

The Essential Guide

10 Key Steps to Launching a Care Business

(With Actionable Tips)

Choose Your Business Model

- 1. Decide if you want to operate as a staffing agency, domiciliary care provider, or a hybrid.
- 2. Research local demand to identify what model is most needed in your area.
- 3. Consider starting with recruitment to reduce regulatory burden and add care later.
- 4. List pros and cons of each model based on startup costs, regulations, and scalability.
- 5. Choose a model that matches your long-term goals and available resources.

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Register Your Company

- 1. Choose a business name that reflects trust, care, and professionalism.
- 2. Register as a limited company via Companies House for protection and credibility.
- 3. Select appropriate SIC codes (e.g. 78200 for temporary employment agency activities).
- 4. Register for PAYE and Corporation Tax with HMRC.
- 5. Open a dedicated business bank account early to keep finances clean.

Handle Compliance & Insurance

- 1. Apply for a DBS check for yourself and key personnel.
- 2. Arrange necessary insurances-public liability, employers' liability, and professional indemnity.
- 3. Set up your GDPR policy and register with the ICO.
- 4. If offering care, review CQC registration steps and criteria.
- 5. Develop a safer recruitment checklist to ensure regulatory compliance.

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Build a Bankable Brand

- 1. Choose brand colors and fonts that represent trust and professionalism.
- 2. Design a logo that reflects your values and service ethos.
- 3. Create a simple brand guide to keep all visuals and language consistent.
- 4. Secure a matching domain and professional email address.
- 5. Write a clear mission statement that sets you apart.

Get Your Policies & Contracts in Place

- 1. Use clear, legally sound client contracts and service agreements.
- 2. Prepare staff handbooks and induction checklists.
- 3. Develop safeguarding, whistleblowing, and complaints procedures.
- 4. Have data protection and confidentiality policies ready.
- 5. Make sure all policies are accessible and reviewed regularly.

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Master Recruitment & Retention

- 1. Create attractive job ads focused on flexibility and purpose.
- 2. Use Indeed, CV-Library, and social media to source candidates.
- 3. Develop a fast, friendly onboarding process.
- 4. Reward loyalty with consistent hours and appreciation.
- 5. Schedule regular check-ins with staff to improve retention.

Find and Win Clients

- 1. Build a list of potential care homes or service buyers.
- 2. Use scripts and templates to confidently pitch your services.
- 3. Focus on how you solve staffing problems-fast, reliable, qualified staff.
- 4. Attend local care provider networking events.
- 5. Follow up regularly with prospects via email and phone.

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Invoicing, Payroll, and Credit Control

- 1. Use software like QuickBooks or Xero for simple invoicing.
- 2. Understand your payment terms and reinforce them with clients.
- 3. Offer direct debit or recurring payment options if possible.
- 4. Track aged debt weekly and chase late payers early.
- 5. Set payroll reminders and use outsourcing or software for accuracy.

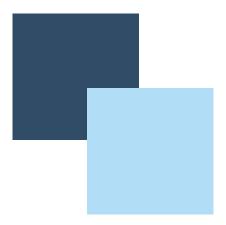
Deliver Outstanding Care

- 1. Ensure all staff are trained in dignity, respect, and communication.
- 2. Use spot checks and client feedback to monitor quality.
- 3. Document everything clearly and accurately.
- 4. Match carers to clients for continuity and rapport.
- 5. Encourage staff to report concerns or changes immediately.

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Grow and Diversify

- Add supported living or home help as your team grows.
- 2. Create a referral program to increase candidate and client numbers.
- 3. Launch training services or online courses for carers.
- 4. Explore NHS framework or council contracts as you gain credibility.
- 5. Use customer testimonials and outcomes to build trust and grow further.



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