



Case study

John Atkins has worked in social care since 2007 and brought with him extensive management skills and first-hand family experience of the sector. At the age of 46, he manages one of the franchises of Home Instead Senior Care in Surrey, an independent UK home care provider. The organisation is devoted to providing the highest quality care for elderly people in the comfort of their own homes.

John Atkins

Owner/Managing Director
of Home Instead Senior Care

www.skillsforcare.co.uk

I care...

Home
Instead
SENIOR CARE
To us, it's personal.

Background

Prior to joining Home Instead, John had a fulfilling career within the IT and IT recruitment sector. He had previously trained in accounting. It was his positive family experience of care in a local hospice that became the catalyst for John to start investigating career and business opportunities within the social care sector.

Career progression

John had been an IT technician for many years, holding various roles across a range of organisations, including a merchant bank and working within smaller IT departments and companies. Always ready for the next challenge, John was keen to manage a business again and take on a role that would not only be rewarding, but challenging enough for him to develop into and make a difference.

In 2007, during John's search for the next career move, he came across a franchise opportunity at Home Instead and has since become owner of the branch in his hometown of Surrey. His ambition is to grow the company and ensure it has the highest reputation for social care. He is keen to control quality, offer the very best service to clients and their families and retain good quality staff for as long as possible.





A role in social care

John states that the best aspect of his social care role is that it's varied and dynamic, with each day bringing new rewards and challenges. Strategically, he's responsible for business development and building relationships with carers and clients as well as actively promoting services. John likes the fact that it's not a hard-sell business and he is able to use diplomacy, tact and his gut reaction to support his employees and clients.

His day-to-day duties include running the operational side of the business – from managing enquiries, employees' needs, recruitment, service levels and quality assurance, to monthly reporting to head office, maintenance and overall responsibilities for reporting to the regulatory authorities. Part of his management role includes managing business finances and to ensure the business remains profitable.

John's team helps its elderly customers to maintain their independence in their respective homes for as long as possible. Under John's supervision is the Care Manager who is responsible for delivering the highest standards of care.

“We're only as good as the care we provide. In this sector we need to provide the highest levels of care. This is why we employ people for their life skills as well as their warmth and compassion.”

John cites 'good client and care professionals' feedback' as the true measure for his personal job satisfaction. He is reassured by having an experienced team around him that can manage any situation professionally and calmly. In terms of challenges, because he works with a remote workforce, monitoring the team can often be tricky, although he instills a trusting environment within the organisation.



Ongoing support

Because Home Instead is a franchise, John is able to access support from its head office. John has personally received extensive training as owner of the business. Home Instead provides a number of training courses for staff.

“In our experience, a combination of skills training plus a caring and efficient individual makes a great caregiver.

“For us, dementia and Parkinson’s training is enormously important. We need to understand about dementia, anxiety and what influences our clients’ behaviour.”

John sums up his thoughts on a career in social care:

“I would recommend a career in social care to those people wanting a rewarding job and wish to make a real difference to people’s lives.”

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