



## **Vicki Sprake**

**Area Care Manager - East**

**Hello, my name is Vicki,  
Area Care Manager for the East region.**

### **About me**

My role is to manage and support a number of branches in the East region and oversee the service that we provide. As a people person, I love working with our staff and customers and am really proud of the positive difference we make to people's lives.

I enjoy visiting my branches and the variety that my job gives me every day. Our carers are amazing and really have a passion for delivering exceptional care.

I grew up in Lincolnshire and now live in Nottingham. In my spare time I love to travel and visit all the places on my bucket list.

## **My experience and expertise**

Prior to joining Helping Hands, I was an operational governor in the prison service for 13 years. My role was all about caring – for prisoners, their families, and my staff – so a transition into the social care sector was a logical move for me. I have a lot of experience in providing a person-centred approach and I am committed to “doing the right thing” and motivating my team to do the same.

I've been able to bring this knowledge and experience to Helping Hands and ensure we put the customer at the centre of everything we do. I really enjoy leading my team and supporting them to deliver great quality care and a fantastic service. Our carers are truly incredible and are really committed to enabling our customers to live independent and fulfilling lives.

## **Why I chose Helping Hands**

I was particularly impressed by the core values of Helping Hands and the family ethos, and I am proud to be part of a team who really do care. After such a long time in the public sector, I was ready to take on a new challenge and my job certainly provides that! In the ever changing world of social care, I am excited by the challenges that we face and the innovative ways of working that we are developing to overcome these.