

In celebration of
INTERNATIONAL
WOMEN'S DAY

KEEPING IT CALM AT THE TOP

LUCY CAMPBELL

Right at Home

Woman Franchisor of the Year FINALIST

As you can imagine, being the franchisor of Right at Home, a domiciliary care provider with over 60 franchisees, was not an easy job last year. However as the Chief Operating Officer, Lucy Campbell not only steered the ship through a stormy 12 months, she also set the tone and demonstrated all the necessary skills to be a true leader.

At the outbreak of COVID-19, Lucy quickly established a taskforce, seeking opinions from across the network on all key decisions. This gave Lucy and her senior managers an 'ear to the ground' throughout the uncertainty.

She personally spearheaded the Right at Home's communications, including delivering weekly webinars for franchise owners to give relevant key updates from the Government into easily digestible information, with a Q&A session. These were accompanied by weekly information updates and wellbeing calls with all franchisees. Franchisees also had access to a 24/7 on call team to ensure they felt supported any time, day or night

As a result, Lucy's calmness and tone of reassurance were felt through the entire franchise.

Aside from running the network, Lucy also heads up a team of 19 at the company's head office. She introduced individual wellbeing and weekly team calls with staff working from home, to share news, best practice, challenges and successes. An independent satisfaction survey of staff scored Right at Home's head office 92% and the leadership team 98%, a reflection of Lucy's passion and dedication and her ability to adapt daily operating procedures to adjust to a rapidly changing environment.

In 2020 Lucy won the EWIF Woman Franchisor of the Year Award and was named in What Franchise's 100 Women in Franchising'. An influential woman in her sector, Lucy sits on the board of the UKHCA (UK Home Care Association), helping to shape issues in the sector, and is a keen supporter for the Alzheimer's Society.

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.