

Alex Bast-Boverhoff wants to change misconceptions about home care by providing meaningful services that enhance life for the client and their loved ones.

Care with a difference

Bridgewater[®]
Home Care
We go above and beyond™



Can you tell us what inspired you to start Bridgewater Home Care?

It began following my personal experience of care at home.

I've experienced home care at various times, within my own family, and I have always been left underwhelmed. It has always been a 'task' for someone, never personal. The support provided was often driven by the company, not the family, and always siloed onto a single person.

The experience that resonates with me the most to this day is my grandfather. He had dementia and a series of mini strokes that left him bed-bound for the best part of 10 years. In that time, I watched my nan go from an outgoing bubbly person to a shell of herself, someone with no confidence or meaning after he passed. The focus was on my grandfather, my nan and her needs were missed.

I have watched family members lose their confidence, their meaning and their self-worth when they don't get the support they need. I've seen a husband and wife relationship turn into patient and carer, and families spending their visiting time doing shopping, arranging appointments and not actually spending time with their loved one.

What is the most important element of the services you provide?

The people. Whether it's our staff or our clients, I genuinely care and want to create an environment where they are happy and excited about the day ahead. I want our clients to be excited for their next visit and not think: 'Oh, it's them again'.

I want what we do as a business to change someone's hour, day, month and life. That could be our client, because they're happy and confident or it could be their loved one, as they have the peace of mind that their mum, dad, sister, brother, friend is being looked after and has the support they need.

What services do you provide?

Bridgewater Home Care offers a comprehensive range of personalised services, tailored to meet individual needs, ensuring comfort, safety, and independence for clients within the familiar surroundings of their own homes.

Our services consist of:

Light housekeeping (Dusting, hoovering, meal preparation, changing bedding and laundry).

Companionship (Support our clients to access engage back into the local community, attend events, shopping, undertake other activities and hobbies, visit places of interest, escort to medical and personal appointments).

Personal care (Support to take a bath, shower, dress, undress, continence support, shaving, hair, make up).

Palliative care (Supporting our clients with life-limiting illness).

End of Life Care (Supporting those that are in their last few months' of life).

Specialist Care (We support clients with varying needs in specialist areas – Alzheimer's and Dementia, Parkinson's).

What do you think is the most common misconception when it comes to home care?

That care is just washing and changing someone. That it's purely a physical task and If you have support, you're not a capable person. To me, care is emotional, social and physical. The support we provide encompasses the values and expectations I have following my own



experiences. The social and emotional side is just as important as the physical. We also know that being a 'carer' is not an easy job and it can't be done by anyone.

It's one of the most rewarding jobs you'll ever do, but it's not easy. It's why we call our staff 'Care Specialists' because the role they play in someone's life is invaluable. They support different people, different needs, wants and personalities on a daily basis. It doesn't matter how they feel that day, they go in with the mindset: 'I'm here for you on every visit'. In a lot of cases, they're the reason that someone who gets support is living a fulfilling happy life.

What has been your most rewarding experience?

We have a client whose daughter is the main carer for her dad. The daughter has recently undergone surgery, so we were supporting them short-term on a daily basis whilst she recovered. She was so relieved and happy that someone was looking after her dad and that her dad was happy. It allowed her to rest and recover and it lifted a massive pressure. They asked us to stay on permanently for a few days a week because of the benefits they've seen in such a short time.

We also have a client where we provide companionship and light housekeeping. When we started, her daughters didn't spend quality time with their mum because every time they visited, they were sorting out the house and getting things in order. Now that we're supporting her, they're getting to spend time with their mum rather than housework.

What is the best way to contact Bridgewater Home Care if readers would like to know more?
Call 01858 414 331; email

Harborough@bridgewaterhomecare.co.uk or visit: bridgewaterhomecare.co.uk/harborough

We're based at the Harborough Innovation Centre and people are always welcome to come see us, all we ask is that you call beforehand so we can make sure we have biscuits!