



Helping Hands

Helping Hands **in action**

Our impact report 2024





Who we are

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

For more than three decades, Helping Hands 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 deserve and expect.

35 years of making a difference



Welcome to this, our first Impact Report, which provides an insight into the incredible care and support that's delivered every day by Helping Hands people, making a positive impact on customers' lives.

In our 35th year, Helping Hands continues to be a leader in professional home care, making a difference in communities across the country every day. We now care for more than 10,000 customers and we are consistently rated Excellent across all our services; this report tells just a few of our very special stories and brings to life how we help people live well at home.

At the heart of it all are our Helping Hands people. Together, our 6000 expert carers, with our local branch managers and our clinical teams, do so much more than provide practical help at home. They build meaningful relationships, offer companionship and act with kindness, making a real difference to everyday life. They help our customers to continue to enjoy their local communities, and the place they love most – home.

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



Emma Pearson
Chief Executive Officer

A Year in Numbers



97%

branches rated good or outstanding by the CQC



More than

3.5m

hours of care delivered



6,000+

directly employed carers

11,000

new customers



Rated **Excellent** on



From more than 3,500 reviews



100%

branches powered by renewable energy



93%

of our carers would recommend us as a care provider

'GLASSDOOR'

Scored **4.3/5**

"exceptional"

Rated 4.3 / 5 by our employees

£1m
invested
in training

for our people



250

apprentices completed programmes with Helping Hands



Customers at the heart of what we do

We've always believed in the power of customer conversations. They help us to deliver tailored, quality care and the service our customers expect.

It's so important to us to know we're delivering to the high standards we set ourselves, we created a central Customer Experience Team who regularly contact our customers to ensure they are receiving the best possible care and ask them how we can do better, too.

Both positive comments and areas for improvement are fed back across the country, and put into action with our teams.



Our Customer Experience Team.



5,000 

customer experience calls completed in 2024

Rated **4.7/5** on  **Trustpilot** from more than **3,500** reviews

“Helping hands have **never let us down**. Communication is excellent and I know I can put my trust in them and that they will do exactly what has been agreed. The staff are **friendly, approachable and caring**.
Karen, Customer, 2024”

Encouraging feedback



We actively encourage our customers to talk to us about their experiences with Helping Hands.

This helps us reward our carers that regularly go the extra mile and improve what we do, day by day.

In 2024, we received **4839** compliments

1,200 

of these specifically praised the quality of care

“Our foundation is kindness”

650 

praised the kindness of our people

“The **carers are exceptional, caring and have managed to build a solid caring relationship with our Dad**.
Lisa, Customer 2024”





Jacqueline's Story...

"When care is delivered with genuine compassion and respect, it not only supports physical well-being but also nurtures the spirit"

Jacqueline, Customer at Helping Hands, Worthing

The daily support I receive has become an integral part of my life, transforming what could be challenging moments, into opportunities for dignity and independence.

My care team consistently offer me choices, from selecting my daily attire to planning my weekly menu; but what truly sets them apart is their emotional intelligence and genuine interest in my life story. As a former academic and author, I find great joy in sharing my experiences with them.

The team's attention extends to the smallest details that make my house a home. My garden, planted lovingly by my parents, continues to bring joy as carers pick raspberries and blackberries, understanding the deep connection I have to these plants. My beloved cat, Kittywinks, has become something of a mascot to the care team, and their genuine affection for her brings me immense comfort.

During moments of emotional vulnerability, such as when I felt distressed about changes to my garden, they demonstrated remarkable empathy and understanding. Their respect for my personal preferences shows in every interaction. This balance between maintaining necessary care while honouring personal choices exemplifies their professional approach. The presence of branch staff and their professional support instil confidence and trust.

True caregiving extends far beyond mere physical assistance – it encompasses understanding, respect, and genuine human connection.

Each morning, the care team assists me with personal care and moving and handling, enabling me to sit by my window and embrace the outside world. They understand that such simple pleasures are vital to my well-being.

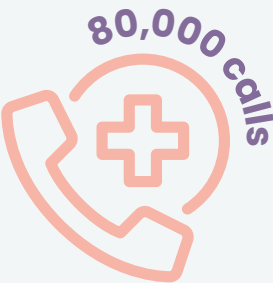
Jacqueline

A listening ear for all who need us

Through the thousands of interactions we have with customers and their families every year, we know the search for care and support isn't an easy journey for many.

That's why we're proud of the expert support we provide for anyone who needs us, through our website, local branches, and Expert Care Contact Centre.

From practical support for conditions such as dementia to guides on how to navigate the care system, we help anyone looking for support to find what they need and make more informed decisions.



Our Expert Care Contact Centre Line took more than **80,000** telephone calls in 2024



Our website had more than **4 million** visits in 2024

Some frequently viewed articles:

Causes of swollen ankles in the elderly

Best foods for elderly people with no appetite

Care costs and funding



A specialist clinical team

We have a dedicated team of experienced nurses who oversee the delivery of complex procedures to our customers. From those that need help with PEG feeding or stoma care to those who use oxygen at home or have needs related to living with spinal injuries.

We are one of the few home care providers registered with the Care Quality Commission to deliver specialist nursing care to people with complex, progressive or terminal conditions.





Investing in our people

We directly employed thousands of carers in 2024, with no use of agency support. This commitment to direct employment allows us to offer a career pathway for our people, maintain consistency among our workforce and deliver the quality care our customers expect.

Through our Helping Hands specialist training, we offered an extensive and evolving programme of opportunities to support professional development including NVQs and apprenticeships.

£1 million 

We invested more than **£1 million** in training our people in 2024

10,000 

More than half of the **10,000** training courses completed in 2024 were selected by carers themselves.

We're particularly proud to have enabled so many of our brilliant people to stay with us and progress their careers.



Michelle

Michelle began life at Helping Hands as care coordinator in Durham. Within a few years, she was running her local branch and soon managing the neighbouring Newcastle branch, too. Today she's an Area Care Manager for the North of England.

Michelle says: "I've had some brilliant opportunities to showcase my ability and importantly, always felt recognised and valued in every role. The support of so many inspiring and supportive senior managers has always made me feel Helping Hands was invested in me."



Sophie

Sophie first became a branch manager at the Taunton branch in 2020. She's now an Area Care Manager for the West of England.

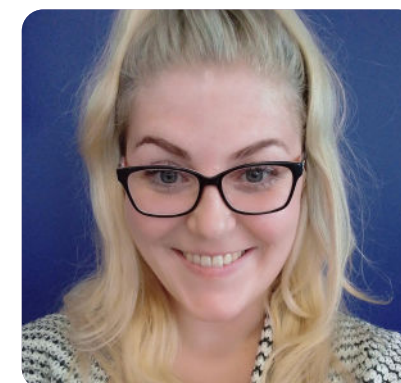
Sophie says: "I loved my role as a branch manager, interacting with the customers and carers, but I have always been an extremely determined person and wanted to progress my career to the next level. When an opportunity came up to be an Area Care Manager in 2021, I decided to go for it and was delighted when I was successful. I have worked for various care providers, and I can honestly say Helping Hands are the best. The quality of care, the continuous support provided to staff and the constant sense of kindness is what Helping Hands is all about."



Sarah

Sarah started working as a carer for Helping Hands in 2017 before moving into training support and care coordination roles. She's now manager of the Sunderland branch.

Sarah says: "I feel Helping Hands has always been a place where people are empowered to achieve and really inspire each other to do great things. It's played a big part in helping me have the confidence to take the next step each time and really grow my career."



Recognising our people

In 2024, we were recognised by the Financial Times as a Top 500 employer. Our carer Reward and Recognition Programme – *Moments of Kindness* – recognised thousands of our people in 2024.

These awards celebrate the impact of small gestures and the actions of carers who go the extra mile to create joy, raise a smile, or offer reassurance or a sense of calm, helping people live well at home

We encourage nominations from both customers and staff and celebrate our winners in our monthly carer newsletter, Voices.



Carers receive shopping vouchers and lapel pins as part of their award.

We’re always delighted to hear what our carers have to say about their experience of working with Helping Hands.

“
Good work life balance, flexible working hours. Good rates of pay. Lovely customers.
”

“
It’s so lovely to be recognised for our hard work. I thoroughly enjoy my job and it is so rewarding.
”

“
Everybody is extremely friendly, staff and management. Not a day where someone won’t go the extra mile to help.
”





“

Helping people live
well in the homes
and communities
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”

Supporting people to live well



Penny

Penny, from South Wales, enjoys being an active member of the community. She was delighted when her Helping Hands carers found her a wheelchair dancing class in her local area which she now attends regularly. Penny's carer Kathy also supports her to continue working at Tesco where she's been a valued employee for more than 15 years.



Sangeet

Sangeet enjoys getting out and about and is a keen artist in his local community. When he wanted to travel solo on the train to see his family, Sangeet's carers worked with Nottingham train station to ensure Sangeet had the support he needed for the duration of the trip.

Christian

Christian always enjoyed sports before an accident meant he needed live-in care from Helping Hands. Now, with support from his carers, Christian continues to enjoy clay pigeon shooting once a week and regularly attends rugby matches and as many other sports events as he can fit into his schedule.



At the heart of the community

Helping Hands Chatty Café

The Chatty Café initiative invites people from the local community to come and meet with and connect with others. At the Monmouth branch, customers, carers, families and special guest Emma Pearson came together for tea, cakes, a quiz, and a brilliant performance by our very own Kyle, Swansea Branch Manager.



Staff at the Evesham and Worcester branch of Helping Hands walked more than 32 miles over three days to raise money for St Richard's Hospice in Worcester.



Our Basildon branch opened their doors to invite people to join them for Dementia UK's 'Time for a Cuppa' day, while our Leicester branch also used the opportunity to hold a cake sale, raising hundreds of pounds.



Ben lives with a rare condition that means he needs regular support during the day and at night but is someone who always pushes himself to do new things that are out of his comfort zone.

When Ben decided he wanted to travel to Germany to watch the football, our carers accompanied him on his adventure.



Michael's Story...

I'd been retired for six years when my daughter Shelley suggested I try working as a carer with Helping Hands.

While Shelley had worked as a carer herself for Helping Hands for some time I had lots of questions about whether I could do the job, both physically and emotionally. I also wondered: would I like it?

After Shelley gave my telephone number to Jacqueline, my local Care Training Practitioner, phoned to see if I'd like to pop in for a brew and a chat. A few days later, I did just that and when the role was explained, I knew this job would be perfect for me. After applying and by the end of a thorough induction process, I wanted the job even more.

15 months on, I'm still loving every minute. While care can sometimes be challenging, the interaction is just amazing. The ongoing training is very good and gives you the knowledge and confidence to carry out your role. And the whole management team at the Macclesfield office have been so supportive which means a great deal to me.

As a former manager of an engineering firm and health and safety advisor, my work experience until this point in life had been very different, so I was a bit apprehensive. But I've realised that my age and life experience mean I have got lots to talk about and I find I can really relate to the people I care for.

There is no doubt my job as a carer has reinvented me. The job satisfaction is immeasurable.

Michael



From day one I absolutely loved my job, and genuinely wish I had started doing it years ago, full-time

Michael

The highest standards of quality and care



97% of our 150 branches were rated Excellent, Good or Outstanding by the Care inspectorate. Wales or the Care Quality Commission in England in 2024.



Having worked with Helping Hands for over four years, I have the privilege of seeing firsthand the positive and unequivocal impact and role our people play to support people across the country.

The quality and safety of care they provide, supported by robust processes, quality governance and leadership is exceptional, and I am delighted to see this grow over the coming years.



Alan Rosenbach, Independent Chair of Quality and Governance





Mary Lee, founder of Helping Hands, with Emma Pearson, CEO and Karyn MacKenzie, Managing Director

“
Very flexible, very supportive to all carers and customers alike. Very friendly. Its like working for one big happy family. Very professional.
 Carer, 2024
 ”



With strong and steady growth, we made further investment in our Quality and Governance function, implementing systems and improving processes to drive better reporting and data collection, upgrading our approach to risk management. We also created a dedicated implementation team to learn lessons and drive meaningful improvements across the organisation.



We continued to invest in technology to improve communications for both our carers and the families of those they care for. This enables real-time updates for families and the delivery of information direct to the carer in the home, as they need it.



Supporting more customers and communities

In our 35th year, as with the many years before, we are incredibly proud to have had a positive impact on the lives of more people and their families than ever before.

With a continual focus on what matters most to our customers, and ongoing investment in our people and technology, we will continue to build on this meaningful impact, evolving to meet the needs of more customers and support more people in their communities in the years ahead.



“

There is huge satisfaction in seeing how our people positively touch the lives of our customers every day and knowing we continue to deliver **the kind of quality care we'd want for ourselves or our families.**

Our commitment to high standards, regular communications with customers and maintaining a culture which supports and equips colleagues to deliver at their best are at the heart of why **Helping Hands continues to thrive after 35 years.**



Jane Ashcroft, Chair, Helping Hands

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helpinghands.co.uk

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