



## **COMBINED CARE AGENCY SETUP PACKAGE**



## Setting Up a Service Care Agency for Optimal Results

Start a dual service care agency with a package that combines staffing and domiciliary care services for maximum impact. By offering comprehensive solutions to clients, you can build a scalable and successful business model. At Care Sync Experts, we provide the support needed to kickstart your venture effectively.



# TABLE OF CONTENTS

01	About Us	09	Forms, Documents, and Policies
02	Why Choose Care Sync Experts?	10	Operations and Management
03	Combined Care Agency Setup Package	11	Virtual Phone Number
04	Dual Business Setup	12	How Does Care Sync Experts Work?
05	Assistance with Comprehensive CQC Registration, Interview, and Preparation	13	Package Pricing
06	Branding and Marketing Materials	14	Frequently Asked Questions
07	Website Development	15	Contact Us
08	Recruitment and Staffing Solutions		

## ABOUT US

Care Sync Experts is a leading consultancy dedicated to supporting and guiding entrepreneurs and businesses in the home care industry. Our mission is to empower you with the tools, knowledge, and resources needed to create a thriving home care business that delivers high-quality services to those in need. With years of experience and a deep understanding of the healthcare sector, we are committed to helping you navigate the complexities of establishing and running a successful home care agency.



### OUR VISION

We believe in conducting our business with the highest standards of honesty and ethics. Our transparent and trustworthy approach ensures that you can rely on us for accurate and reliable guidance.



### OUR MISSION

To empower entrepreneurs and businesses to establish and grow successful home care agencies that provide exceptional care and support to individuals in their own homes.



## OUR CORE VALUES



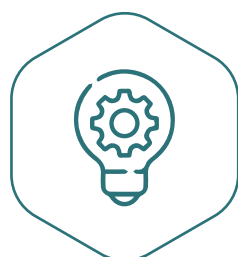
### INTEGRITY

We believe in conducting our business with the highest standards of honesty and ethics. Our transparent and trustworthy approach ensures that you can rely on us for accurate and reliable guidance.



### EXCELLENCE

Our commitment to excellence drives us to continuously improve and provide the best possible services to our clients. We strive to exceed your expectations in every aspect of our consultancy.



### INNOVATION

We embrace innovation and leverage the latest technologies and best practices to help you stay ahead in the competitive home care industry. Our solutions are tailored to meet your unique needs and challenges.



### COLLABORATION

We work closely with you, understanding your vision and goals, to provide personalised support and guidance. Our collaborative approach ensures that we are with you every step of the way.

## OUR EXPERTISE

With a team of seasoned consultants and industry experts, Care Sync Experts offers unparalleled expertise in the home care sector. Our comprehensive services are designed to support you through every stage of your business journey, from initial planning to full-scale operations. Our areas of expertise include

### ► BUSINESS PLANNING

Crafting detailed and strategic business plans that set the foundation for your agency's success.

### ► REGULATORY COMPLIANCE

Ensuring your agency meets all regulatory requirements and standards, including CQC and Ofsted regulations.

### ► BRAND DEVELOPMENT

Building a strong and recognisable brand that resonates with your target audience.

### ► MARKETING AND PROMOTION

Implementing effective marketing strategies to attract clients and build your agency's reputation.

### ► OPERATIONAL EFFICIENCY

Streamlining your operations to enhance efficiency, productivity, and service quality.

### ► TECHNOLOGY INTEGRATION

Leveraging the latest technology to optimise your business processes and improve client care.

# WHY CHOOSE CARE SYNC EXPERTS?

When it comes to establishing and growing your home care agency, choosing the right consultancy partner is crucial. Here's why Care Sync Experts stands out.

## 1. Tailored Solutions

We understand that every business is unique. Our services are customised to meet your specific needs and objectives, ensuring the best possible outcomes for your agency. Whether you're just starting out or looking to expand, we provide solutions that are designed to fit your particular situation.

## 2. Comprehensive Support

From the initial setup to ongoing operations, we offer end-to-end assistance. Our support doesn't stop once your agency is up and running; we continue to provide guidance and resources to help you navigate any challenges and seize new opportunities.

## 3. Proven Track Record

Our successful track record speaks for itself. We have helped numerous clients establish and grow their home care agencies, and we are proud of the positive outcomes we've achieved together. Our clients' success stories are a testament to our dedication and expertise.

## 4. Experienced Team

Our team comprises seasoned consultants, regulatory experts, marketing professionals, and IT specialists, all dedicated to your success. We bring a wealth of experience and industry knowledge to every project, ensuring you receive the highest quality of service.

## 5. Attention to Detail

We pay meticulous attention to every detail, from timeline scheduling to project management. We keep a close eye on both your budget and calendar, ensuring that everything runs smoothly and efficiently without any surprises.

## 6. Competitive Pricing

We offer competitive and fair prices with no hidden costs. We communicate any additional or unexpected expenses in good time, ensuring you are always in control of your budget.



7. Innovative Approach

We adopt a progressive approach to technology, providing an innovative environment that enhances your agency’s operations and customer satisfaction. From IT setup to marketing strategies, we leverage the latest tools and techniques to keep you ahead of the curve.

8. Creativity and Branding

We excel in building strong, recognizable brands that stand out in the market. Our creative team works with you to develop a brand identity that resonates with your target audience and reinforces your agency’s mission and values.

9. Commitment to Excellence

Our commitment to excellence drives us to continuously improve and provide the best possible services to our clients. We strive to exceed your expectations in every aspect of our consultancy.

10. Client-Centric Approach

We put our clients at the heart of everything we do. By understanding your vision and goals, we tailor our services to help you achieve them. Our collaborative approach ensures that we are with you every step of the way, offering personalised support and guidance.

PRICING  
PACKAGE

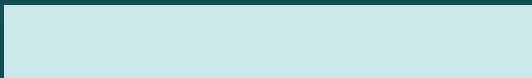
EXCLUDING VAT

Our startup package ranges from

£8,000.00



£500





# WHAT IS A DOMICILIARY CARE AGENCY?

A Domiciliary Care Agency offers a comprehensive range of services designed to support individuals in their own homes. These services aim to maintain the client's health, hygiene, dignity, and safety, enabling them to live independently and comfortably.

**Some key services include:**

## PERSONAL CARE

Assistance with daily activities such as bathing, dressing, and grooming

## HOUSEHOLD TASKS

Help with routine tasks like cleaning, cooking, and laundry

## COMPANIONSHIP

Providing social interaction and emotional support

## MEDICAL SUPPORT

Administering medications, monitoring health conditions, and coordinating with healthcare providers

# GROWING DEMAND AND DEMOGRAPHIC TRENDS

The demand for domiciliary care services is on the rise, driven by significant demographic shifts

## AGEING POPULATION

According to the Office for National Statistics (2016), the population of individuals aged 65 and above in the UK is expected to increase by more than 20% by 2024. This demographic is growing five times faster than the working-age population.

## INCREASED LIFE EXPECTANCY

Life expectancy is projected to rise to approximately 85 years by 2026, resulting in a higher prevalence of age-related health conditions.

## HIGHER PROPORTION OF OLDER ADULTS

By 2024, the population of those aged 65 years and above will surpass that of those under 15 years, highlighting the growing need for elder care services.





# PROMOTION OF INDEPENDENT LIVING

The UK government actively promotes independent living through various initiatives, providing a substantial opportunity for domiciliary care agencies



## GOVERNMENT INITIATIVES

Support from local authorities, the National Health Service (NHS), Clinical Commissioning Groups (CCGs), and Health and Social Care Trusts (HSCs) encourages the development of home care services.

## INSUFFICIENT STATE FUNDED SERVICES

With state-funded home care services unable to meet the growing demand, there is a significant opportunity for private care providers to fill this gap.

## PREFERENCE FOR HOME CARE

Many individuals prefer receiving care in the comfort of their own homes, leading to increased demand for trusted and reliable home care services.



# DEMAND FOR HOME CARE SERVICES

The UK's home care market is thriving, offering lucrative opportunities for new and expanding businesses

## MARKET VALUE

The market value for home care services in the UK is approximately £9.5 billion, reflecting a 4% increase since 2016-17.

## COMMUNITY IMPACT

Home care services play a crucial role in enabling people to remain in their communities, enhancing their quality of life and well-being.

## GROWTH POTENTIAL

With the private sector expected to see unprecedented growth, the home care market is an attractive and worthy investment for organisations looking to establish or expand their operations.





# WHAT IS A TEMPORARY STAFFING AGENCY?

Temporary staffing is essential for providing flexible and reliable staffing solutions in the healthcare sector. Our services ensure you can meet the growing demand for skilled healthcare professionals while maintaining operational efficiency and quality care.

## WHAT INCLUDED IN OUR COMPREHENSIVE PACKAGE



### DUAL BUSINESS SETUP

#### Business Registration

We handle the process of registering your company for both services, providing you with digital certificates of incorporation.

#### Comprehensive Business Plan

We work together to create a detailed business plan that includes financial projections, cash flow forecasts, and profit and loss statements tailored to your specific objectives and market conditions.

#### Name Selection

We help brainstorm and choose a fitting and easy-to-recall name for your business that reflects its dual service mission and values.

#### Employer Registration

Your company will be registered as an employer with all authorities, including PAYE registration to ensure compliance with employment regulations.

#### IT Setup Assistance

We offer expert advice on the tools, equipment, and resources for both staffing and domiciliary care operations to ensure your business is up-to-date with the technology.

#### Corporation Tax Enrollment

As part of the registration process, your business will automatically be enrolled for corporation tax with HMRC to fulfil your tax obligations from the outset.

### Office Space Assistance

We can help you find trusted office space providers and search for offices in your desired location to create a professional work environment.

### VAT Registration Support

If needed, we will handle your company's VAT registration process to ensure compliance with tax laws and help you effectively manage VAT.

### Virtual Phone Number Setup

We assist in establishing a phone number for efficient call management, allowing you to maintain a communication channel with clients and partners.

### Data Protection Compliance

To meet requirements, we will register your organisation with the Information Commissioner's Office (ICO) and cover the initial annual fee to ensure your business complies with data protection regulations.



## ASSISTANCE WITH COMPREHENSIVE CQC REGISTRATION, INTERVIEW AND PREPARATION

### Support for CQC Registration Process

We offer guidance every step of the way to help streamline the registration process for your integrated care agency.

### Application Form Assistance

Our team aids you in filling out the application forms for both the new provider and registered manager, ensuring accuracy and adherence to CQC standards.

### Preparation of Statement of Purpose

We assist you in crafting a thorough statement of purpose that outlines your service goals, objectives, and the array of services you plan to offer.

### CV Review for Compliance

We review the CVs of your Registered Manager and Nominated Individual to ensure they align with CQC requirements by verifying their qualifications, experience, and suitability.

### Communication with the CQC

Our team directly engages with the CQC on your behalf, addressing any requirements and providing supporting documents.

### Support Post Interview

Following your CQC interview, we assist in handling any follow-up requirements or requests from the CQC.





## BRANDING AND MARKETING MATERIALS

### Logo Design

Our skilled designers craft a polished logo tailored to your business, conducting thorough research to create a concept that embodies the values and mission of your dual service agency.

### Business Cards

Custom business cards for your team that reflect the essence of your brand.

### Letterheads and Compliment Slips

Professionally designed letterheads and compliment slips aligned with your logo and branding guidelines.

### Brochures and Leaflets

Our marketing specialists develop informative and visually captivating brochures and leaflets to showcase your services.

### Roll-up Banners and Door Signs

Expertly crafted roll-up banners and door signs for events and on-site branding.

### ID Badges

Tailored ID badges featuring your logo and brand colours.

### Email Signatures

Customised email signatures for all your email accounts ensuring uniformity in communication.



## WEBSITE DEVELOPMENT

### Registration of Domain Name

We secure your business domain for a year.

### Professional Website Design

A professional and user-friendly website that mirrors your brand identity.

### Quality Content

SEO optimised content tailored to the healthcare sector.

### Licensed High-Quality Images

Professionally licensed images that enhance the appeal of your site.

### Responsive Design

Websites that adapt seamlessly to provide a user experience on all devices.

### Integration with Social Media

Linking your social media accounts to your site.





## RECRUITMENT AND STAFFING SOLUTIONS

### Recruitment Plans

Implementing a recruitment approach to attract and retain healthcare personnel.

### Employee Development

Training initiatives to ensure your team is adequately prepared to deliver high-quality care.

### Uniforms and Identification Badges

Promoting a professional image through uniforms and ID badges.



## FORMS, DOCUMENTS AND POLICIES

### Tailored PDF Forms

Forms for client evaluations, care strategies, risk evaluations, and additional needs.

### Professional PDF Forms

Custom-designed forms equipped with the latest PDF features.

### Guidelines and Protocols

Crafting policy documents that are well-structured and up-to-date for regulatory conformity.

### Customised Documents

All forms and policy documents are professionally designed with your agency's logo, colours, and branding elements.







## OPERATIONS AND MANAGEMENT

### Operational Resources and Technology

Implementing top-notch software solutions tailored to your agency's requirements.

### Administrative Procedures

Establishing procedures to bolster your day-to-day operations.



## VIRTUAL PHONE NUMBER

### Professional Communication

Establishing a virtual phone number that forwards calls to your line for efficient call management.

### Flexible Business Practices

Enabling you to conduct business from any location, maintaining a professional image.

### Improved Client Access

Enhancing client experience and satisfaction with efficient call handling.



# HOW DOES CARE SYNC EXPERTS WORK?

Project Timeline: **2 Months**

---



## Initial Consultation

We start with an initial consultation to understand your vision, goals, and specific needs for your combined care agency. This helps us tailor our services to your unique requirements.



## Name Brainstorming

Our team assists you in brainstorming and selecting a memorable and fitting name for your agency that reflects its mission and values.



## Company Registration

We handle the entire registration process with Companies House and other necessary regulatory bodies, ensuring your business is legally established.



## Office Space and Equipment

We provide guidance on finding and setting up your office space, including sourcing the necessary equipment and technology for efficient operations.



## Website Design and Development

Our IT specialists design and develop a professional, user-friendly website that represents your brand and services effectively.



## **Logo and Branding Materials**

We develop your company's logo and colour schemes, ensuring a cohesive and professional brand identity.



## **Contact Details Setup**

We set up your business phone lines and email addresses to ensure effective communication with clients and partners.



## **Marketing Materials Acquisition and Plan Development**

We create a comprehensive marketing plan and design all necessary marketing materials, such as brochures, flyers, and business cards.



## **Company Branding Materials**

Our team designs and develops all branding materials, including letterheads, ID badges, and compliment slips.



## **Financial Setup**

We assist in setting up your company's financial details, including banking, corporate tax registration, and financial planning.



## **Training and Preparation**

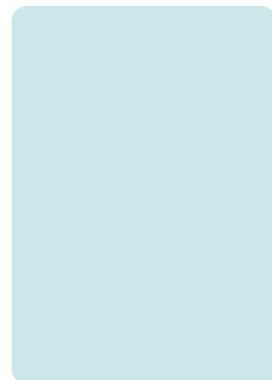
We provide thorough training sessions to ensure you and your team are well-prepared for day-to-day operations and compliance with industry standards

# DELIVERABLES



## Policies and Procedures

Our experts help you develop and implement essential policies and procedures, ensuring your agency meets all regulatory requirements.



## Initial Deposit

A deposit is processed before the project commences.



## First Instalment

The first instalment is processed one month after the project starts. By this stage, you will have received printed marketing materials and a confirmed company logo. Your business website will also be completed and agreed upon.



## Second Instalment

The second instalment is taken at the end of the second month. At this stage, all materials and company information will have been provided. You will also participate in a training session, which acts as a handover where the project concludes.

## NOTE

All time frames are subject to the response times of clients when asked for information by their project lead. Delays in responses may delay project continuity.



# COST OF PACKAGE

Package Cost  
**£8,000.00**

VAT  
**£1,600.00**

Total  
**£9,600.00**

<b>Deposit</b> Signing Of Contract	<b>£4,200.00</b>
<b>First Instalment</b> 1st Month	<b>£2,100.00</b>
<b>Second Instalment</b> 2nd Month	<b>£2,100.00</b>



# FAQ'S

## 1. What is a Combined Care Agency?

A Combined Care Agency offers both domiciliary care and temporary staffing services. This dual-service model allows the agency to provide comprehensive care solutions, addressing the needs of clients at home and supplying qualified temporary staff to healthcare facilities.

## 2. Why should I choose Care Sync Experts for setting up my Combined Care Agency?

Care Sync Experts offers extensive expertise and tailored support throughout the setup process, ensuring your agency meets all regulatory requirements and achieves operational success. Our comprehensive package includes business planning, branding, compliance, marketing, and more.

## 3. What services are included in the Combined Care Agency setup package?

### Our package includes:

- Business Planning and Establishment
- Comprehensive CQC Registration Assistance
- Brand Development and Marketing Materials
- Website Development
- Recruitment and Staffing Solutions
- Forms, Documents, and Policies
- Operations and Management Support
- Virtual Phone Number Setup

## 4. How does Care Sync Experts help with business planning and establishment?

We assist with creating a comprehensive business strategy, selecting a business name, registering your company, setting up IT systems, and guiding office space selection. Our goal is to lay a solid foundation for your dual-service agency.

## 5. What support is provided for CQC registration?

We offer thorough guidance through the CQC registration process, including completing application forms, preparing a statement of purpose, reviewing CVs for compliance, liaising with the CQC, and providing post-interview support.

## 6. How do you assist with branding and marketing?

We help establish a strong brand identity by designing logos, business cards, letterheads, brochures, leaflets, roll-up banners, and ID badges. Our marketing strategies are tailored to your agency, ensuring effective promotion of your services.

## 7. What is included in the website development service?

Our website development service includes:

- Registering your business domain for a year
- Designing a professional, user-friendly website
- Creating SEO-optimised content
- Using licensed high-quality images
- Ensuring responsive web design
- Integrating social media profiles
- Adding key features like application form downloads, client testimonials, and an admin panel

## 8. How does Care Sync Experts support recruitment and staffing solutions?

We develop recruitment flyers, job descriptions, and onboarding materials. We also provide training programs tailored to your needs, ensuring your staff are well-equipped to deliver high-quality care.

## 9. What forms and policies are included in the documentation package?

We provide custom-designed PDF forms for client evaluations, care strategies, risk assessments, and care oversight. Our policy documents cover operational guidelines, health and safety procedures, data protection, and employee policies.

## 10. How do you assist with operations and management?

We help implement software solutions for billing, payroll, CRM, and shift planning. We also assist with establishing administrative procedures, organising documents, and enhancing communication channels.

### **11. What is the timeline for setting up a Combined Care Agency?**

The setup process typically takes around two months. However, the timeline may vary based on the responsiveness of clients when providing information and the specific needs of your agency.

### **12. What is the cost of the Combined Care Agency setup package?**

The package cost ranges from £500 to £8,000.00 (excluding VAT). The total cost depends on the specific services and support required for your agency.

### **13. What is the payment plan for the package?**

The payment plan includes an initial deposit upon signing the contract, followed by instalments over the first and second months of the project. The exact amounts and schedule will be detailed in your agreement with Care Sync Experts.

### **14. How can I get started with Care Sync Experts?**

To get started, contact us via email at [hello@caresyncexperts.co.uk](mailto:hello@caresyncexperts.co.uk) or phone at **0333 577 0877**. We will schedule an initial consultation to discuss your vision, goals, and specific needs for your combined care agency.



A background image showing two female call center agents in a modern office setting. The agent in the foreground is smiling and talking on a headset. The agent in the background is also working at a desk. The image is overlaid with a semi-transparent teal filter.

# GET IN TOUCH



[hello@caresyncexperts.co.uk](mailto:hello@caresyncexperts.co.uk)



0333 577 0877

We will schedule an initial consultation to discuss your vision, goals, and specific needs for your combined care agency.