



Norfolk and Suffolk Health and Care Awards 2026

Inspirational Leader Award

Chris Carter

Home Instead Norwich

Chris Carter is an inspirational leader recognised for delivering measurable impact across workforce engagement, organisational culture and wider sector influence. His values-led leadership combines strong data insight with a clear commitment to developing people and improving services. Externally, his achievements were recognised through the IoD Director of the Year Award (People category) in 2025, highlighting his influence in elevating leadership standards within social care.

Internally, Chris has cultivated a highly engaged and supportive workplace culture. Independent workforce data shows a 5-star employer rating through the PEAQ survey, with a 97% response rate and 96% of employees expressing pride in their organisation. All new Care Professionals reported feeling fully supported during induction, reflecting a consistent focus on staff wellbeing and development. This is reinforced by an 'Excellent' PAMMS rating for Quality of Management.

Chris actively uses feedback to drive improvement, embedding a culture where colleagues shape service delivery. Innovations such as a simulated training environment have strengthened confidence and contributed to award-winning practice. He is deeply committed to progression, supporting individuals to advance into senior roles and achieve qualifications, including Level 5 apprenticeships.

Beyond the organisation, Chris strengthens community connections through initiatives such as Dementia Talks and fundraising for local wellbeing projects. His leadership has improved recruitment, retention and service quality while building strong partnerships. Through a sustained focus on people, innovation and continuous improvement, Chris has created a positive, high-performing culture with lasting impact across both his organisation and the wider sector.