

HARTWIG CARE

By: Emelie Krugly | Photo: Elisa Noguera Lopez

Swede Nadja Shaw is the founder of Hartwig Care, a care agency that guarantees a service that is uniquely tailored for each of its clients. It all started ten years ago in a North London basement and today offers its services throughout London. Nadja Shaw can certainly be proud when 550 of her guests enter Hampstead Town Hall for Hartwig Care's anniversary festivities in November.

When Scan Magazine visited Nadja at her offices in Kentish Town, northwest London, there was a buzz in the air; people were coming and going with staff members preparing for training sessions, and Nadja apologised for the bustle and told us that they are about to open their second office in Hampstead.

The story behind this operation began in Sweden when Nadja as a little girl observed her mother, a physiotherapist, lovingly care for her patients.

"She is simply an amazing person; her nursing really made a difference to people's lives and inspired me. Many of her clients were chronically ill and some of them with only a short time to live. My mother managed to reduce their fear and anxiety; seeing this I felt that I also wanted to make a difference to people's lives one day, so I studied to become a nurse."

In 1996 Nadja moved to London, intending to improve her English and work for a while, planning to return to Sweden afterwards. As with many adventurous Scandinavians things turned out differently. "I was surprised to find how different things were in the UK when I started nursing and realised that there was a gap in the market and I thought to myself that I can do this better. Things slowly started to



Nadja Shaw at her office.

grow without any marketing, Hartwig Care was formed and started to build a name for itself. We have not pushed it, it has all come to us," Nadja Shaw explains.

Hartwig Care can offer a number of different services, for both private clients and service users referred from Social Services in London. Hartwig Care also provides direct payment care to clients with conditions such as MS, Parkinson and other physical disabilities as well as care services for the elderly, people with learning disabilities and mental health problems, but also clients who can manage on their own but need a bit of support to maintain their independence.

The recruitment procedure is very thorough. Many of Nadja's staff members are well educated people from all walks of lives. "I really value my staff and I want them to be proud of their work; we ensure that we have regular assessments and encourage staff members to be active in other areas and disciplines within the company. For instance, one of my carers is currently updating the website in anticipation of the second office. I also appreciate individuality and there is no dress code or uniform. Many of my clients are house-bound and for them it's nice that carers can bring a little of the outside world into their homes and lives."

Hartwig is named after Nadja's much loved grandfather, delicatessen businessman and crayfish importer Olle Hartwig. "I grew up without a father and my grandfather became a male role model in my life. He was a very generous and loving man whom I felt I wanted to honour."

For more info visit www.hartwigcare.co.uk