NOVASPEC
Consultancy Limited



CARE CONSULTANCY FOR CQC-REGULATED SERVICES

A new standard for *care*.

We start by getting to know *you.*

A calm, honest consultancy for care providers. We listen first, tell you the truth kindly, and stay alongside you while things get better. Our founders, Carley and Richie, stay closely involved in the work we do.

BEHIND THE NAME

Nova

Renewal, transformation and fresh thinking. A new perspective on what good care can look like.

spec

Clarity, standards and a focused vision for quality. Knowing exactly what "good" means, and how to get there.

And three words that guide everything we do.

Empower.

Giving your team the knowledge, confidence and support to deliver care they're proud of. And when staff are empowered, so are the people they support: to make their own decisions, have their say, and live their lives the way they choose.

Inspire.

Leading by example, so good practice becomes something people want to do, not something they're told to do.

Transform.

Change that lasts long after we've gone, felt by the people you support every day.

02 A note before we begin
03 What we believe
04 What to expect from us
05 Who you'll work with
06 Meet the founders
07 Our track record
08 What we do
09 Mock inspections
10 Crisis support
11 Questions we often hear
12 Let's talk

The right answers start with *really listening.*



A letter from Carley & Richie

Carley Rawlinson & Richie O'Keeffe, founders

We built Novaspec to be the kind of consultancy we would want to walk through our own door: one that takes the time to understand you, tells you the truth, and stays with you every step of the way.

Some services come to us at a difficult moment. Many come because things are going well and they want to go further, from good to outstanding, or simply to be the very best they can be. Wherever you are starting from, our approach is the same.

Every care service has its own story. The people who live there, the team who keep it running, the history behind the last report. We take the time to understand all of it before we suggest a single change. That means sitting with your managers, walking the floor, talking to staff on every shift and listening to residents and families.

Then we tell you what we see, honestly. What you already do well. What needs to change, in order of priority, with realistic timescales. And how we will help you get there. We believe people improve through support, not fear. We know care teams often work under real pressure. What has happened matters, and we'll take time to understand it. But our focus is always on what comes next.

Between us, we bring two things that good care needs: clinical and leadership expertise that knows the regulations inside out, and a genuine gift for putting people at ease and bringing teams together.

Compliance matters. But we believe care is transformed through connection, and that knowledgeable, confident, supported teams are what residents feel and inspectors notice most.

Carley & Richie

Everyone in care matters. *Everyone.*

The people who live in a service, the people who work there, the families who visit and the leaders who carry the responsibility. We care about all of them.

We also know how good care actually happens. When staff are knowledgeable, confident and valued, they create the calm, safe and kind environment that the people living there need. Invest in the team, and residents feel the difference every day.

So we spend as much time investing in your staff as we do reviewing your systems. Training, mentoring and encouragement are part of everything we do. That is what *empower* means to us.

IT STARTS WITH

Knowledgeable, confident staff

Who understand what good looks like and feel equipped to deliver it.

↓

WHICH CREATES

A safe, caring environment

Where routines run well, concerns are heard and people have time to care.

↓

SO THAT

People live well, with dignity

The outcome that matters most, and the one inspectors look for first.

The people you support

Deserve care that is safe, personal and dignified, every single day.

Your staff

Deserve the knowledge, confidence and recognition to do the job they came into care to do.

Families

Deserve to feel reassured, listened to and involved.

Managers & leaders

Deserve support, not judgement, when they are carrying the weight of a service.

We don’t judge. We help make care better, *because everyone deserves that.*

We believe in transforming care not just through compliance, but through *connection.*

THE NOVASPEC APPROACH

No scaremongering. *Just honest, focused, kind.*

WHAT YOU WON'T HEAR FROM US

~~"If you don't fix this now, you'll be shut down."~~

~~"Just fix everything, as soon as you can."~~

~~"Here's a 90-page report. Good luck."~~

~~"Every provider needs our full package."~~

~~"Your team is the problem."~~

WHAT YOU WILL HEAR

- "Here's what you're doing well. And here are the priorities we need to tackle, in order."
- "This one is urgent. We'll help you act on it today."
- "Every action has an owner, a realistic timescale and a way to check it's done."
- "We'll review progress together on agreed dates, and adjust the plan if we need to."
- "Your team cares. Let's give them the tools and confidence to show it."

Pressure doesn't improve care. Understanding does, backed by clear priorities, agreed timescales and real accountability. We keep our tone calm, but we are direct about what needs to happen and by when. And our support carries on after the report is written.

Your consultant. *Our values, every time.*

Novaspec was built by Carley and Richie. They shaped its ethos, its values and its way of working, and they stay closely involved.

Our consultants share that approach. Each one gets to know your service first, speaks honestly and treats your team with respect. So whichever consultant you work with, you get the same care and the same standard, with Carley and Richie behind it.

OUR PROMISE TO EVERY CLIENT

Our founders hold dedicated check-ins with your consultant and with your organisation's designated contact, to make sure the work is on track and the standard is right.

You'll always know who your consultant is and who to call.

Every consultant is held to the same values, whatever the service and wherever it is.

If something isn't right, you can speak to Carley or Richie directly. They'll listen, and work with you to resolve it.



Carley Rawlinson

RMN · CO-FOUNDER

Calm when it matters. *Clear on what comes next.*

Carley is a Registered Mental Health Nurse with more than eighteen years in clinical practice and fifteen years leading health and social care services.

She has worked as a Registered Manager, in compliance, as Head of Operations and as a Director, so she understands care from every level: the shift on the floor, the manager's office and the boardroom. She has led large staff teams across complex services and held full responsibility for large, high-value budgets.

Teams often say the same thing after working with Carley: they feel heard, reassured and back in control. She brings a steady, reassuring presence that helps people think clearly and believe in what they can achieve. Behind that calm sits real resolve. She is direct about what needs to happen, sets clear expectations, and stays until the improvements are in place and holding.

Carley has guided providers through CQC enforcement, including Notices of Proposal and Notices of Decision, and has created extensive training materials across a wide range of care topics for skillsforwork, part of Agora Business Publications, turning complex regulatory and clinical requirements into learning that staff can actually use.

18+ years
clinical practice

15 years
health & social care leadership

Large teams
led and developed across complex services

Directors' Award
for Operational Excellence

The right conversation. The right consultant. *The right start.*

Richie has spent eleven years in health and social care, after a 21-year career in the fitness sector, an industry built entirely around people.

The feedback Richie receives is always the same: he puts people at ease. He listens properly, makes people feel welcome, and creates the kind of trust that lets honest conversations happen. In a service under pressure, that matters. Teams open up, barriers come down, and people start working together again.

That is why Richie's expertise lies in the first, most important conversations. He works with directors, owners and senior leaders to understand what they really need: their pressures, their goals and the culture of their service. With those foundations in place, he makes sure the right consultant is allocated, so every piece of work starts on solid ground.

Richie also brings a sharp business focus. His background in finance and business administration gives him a real understanding of the commercial realities that owners and directors face, and he has a sound working knowledge of health and safety regulation. He builds lasting, trusted relationships with providers and partners, and keeps every partnership with Novaspec running smoothly.

Where Carley brings clinical depth and leadership, Richie brings connection and business insight. Together, they are why Novaspec feels different from the moment you meet us.

11 years
in health & social care

21 years
in the fitness sector

Health & safety
regulatory compliance

Finance & business
understanding the commercial side of care



Richie O'Keeffe
CO-FOUNDER

Experience that *changes things.*

Three examples from Carley's work, through Novaspec and in the leadership roles before it.

REGULATORY ENFORCEMENT

A Notice of Decision, lifted

A provider came to us under a CQC Notice of Decision, with real gaps in oversight and consistency. Working side by side with senior leaders and front-line teams, we strengthened governance, clarified expectations for staff and built safety monitoring that picked up risks early.

The outcome

The Notice of Decision was lifted, the local authority gave positive feedback on safeguarding and service delivery, and the service is now set up to sustain the change.

DEMENTIA CARE

Less sedation, more life

In a large dementia service, a review of prescribing led to a structured programme to reduce antipsychotic and benzodiazepine use. Non-drug approaches such as Namaste Care, sensory engagement and adapted environments took their place, supported by technology that tracked pain, sleep and distress.

The outcome

A notable fall in sedative medication, residents who were more alert and engaged, fewer falls and injuries, and a staff team proud of the care they gave.

SAFETY & GOVERNANCE

Fewer incidents, safer days

A compliance-led safety programme combined better governance, focused staff education and a fresh look at how staff were deployed across the day.

The outcome

A marked reduction in incidents and accidents, recognised across the organisation as an example of best practice.

IN THEIR WORDS

"Following the audit, Novaspec provided a detailed action plan and worked closely with our staff team to ensure its successful implementation. … As the Registered Manager, I felt exceptionally supported throughout the process."

Debs Heyworth
Manager, Oaklands House

"In a professional capacity they have a wealth of knowledge that is perfect for my business growth plans. … A consultancy with tenacity and dedication."

Alex Totty
Director, Boothwood White

"Carley and Novaspec have worked with skillsforwork to create extensive training materials across a wide range of care topics. Carley is a pleasure to collaborate with, always full of ideas and keen to produce work we can be proud of. She's incredibly knowledgeable, reliable and committed."

Abi Whitaker
Product Owner, skillsforwork (part of Agora Business Publications)

Support for every stage of *your journey.*

Whether you are opening your doors for the first time or steadying a service through a difficult period, we tailor each piece of work to you. Choose one service or combine several.

WHEN YOU'RE STARTING OUT

CQC Registration

Guidance through every stage of registering a new care company, from policies and statement of purpose to preparing for your registration interview.

> You get a strong foundation and the confidence to open well.

WHEN INSPECTION IS COMING

Mock Inspections

A realistic, supportive review against the CQC framework, structured around the CQC assessment approach, explained the way a colleague would.

> You get an accurate picture, a prioritised plan and a team that feels ready.

More on page 09 →

WHEN OVERSIGHT NEEDS STRENGTHENING

Governance & Compliance

Board-level and management guidance to build audits, quality systems and assurance that genuinely tell you how your service is doing.

> You get oversight you can trust, not paperwork for its own sake.

WHEN YOU WANT BETTER DEMENTIA CARE

Dementia Strategy

Designing and putting into practice a dementia strategy shaped around the people you support, their environment and your team's skills.

> You get care that feels personal, meaningful and dignified.

WHEN YOUR LEADERS WANT TO GROW

Mentoring & Coaching

Structured, one-to-one and team mentoring for registered managers, deputies and senior staff, at a pace that suits them.

> You get leaders who feel capable, supported and ready.

WHEN THINGS GO WRONG

Crisis Management

Rapid, expert help when your service faces sudden or serious challenges, delivered with urgency, care and a practical focus.

> You get steady hands and a practical way forward.

More on page 10 →

WHEN YOUR TEAM NEEDS TO GROW

Training & Workforce Development

E-learning and classroom training written by people who have done the job, including materials we create for skillsforwork. We turn complex regulatory and clinical requirements into learning staff can actually use.

> You get knowledgeable, confident staff, and the environment they create.

WHEN THINGS ARE CHANGING

Keeping You Current

Straightforward briefings on the changes that affect you, from CQC's assessment framework to the 2026 changes to DoLS.

> You get the facts, what they mean for you, and a plan.

More on page 09 →

Just like people, every service is *different.*

We are not a one-size-fits-all consultancy. We get to know your service first, then shape our work around what you actually need. That might change over time, and so will we.

A SINGLE PIECE OF WORK

One-off support

For a specific need: a mock inspection, CQC registration, a DoLS briefing for your team, or a governance review.

AN ONGOING PARTNERSHIP

Novaspec subscription

For providers who want regular independent assurance and sustained improvement support. Built around your service, it starts with a mock inspection, followed by a monthly visit to validate your action plan and keep progress moving.

- A full mock inspection to set the baseline
- A monthly visit to validate the action plan
- Priorities and timescales reviewed together
- Tailored to your service and its needs

WHEN IT CAN'T WAIT

Urgent support

Rapid help when you face enforcement action, a safeguarding concern or a sudden drop in quality.

A mock inspection that feels like *support, not a test.*

A mock inspection should leave your team more confident, not more anxious. It follows the same pattern as everything we do: get to know you, understand honestly, plan together, and stay alongside.

BEFORE THE VISIT

We get to know you

A conversation about your service, your people, your last report and what worries you. No assumptions.

ON THE DAY

We look, listen and notice

Time with staff on every shift, with the people you support and their families, and with your records. We note what's working as carefully as what isn't.

AFTERWARDS

We talk it through

Feedback in person first, never just a report in your inbox. Then a written report and a prioritised plan you helped shape.

BEYOND

We stay alongside

Help putting the plan into practice: training, mentoring, new systems and follow-up visits, for as long as it's useful.

KEEPING YOU CURRENT

CQC is changing. *There's no need to be scared.*

The regulations themselves haven't changed. The fundamental standards you already work to are the same ones you worked to before. What has changed is how CQC assesses services, including new draft frameworks for different types of service.

If you are delivering safe, kind, well-led care today, you are already doing what matters. We follow every change closely, so you don't have to. Then we sit down with you and your team and work through what it means for your service, one step at a time.

DoLS has changed. *We'll break it down together.*

In June 2026 the UK Supreme Court changed what counts as a deprivation of liberty. For many services, that may mean fewer DoLS authorisations over time, and it makes recording each person's wishes and feelings more important than ever. We can brief your team, review your policies and help you put the changes into practice with confidence.

When a crisis hits, we stand *by your side.*

Regulatory breaches, staffing pressures, safeguarding concerns or a sudden drop in quality can feel overwhelming. We don't add to the panic. We bring calm, level-headed thinking and practical help, so you can stabilise, recover and rebuild.

We also help you show families, commissioners and other stakeholders that the service is in safe hands while things improve.

Pace without panic

Some situations need us to move quickly, and we will. Pace and calm aren't opposites. When the pressure rises, we set firm priorities, give everyone a defined role and keep the whole team informed, so no one is left guessing. Decisions are made quickly, explained clearly and followed through.

Your team takes its lead from the people around it. When we stay steady, they can too, and that is when the real recovery starts.

i. **Rapid response assessment**

Specific, actionable recommendations to protect residents, staff and reputation.

ii. **Regulatory support**

Experienced guidance through CQC enforcement, including Notices of Proposal and Notices of Decision, and urgent compliance requirements.

iii. **Workforce stabilisation**

Practical, hands-on work to restore confidence and morale across your teams.

iv. **Interim leadership & mentoring**

Interim management and mentoring to strengthen governance from within.

v. **Quality improvement planning**

A long-term, person-centred plan to regain control and keep it.

vi. **Emotional & organisational resilience**

Care for the carers, so your team feels valued throughout.

Things people ask us *before they call.*

Do we need to be in trouble before we get in touch?

Not at all. Many of the services we work with are doing well and want to stay that way, or want to move from good to outstanding. Getting help early is a sign of strong leadership.

Will our staff feel judged?

No. We come to understand, not to criticise. We talk with staff on every shift, recognise what they do well, and make sure they feel part of the plan rather than the problem.

We’ve just had a disappointing report. Is it too late?

It’s never too late. We’ll help you understand the findings, reassure the team, and build a realistic plan to move forward. Many services come back stronger.

Let's start with a conversation. *No pressure. No obligation.*

Whether you're preparing for inspection, facing a difficult moment, or simply want to be even better, it begins the same way: by listening. Tell us about your service and what's on your mind, and you'll come away with an honest view and clear next steps.

1 **You get in touch**
By phone or email, 7 days a week.

2 **We listen**
We talk with you about your service, your pressures and your goals.

3 **We recommend**
A tailored recommendation and the right consultant for your service, with our founders involved throughout.

PHONE · 7 DAYS A WEEK
03330 167488

EMAIL · 7 DAYS A WEEK
enquiries@novaspec.co.uk

Visit novaspec.co.uk

© 2026 Novaspec Consultancy Limited