



The Essential Guide

10 Key Steps to Launching a Care Business

(With Actionable Tips)

1

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.

2

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.

3

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.

4

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.

5

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.

6

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.

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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.

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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.

10

Grow and Diversify

1. 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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