

PRESS RELEASE

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Radfield Home Care expands its network in Guildford & Godalming



Radfield Home Care has recently welcomed another new franchise partner into its ever-growing network, launching in the Guildford & Godalming territory.

Stepping into the role of business owner and director is Paul Bailey.

After a long and fruitful corporate career in the world of banking, in 2018 Paul Bailey decided to fulfil his dream of becoming a business owner. He launched a successful retail business in South Africa; becoming a leading independent within

just 18 months of operating. In 2021 he sold the business and decided to return to the UK with his family.

Now, Paul is launching his own home care business with the aim to bring the very best home care services to older people in the Guildford & Godalming region.

“The care industry offers me the opportunity to give back to my community in Surrey, who have been extremely welcoming to my family and I since we returned from living overseas in 2021.”

My focus of developing a team of caring, kind and empathetic Care Professionals is top of mind, whilst ensuring they are provided with the training, development and remuneration opportunities for such an important profession in the industry.”

Throughout his corporate career, Paul found himself thriving in a team environment. He channelled his passion into creating a platform where they could provide an excellent service to clients, always going the extra mile.

“The home care industry offers me the opportunity to be more ‘people focused’ compared to the corporate world.”

To say Paul is a ‘people person’ is a bit of an understatement, every key business decision he has made this far has been based around how he can provide the best possible service to clients in his local community. His goal is to build a highly skilled team of professionals that can deliver exceptional care; in doing so he’s creating jobs in the area as well as helping vulnerable people.

“We’re looking for Care Professionals who have drive and a caring attitude, who will fit into the team. I have always believed in creating a culture where team members feel included and are offered development opportunities through training and promotion. I also believe in paying team members a fair wage and keeping an open door policy in the office.”

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

“We are delighted to welcome Paul into the Radfield network. His experience in business and looking after his employees puts him in a fantastic position to overcome some of the challenges facing the care industry and establish an exceptional home care business in the Guildford & Godalming area.”

Paul and his team will be delivering high-quality care services to older people within the Guildford & Godalming 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 Paul's story, get in touch to see how we can help you too. Email 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.