

# PRESS RELEASE

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## **Radfield Home Care expands its network in Bromley, Orpington & Beckenham**



Radfield Home Care has recently welcomed another new franchise partner into its ever-growing network, launching in Radfield's Bromley, Orpington & Beckenham territory.

Stepping into the role of business owner and director are Simi Ghuman & Chanice Baugh.



Simi is from a big family with a strong emphasis on looking after older relatives. It's the strong emotional connection to family that motivated her to launch a business in home care.

She has an extensive and varied background in the world of law, later moving into helping vulnerable people in the care sector. Simi completed her law degree in 2005, and since then has completed a Legal Practice course and in 2011, became a solicitor.

***“Having gained the legal theory, I became qualified as a Solicitor in 2011, specialising in dealing with elderly matters such as Powers of Attorney and Court of Protection Orders. The legal knowledge gained from dealing with vulnerable clients allowed me to develop and extend my skills into the Care Sector.”***

Building on her natural affinity for caring for others, Simi became the Client Care Manager for a well-known care brand, specialising in building strong relationships between the local community and clients. Her experience in the industry has given her a deep understanding of the challenges affecting both Care Professionals and clients.



Chanice began her journey in the care sector in 2020, during the pandemic and it didn't take her long to fall in love with the industry. The passion and commitment shown by Care Professionals both for clients and each other resonated with her on a personal level and she knew she had to be a part of it.

***“I joined a home care provider as their Compliance Officer where I was able to gain a real in depth understanding of the day-to-day of a Care Home Business and what is required and expected from CQC.”***

Chanice's experience in care compliance makes her an invaluable asset to the foundations of [Radfield Home Care Bromley, Orpington & Beckenham](#). As part of the role, she onboarded all new starters, providing them with relevant training and information they needed before they went out as qualified Care Professionals. Her deep understanding of the role of a Care Professionals and compliance in care make her the perfect fit for Radfield.

Radfield's franchisor and founder, Dr Hannah MacKechnie said:

***“We are delighted to welcome Simi & Chanice into the Radfield network. Their experience in various aspects of business and people put them in a fantastic position to overcome some of the challenges facing the care industry and establish an exceptional home care business in the Bromley, Orpington & Beckenham area.”***



Simi, Chanice and their team will be delivering high-quality care services to older people within the Bromley, Orpington & Beckenham areas. With an ageing population and the majority of home care clients being over the age of 65, Radfield Home Care's business model specialises in servicing the growing demand of care needs for older people within the private marketplace.

If you are inspired by Simi & Chanice's story, get in touch to see how we can help you too. Email [franchise@radfieldhomecare.co.uk](mailto:franchise@radfieldhomecare.co.uk) or call 01743 548 550. Alternatively, why not take our [franchise test](#) to see if we are the right fit for you?

**-ENDS-**

**Notes to the Editor:**

**Radfield Home Care provides professional, personalised, and friendly care services to elderly people across the UK, including companionship, medication support, dementia care and assistance with shopping and household activities.**

**For more information, please visit [www.radfieldhomecare.co.uk](http://www.radfieldhomecare.co.uk).**