



Rowena Watts
Branch Manager – Sutton Coldfield

Meet Rowena, your Branch Manager for Sutton Coldfield

About me

Hello, I'm Rowena, Branch Manager for the Sutton Coldfield branch of Helping Hands. My role is to assess for and maintain all of our care packages, whilst developing and growing the branch from a business perspective too. A local girl, I have lived and worked in the local area for all of my life so I have great knowledge of Sutton Coldfield and our surrounding area. An important element of my role is to ensure we are delivering the highest possible level of care, and supporting our carers to meet these standards at all times.

My experience and expertise

I initially got in to care because my parents are foster carers, so I grew up in a very care-orientated environment. For the first 12 years of my career in care I worked in safeguarding for children and families. I then transitioned in to the adult care sector, working as a senior carer, care coordinator and manager in other companies. The experience I have is domiciliary and day-centre orientated.

My specialisms lie in safeguarding, working in dementia and end of life as they are all areas that I have vast experience. Throughout my working life I have also achieved a diploma and NVQ level 5 in Health and Social Care.

I have so many amazing personal memories of supporting people to live safely and comfortably, but one of the most fulfilling things is that even if someone doesn't have the mental capacity to know who you are, they still know that they are safe. Giving people this level of comfort, if they're unaware of what is going on or in the final stages of their life is truly amazing.

Why I chose Helping Hands

I am a firm believer in ensuring continuity of carer, and providing high quality care to keep people safe. These are values that I know I share with Helping Hands. To me, and to the company homecare is about supporting people to stay at home, which is where so many people want to be.

