



Sarah Richards

Area Manager – East Midlands

## Meet Sarah, East Midlands Area Manager

### About me

Hello! I'm Sarah, an Area Manager at Helping Hands. It's my job to support local Branch Managers so they are able to develop a team of friendly and professional carers to support customers within the East Midlands. I've lived and worked in Nottingham all my life, so I know the local area very well.

I ensure that our customers' care plans are maintained and that our Carers feel well supported with up-to-date training, regular supervisions, and direct observations. We also have great opportunities to work alongside the live-in team. We can support each other in providing a flexible care package that fits in perfectly with our customers' routines. The East Midlands has a fantastic team of carers who I can trust implicitly to provide the best possible service to our customers. The dedication they show within their daily work is second to none.

### Experience

I actually started my working life in the Lace Market area of Nottingham making jumpers for M&S, but when the company closed down I decided to start my own childcare business. From there, I went on to have my first experience in the care industry, working with children with learning disabilities, and found I had a real passion for it. I then joined a company as an emergency response officer, providing care for the young and elderly alike. Responding to emergencies made each day a different challenge. After a few years, I moved into the office as a coordinator – and then I found Helping Hands.



My experiences with my customers always stay with me. I remember the progress we made with one lady in particular. The lady was in her 80's and living with Alzheimer's, her behaviour was very challenging, and I could see that this had proved too difficult for carers in the past. I was determined to stick with her and see if I could help.

After months of perseverance, we made an amazing breakthrough. She finally let us in and even allowed us to assist with personal care. The best part was her letting us sit next to her on the sofa to complete crossword puzzles together. To me, this is one of the most incredible things about being a carer, being able to connect with people - making that breakthrough and helping to make a real difference to someone's life.

### Why I chose Helping Hands

I was working as a coordinator for another care company, but felt that I couldn't really progress there. After lots of research on the Internet, I came across Helping Hands. It sounded like a company with truly excellent values offering a quality service. I was invited for an interview for a coordinator's position at the then brand-new branch of West Bridgford, and I've never looked back.

