



**Timothy Middleton**  
Area Care Manager-East

**Hello, my name is Tim  
and I'm the Area Care Manager for the East region**

### **About me**

Hello I'm Tim, the Area Care Manager for the East region. It is my responsibility to support the Helping Hands branches in the East region and ensure great care services are delivered which optimise the culture of Helping Hands. I support and manage a great team of branch managers to enthuse them to deliver great care services and a fantastic working environment for their teams.

## **My experience and expertise**

I have over 20 years experience in the retail and charity sector and have lead teams of all sizes to deliver great customer service and deliver financial results needed to grow the businesses. My favourite aspect of all these roles is working with people; from fellow leaders to volunteers. Those experiences drive me to always be supportive, motivated and listen to my teams to constantly improve the ways of working, the service we can offer and the positive difference we can make to people's lives.

## **Why I chose Helping Hands**

We are a community employer and service provider that excels in great service. Having worked in environments which support vulnerable people, I wanted to use my skillset and continue to support and build the business. This will ensure our team of branch managers continue to drive the Helping Hands ethos and support our fantastic team of carers to deliver the optimum level of care that we are famous for.