

New business opening in Portobello

✘ An international care company with more than 900 offices worldwide has found the ideal couple to open their first [Home Instead Senior Care](#) office in Edinburgh. Home Instead Senior Care which specialises in caring for older people in their own homes has opened its doors on Portobello High Street, hoping to create 40 new jobs in the area, serving clients across the East and North of Edinburgh.

For owners, local Edinburgh couple Andrew and Joanna Senew, this is an exciting new venture and a chance to use their business skills to help other people and put something back into the local community.

Andrew, who is a qualified Accountant, has recently been working for himself and had been for some time looking for a new opportunity in the care industry. He said:-“Having worked in the finance sector in a job that involved travelling abroad and latterly my own business, I am very much looking forward to working locally delivering a service which I know will be very rewarding. We have looked very carefully at what type of business would be most suited to us and when I discovered Home Instead, which is an award winning company, I immediately connected with the ethos of the company which is to provide high quality care to meet the different needs of each individual.”

Andrew is born and bred in Edinburgh whilst Joanna was born in Ballymena in Northern Ireland and came to Edinburgh initially to study and then to work for the National Trust for Scotland. The couple now have a 4 year old daughter Iona.

Andrew knows exactly what service they want to deliver and is passionate about making it happen. He explained:-

“My mother was fortunate enough to live independently in her old age and I know just how important that was to her. The services that we provide will help many other people to do the same which can really make a huge difference to peoples’ lives.”

Demand for Home Instead services is very high and Andrew and Joanna are looking to recruit up to 40 people with caring and compassionate natures to join their team.

“We need people who want a rewarding and flexible career providing care to people in their own homes. We offer full training so experience is not necessary but candidates may have had personal experience such as looking after a loved one which they have enjoyed.”

Home Instead Senior Care is changing the way care is delivered in the UK. Their service is tailored to the needs of individual clients and ranges from companionship, meal preparation, light housekeeping, post-discharge care, personal care, medication reminders, shopping and errands. The service is totally flexible to meet client needs and is available from as little as 1 hour to 24 hours a day, seven days a week.

For more information on joining the team or on the services provided, please call the Edinburgh office on 0131 300 0599 or visit www.homeinstead.co.uk