Hemby Brings a Nordic Community-Based Approach to Home Care in London

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First came Hygge, the Danish art of cosiness. Then Fika, the Swedish version of afternoon tea. Now, another Nordic concept is making waves in London, but this time in the elderly care scene. Hemby, a community-based model for everyday support for the elderly, has launched in the UK capital, aiming to provide a fresh, neighbourly approach to home help for seniors.

Community-Based Care

"We believe in community-based care, where people help each other out, just like in the old village days," says Richard Nordstrom, founder of Hemby. "Our service connects people who want to help with those who need help, all within the same area or neighbourhood."

Hemby, which means 'home village' in Scandinavian languages, is built on a simple yet powerful idea: to strengthen local communities so people can support one another. In a city where neighbours often barely know each other, Hemby has created an innovative digital platform that connects seniors with trusted helpers from their own community.

A Care Service Built for Family

The creation of Hemby was driven by a personal frustration with the state of elderly care. When Richard's mother needed support, he realised that existing services were insufficient. The main issues were frequent changes in carers and unreliable visit schedules. Visits were often rushed and lasted only 10 to 15 minutes, leaving family members with little insight into the care provided.

At Hemby, visits are relaxed and unhurried, allowing seniors to build a relationship with their helper. "When the same person is visiting, there's no need to explain preferences or routines every time. Plus, because the helpers are from the local area, less time is wasted on travel," says Richard. With real-time updates, family members now have clear visibility and peace of mind about the care their loved ones are receiving.

Care Provider in London

While Hemby's CQC approval process is underway, the company is already bringing its community-based approach to home care in London. Hemby offers everyday help and companionship care to seniors, connecting them with trusted helpers from their local area. By connecting helpers with seniors in their own neighbourhoods, Hemby is redefining modern senior care, bringing back a sense of local community to everyday life.

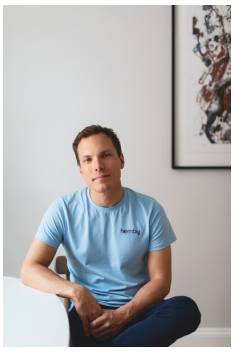
The company takes pride in its careful selection of helpers, with fewer than 5% of applicants meeting its strict criteria. This selective process helps ensure high-quality care, and Hemby has received positive feedback from the thousands of clients served in Finland and Germany, with an impressive customer satisfaction rating of 4.9/5.

Hemby's Growing Presence in Europe

Having established a strong presence in Finland and Germany, Hemby is now offering services in London. Hemby's mission to provide accessible, neighbourhood-based care remains at the heart of its operations. With experience in supporting thousands of seniors across Europe, Hemby looks forward to helping more people live independently with local, reliable support here in the UK.

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