



Adam Wilkins
 Regional Care Director, South West

Meet Adam, Regional Care Director for the South West

About me

“Hi, I’m Adam and as Regional Care Director, I’m responsible for making sure that all the customers we help day-in day-out across the South West and South Wales are looked after brilliantly. In order to do this, we need to have the very best carers and support teams there for them so that they can thrive within Helping Hands and do what they do best: care.

“I think we do everything possible to really understand our customers’ needs and then do everything possible to find the right carer for them. Our carers do a wonderful job, and they are special people who are ‘hardwired’ to care.”

Career Pathway and Professional Development

Adam has spent the majority of his career in the healthcare industry and worked for The Boots Company for over 17 years. His work centred around the pharmacy and medication side of the business, where he would lead teams in delivering the best service possible and achieving great commercial success.

More recently, Adam joined Caring Homes as their Operations Director, who are a provider of residential homes for the elderly. Here, he worked on colleague development and brand recognition, whilst ensuring customers and their loved ones were happy with the service they were receiving, finding solutions and making improvements across the business wherever necessary.

Throughout his career, Adam has completed many programmes of personal development and training courses, including a Business Development course at Nottingham University Business School. This has enabled him to grow his knowledge, expertise and authority within the care sector whilst retaining his business acumen.



Why I chose Helping Hands

“I was blown away by the professionalism and dedication to always doing the right thing for the customer and the teams. There is a great heritage here that is grounded in strong family values, and I’m thrilled to be part of it.”

“There’s lots I love about my job... first and foremost is having the privilege of helping people to develop into the best version of themselves, offering new opportunities and being part of an organisation, which has a purpose beyond profit. I love speaking to customers and, crucially, their friends and families - about the difference our people are making to the quality of the lives of the people we look after. The idea of helping people get some balance back in their lives is another driver too.

“I also get so much out of being part of a sector which is more than doing its part to look after the ageing population - enabling them to live in their homes for longer. I also quite like the business side of it too. You could say it is the ‘perfect job!’”

