



Louise Bradley
Regional Care Director, East

Meet Louise, Regional Care Director for the East

About me

As Regional Care Director, I'm responsible for overseeing the quality of care delivered throughout our East region, across both our hourly branches and live-in care teams. My aim is to deliver the highest standards of care through tailored, person-centred care plans that offer outcome-focused delivery through dedicated, expertly skilled care teams.

I learnt first-hand how important person-centred care is when my own father was diagnosed with lung cancer in 2014. Throughout his short fight with the disease, I was overawed and enormously grateful to the multidisciplinary teams who worked selflessly to make his last days as comfortable as they could be. This ignited in me just how important bespoke care is.

Career Pathway and Professional Development

Louise began her career in the social care sector at just 16 years old and has remained in the industry ever since. Throughout her career, Louise has worked within residential, nursing and home care services and is a key advocate in keeping people at home. Louise has also gained accredited qualifications in mental health, dementia and safeguarding of vulnerable adults.

Before Louise came to Helping hands, she was involved heavily in reablement services within local authorities. Louise's focus of reablement is on restoring independent functioning rather than resolving health care issues. "The objective is to help people relearn how to do things for themselves rather than the conventional home care approach of doing things for people", comments Louise. "People using reablement experience greater improvements in physical functioning, health-related quality of life and social care outcomes compared with people using standard home care."



Today as Regional Care Director, Louise takes overall accountability for the team of carers and branches in the east region and provides them with the advice and information they need to be confident throughout their working practises. Louise heavily promotes compassion, enthusiasm and education, allowing others in the sector to succeed by keeping our people at the centre of everything we do.

Why I chose Helping Hands

“It was the Helping Hands’ reputation which first attracted me to work for them. The fact that the company really care about helping people and making an impact - this career allows you to do that. Since I’ve been here, I’ve been able to develop my skills and allow other people to become leaders. We are all here because we want our customers to have the very best care, allowing them to remain in the comforts of their own home.”

