



# Live well, *your* way

with care in the comfort  
of your own home



# Your home is where you feel the most *comfortable* and the happiest

It's the place you know the best. Why would you move away from the place you love if you are faced with needing some extra care and support as you age? If you want to stay living comfortably at home, we can help you make that choice an informed one.

Let's face it, nobody wants to talk about age. But we believe it should be celebrated, not feared. Ageing doesn't have to be challenging. Not for older people and not for their families.

We can offer you a choice of living a happy and fulfilled life in your own home. We do this with tailored, personal and adaptable home support based on what you and your loved ones need.

Care at home is all about helping older people to stay connected to their community in a cost-effective way that is practical for all involved, including families. Helping you and those closest to you make a considered choice means we can help to make sure family time is quality time.

**We are Home Instead®** we are changing the UK's attitude to care and to ageing with our distinctive approach to supporting people at home.



## How we work

### ♥ Personal touch

We will work with you to provide flexible, personalised home care based on what you would like, how and when you want it.

### ♥ Lovely people

Our Care Professionals are hand-picked for their character and values and are expertly trained to support older people and their families. We do this to ensure we can closely match their interests, hobbies and personality with yours and they can become the friendly faces you'll grow to know and trust.

### ♦ Stress-free

We know that cost is one of the biggest concerns about care, so we've made our service stress-free and excellent value. Our costs are very easy to understand and manage, and you are always firmly in control.

### ● Quality time

We believe all visits should not be rushed, so that there is plenty of time for quality care with time left to chat and build the relationship.

## Let's talk about *care*

We know care isn't always an easy subject to talk about, particularly for families and close relatives. This brochure will help you make an informed choice that is right for all those involved in the decision.

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## Why Home Instead?

We are an award-winning home care provider and part of a worldwide organisation devoted to providing the highest-quality care for older people in their own homes. This means we've gathered great insights and ideas from around the world to make home care as effective and caring as possible, for you and your loved ones.

Home Instead has been at the forefront of specialised home care and supporting those being cared for and their families for many years. Our mission is to expand the world's capacity to care for more ageing adults than ever..

What we do is personal. It's tailored, it's flexible and it's adaptable as needs and preferences change. Most importantly, it means we help people to foresee a life at home living happily, comfortably and independently.

"It hasn't felt like *care* at all. At least, not what I thought care would feel like. I've actually really *enjoyed* it."

Maggie Jones, client



## Recommended *quality* care

Our services range widely across four types of support options including specialised services, making choosing home care easy.

We're proud to have an increasing satisfaction rate among our clients. Not only are our clients satisfied with the care they receive; a significant number of them would recommend it to others.

Every year we commission a PEAQ (Pursuing Excellence by Advancing Quality) survey of clients and Care Professionals, carried out by WorkBuzz, an independent research organisation. In our latest results 97% of clients said that they would recommend Home Instead's services. It's wonderful to hear so many clients singing our praises, and see that number rise year on year.

And where would quality care be without well-supported and satisfied Care Pros? Our latest PEAQ survey results found that 94% of Care Pros across the network are proud to work for Home Instead. There's no doubt that our clients feel the benefit of a valued and content Care Pro.

Every year we strive to enhance the care we deliver and improve on our PEAQ ratings. When our clients speak from the heart and tell us what Home Instead adds to their life, it goes to show why we are the UK's leading quality home care provider.

## The *benefits* of home care

We believe care should be about having a choice and planning ahead, not about reacting to a situation or development. Sadly, all too often, accidents in the home and sudden illness are often the reason that kick start the 'care conversation', often resulting in a rushed and unsuitable care decision.

71% of people would rather grow old in their own homes, but due to our society's often 'reactive' approach to care, it doesn't always work out that way. Addressing care before it's needed is the best way to avoid this. We're here to help you do that.

As one of the world's most respected providers of specialised home care, we lead the way because we focus on individuals' needs and wishes and have developed a deep understanding of how to deliver a quality care experience.

## How are we *different?*

There's no one-size-fits-all approach, so we don't offer one. People are different, so we are different. Every tiny detail of every service we offer is tailored to the needs of the person needing care and their close family.

Our care services are wide ranging. Some older people are very good at looking after themselves in the home but need help getting the shopping from the car or walking the dog. Others may need help with personal care including bathing and dressing.

Our care and support also takes into account factors such as health conditions and we can offer services tailored for those living with life changing or long term illnesses such as dementia, Parkinson's and many others.

"I *love* that I get plenty of time to sit and chat with Linda. We have loads in *common* and lots to talk about."

Lily Graftt, Care Professional



## Why it works

One of the reasons the 'care conversation' can be deemed awkward and difficult is that receiving help can often be perceived as a sign of failure, when family have to accept that they might not be able to cope any longer. It is also a taboo subject because while some recognise that help is needed, many assume that receiving care at home is the start of a journey that will inevitably end in residential care.

The benefits of being supported at home are huge. It means you are able to continue living your life as you have always done, whilst receiving care that you would look forward to, as if it was being provided by a member of your own family.

Being supported at home is also great value for money and often works out to be a fraction of the cost of most residential care options.

*3x more*

people will experience depression in care homes.

\* Social Care Institute for Excellence

*3x more*

people are likely to fall in care homes.

\* The British Medical Journal (BMJ)

*71%*

of people would rather grow old in their own homes.

\* The Care Choice Gap report, commissioned by Consultus Care





## Why families *love* it

Time spent with your loved ones in their old age should be fun, not challenging. We spend our time taking care of the essentials, so you can spend time doing the things you enjoy most.

Choosing a high quality, trusted home care provider removes a great deal of the stress surrounding long-term decision-making for your loved ones and time after time, home care is the least expensive arrangement compared to care delivered in a residential setting.

Most importantly, we can make sure your loved one can live a happy, healthy and more fulfilled life in the comfort of their home.

## Why older people *love* it

It's flexible, it's hassle-free and it's enjoyable for you.

You'll get to stay in your community and live under your own roof, surrounded by your own things and continue to live by your own rules.

One of the best things about what we do is that it doesn't 'feel like care'. Or at least, it doesn't feel like what many people think care feels like.

Our Care Professionals don't wear uniforms as we believe this only accentuates the receiving of care. Although our Care Pros are professional and highly trained, they carry out their duties appearing just like a friend or companion.

It's one of the reasons we're as popular as we are.

## We'll find the *perfect* match

Our Care Pros are the best of the best. Our people love what they do and are proud to work for us.

Our award-winning care comes down to our team of trained and experienced Care Pros. We take time to select empathetic, enthusiastic people with a big heart and a warm, friendly nature.

We make sure that we choose people who have a range of interests whether it's following a football team, enjoying walks, or painting, crochet and craft making. Whatever it is that floats your boat and gives you recreational pleasure, we'll find the right person to support you to become your chosen companion. Best of all, our Care Pros believe in what we do:

**96%** Say they are proud to work with us.

**97%** Say they'd recommend us to a family member or friend.

Our people are our purpose. We look after them well, and in turn, they help us to care for our wonderful clients.

"This is by far the *best* job I've had, it's really kicked off my career and the people I work with are like *family* now."

Sammy Harris, Care Professional



## Care *tailored* to you

Care might conjure up a very specific image but our approach is very different.

If care becomes the topic of conversation and you are unsure what's involved, here are just a few of the ways we can support you in your home. These can be summed up with four key areas:

### Home Help

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The benefits of a clean and tidy home are far reaching.

Living well starts with looking after the home and studies show that having a clean and tidy home can have positive effects on health and well-being.

Taking out the bins, dusting, hoovering, feeding the cat, decluttering and even washing and ironing, our home help service takes care of your home environment so that it remains clean, tidy and safe. This will free up valuable time and energy, so you can focus on doing the things you want to do.

### Companionship

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Care could mean a fresh start.

Need a hand with the weekly shop, or don't fancy going to that doctor's appointment by yourself? We can help. Need someone to make sure you're eating healthily, or fancy popping out for lunch? No problem.

We've also had a huge amount of success in helping older people start something new. Many of our clients have taken up new hobbies such as learning to dance, play instruments, knit and cook specialist dishes. If there's something new you'd like to start, or an old passion you'd like to revisit, we can find you the right person to help.



## Personal Care

Discreet, professional support

Whether it is helping you with personal hygiene, or keeping well and active, all are important to your well-being, and we have every element of it covered.

Supporting you with personal care, whether it's help with dressing, eating, sleeping or bathing, we can help make a big difference to your quality of life. As with everything else we offer, this is tailored to you and your wishes. Different people have different needs and our Care Pros adapt what we do accordingly.

## Dementia Care

Being proactive, not reactive,  
about dementia.

One in six adults over 80 in the UK live with a form of dementia. And yes, it's pretty scary for those living with the condition, and their loved ones.

While there is currently no cure for dementia, there is care and with the right support, we can help maintain a high quality of life even in the face of memory loss.

Studies have shown that staying in familiar surroundings of home can help older people living with dementia to feel safe and remain calm. See page 22 for further information.

## It's your home and your *choice*

Let's get something out of the way: the thought of 'receiving care' can be overwhelming to many people.

Unfortunately, the media can often portray social care in a negative light highlighting cases of poor care, inadequate facilities and lack of funding. But we are positive proof that there is a way to provide care and support that you might hope to expect from your own family member. You have the right to choose the care you want in the very familiar place you call home.

## Home is where the *heart* is

Needing support or care shouldn't mean that you have to put your life on pause.

Living at home with our help means you can continue to socialise with your friends, visit familiar places and explore new ones, essentially enjoy all the treasures, pastimes and comforts that you hold dear. Home is where the heart is and it is the place where fond memories are shared, with children, grandchildren and cherished pets. Live well and stay young at heart with people to support you who have your best interests at heart.

## We can help you *talk* about it

If you are unsure how home care can help you remain independent but you want to explore the possibilities of having some external support, let us help you work out how to have that first conversation.

## Is home care right for *you?*

If you:

- Are happy living at home
- Are able to live safely
- Need extra help with certain things

Then home care might be right for you.

"The positive energy and warm *atmosphere* you've cultivated is what kept my dad in his home until the age of 96."

Sam Holt, client's son



## Families looking for *support*

The subject of care can be an awkward one. It is very emotive and can evoke differences of opinion and misunderstanding. It can be emotionally draining on families. In fact, 47% of people haven't even brought the subject up with their loved ones.

The reasons for this are varied. Some families simply don't have a culture of 'openness', some older people believe they will be able to live independently forever and have a sense of pride which overshadows the thought of needing support, and others are worried about funding care.

Talking about care is often avoided, but the fact of the matter is, even if your relative is able to live independently right now, it may only take an unforeseen incident, such as a fall or a sudden illness to change that.

## When something *happens*

Navigating the care path can be confusing for families. Who can you turn to for information and knowledge? Unfortunately, typically when a care decision has to be made, decisions can be hasty. That's when the discreet and better value option of home care can be overlooked.

Many clients and family members who came across our home care service say they wish they had known about or been introduced to Home Instead before care became a necessity. With Home Instead care, we can help pre-empt some situations that require an urgent response.



Care should be  
*proactive*, not  
reactive

Many older people fall ill, indirectly due to events that happen or fail to happen in the home environment. For example, a lack of healthy food, items in the home causing a trip hazard, medication regimes not being followed or GP appointments being missed. These changes in health and well-being can all cause someone to be hospitalised or needing urgent care.

Our Care Pros are trained to closely monitor, observe and record events and changes in health and well-being so much so that early signs of deterioration in a person's ability to cope at home can be discussed with the family. This preventative support gives you confidence in leaving your loved one in the care of Home Instead while you balance your busy schedules and priorities.

"The time we  
spend with mum  
now is *fun* time.  
It's really taken  
the pressure off  
all of us. Now we  
just enjoy our  
time *together.*"

Flo Watkins, family member





## Family time is *quality* time

In the latter part of the 20<sup>th</sup> century, family dynamics changed with a shift from extended to smaller family sizes, a decrease in nuptials, increases in divorce rates and people living apart. Last but not least families are having children much later meaning parenting duties are prolonged.

While 26% of families would be hopeful to keep care 'within the family' the truth of the matter is that it can't work for everyone. Many families these days say that unfortunately they don't have the time, the space, or the skills to support their loved ones full time themselves.

"Keeping my *grandchildren* in my routine was essential to me. Home Instead helped to make that possible."

Bev Wainright, client

## It's OK to need a little *respite* and accept help

We understand that sometimes it can feel like your responsibilities are being reversed when you are trying to care for ageing parents as well as your own family.

Time spent with your relative should be quality time. It shouldn't feel demanding or difficult. Providing care to a parent can be intimidating on both sides. No one ever imagines that as adults, there may come a time when you might ultimately be responsible for personal care duties or extended care for your ageing parent. However, you don't have to face care alone. Home Instead is here to help and support you every step of the way. By choosing a tailored home care service like ours, you will have peace of mind and get back that quality time with your parents knowing that the essential things have been taken care of.

## Let's talk about the *money* issue

You don't need us to tell you that some care options are often perceived as expensive. But that doesn't mean all of them are.

Residential care costs are something that need to be carefully considered, especially considering that moving into residential care is often an irrevocable option.

Home care however, can be a service you pay for at your choosing. You decide the level of care and support you need, as long as you want it – you only pay for the one to one care you receive rather than paying a care home provider to fund care which is shared across many individuals. When looking at it that way, home care makes for a smarter investment.

Sometimes care may be funded in full or in part from your local authority depending on individual circumstances. The Money Advice Service is a great place to find out more information about care funding.



## Is home care right for *you* and your family?

### **If you are considering care for yourself, do you:**

- (1) Wish to remain living happily at home continuing to make happy memories in familiar surroundings.
- (2) Live largely unsupported but need some extra support around some key activities of daily living.
- (3) Need help with doing certain things in the home to live safely and independently.

### **If you are considering care for your family member, are you:**

- (1) Struggling to provide support yourself due to time, work, a lack of proximity with your loved ones, or other pressures.
- (2) Looking for the time spent with you to be sociable and fun, enjoying the close bonds that come with family and friendships.
- (3) Concerned about the long term costs associated with residential care.

Then home care might be the right option for your family.

## What's next?

If you believe home care would suit you, we recommend that you talk it through with your family.

Discuss your thoughts, needs and wishes with them and if needs be, consult your GP about your options.

Let us explain how our person centred care can help. We can start with a little bit of help around the home while the relationship unfolds and then let the care solution build up gradually as needs develop. A gentle approach is often the best way forward if someone is a little reluctant to consider care.

## Dementia care *specialist*

Dementia is more prevalent in people of an older age and as we are living longer, we are becoming more adept in recognising the signs and achieving an early diagnosis of dementia. With or without a diagnosis, people often need support and assistance to help them retain as much independence and live as fulfilled lives as possible.

An early recognition and acknowledgement of support can help families establish care as part of the daily routine, helping those with memory loss to remain independent.

At Home Instead we recognise the challenge of caring for someone with dementia and our years of experience in helping families to cope with the situation at home means we are able to offer expertise when it comes to providing care and support for someone living with dementia.



## Your loved one is in *safe* hands

Our approach to dementia care is unique and pioneering.

We have developed a unique training programme for Care Pros which is accredited by City & Guilds and is specialised for the home care environment. It has been developed by experts in ageing, dementia specialists and by key medical practitioners from across the world.

It means you can rest assured that you will have the right team in place to put your mind at ease and know that your loved ones are receiving the best care available.

Our relationship-centred approach enables our Care Pros to provide personalised care that:

- Helps your loved one remain safe and calm at home
- Builds confidence and encourages engagement
- Provides nutritious meals and mealtime activities to encourage healthy eating
- Creates opportunities for social interaction
- Provides mind stimulating activities
- Builds self-esteem and enhances physical strength
- Helps to manage and soothe behaviours that are more challenging
- Supports the family to take a rest and receive respite from caring.

"There is a feeling of *assurance* that the person you *love* is being taken care of in your absence."

Ryan K, client's nephew

## Support for *you*

Knowing how to react and respond to someone with dementia is unfamiliar to many. How do we learn about the different ways to successfully tend to situations and behaviours when a loved one becomes more confused with age?

We are there to support the family throughout the dementia care journey. We can also signpost to other resources and suggest useful ways to help you manage the experience of living with or caring for someone who has dementia.

We know that beginning the conversation about care and assistance to someone living with dementia can be daunting as there can often be denial and a refusal to accept that anything is wrong. We can help you find ways to talk about it with your loved one.

Over 900,000 people in the UK are living with *dementia*, and that number is expected to rise to over *1.6 million* by 2040.

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Alzheimer's Society, 2022  
Statistic correct at time of print.







## Glossary

### **Residential Care**

Residential care involves someone leaving their home and belongings to relocate into a facility dedicated to round the clock care. Residential arrangements can vary from being able to come and go as you please to more custodial, where residents are protected from any potential safeguarding event.

### **Social Care**

Social care consists of services which support people with needs arising from illness, disability, old age or poverty. Social care can include domiciliary care, day centre provision, provision of equipment and housing options with varying levels of care.

### **Care Professionals**

We use the term Care Pros because we do not always necessarily recruit carers who previously have had a social care or health care background. We look for kind, caring, empathetic individuals with a loving heart who want to dedicate their time to helping care for older people. We train them to have the skills and confidence to care for older people in their own home.



### **Dementia**

Dementia is progressive and is caused when the brain is damaged by diseases such as Alzheimer's disease or strokes. There are different types of dementia but in the main, dementia is caused by a disorder of the brain caused by disease or injury and is marked by memory problems, personality changes and impaired reasoning. Diagnosis usually takes time but the earlier this happens the more chance there is of receiving help and support.



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