



Laura Wray

Branch Manager - Doncaster

Hello, my name is Laura.

I am the Branch Manager for our Doncaster branch.

About me

I am responsible for the smooth efficient and day-to-day management of the branch of Helping Hands here in Doncaster. My main role is to oversee, guide and support my team to provide an exceptional service to all our customers and employees.

I was inspired to join the care industry fresh out of university, not really knowing what direction to take in my career when a personal experience of caring for a loved one sparked my desire to continue to support people and offer that love and care when people are dealing with health or care concerns. I use this experience to inspire, drive and shape my approach in managing my team to be the best we can be, caring for our customers exactly how we would our loved ones. This helps drive our service to go above and beyond, providing precious memories, support and moments of kindness for our customers. Encouraging this within our team and leading from the front with this means at Helping Hands, we can provide an exceptional service and a great rewarding place to work together.

My experience and expertise

My journey within the Health and Social Care sector started when I graduated from university with a degree in Social Science. After combining my studies with supporting a loved one with a complex disability, I thought this would be an enjoyable job to help clear the dreaded student overdraft, never really thinking that 13 years later I would have had the most enjoyable, challenging yet rewarding career within the sector gaining a wide range of experience and skills along the way. I started as a care assistant within the community, providing care to people nearing the end of their life and soon became a team leader within this team, creating precious end-of-life memories for families, which have stayed with me my whole career and that I can still recall today. I developed within my role to then become a care coordinator and CQC-registered manager, which I have been for the last seven years. I have also achieved a Level 5 in Care Management. I have led in both community and complex residential settings, supporting a wide variety of individuals including children with complex needs and adults with a range of diagnoses including mental illness, neurological diseases, advanced dementia and challenging behaviour.

Why I chose Helping Hands

When I was asked in my first ever training session as a care assistant 13 years ago, 'What does care mean to you?', my answer was, 'To care is to be kind', and when I saw the opportunity at Helping Hands Doncaster to join their expanding team, I was honoured to be given the opportunity to join the company and share their passion for kindness and caring for people - including employees which is so clear to see. Care assistants are our most precious asset within a care company and to join a company in which, as a manager, I am given the autonomy to celebrate and support our staff with kindness and guidance at every level, is my dream job... and this is it.

Community care is my passion - supporting an individual within their own home to live independently and achieve outcomes and goals is something which I have always championed. I love nothing more than creating a person-centered care plan which is unique and focused upon an individual's abilities and dreams and supporting our staff to be passionate to support to achieve this. To build this within my team at Doncaster is an amazing and exciting opportunity, and to anyone who joins us, staff or customers, I promise to always be kind and to always care, giving you an exceptional service and company to be a part of. We are the Doncaster Team!