

Helping Hands



Making a Difference in 2025

Helping Hands' Impact Report



Who we are

Helping people live well in the homes and communities they love.

For more than three decades, we have cared for tens of thousands of families, tailoring our care to meet the needs of each and every person with dedicated, personalised support.

We deliver what we do through a wonderful team of knowledgeable Registered Care Managers, professional carers and specialist teams across the UK. They work closely together to deliver the high standard of care and service our customers and their families expect.



Homecare is essential infrastructure – as vital to our communities as roads, schools or hospitals. Its impact is deeply personal: enabling people to live with independence and dignity in the place they call home, supported by skilled professionals who provide not just practical care but genuine human connection. Helping Hands' impact report shows the power of this human connection and the value of homecare in improving lives.



Dr Jane Townson OBE, Chief Executive, Homecare Association



Reflecting on an impactful 2025

Creating this, our second Impact Report, is an opportunity to reflect on what has been a fantastic 2025, and the difference our carers make to the lives of our customers at home and in the community. We've provided care to many thousands of families across England and Wales; our support always underpinned by expertise and our foundation of kindness.

Although we're already able to support people in most of England and Wales, this year, we invested in branches in ten new locations where we knew we could employ and train fantastic carers and be even closer to our customers.

We improved the experience for people visiting our website and took over 90,000 calls at our Expert Care contact centre. We make sure that everyone is listened to and supported when they need it most, in the same way those visiting our branch teams and interacting with our carers would expect.

We have continued to put quality and customer experience at the heart of everything and I'm delighted that our reputation for high quality standards continues to be recognised. 99% of our branches were rated Excellent, Good or Outstanding by our regulators across England and Wales and our market-leading Trustpilot ratings reflect customer trust and confidence and are a delight to read.

Every week, we supported more than 10,600 customers, helping people live well at home and in the communities they love – living our purpose through every interaction. This report tells just a few of our very special stories and brings to life how we help people live well at home.

I am so proud of the work we do. Thank you to all who continue to make such a positive impact on so many lives.



Emma Pearson
Chief Executive Officer

2025 highlights



5 million hours of care delivered

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We delivered more than 5m hours of care across visiting and live-in care services.



We supported 10,600+ customers

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Every week, we provided personalised care and support to more than 10,600 customers.



100% recycled uniforms

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We are proud that 100% of our uniforms are made from recycled post-consumer plastics.




6,100+ directly employed carers

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We're proud to directly employ more than 6100 carers across England and Wales.



99% of branches Good, Excellent or Outstanding

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Our regulators, the CQC and CIW, rated 99% of our branches Good, Excellent or Outstanding.



More than £1.25m invested in training

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People development remains a top priority with more than £1.25m invested in training.



Rated 'Excellent' on 'GLASSDOOR'

.....

Our employees gave Helping Hands an Excellent 4.4 / 5 on employee review site, Glassdoor.




10 new branches in England

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We opened 10 new branches across the country from Yorkshire to Herefordshire to Surrey.



Our [homecare.co.uk](https://www.homecare.co.uk) score grew to 9.1/10

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We increased our ratings to 9.1/10 on home care directory and review site [homecare.co.uk](https://www.homecare.co.uk).



Rated **Excellent on **★ Trustpilot****

.....

We were rated Excellent by customer reviews site, Trustpilot, which now hosts more than 4,700 reviews from our customers.

Living our purpose

Helping people live well in the homes and communities they love

Customer Focused

Trusted People

Operational Excellence

Building on Success

Our foundation is *Kindness*

During 2025, our Executive Team took to the road to visit every part of the country. Over almost six months and 22 meetings, the team met with branch and area managers from Gloucester to Peterborough and from Doncaster to Fareham. Ideas were shared, opportunities discussed and all welcomed the chance to reflect on how we bring the Helping Hands purpose to life with our customers and our carers.



Supporting Good Mental Health

We launched a Walk and Talk series for our Support Office teams in the first half of 2025, encouraging people to take a break, get outside and enjoy some time away from their desk with others.



Our Tea and Talk afternoon, later in the year, created space for conversations and to share experiences on managing our mental wellbeing.



Helping Hands in the community

In Wimbledon, Helping Hands shared strawberries and cream at the tennis championships this summer, sparking conversations about what it means to live well in the community you love.



Maria, our Branch Care Manager in Newport, took part in her local community's Para-Try-Athlon, just a year after being diagnosed with Parkinson's disease.

At a special Christmas event, our Support Office raised a record-breaking £1500 for Alcester Dementia Café. The Café provides a safe and welcoming space for people and families living with dementia.



One of our amazing carers shared this heartwarming photo of her daughter taking part in "Not All Heroes Wear Capes" day at school, dressed proudly as a Helping Hands carer, just like her mum!

Carer Sophie from our Swadlincote branch completed the Alzheimer's Society Memory Walk to help raise awareness of dementia.



Accessible support and guidance

We believe it's critical to be able to speak to someone when care is needed. That's why we're available seven days a week via phone for people to make the most of our professional expertise. Our local branch teams are also available to anyone who would value an informal chat about care options, needs help navigating their care needs or simply has questions.



In 2025, we launched a new website to improve customer experience, enhancing accessibility features. As online communication channels evolve, we continue to make sure our content is optimised for new technologies and visible to those that are looking for support.



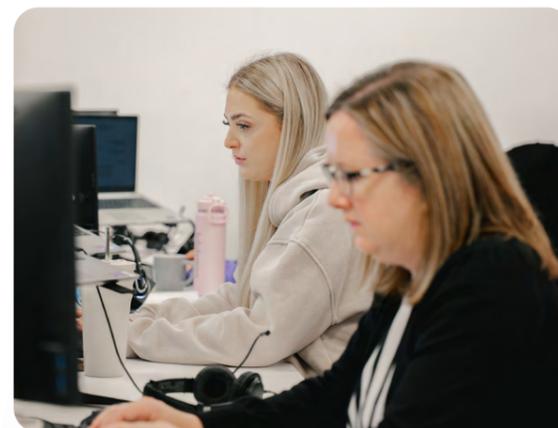
Our Expert Care contact centre took more than 90,000 calls in 2025.



In 2025, our website had nearly 7m visits.

“ Fabulous, professional service. From our first call to Helping Hands we found every member of staff super helpful, kind and caring. ”

Julie, customer, 2025



Our website has a huge range of resources available from in-depth support to manage a condition, to practical lifestyle advice, to help with understanding how to fund care.

More than 230,000 web visits were made to our Care Advice pages in 2025.

Our brochures, available to download or in hard copy format, can help those new to home care understand what types of services are available, how funding works and how to best support those with ongoing and complex conditions.



Most-visited Care Advice articles on the Helping Hands website in 2025

Best food for elderly with no appetite

How often should the elderly bathe and shower

The causes of swollen legs in the elderly

Listening to our customers

From the very first call, to the moment we wave goodbye – we want to ensure that every interaction, and every visit our carers make, is a positive experience for our customers and achieves the best possible outcomes.

Our dedicated customer experience team regularly seek feedback, making thousands of calls every year to customers and their families to gather their views on our service, understand where we're doing well and where we can improve.

In 2025:



We spoke to more than 3,600 customers to ask them about their experience with us.



We received nearly 5,000 compliments.



92% of our customers said they would recommend us as a care provider.



We increased our rating to 9.1/10 on [homecare.co.uk](https://www.homecare.co.uk), one of the UK's leading home care directory and review sites.



We maintained our market-leading 4.7/5 rating on consumer review site Trustpilot.

More than 1,000 customers took the time to write reviews of our service in 2025 with the total number of reviews now more than 4,700.



We love hearing from families



Very professional, respectful, friendly skilled and efficient staff - 10/10 - an absolutely brilliant service.

Daniel, customer, 2025



I honestly don't think you would find a nicer, more caring group of people no matter how long you looked for them - everyone I have seen is lovely and the office have also called and checked everything is as needed to ensure a high level of customer care.

Toni, customer, 2025

The support, care, compassion and thoughtfulness shown by everyone (without exception) in the team has been simply lovely and more than we could ever have hoped.

J-Nine, customer, 2025



Helping Hands just keep on giving, no matter how complicated care gets, they always come up trumps with professional staff who seem to immediately connect with my father.

Ralph, customer, 2025

Sarah's experience of live-in care



"My parents were initially resistant to having support in the home, but with Mum increasingly frail and Dad less able than he used to be, we knew we had to find a solution. When Andy, our local Helping Hands branch manager visited us to discuss care options, I was so impressed with the skill and sensitivity he displayed in talking to my parents. He gave us good advice, was very reassuring and we all felt we could put our trust in Helping Hands.

*"I will forever appreciate the thought and perseverance that was put into finding the right people to come to live with Mum and Dad. Our live-in carers were very special people, and we feel privileged to have spent time with some extraordinary individuals over the last few years. After Mum passed away, it was clear Dad's health was in decline and his needs increased. Although this was a difficult time, **I believe the last year of Dad's life may have been one of his best years thanks to the connection that he enjoyed with those who cared for him and the wonderful, meaningful conversations they had together.***

"From Pirooska, whose wonderful cooking encouraged Dad to eat when he had no appetite and who, along with Maria G, showed him such love and care, to the unfailingly kind Owen, who made dad feel totally safe when he was at his most vulnerable; thank you. I will always be grateful."

Celebrating success in 2025



In 2025 we were incredibly proud to be recognised at industry awards around the country.

Care and Training Practitioner Paige Atcha from Bolton, was awarded Homecare Newcomer Award at the North West Great British Care Awards.



Jane Ashcroft, our inspiring Chair, received the Outstanding Contribution Award at the HealthInvestor Awards 2025.

We were delighted to be shortlisted in the Care Provider of the Year (Homecare) category at the HealthInvestor Awards 2025.



We were a finalist in the Excellence in Home Care category at the LaingBuisson Awards 2025.

Our Lutterworth branch in Leicestershire was named a Top 20 Home Care Provider in the East Midlands in 2025 by homecare.co.uk.



Extraordinary culture

We're proud that our supportive culture, good rates of pay and career opportunities mean we're able to attract and retain some of the best carers in the sector.

We never use agency staff and directly employ every carer meaning each person that works for Helping Hands has access to paid holiday and pensions and benefits from our quality training and supportive team culture.

We were delighted that more carers remained with us in 2025 than in 2024, and our Registered Manager vacancies remain some of the lowest in the sector. Retaining our people means we're able to deliver more consistent, quality care.



93% of our carers would recommend us as a care provider



87% of our carers would recommend us as an employer

Listening to our carers

We continue to engage our people through our #letschat sessions, improve our internal communications and develop our wellbeing activities.

I work mostly weekends but they still make me feel like a valued member of the team.
Victoria, Visiting Carer

5.5 years in February. It's been excellent...the training, the people, everyone is so accommodating.
Keith, Live-in Carer

The communication from the manager and carers services team is great. They are always there to support when needed.
Joanne, Visiting Carer

Training and development

In 2025, we spent £1.25m on training and development to support our people to deliver at their best.

£1.25m

Supporting the ambitions of our people

55 Helping Hands people completed apprenticeships in 2025, enabling them to achieve qualifications that help them excel in their roles. 80% of our apprentices achieve a Merit or higher in their qualifications and more than 70% of our learners are age 25 or over.



My manager supported me to dedicate time to my apprenticeship and supported me in putting those skills into practice. I now feel more confident to lead and inspire my team.

Alice, one of our Branch Care Managers, completed both her Level 3 Team Leader/ Supervisor and Level 5 Leader in Adult Care qualifications.



I feel Helping Hands is really invested in me, allocating study time during the week and giving me opportunities to get involved in new projects as my skills and confidence grow.

Amanique from the recruitment team has been studying for her CIPD Level 3 as part of Helping Hands' apprenticeship scheme.

Helping Hands Academy



We offer 6,000 personal development resources to support our people in their roles and help progress their careers. Every member of staff can learn new skills ranging from leadership and management to business and technology.

Extraordinary careers

Joining Helping Hands means being part of a supportive, ambitious team, where the work truly matters and there is opportunity to grow a career. That's why we're delighted more than 50% of our Branch Care Manager, Care Co-ordinator and Care Training Practitioner roles were filled through internal promotions in 2025.

Lauren

Lauren first started working for Helping Hands as a carer in 2020. She moved into Care Training Practitioner and Care-Coordinator roles before finally becoming a Branch Manager in 2025.

"I'm so thankful that I've been able to grow my knowledge and skills in an organisation that genuinely cares about people. Sonia, my truly amazing manager for many years, encouraged and guided me along the way and gave me the confidence to apply for my current role. I can't imagine working anywhere else."



Kerry

After a 30-year career in cosmetics, Kerry became a carer in 2021. She was promoted to Care Training Practitioner in 2025.

I was impressed with the professionalism of Helping Hands from day one. I've always been encouraged to look at new opportunities and due to the flexibility of my manager, I was able to take on the role of Care Training Practitioner last year. I didn't move into care until I was nearly 50 years old, and I wonder why I didn't do this years ago!"



Justyna

Justyna began working at Helping Hands as a Branch Manager in 2018 after more than a decade of working in care. In 2025, she had the chance to step up and take on a secondment as an Area Care Manager.

"Becoming an Area Care Manager, leading a wider team and supporting multiple branches has been both a privilege, and a rewarding next step in my career. I feel proud to be part of an organization that genuinely puts people first – both our customers and our teams – and continues to support growth, development, and excellence in care."



Our foundation is kindness



Our Moments of Kindness Awards celebrate the everyday acts of those who have made a difference through compassion, creativity or who have gone the extra mile in challenging circumstances. In 2025, we recognised more than 850 carers for the impact they made in helping people to live well.



Sophie has been putting smiles on customers' faces by taking them out on trips and creating moments that make a real impact.

James always brightens up the branch by bringing in lovely treats for everyone, a small gesture that means so much to the team.



Phoebe, one of our dedicated Care Assistants, is a firm favourite with customers. She regularly receives wonderful feedback and compliments.

Living Well: Our commitment to the highest quality care

Quality is integral to everything that we do at Helping Hands, supporting every customer to live well. With this at our heart, we're able to focus on delivering the best possible outcomes for all those we support.

Maintaining the highest quality standards



99% of branches rated Good, Excellent or Outstanding by our regulators



A culture of continuous improvement



A strong audit framework aligned to regulator models



Excellent health condition-related resources



Sharing our expertise

Our Clinical Manager Honor, and Learning and Development Specialist Helen, presented Helping Hands best practice approach to dementia home care at the *Next Steps for Dementia Diagnosis, Care and Research in England* conference in Westminster in October 2025.



Helping Hands' commitment to enhancing quality and achieving the best outcomes is testament to its leadership in the home care sector. It is immensely rewarding to see the consistently strong ratings and reviews from both customers and carers which reflect its culture of quality governance and continuous improvement.

Alan Rosenbach, Independent Chair of Quality and Governance



Supporting Christine to live well

Enhancing the quality of life for customers with complex, life-limiting or progressive conditions is a key part of delivering on our purpose.

Christine lives with bulbar motor neurone disease, which affects her ability to speak clearly, swallow safely and manage daily tasks independently.

After an assessment from the clinical team at Helping Hands, specially trained carers began visiting Christine to support her with her PEG feeding routine, ensure her safe positioning during meals and monitor changes in her swallowing ability.

Her carers also support her with personal care, mobility, medication, and companionship helping her maintain her identity, hobbies, and emotional wellbeing.

When Christine first heard about the Manchester Motor Neurone Disease Award Winter Ball in 2025, she never imagined she'd be able to attend. But with careful planning and practical support, her dreams became a reality.



It was magical. The atmosphere, the company, the sense of celebration it was everything I had hoped for and more. For me, this wasn't just an event; it was a reminder that with the right support, life can still hold extraordinary experiences.

To Helping Hands and everyone who played a part in making this happen: thank you from the bottom of my heart. You didn't just help me attend a ball you gave me joy, confidence, and memories I will cherish forever.

Christine, customer

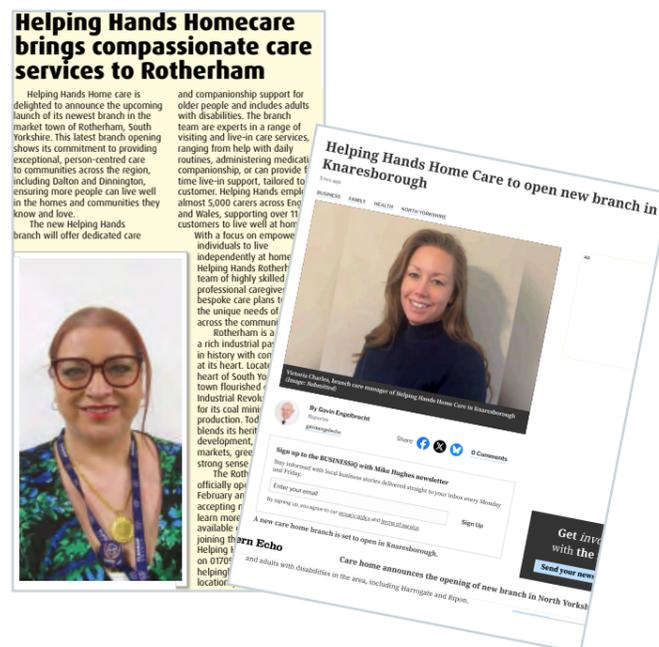
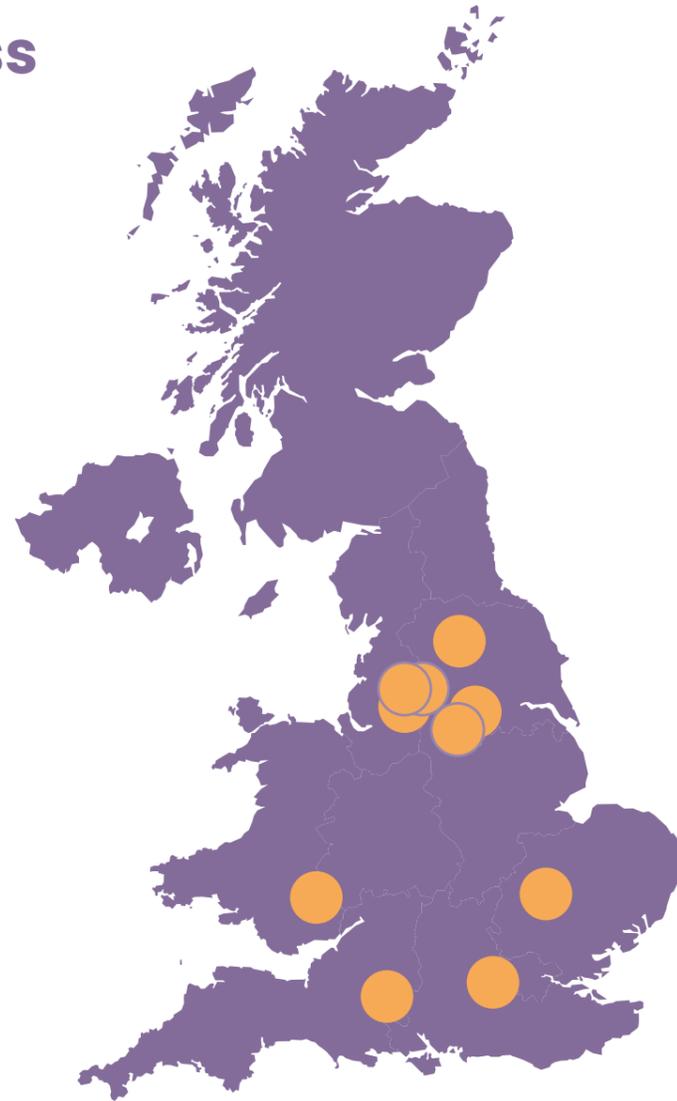


Building on success

10 new branches opened in 2025
During the year, we were delighted to be able to open 10 new branches from Knaresborough to Hereford to Salisbury, enabling us to provide expert care to more people.

Through these new branches, we've delivered more than 16,000 hours of visiting and live-in care to those who need support.

- **Batley**
- **Bedford**
- **Esher**
- **Hereford**
- **Knaresborough**
- **Poynton**
- **Rochdale**
- **Rotherham**
- **Salisbury**
- **Salford**



Working with partners

We continue to build and grow partnerships with organisations aligned to our values to help us deliver more care to more people.

Inspired Villages

Our collaboration with Inspired Villages Group continues to go from strength to strength. 2025 saw a brilliant first year at its Millfield Green retirement community in Bedfordshire, where Helping Hands is providing care and support services to residents in their own homes.



Bright Horizons

Our successful partnership with Bright Horizons, a provider of employee benefits solutions, continues to deliver meaningful impact. By offering adult care to individuals who have access to Back Up Care as an employee benefit, we've been able to support families who needed short term care for loved ones.

Homecare.co.uk

Throughout 2025, we worked closely with home care directory and review site, homecare.co.uk, to increase visibility of Helping Hands and the positive customer stories of our service.

Through collaboration with the online platform, which continues to grow as a leading source of information on home care services, Helping Hands is now amongst the top-rated national home care providers.



Moving forward

In 2026, we'll continue to welcome more customers to Helping Hands, especially those leaving hospital, those looking for temporary support as well as those needing care through to the end of their life.

We'll continue to connect with our people regularly, delivering more #letschat sessions and making the most of our collaborative culture which delivers benefits across the organisation and importantly, for our customers.

Building on the momentum in 2025, our focus will be on achieving the best outcomes, customer experience and quality across the board, so we remain a leader in professional homecare.

Delivering on our purpose in 2026



Develop an extraordinary experience for those joining Helping Hands while improving how we reward and recognise our existing employees so we continue to retain our fantastic people.



Develop our approach for how we engage our customers so we can support them with timely information and in a way that best suits their needs.



Build partnerships with organisations aligned to our values which help us to continue living our purpose.



Invest in our systems, technology and insight, including through AI, so that we continually improve our customer experience and approach to quality.



We've got 36 years of excellence behind us, and we're still innovating.

We're investing in better systems and technology so our carers can focus even more on what matters most; meaningful time with customers



Jane Ashcroft, Chair, Helping Hands

“

From the very beginning, Helping Hands showed professionalism, kindness, and genuine care for my nan and my aunty.

They made an incredibly difficult and stressful situation so much easier for us.

Kerry, customer, 2025

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helpinghands.co.uk

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