

# PRESS RELEASE

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## Franchise with purpose: client reunited with late brother through music

Jamie lost his brother, Paddy, at the age of 36. The siblings bonded through music and before he died, Paddy was the guitarist in a band. The band cut a record that was thought to be lost, until, 40-years later, Jamie became a client of **Radfield Home Care**.

In a bid to change perceptions of older people, Radfield Home Care has launched its '**What do you see?**' campaign. What do you see? The question is simple, but the answer isn't.

It's easy to pass someone in the street, on the bus, on the train and see them with a blinkered view. **Radfield Home Care** are instead encouraging people to take a step back and to see older people how they do.

## Empower others to see older people differently

By owning a care franchise you have the opportunity to empower your Care Professionals and office team to see things differently and help people, like Jamie, remain connected to the important things. Jamie's Care Professional, Andy, recognised the importance of music and his late brother in Jamie's life and set about tracking down the lost record.

The band, '**Slender Thread**' still has a small following in America that Andy managed to find through dedicated message boards. Following this thread led him to one of the few remaining copies of the record and a willing seller. Andy got the record to Jamie along with a digital version, bringing his brothers' music back into his life for the first time in decades.

Every care client has a story to tell and Radfield's Care Professionals are not just listening to them. They are using these stories to help clients hold on to what is important to them.

As people age, they can lose their sense of self. In their younger years, they may have been a gymnast, a teacher, a musician, a TV personality, but as they age this becomes less and less clear; until their identity is all but lost. The 'what do you see?' campaign aims to change this and challenge how people perceive older people.

## Connecting their clients to what matters most

Dr Hannah MacKechnie, Co-founder and Director of Radfield Home Care said:

*"Radfield Home Care is built on a very clear sense of purpose, to help the nation age well by remaining connected to the things that matter most to them. It's not just a phrase, it's our purpose and it flows through our*

*businesses, from our franchise partners to their Care Professionals and their clients.”*

If you see things how they do, you might be exactly the kind of person they're looking for to operate a franchise. Email [franchise@radfieldhomecare.co.uk](mailto:franchise@radfieldhomecare.co.uk) or call 01743 548 550. Alternatively, take the [franchise test](#) to see if they're the right fit for you.