



Home comforts and a friendly face

IT WAS while caring for his terminally ill stepfather Bob that Ken Waterhouse's views on long-term care began to change.

With the perception of home care in the UK hitting an all-time low as cases of abuse, cruelty and even malnutrition make the headlines, last year he decided to try to change things by setting up his own company, Home Care Preferred.

"While caring for my stepfather, I experienced for the first time care at home from a client's perspective, and this made me truly appreciate how important staying at home is to people," said Ken.

Pairing his 25 years' experience working in the retirement sector with a newfound conviction that most people would prefer to be cared for in their own home, Ken, pictured, established his first branch in Winchmore Hill.

He and his dedicated team have quickly become invaluable to scores of local families with their home care and support services, as well as a "one-stop shop" in Station Road.

The shop, just off Green Lanes, in Winchmore Hill, stocks everything required for people to live independently at home.

Home Care Preferred provide services for people with dementia as well as live-in care and escorting people to health appointments and social events. Their services are flexible and can be anything from a carer for one hour a day to full, live-in care.

Their carefully selected team is fully trained and CRB-checked and can also offer respite care, personal care and companionship services.

They also offer hospital-sitting or holiday companionship for relatives whose busy lives or location mean they cannot be there for their loved ones as much as they would like.

For many families, this reassurance that their loved ones have a friendly face on hand and somebody to help with everyday tasks like eating and drinking, can make all the difference.

"Our first client emailed me a few days after we had started caring for her mother, saying she was really pleased she had found us and how lovely our caregivers are," said Ken.

"That's what makes all the difference. That's when you know you've had a good day at work.

"The most pleasing thing for me is that in a recent survey of our clients, 100 per cent said we were providing an outstanding

level of service.

"I am extremely proud of our team and it was so rewarding to hear one of our caregivers described by a customer last week as 'an angel'.

"By providing highly trained caregivers and offering a flexible approach, we believe it is possible for people to remain happily at home."

Home Care Preferred's services are tailor-made and cater not just for the elderly, but for anyone who wants to remain as

Reassuring: Home Care Preferred allows elderly and disabled people to continue living at home



independent as possible despite challenging conditions such as multiple sclerosis, osteoporosis or diabetes.

Their bright and welcoming shop is stocked with a range of popular products designed to assist independent living and the team has access to more than 4,000 items.

These include wheelchairs, pavement vehicles, profile beds and specialised baths.

Products which can prove invaluable on a daily basis such as wheelchairs, hoists,

mobility scooters and hospital-style beds are also available to hire.

Ken's team offers an occupational therapy assessment service and physiotherapy service.

He also points people in the direction of other agencies which may be able to help, with issues such as claiming benefits.

And he is in regular contact with care charities and centres including the Ruth Winston Centre in nearby Palmers Green and The Alzheimer's Society.

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