

In celebration of  
INTERNATIONAL  
WOMEN'S DAY

## CARING FOR THE CARERS – ONE WOMAN'S STORY

**HANNAH DRURY**

Woman Franchisee of the Year FINALIST

*Caremark Sutton*

Take a single mum who is home schooling two young children and running a successful care franchise (which saw a 535% profit increase during a national pandemic) and what have you got? Hannah Drury.

Hannah spent four years learning how to grow her franchise business. She admits she took two steps forwards and ten back at times, in order to make sure she got it right. But, with experience behind her, she was excited as she entered 2020, and had 'clear vision and goals' for the franchise.

In March, when Covid-19 first struck, Hannah reacted quickly, reorganising her entire management team so they could work from home. She recognised the need to keep the lines of communication open, so staff could check in with each other. This led to daily work calls and weekly team catch-ups with a quiz and a glass of wine, to help reduce stress and anxiety.

Hannah is demonstrably, the kind of person who goes 'above and beyond.'

To enhance their training, Hannah arranged for staff to spend time on a 'Dementia Bus'. This involved completing a series of basic activities – like making a hot drink – whilst wearing dark sunglasses, headphones and multiple-layered gloves, which simulated the condition. Hannah recognised this gave everyone a better understanding of what her dementia clients deal with on a daily basis, and how she can improve the future care they delivered.

In addition to this, Hannah wanted to make a difference to people in the local community. In memory of her sister, who died of cancer when she was only 18, Hannah created 'chemo survival kits' goody bags. She also highlighted the important role carers play in society with a social media campaign. 'Do You See Me?' teamed carers photos with their answers to questions like: 'What's your favourite thing to do when you're not working?' Of the campaign Hannah said, "It finally feels as if society is realising the true value of our staff, and it's amazing."

*Franchising offers all women, the chance to 'be their own boss'. Organisations like, the British Franchise Association (bfa) and Encouraging Women into Franchising (EWiF) proved support to women wanting to enter franchising, with services like EWiF's volunteer mentors to the bfa's free online Prospect Franchisee Certificate.*