the housing providers, ensuring clear responsibilities and accountability for each agency. To ensure that there is a Personal Evacuation Plan in place for each service user that requires one and that there is an overall Fire Evacuation Plan for the scheme which is clearly communicated and understood by all staff.
25. To respond positively to enquiries and referrals and to undertake assessments of needs for prospective clients. To contribute to allocation decisions, collaborating with partner housing providers to fill vacancies in accordance with service aims and contractual requirements.
26. To communicate effectively with staff, the people we support, their families and stakeholders, and to promote the positive reputation and activities of Creative Support and the extra care services.
27. To ensure that the Registered Managers and senior staff report, document and manage accidents, incidents and emergencies, in accordance with Creative Support and local authority reporting guidelines and requirements. To contribute to social care governance through collating and analysing all incidents, identifying root causes and implementing preventative actions.
28. To provide excellent internal and external customer care. To respond professionally to all enquiries and to reply efficiently to emails and written requests for information. To encourage customer feedback and to regularly seek feedback through surveys and consultations.
29. To ensure that service users and their families, are aware of the Complaints Policy and are supported to make complaints and suggestions. To promote a positive and responsive attitude to complaints. To acknowledge, record, and proactively follow up all complaints, concerns, compliments and suggestions. To ensure that complaints are investigated in line with Creative Support procedures and that timely and appropriate action is taken. To implement the learning from complaints to improve service delivery. To ensure that service users have access to independent sources of advice, advocacy and representation, as required.
30. To ensure that vulnerable adults and children are safeguarded from harm. To ensure that all staff, volunteers, and students on placement comply with Creative Support and the Council's Safeguarding Policy and Procedures. To report immediately any concerns regarding vulnerable adults or children to the Service Director, the Duty/On Call Manager and the local authority. To put in place an Interim Safeguarding Plan to protect service users from harm pending further safeguarding strategy meetings.

31. To carry out all recording and administrative duties relating to the management and quality monitoring of the service, and to comply with all requests for reports and information from your line manager. To ensure that the service provided meets the service specification, Creative Support's quality expectations and CQC essential standards.
32. To implement and comply with Creative Support's Equal Opportunities Policies. To ensure that the service provided is sensitive to the cultural, spiritual and religious needs of service users and staff alike. To promote cultural sensitivity and anti-discriminatory practice.
33. To maintain effective administrative procedures and financial control systems. To ensure efficient use of resources. To ensure that staff carry out and record all financial transactions (including petty cash, expenses and service user finances) within agency guidelines and that matters pertaining to clients finances are managed within Creative Support's Policy 'Client Financial Procedures' guidelines. To carefully monitor financial arrangements and transactions.
34. To participate in monitoring and evaluation procedures. To contribute to formal reviews of the service. To collect and collate quality data and relevant statistical information. To participate in the evaluation of client outcomes. To develop and implement a Quality Development Plan and to implement all quality improvement requirements and recommendation
35. To ensure that people are supported to maintain the safety, security, cleanliness and comfort of their homes. To support people to understand and adhere to the terms and conditions of their tenancy agreement and in enjoying the rights and responsibilities of being a tenant, including paying rent, council tax and utility bills, reporting repairs and maintaining their accommodation to a good standard. To support people to maintain good relationships with neighbours.
36. To ensure that people receive all necessary advice and support to maintain their physical and mental health and general wellbeing and that they are supported to meet their health care needs. To promote nutrition, relaxation, exercise and a healthy lifestyle and compliance with medication and treatment programmes. To support people to make healthy lifestyle choices and stay active and engaged with others.
37. To promote the right to access high quality primary and specialist health care services and ensure that service users receive prompt medical attention for physical or mental health concerns. To support people in the management of long-term conditions (such as epilepsy, diabetes and other conditions). To develop plans and protocols for people with complex health needs in conjunction with health professionals. To promote attendance at health appointments including regular optical, dental and other health checks appropriate to age, gender and individual needs.
38. To ensure that staff observe and monitor people's emotional and physical well-being and to inform the line manager, families and other agencies of any concerns or significant changes in their needs, welfare, behaviour and circumstances. To ensure that any professional concerns are promptly communicated to members of the multi-disciplinary team in a proactive manner. To ensure that Registered Managers and senior staff have very frequent direct contact with all service users and that their time is planned and managed effectively in order to achieve this.
39. To ensure there is an up to date risk assessment and risk management plan for each service user which is reviewed at least every 6 months and that all staff are aware of the risk management guidelines. To ensure that staff follow the prescribed guidelines and risk management strategies. To promote a culture of positive risk management which balances risk and enjoying opportunities for a fulfilling life.

40. To ensure that policies and regulations pertaining to management of buildings, fire safety, food safety, personal hygiene and infection control, environmental health, general safety and security are understood and adhered to by staff, tenants and visitors.
41. To work closely with the families of the people we support and other professionals involved in their care and support to provide a coordinated and bespoke service which meets the needs of the individual. To encourage and support connections with families, friends and members of the network of support. To positively and respectfully communicate with families and other professionals at all times.
42. To ensure that individuals are supported to plan and experience dignified, comfortable and person-centred end-of-life care which meets their preferences and their cultural, spiritual and other needs.

Other

43. To provide direct respectful personal care in accordance with identified preferences and ensure that dignity is maintained at all times.
44. To notify your line manager of your planned whereabouts and to submit accurate timesheets weekly.
45. To provide regular verbal and written reports to colleagues.
46. To accept support, supervision and guidance from the Service Director.
47. To carry out all work in a manner consistent with the aims and philosophy of Creative Support.
48. To comply with and implement the Equal Opportunities Policy.
49. To maintain confidentiality and data protection at all times, in accordance with the agreed policies.
50. To identify training needs in discussion with your line manager and to attend training events and courses as required.
51. To observe any written policies, procedures and guidelines for good practice agreed by Creative Support.
52. To carry out any other CQC Registrations, management or other duties delegated by the Service Director as required. This could in the future include overseeing other services London, Essex and/or surrounding regions.

JOB DESCRIPTION – AREA MANAGER

Harrow and Brent

| | QUALITIES REQUIRED | How Assessed | Essential/ Desirable |
|-----|--|-------------------------|----------------------|
| 1. | At least 4 years management experience, skills and knowledge gained in one of the following areas: <ul style="list-style-type: none"> • Services for older people/people with dementia/memory loss/mental health needs/physical or learning disabilities • Residential day or community services for older people • Extra care or home care services for older people • Prevention and re-enablement services for older people | Application & Interview | Essential |
| 2. | Experience of carrying out the role of Registered Manager | Application & Interview | Desirable |
| 3. | Experience of leading, managing and supervising staff and the delivery of care and support | Application & Interview | Essential |
| 4. | Experience of managing contracts and budgets | Application & Interview | Essential |
| 5. | Knowledge of CQC standards and requirements | Application & Interview | Essential |
| 6. | Experience of carrying out quality audits and managing a QA system | Application & Interview | Essential |
| 7. | A relevant professional qualification (e.g. Diploma in Social Work, RMN/RGN, NVQ 4/5, RMA) | Application | Desirable |
| 8. | Degree level or equivalent academic qualification | Application & Interview | Essential |
| 9. | Excellent written and verbal communication skills | Application & Interview | Essential |
| 10. | A warm and person centred approach to working with older people and the to provide respectful personal care and support | Application & Interview | Essential |
| 11. | Ability to lead, manage & supervise senior staff assertively to ensure effective team working, high standards of practice and positive outcomes for service users | Application & Interview | Essential |
| 12. | Ability to work positively and collaboratively with a range of stakeholders, to sustain productive partnerships and to gain the confidence of service users, their families and professionals. | Application & Interview | Essential |
| 13. | Ability to assess needs and risks and to devise and implement outcome focused care & support plans | Interview | Essential |
| 14. | Ability to produce high quality written reports and data within deadlines | Application & Interview | Essential |
| 15. | Excellent organisational skills with the ability to prioritise & manage a busy workload, solve problems and make decisions under pressure | Interview | Essential |
| 16. | Personal resilience and ability to manage competing priorities | Interview | Essential |
| 17. | Ability to work positively and collaboratively with a range of stakeholders, to sustain productive partnerships and to gain the confidence of service users, their families and professionals. | Application & Interview | Essential |
| 18. | Applicants must enjoy good health and be able to reliably carry out the responsibilities of the post. | Application & Interview | Essential |
| 19. | Excellent work ethic with the willingness to work flexibly and responsively to meet the needs of the organisation. | Interview | Essential |
| 20. | Car driver with use of a vehicle (not essential as all services can be accessed by public transport) | Interview | Desirable |

TERMS AND CONDITIONS – AREA MANAGER

Harrow and Brent

Pay Structure:

Up to £60,000 per annum, depending on experience, current salary and qualifications.

Point 1 - £55,000 per annum pro rata

Point 2 - £57,500 per annum pro rata

Point 3 - £60,000 per annum pro rata

Hours of Work:

Full time (based on a nominal 37.5 hours per week) or part-time subject to a minimum of 30 hours per week. Working hours may include weekends, evenings and public holidays according to the needs of the service. The post holder will be required to participate in an on-call rota for which an allowance will be paid.

Location:

The successful applicant will be initially based in Harrow/Brent, with the potential to include other services in London, Essex and surrounding areas.

Creative Support prides itself on visible Leadership presence in all its services. In line with that principle, this role does not have any elements of working from home.

DBS Checks:

Employment will be subject to enhanced Disclosure and Barring Service checks and ISA checks.

Holidays:

Six weeks (30 days per annum) plus eight statutory days.

Probationary Period:

The first four months will constitute a probationary period. On successful completion, employment will be confirmed.

Sickness Policy:

Creative Support operates a discretionary company sick pay benefit scheme which is for the purposes of preventing hardship during times of serious illness. The eligibility criteria and conditions for payment of Company Sick Pay (inclusive of SSP) are shown in the Employee Handbook. You may be eligible for Company Sick Pay benefits subject to compliance with the criteria below:

- Creative Support do pay Statutory Sickness Pay for the first three days of **any** sickness absence.
- First six months service - Not eligible for Company Sick Pay though you may be entitled to SSP.
- Six months to eighteen months service - Up to a maximum of four weeks at full pay.
- Eighteen months plus service - Up to a maximum of eight weeks at full pay followed by four weeks at half pay.

Part time employees will receive Company Sick Pay benefits as detailed above but pro-rata to actual hours worked each week. Company Sick Pay benefits may be withdrawn or temporarily suspended where performance or attendance is unsatisfactory.

Pension:

Creative Support operates an auto-enrolment pension scheme with the People's Pension.

Employee Counselling Service:

All staff, their partners and members of their household have access to an independent confidential, 24-hour telephone counselling service and to legal and financial advice. In addition, up to 6 sessions of face-to-face counselling can be obtained. This service is delivered by professionally qualified and supervised counsellors and is provided free of charge.

Life Assurance:

All staff under Creative Support contract are entitled to free life assurance. This is a valuable benefit which provides a lump sum equal to two times annual salary.

Discretionary Benefits:

Creative Support offers discretionary benefits in addition to statutory benefits. These include:

- Paid paternity leave
- Enhanced maternity leave
- Compassionate leave
- Paid carers leave up to 5 days per annum
- Long service awards

Hospital Saturday Fund:

All employees have access to a special scheme which enables membership of the Hospital Saturday Fund on preferential rates. There are a choice of packages offering different levels of service. Membership is entirely voluntary.

Staff Benefits Scheme:

As a member of staff for Creative Support you will be entitled to access a range of on-line benefits for various activities and high street stores. Benefits include discounted prices and two for one offers at theme parks, shops, restaurants and various on-line stores.

Christmas and New Year Bank Holidays

An enhancement at double time is paid for working at Christmas and New Year. We do not pay enhancements for working evenings, weekends or any other public holiday.

Part Time Work

Please note that annual leave and other entitlements are calculated on a pro-rata basis for employees working less than 37.5 hours. We take a positive view of part-time work and will consider reasonable requests for part time hours for a minimum of 15 hours per week.

Care Certificate and Level 2/3 Health & Social Care Diploma:

All employees will be required to undertake and complete the Care Certificate. Following the successful completion of the probationary period staff are enrolled onto Level 2/3 Health and Social Care Diplomas. If you hold NVQ/Diploma 2/3 Health and social care or equivalent you will of course not need to do the award again, but we may support you to undertake qualifications.

Birthday Holiday Bonus:

You are entitled to one additional day (pro rata for part time employees) of paid annual leave to be taken two weeks either side of your birth date. If you do not take this additional day within that period you will lose this entitlement for that year. This bonus will only come into effect in the leave year after two full years' service. Staff who are on maternity, paternity, adoption and sick leave at the time of their birthday will be entitled to take this additional leave upon their return to work.

Disclosure Checks:

All appointments will be subject to DBS enhanced disclosure and ISA checks.

Employee Assistance Service:

This is a completely free service provided on our behalf by Health Assured, offering valuable advice on benefits, financial matters, consumer advice, health and legal issues. There is also a free telephone and online counselling service which is accessible 24 hours a day, 7 days a week. Face to face counselling sessions can be arranged when required. Anything discussed with Health Assured is completely confidential and will not be shared with Creative Support. The service is available to you and members of your immediate household.

Annual Rail Ticket:

Discounted annual rail season ticket plans may be made available to employees.

Payroll Giving:

This is a tax efficient way of donating from your pay on a regular basis to any registered charities.

Achieve Q Staff Awards:

We recognise our dedicated staff across the organisation with standard, silver and gold awards given out every 2 months.

Your Rewards:

Employee benefits and discount vouchers available through the Your Rewards website.

Long service: Awarded in the December following your 10, 15, 20 and 25 year anniversary of your continuous service date with the organisation.

Retirement Awards:

A £100 retirement award is available on retirement to all permanent contracted employees with at least two years continuous service.

Refer a Friend Scheme:

Staff who successfully refer a friend to Creative Support's employment can claim £200 worth of vouchers.

Welcome Back Grant:

Employees who return to the organisation at least three months after resigning from their previous post will be awarded £200.

Uniform:

If applicable for your service you will be provided with a free uniform. The amount of uniforms that are provided will be dependent on your hours worked.

Company mobile phone and laptop:

If applicable to your job role the provision of a mobile smart phone and laptop may be provided. Please note the employee will be liable for any damage or theft of these devices.

Travel Expenses:

These will be paid in accordance with the organisation Travel Expenses policy, please contact the HR Department for a copy of this.

Use of Car for Business Purposes:

A mileage allowance is payable for the use of an employee's car for our business purposes upon receipt of authorised claim forms. If you use your car for business purposes you will be required to have business use insurance. An employee's certificate of insurance must be made available for inspection prior to using your car for our business purposes.

Networks:

The EDI Network and the LGBTQ+ Network are available to all our employees. The EDI Network advocates for our staff of colour whilst providing support and resources for employees who may face challenges related to diversity and inclusion. The LGBTQ+ Network promotes visibility and representation of LGBTQ+ individuals within the company.