



# A Perfect PA

Elite Support at Home



Support  
as Unique  
as  
You Are!

**Elite:** *“superior in terms  
of ability or qualities”*





Welcome to A Perfect PA. My name is Sarah and I created this unique company in 2017.

## Who Are We!

Having worked in the care industry for many years, I was becoming aware of a 'gap' that was not being filled by traditional care agencies due to time restraints. The 'gap' was simple—not everyone that requires some help to stay at home and keep independent needs personal care and it is still true today.

So, built on the premise that “everyone needs a little help sometimes”, I developed the company to fill this gap, providing much needed companionship, lots of housework, shopping, paperwork and getting out and about with clients. I also wanted, very strongly, to ensure that our support followed the edict of Independence, Choice and Control and specifically matched with the client, after all, no-one wants someone fussing around them that they don't get on with!

We have grown as people, as a family and as a caring business so much since 2017, developing and learning to make our service better and I am so proud of what we offer to you our clients and to our wonderful PA's.

We are a truly unique service and we pride ourselves on transparent, safe care, working closely with clients, family members and professionals to ensure a tailored support plan is specific to **your** needs, **your** wants and **your** wishes and not to ours! Support as individual as you are!

We are also active in trying to improve the perception of our Care Industry and especially those carers who work so hard for us all. As such, our PA's are recognised as Professionals in their field—one day the role of a carer will be acknowledged as a profession, until that time we keep fighting!

From  
our  
Family  
to  
Yours!


*Sarah\*\**





# What is a Personal Assistant?

A Personal Assistant is not the same as a carer. A PA or Personal Assistant is someone who is truly personal to a client, is extremely flexible and who will support them with whatever activity, chore or errand they may need a hand with. Traditionally they are self-employed individuals and can be found via specialist Agencies or they might advertise themselves for work.



This is why A Perfect PA is unique. We are the only service in the UK to employ Personal Assistants in exactly the same way as a care agency would employ their carers. This means that our clients are assured that all our PA's are fully trained in mandatory and advanced skills, are DBS checked, fully insured and hold business insurance for their cars.

A Personal Assistant is much more flexible than a carer. Yes, they will have a support plan to follow, but every visit can be different and we will do what our client would like to do on that day regardless. An example would be that we would turn up for a housework call, but it's a lovely day and the client fancies going for a walk – well, a walk it is – cleaning can be done next week!



*“Since starting with Perfect PA, I have found that no two days are the same, I enjoy seeing the joy on clients faces when I arrive, it really makes their day as I may be the only person they see. It is far from a boring job, I love all my customers and the bonds I have gained with them adds to the enjoyment of this role.”*

*The idea of doing a few household chores, taking to appointments/shopping or just a coffee and a chat really suits me and I know my customers enjoy it too”*

**Caron: PA with A Perfect PA Limited (Hillingdon)**



# Our Services

## Companionship

The basis of everything we do is companionship and is the reason we were originally created.

Companionship is vital for our mental and physical health as well as general wellbeing.

Regular social interaction is essential to make sure we don't feel forgotten or left out. Families are so busy these days and we can 'bridge' the gap for everyone by providing vital regular visits for social or other reasons, whilst at the same time ensuring a loved one is well, safe, healthy and happy.

*A good & caring company should provide a service to you that is all about...*

**YOU!**

## Personal Care

We do not provide medication administration or personal care. We do, however, prompt and support clients with this. There is a reason we don't provide this service and it is the reason we were created in the first place. There are many care agencies who deal specifically with providing personal care but are unable to support in other ways. We fill that 'gap', a much needed service to help individuals to remain as independent as they would like, a service that was overlooked in the past and yet is extremely important for people's mental health and wellbeing. After all, everyone needs a little help sometimes!

## Shopping

We often do shopping with our clients or on their behalf, but we will try to encourage them to come with us if they can, so they can get out and about and choose what they fancy. A Perfect PA is one of the first homecare companies to use *Clevacard*, a new and totally safe way of 'using' client's money to buy things for them that they need without using their cash or bank card. For only a small monthly fee, client's or family members can upload money onto a card that our PA's can use on behalf of the client as required. Receipts are saved and statements are available monthly for true transparency — ask us about *Clevacard* when you call!



# Our Services

## Daily Living Skills / Life Skills

Our clients vary in age from 18 to 100 and younger clients with a learning or physical disability or mental health issues, require a different, more dynamic support plan. This can include, 'daily living skills' which can range from going out into the community to build social skills and confidence, to support with accommodation, college and work. We can help with keeping on top of finances, form filling, benefits and virtual wallets right through to eating well, self-care and motivation. We can also accompany clients to day centres or work placements to ensure they feel secure and safe whilst allowing them to enjoy the freedom and experiences those amazing facilities can offer. Daily living can encompass a lot of things and this is where our flexibility comes to the fore. Our PA's are fully trained in learning disabilities, Autism and challenging behaviours.

## Cooking

Ensuring that clients have a hot tea or dinner is a mainstay of our work. It might just be preparing a sandwich or it could be 'bulk' cooking fresh home-cooked food for the week to freeze for easy microwaving. Our elite service means that we will always be on the lookout for out of date food in fridges, freezers and cupboards and keep on top of items running out – milk and bread, tea and coffee and of course biscuits - can't go without these!

## Housework

Ask our PA's, we do a lot of this! We are not professional cleaners; we do not provide cleaning products or equipment but use the client's preferred choices.

We help clients to keep on top of things and if something needs doing we will do it. We change a lot of beds and do a lot of hoovering, washing and washing up, all in our stride. Our role is not to 'take over' but to support to make life easier and if we can encourage our client to do something with us, we will.



*"When you are a care giver, you know that everyday you will touch a life or a life will touch yours"*

Anonymous

# Our Services

## Out & About



To enable us to provide our elite service, all our PA's have cars with business insurance to be at your service to get out of the house for a while. Garden Centres are a favourite at all times of the year for coffee and cake, but we have enjoyed visiting National Trust properties, shopping trips, Day Centres and even visits to family members or friends for the day. Sometimes it is just nice to get out for a walk and a chat...

## Appointments

Our PA's can support with booking, cancelling and changing appointments for clients. We can also support clients in getting to the appointment and back again - sometimes staying with them to ensure that any information given is written down on their behalf. Give us a call and we can see how we can help.

## And much more....

Since 2017 we have supported some amazing clients with some fantastic events. Helping the Colonel to get ready for Remembrance Sunday, polishing his shoes and medals whilst enjoying hearing his story of D-Day and then proudly watching his parade. Taking a client to London for the day as she was struggling to go on her own with her wheelchair—taking in all the sites, eating, drinking and more importantly, having fun. We have been swimming, to Legoland, Windsor Castle and a night out at the theatre. We have even supported a client with her beautiful new baby to help her be the best mum ever!



*"There are several reasons why I enjoy working as a PA. Going to work feels like I am visiting a friend & doing a few errands for them. No two days are the same & I get to meet different people, help them in different ways & hear different life stories. But the most rewarding part is when I see the difference I make in someone's life, giving them peace of mind, helping them live in their own home as long as possible, helping them with everyday tasks whenever they need me"*

**Anita: PA with A Perfect PA Limited (Herts)**





*Sarah Jones*

**Managing Director**

Following a diagnosis of Secondary Breast Cancer in June 2015, Sarah was motivated to do something positive with her life and A Perfect PA Limited was born, to not only provide a unique style of support to vulnerable adults, but also to give something back to the community for the support she has and is still receiving.

With 15+ years management experience in the Care Industry, she has worked in both residential settings and supported living provisions. A manic organiser, a control freak and a lover of spreadsheets, she relishes the challenges that this unique Company throws at her every day. She very much enjoys working with her daughter and Holly, mentoring them to become the best they can be as well as positive ambassadors for the Care Industry.



# Our Team



*Kelsey Toner*

**Service Director**

Kelsey is Sarah's daughter and from the age of 16 worked in supported living provisions, providing care and support to vulnerable young adults. After spending a few years with a change of career as a hairdresser, working in salons in Central London and Amsterdam, Kelsey is now back in the UK (much to Sarah's delight!) and works full time for A Perfect PA.

Loved by all our clients, Kelsey is down to earth, loyal, fun, hardworking and a great advocate for 'transparent' care. She will go the extra mile for clients, their families and our PA's alike.

Kelsey will be the one you will meet for your assessment and reviews and she will work closely with you to ensure your service is what you require. She also supports, supervises and manages our PA's.

**Flexible  
Support  
At Home  
For You  
When You  
Need It**



Holly Phillips

Operations Director

Holly began with A Perfect PA in 2018 as a Personal Assistant, working on a daily basis with one lovely client. After a year living in Amsterdam, experiencing some travelling, working and fun (no doubt), Holly returned to the UK and took a course in beauty. Unfortunately on completion of training and after only a few months in her first job, Covid hit and she found herself at home. She supported A Perfect PA on a voluntary basis during the Covid 'year' and was persuaded to join us as our Operations Director in late 2020 on a full time basis and we are so pleased she said yes!

Her fantastic ability to organise and her bubbly personality make her an asset to our team and she will normally be the first person you speak to. As Operations Director, Holly keeps on top of the day to day running of the business, referrals, invoicing, Clevacard and keeping in close contact with you, our clients.



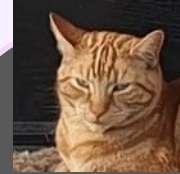
# Our Team



Duke  
CEO of Bones



Roo  
Director of Barking



Goldie  
Executive Mouser



Tenzing  
Junior Scraps Eater



Eddie  
Junior Ball Chaser



# What they say about us!



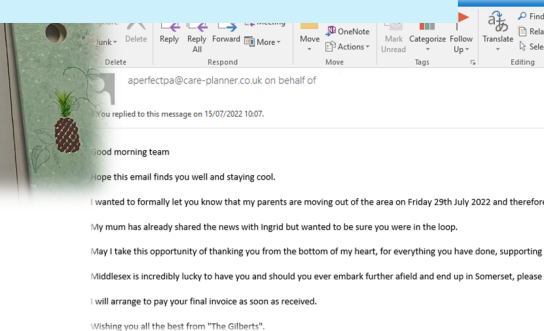
Dear - Kelsey  
I just want  
to thank you  
for all the help  
you have given  
me  
Thankyou for  
sending me the  
washing machine  
instructions  
Please excuse  
writing  
you are most  
kind  
and Regards  
Brenda xxx

"Dear Kelsey  
I just want to thank you for all  
the help you have given me  
Thankyou for sending me the  
washing machine instructions"  
**Brenda**

"May I take this opportunity  
of thanking you from the  
bottom of my heart, for  
everything you have done,  
supporting my mum (and  
dad) at what was a truly  
difficult time, before our  
introductions to your  
company.

Middlesex is incredibly lucky  
to have you and should you  
ever embark further afield  
and end up in Somerset  
please let us know!"

**S Gilbert**



"Hello Everybody

Thank-you all for  
the help you give us  
OAP's.

You really are my  
Guardian Angel and I  
really don't know  
how I'd cope with-  
out you.

My love and thanks"

**A Sale**

Hello Everybody  
Thank-you all for the  
you give us OAP's, to  
if, you really are my  
Guardian Angel and I really  
don't know how I'd cope  
without you. My love and  
thanks  
Angie Sale  
x

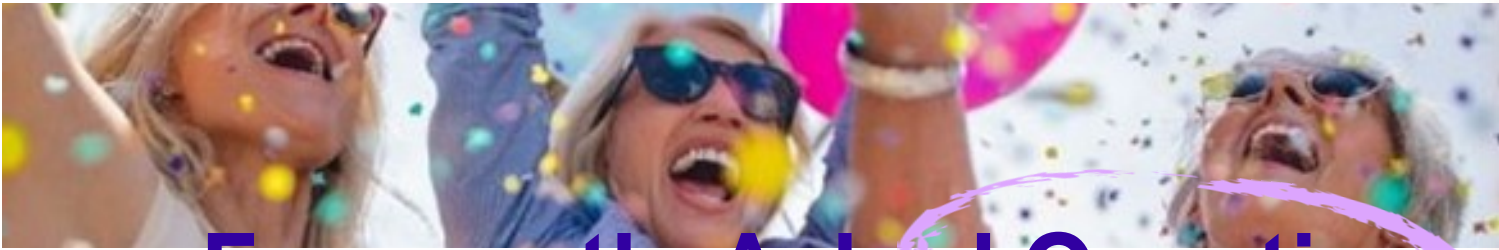
"Dear Sarah

... I will also take this  
opportunity of thanking 'A  
Perfect PA' for the first  
class help you and your  
ladies provide.

They do bring a touch of  
laughter and happiness  
which I enjoy so much"

**P Smith**

my apologies for the delay  
account with you.  
cheque for £152-25 to  
be dated.  
So this opportunity of  
first PA' for the first  
and your ladies provide  
a touch of laughter  
which I enjoy so much.  
thanks for the future  
Peter Smith



# Frequently Asked Questions

## Can I choose my PA?



Our PA's work in areas and following assessment we will introduce the PA in your area we feel would match you best. We will also, over time, introduce another 1 or 2 PA's so that you can meet others who will support you if your PA is sick or on holiday. We know that not everyone gets on and we know that it is not personal but preferential, so if you do not feel you 'match' with the PA we suggest, we will do our best to give you a new one. To be honest, all of our PA's are truly lovely people, so we think you will be pleased.

## Do you offer 'ad-hoc visits?

Yes of course, if we are able to accommodate the day and time you would like. We do try to encourage clients to book any appointments during the time they have their PA, but we understand that is not always possible. Please give us as much notice as possible for any 'ad-hoc' calls to give us time to sort out the rota, if we can't do it we will let you know quickly so that you can make other arrangements or change the appointment.

## What is your Cancellation Policy?

We ask that you inform us of cancellation as early as possible and we make no charge for cancellations received 48hrs before your visit. Please see our full Terms & Conditions for our full policy.

## What is your minimum visit time?

All calls are a minimum of 1 hour per week. After this 1st hour, calls are charged per 15 minutes

## How do Bank Holidays work?



We charge 1½ times the hourly rate for Bank Holidays and we pay the same to our PA's. We will always ring you in advance of Bank Holidays to see if you want your call if it falls on that day. If you would prefer to cancel it there will be no charge and if we can, we will move it to another day for you.

*All our Personal Assistants are Fully Trained and with Enhanced DBS Checks*



# Frequently Asked Questions

## Can I contact my PA direct



We respectfully ask that all calls come through Head Office. Our PA's may be at another client when you want to talk to them or they may be off. Head Office is open 5 days a week, so we can answer any of your queries, get a message to your PA, book extra calls or cancellations or even just have a chat!

## Are your PA's paid minimum wage?

Absolutely, they are paid above minimum wage as well as travel allowance. They are all Contracted which means they get paid for a full day's work, not just the hours they are with you — this is very important to us!

## Are your PA's vaccinated against COVID-19?

As a company we strongly believe in vaccination to ensure we protect ourselves, our families and our clients. We therefore encourage all our PA's to be vaccinated and will provide that information to you regarding your PA as required.

## How do I pay for my service?

Our preferred method of payment is Direct Debit. We can accept Bank Transfer or payments over the phone. We do not accept cheques or cash. Invoices are raised on the 21st of the month and should reach you within 2 days. Any invoice queries will be dealt with quickly regardless of how you pay, so if you are on Direct Debit and an incorrect amount has been charged we will instantly refund you. We can work with clients on Virtual Wallets or Direct Payments.

## How do Bank Holidays work?



We charge 1½ times the hourly rate for Bank Holidays and we pay the same to our PA's. We will always ring you in advance of Bank Holidays to see if you want your call if it falls on that day. If you would prefer to cancel it there will be no charge and if we can, we will move it to another day for you.





# Frequently Asked Questions

## Do you still visit during Pandemics or Epidemics?

Yes we do. Like any traditional care agency we worked through COVID providing the same service and support that we always offer. We follow the guidance provided by the Government, the UK Health Security Agency and your local Authority during any pandemic or epidemic situation including heat and cold warnings. We will still wear masks if you would like us to and we still continue to observe hand hygiene on entering and leaving any client's property. If you have COVID we will still visit but with increased PPE—we won't leave you alone!

## What is Clevacard?

We are one of the first homecare companies to offer this as a way to safeguard your money. *Clevacard* is a virtual card that our PA's hold. You upload funds as required, via your preferred payment method and the PA can use those funds to buy things on your behalf. It stops PA's from using your personal card or cash which is not safe for you or your PA. You will be sent a monthly statement showing any spending and funds made as well as copies of receipts.



## What if I'm not happy with your service?

We have a robust compliments and complaints policy. Of course, everyone loves a compliment but complaints are extremely important as it is a way for us to learn what we are doing wrong and put it right. We encourage you to let us know how we and your PA are doing but we will formally contact you by email or letter, twice a year, to check how we can improve our service to you. We do the same with our PA's through regular appraisals and supervisions to ensure they are happy in their work and that we are supporting them. If you are not happy about the way we handled your complaint, you can report us to the Homecare Association and to your local Authority who will look into the issues on your behalf.

# Sounds Good?



## First Step

If you are interested in our service or would like to learn more, please call us in the first instance. We can then have a chat and find out more about you and your requirements and arrange to visit. This is our chance to meet you and you to meet us and to further find out what you would like from our service, be they needs or wishes. You may wish to have a family member with you at this assessment or sometimes a relevant professional will attend. We will make some notes and ask you if you are happy with us retaining information for our systems to ensure that we share (only relevant) things about you with your PA to enable them to provide the service you asked for, specifically and unique for you.

## Taking our Service

If you decide to take our service, we will ask you to sign a Consent to Support form to ensure that you are fully aware of what we are providing and that you are happy to have us around. We will then start the process of introducing 1 or 2 PA's to you that we feel would be a great match. Please remember, not everyone gets on with everyone and our PA's do not take offence if you wish to try someone else. After a few months of visits, our Service Manager will contact you to ensure that you are still happy with your PA and the service we provide. If we feel that there are concerns surrounding your support or safety we will speak to you about this to try to solve any issues arising and we work closely with local safeguarding teams to ensure you are safe at all times.



# Our Mission Statement

We will provide a safe and supportive experience to all clients. We will treat all clients, employees and others who have contact with our Company, as individuals with needs, requirements, wants and wishes that are personal to them and we will endeavour to ensure that all choices are upheld. We will respect and treat equally all and any individuals regardless of race, culture, gender, disability and religious beliefs. Our duty of candour means that we will always apologise for any error or mistake we may have made regardless of fault and will learn from any such fault we have been involved in to make our service better and safer for our clients.

## Independence, Choice & Control

As part of assisting with age related or physical or learning-disabled clients we will encourage *independence, choice and control* – giving individuals every opportunity to develop independence whilst employing a Personal Assistant to support them in their required services. To provide choices and options without restrictions with risk assessed parameters to ensure a full and varied experience.

## Trustworthy

As part of our Company ethic we will be **trustworthy** - we promise a safe and reliable service that values the privacy and discretion of all individuals and we strive to maintain dignity and individuality at all times and are sensitive to changes including social, emotional, medical, cultural and spiritual.



## Knowledge & Experience

To do all of this and to provide our PA services, we promise *knowledge and experience* - to provide Personal Assistants who are fully DBS checked, in receipt of 2 full references and who will receive on-going training whilst being supported by an encouraging and caring Management Team at all times. PA's will be supported to enhance their qualifications within the industry if they so require and they will be regularly supervised and assessed to ensure that they are working in line with this Mission Statement and the requirements of the client they are supporting.





**Contact Us**



**A Perfect PA**

Elite Support at Home

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**01895 717805**

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HENLOW  
SG6 9HU**

**Website:**

**www.aperfectpa.co.uk**





# A Perfect PA

Elite Support at Home



PAUL  
STRICKLAND  
SCANNER  
CENTRE

*A Perfect PA is proud to support*



**“If the person you  
are talking to  
doesn’t appear to  
be listening, be  
patient. It may  
simply be that he  
has a bit of fluff in  
his ear!”**

*Winnie the Pooh*

Proud members of



**Homecare  
Association**

Membership No. PM005590