

Home Care Preferred – Award winning local business celebrating their fourth year in business

Home Care Preferred first opened their doors for business in Station Road, Winchmore Hill on 9th January 2012.

During the early months there were just two people running the office, one operating the shop and a handful of carers visiting about six clients. Four years later Home Care Preferred have a workforce of over ninety people, a similar amount of clients and this is growing month on month.

The company provides a range of support in people's homes, anything from a few hours a week through to full time live-in care.

The founder and Managing Director, Ken Waterhouse, has worked in the care sector for more than 25 years and is very pleased how the business has grown and is proud that the company is a significant local employer.

Ken explains: "I started my career in the retirement sector in 1987 and have seen enormous changes in the care profession. At Home Care Preferred we recognise that most people would prefer to remain in their own home as they grow older; but at the same time, they want companionship, security, peace of mind and may require a level of care and support. Home Care Preferred strives to make care at home a positive choice for all adults who require support at home. By providing highly trained support assistants and offering a flexible approach we believe it is possible for people to remain happily at home. Above all, Home Care Preferred respects the importance of our client's independence, ensuring they enjoy a high quality of life and retain a choice in all aspects of their lives.

In addition to our home care and support services we are very pleased with the way our

shop has developed. We provide a huge range of independent living equipment including items such as walking sticks, wheelchairs, phones with large numbers, rise recline chairs, basically anything that helps people remain independently at home.

We believe the Home Care Preferred model is the first in the country because we really do provide a complete offering. Our services range from supplying and installing independent living equipment and a great deal of sign posting, for example giving advice on accessible transport services for those with disabilities"

Home Care Preferred is very much a community organisation and has held various seminars including Dementia Awareness sessions, Care Fee Planning evenings and hold regular events to raise money for charities.

Laura Brassett, Community Relations Manager at Home Care Preferred, is responsible for planning events at the company and would welcome enquiries from any charities or local companies that wish to be involved with community events. Laura explained "It is great being part of an award winning company and I love the fact that we really do make a positive difference in the lives of those we support"



HOME CARE PREFERRED

For further information about care services people can visit www.homecarepreferred.com or call 020 8364 3670