



**Louise Bradley**  
**Regional Care Director, North**

### Meet Louise, Regional Care Director for the North

#### About me

“Hi, I’m Louise. As Regional Care Director, I’m responsible for overseeing the quality of care delivered throughout our North region across 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 multi-disciplinary 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 care sector at just 16 years old and has remained in the industry ever since. Coming from a family who owned a domiciliary care business in Cheshire has meant that care has always been part of Louise for as long as she can remember.

After completing a BA with Honours degree in Creative Writing & Journalism, Louise continued to pursue a career in care and completed a Dementia Development course at Sterling University, followed by a Level 5 in Leadership & Management. She has also previously worked with Age Concern and the Multiple Sclerosis Society, the latter of which she has completed several charity walks for.

Since completing her qualifications, Louise has held numerous roles in the care sector, covering both hands-on care and managerial positions. Before joining Helping Hands, Louise worked for Seva Care who provided care in people’s homes to maximise independence and avoid long-term care. She would work closely with clinical teams to support the discharge of individuals back to the comforts of their own homes with as little disruption as possible. She was also responsible for writing, submitting and proposing tenders to the local authority for care funding.



With a wealth of care experience in both managerial and carer roles, Louise has worked closely with a variety of different conditions including dementia, Parkinson's, and general elderly care, among many others.

Louise joined Helping Hands in 2016 as Head of Home Care for the East. During this role, Louise was able to develop her managerial skills and ensure each and every carer remained compassionate, friendly and professional in their everyday practice.

Today as Regional Care Director, Louise takes overall accountability for the team of carers and branches in the North region and provides them with the advice and information they need to be confident throughout their working day. She heavily promotes compassion, enthusiasm and education.

## Why I chose Helping Hands

"It was the Helping Hands' reputation which first attracted me to work for them and the fact that we're a family-owned company also really resonated with me. 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."

