



‘Preferred Provider, Preferred Employer’



Who We Are



Welcome to The HICA Group - a “Not For Profit” organisation established in 1992, providing a range of care and support services for older people, particularly those living with dementia, and people who live with a learning disability. We offer an established portfolio of residential care homes, some with nursing care, as well as a domiciliary care service providing over 12,000 hours of varied levels of support and care.

Our services also extend to providing care and support within extra care housing schemes in partnership with social landlords and local authorities. We operate a Lifestyle Village in East Yorkshire for the over-55s and a care village in Chorley, Lancashire, incorporating independent living, assisted living, and specialist dementia communities.

At HICA, we believe that everyone deserves access to the help and support they need to live their best possible life. As a not-for-profit “Community Benefit Society,” we reinvest any surplus back into our organisation rather than distributing profits to individuals or shareholders. We have a Board of Management to ensure we comply with all industry rules and regulations.



Values

As a 'not for profit' organisation, HICA aims to set the benchmark for high standards and quality of care, offering an alternative to private and public sector provision. We will promote and provide the highest quality of care, either within their own home or in one of our residential homes.

We with this in mind we established our **SHINE Philosophy**, an aspirational philosophy that underpins our organisational commitment to continuous improvement and a personal pledge to 'make a difference'.

SHINE is a symbol of innovation, involvement and improvement that underpins everything we do. It encourages everyone to get involved and embrace our collective responsibility, making life better for every person receiving a service from, or connected with the HICA Group.

Our Pledges to our service users

Safe – You are protected from abuse and avoidable harm

Effective – Your care, treatment and support achieves good outcomes, helps you to maintain quality of life and is based on the best available evidence

Caring – Staff involve and treat you with compassion, kindness, dignity and respect

Responsive – Services are organised so that they meet your needs

Well-led – The leadership, management and governance of the organisation make sure it's providing high-quality care that's based around your individual needs, that it encourages learning and innovation, and that it promotes an open and fair culture.

"It only takes one person to make a difference. As CEO of The HICA Group I fully support our Shine initiative which demonstrates HICA's pledge to 'make a difference' and to emphasise our belief that while we are all part of a team, we are also individuals who can step forward and support one another.

Each one of us can be that person who through kind words or actions can make a difference to someone's life.

I truly believe that our teams have what it takes to make a difference to everyone we support."

Terry Peel

Chief Executive Officer- The HICA Group



shine
making a difference



Board of Trustees

Richard Brooks - Chairman of the Board

Richard qualified as a chartered surveyor in 1982, specialising in commercial property in Hull and the surrounding areas. He was a partner at PPH Commercial until taking early retirement in 2007. Richard became a magistrate and is also a very keen golfer.

Richard joined the Board in 2007 and was elected chairman in 2017 working directly with senior executives on all strategic matters. Richard is the Board Partner for Properties & Acquisitions



Ed Washer - Vice Chairman

Ed worked in local authority social services departments in Humberside County Council and later in Hull City Council for 22 years before retiring in 2003. Since then he has done a variety of jobs, mainly working with health and social care organisations in the statutory and voluntary sectors.

Ed joined the Board in September 2015. He is interested in all aspects of support and care for adults – including older people – and has a particular interest in how HICA and other organisations can support people with learning disabilities and their families. Ed is also a trustee for a Hull-based organisation for people with autism. Ed is the Board Partner for Governance.

Jacqueline Bateman

Jackie has been an active Board Member with HICA for the last 28 years. Jackie had great involvement with Mencap, both, as a voluntary worker for many years and latterly working with the Homes Foundation which was formed in 1990. She was a Scheme Manager in the York area, based in a home for people with learning disabilities and profound handicaps at Bishopthorpe, near York before her retirement.

Jackie is the Board partner for Activities, Wellbeing and Learning Disability Support and sits on the SHINE Committee.



Carole Morgan

Carole is very experienced in the care sector and worked in the voluntary sector for 18 years. Having completed her MA in Professional Studies in Community Education covering 'Ageism' and Home Management, Carole has a particular interest in promoting the individual rights of all our service users to make choices about their own lives. Carole is the Board Partner for Learning and Development.

Carole has been on the Board of HICA since its creation and was the Chair of the organisation for many years until retiring from the position in 2005.

Barbara Wilkinson

Barbara joined the Board of HICA in July 2014. Before retiring in 2010, Barbara was an accountant for Smailes Goldie for 22 years once her family had grown up.

Barbara says “ My mother was a resident at Overton House, and they gave her 2 extra happy years to her life. When there was an opportunity to join the Board, I thought that this was a way of putting something back into the organisation, and I certainly have no regrets.” Barbara is the Board Partner for Health and Safety.





Jon Nissler

Jon joined the Board in April 2018. Working across the 'not for profit' sector as an organisational change specialist; his passion is to work in support of vulnerable clients whether it's age or learning & disabilities related. Originally an educationalist Jon has worked across the UK in a range of senior positions in care and specialist organisations. Roles include: compliance review and development in residential homes, Principal of Specialist PMLD Residential Colleges and CEO of an Industrial Provident Society. Jon was appointed an Ofsted Inspector to the Post 16 Specialist Provision in 2005, but says he has given up frightening people. He lives in Lincolnshire and joined HICA because of its strong 'not for profit' values. Interested in partnership work to support people in our services, he believes the staff make HICA an outstanding organisation to work for – and be part of. Jon is the Board Partner for Governance and Specialist Learning Disability Support.

Marianne Harper

Marianne has over 25 years' experience in Health and Social Care, beginning as a care assistant and progressing to manage an Assistive Technology Service that supported people to live safely at home. Passionate about digital innovation, she has led national NHS programmes using technology to improve health outcomes and reduce inequalities.

Holding an MSc in Health and Social Care Management, Marianne specialises in employee engagement and has led Early Careers programmes for graduates, apprentices, and students.

Marianne is also a long-standing Presiding Officer in elections and an Independent Visitor for children in care. As a Board Member, she brings a collaborative, strategic approach to improving services.



Yvonne Rhodes

Yvonne is a retired Local Government Officer with a distinguished career in Adult Social Care, spanning from 1985 to 2022. She held senior roles within Humberside and later East Riding of Yorkshire Councils, culminating in her position as Director of Business Management and Commissioning.

Since retiring in June 2022, Yvonne has continued to contribute to the sector through her roles as a Board Member of the Hull and East Riding Care Association and as a HICA Board member. She is a passionate advocate for partnership working, firmly believing that the best outcomes for vulnerable individuals are achieved through collaborative approaches that place people and their families at the centre of care planning and delivery.

Outside of her professional interests, Yvonne is a keen gardener and a devoted grandparent who enjoys spending quality time with her growing family.

Simon Gittings

Originally from Leicester, Simon came to Hull to study in 1978, met his future wife and has never wanted to leave since. Simon qualified as a solicitor in 1984, working for the same firm for the whole of his professional career until retiring at the end of 2021. His practice was in property, particularly property development, although he also developed an expertise in nature conservation law.

Simon was the chairman of his firm for nine years and, throughout his 35 years as a partner, had a particular interest in Human Resources and career development. He worked with several Universities in the north of England for many years, coaching students to help them fulfil their potential and judging student competitions.



Outside the firm he served on the Board of a number of not for profit organisations, both in this country and in Europe. Simon became a Board member in 2025 and brings that wider business experience to the Board.

Senior Management Team



Terry Peel became the CEO for the HICA Group in 2018 having already held the roles of Director of Operations, Quality & Compliance Manager, Regional Director and Managing Director and is a Registered Mental Health Nurse and was a CSCI (now CQC) Inspector. He is a forward-thinking individual

who wants to be at the forefront of developments within care practice that improve the overall quality of life for people living in Care Homes and other social/home settings. Terry is committed to ensuring HICA delivers excellent outcomes for people utilising our services and helping them to have the best quality of life possible.



Heather Joy is the Director of Operations for the HICA Group and has previously held positions in the NHS, private and 3rd sector. She began her career as a Registered Nurse in Liverpool and holds both a BSc in Health and Social Care and a MSc in Healthcare Leadership. Heather has worked in senior

nursing roles managing intensive and emergency care, diagnostics and adult community services, both in the UK and Australia. She is passionate about developing services to deliver care excellence.



Julia Woodcock is the Executive PA / Housing Manager (East) for the HICA Group and has worked for the organisation for over 10 years. Her career began in the hotel industry, where she worked for 16 years, mainly for Trusthouse Forte and before leaving held the position of General Manager. She holds her

NVQ Level 5 in Business Management. Since working for HICA she has proven to be extremely passionate about the care of service users and also their friends and family who play a huge part in HICA's day-to-day life.



Natalie leads our HR and Recruitment team to deliver operational and strategic HR services in all areas from employee relations & management development to reward, change management, & organisational design. Natalie holds a BA and MSc in Human Resources and

has worked across a variety of sectors including retail, manufacturing, financial services and healthcare.



Mark Green is one of The HICA Group's Operations and Compliance Managers and oversees a number of our Older Peoples care homes. Mark has worked his way up the ranks since starting his career at HICA in 1995 as a Personal Care Manager and progressed to being the manager of

Sunningdale Court, Isaac Robinson Court and then Quality Assurance Manager before his current role. Mark has his Registered Manager award and a Level 4 NVQ in Health & Social Care.



Julie Wood is one of The HICA Group's three Operations and Compliance Manager and oversees the Learning Disability services along with a couple of the Older People care homes. Julie started her career with HICA in 1998 as a Deputy manager, and was the Registered Manager of Kirkgate

House for 17 years before progressing to her current role. Julie is a Registered Learning Disability Nurse with a diploma in Epilepsy Care.



Salma Keles is Operations and Compliance Manager for HICA's domiciliary services and oversees the Assisted Living community at The Grange, Buckshaw Retirement Village. Salma joined the HICA group in 2009 and progressed from Deputy Manager to her current role. Salma came into the social care

sector by helping a relative at a nursing agency and became passionate about caring for vulnerable people, she then went on to become the registered manager of the nursing agency.



Mark Midgeley Group Hospitality, Wellbeing & Procurement Manager. Mark came to us after being our account manager at apetito. Mark will be looking at standardising a quality dining experience at HICA as well as supporting on activities across the business. Mark holds a Level 3 Diploma in

Supervising Food Safety and a Level 3 in Special Diets and Nutrition



Alan Huty is the Head of Finance.. Appointed in 2025, Alan brings a wealth of experience from a varied career in finance, having worked across manufacturing, media, and food production. He began as a Purchase Ledger Clerk and steadily progressed through roles including Assistant Accountant and Company Accountant, developing expertise in reporting, payroll, credit control, and systems management. Since joining HICA nearly nine years ago as Group Management Accountant, Alan has been a key part of the finance team. In his new role, he leads on financial operations and reporting and supporting the wider organisation with credible, data-driven insights.



Rob Harrison is Head of Estates and Health & Safety for HICA. With over eight years at the organisation, Rob plays a vital role in ensuring HICA's homes and services are safe, compliant, and well-maintained. He brings a practical, solutions-focused approach to managing day-to-day operations across the estate.

NEBOSH qualified, Rob also contributes his expertise to the Health and Safety Forum, helping to uphold high standards and promote a culture of safety across the group.



Thomas Sharman joined HICA as Governance & Integration Manager. He has 20 Years' experience working within Health and Social Care, having previously worked for local authorities, the CQC and a large provider of domiciliary care. He has oversight of governance across HICA and is heavily involved

in the integration of new managers into both current services and future acquisitions. His role helps ensure that HICA services remain compliant with the CQC and local authorities.



Steve Reed is the Learning & Development Manager for the HICA Group. Steve has worked in the field of training for 30 years. He joined the HICA Group in 2014, originally as a Regional Trainer. He is now responsible for all training across the group working with a dedicated team who are committed to staff

development and training.

Steve holds a variety of qualifications with the L & D sector including his diploma in Coaching & Mentoring and a D32/ D33 NVQ Assessor Award.



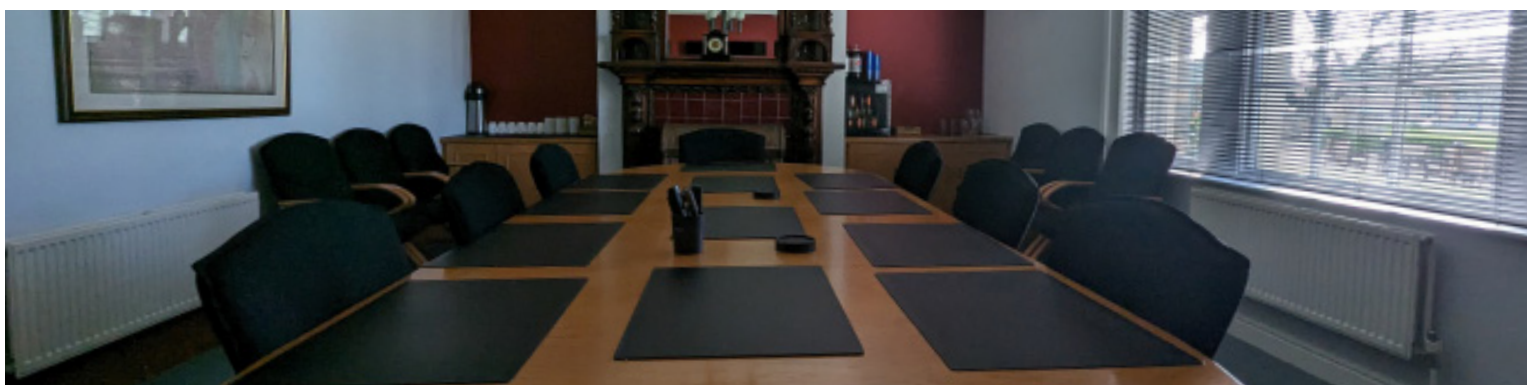
Paula Jory is the Information and Systems Manager for The HICA Group. Paula started her career with HICA in 2008 working as an Accounts Assistant in the Finance Department. In 2018 Paula moved departments and became part of the Quality Team as Quality Assurance Advisor. In March 2022 Paula

moved to her current role within the SMT looking after IT and Data Management. Paula holds her Information Technology NVQ Level 3 and her Level 5 in Leadership & Management.



Cameron Innes is the Marketing & Communications Coordinator at The HICA Group. Cameron started his career at HICA in 2001. He supports SMT and looks after the company websites and social media as well as designing the marketing information and advertising, ensuring that the company's brand image is consistent.

Cameron has a level 3 NVQ in Business Management and holds advanced diplomas in the Adobe suite of design programmes.



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"As a 'Not for Profit' organisation, we aim to set the benchmark for high standards and service quality and we are passionate about both the people we support and the people we employ"

Terry Peel, Chief Executive Officer

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