

Bluebird Care (New Forest)

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With their main office based in Lymington, Bluebird Care (New Forest) provides care for the elderly and people with learning difficulties in the comfort of their own home.

The business has grown quickly since its creation in late 2012 from a single Care Manager to today where around 35 staff are employed. This growth was boosted by a strong marketing campaign which included active leafleting and small community events in order to get the brand locally known.



The steady but strong business growth during the first two years of trading has been largely down to the carefully constructed business plan. Whilst this has been a thorough document, it has also been regularly reviewed and updated to take account of updated operating costs which can impact profitability.



The business has also been able to consider the needs of employees and adapt accordingly. For example the business has invested in GPS technology allowing Care Assistants to update the office immediately of medication changes, changing care needs etc. The GPS is one crucial differentiation of Bluebird's brand within this industry.

The company is proud of glowing feedback received from customers. They work to establish very good rapport with customers in order to help them in difficult times. They also work closely with the professionals in the area such as doctors and district nurses. They have received various letters from customers expressing their gratitude for the service received .

