



CIW DOMICILIARY CARE AGENCY SETUP PACKAGE

Launch Your Home Care Agency with Our
Comprehensive Setup Package

Realise Your **Vision** of Operating a **Successful** Home Care Business.

PRICES RANGE FROM

Excluding VAT

£500 – £7,000.00

At Care Sync Experts we offer comprehensive support to help you effectively launch and expand your home care agency. Our all-inclusive startup package is crafted to ensure your business thrives from the outset.

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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

To be the premier consultancy service for home care agency startups, known for our comprehensive support, expert guidance, and commitment to excellence.



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



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.



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.



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.



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.

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 RQIA, CQC, CIW 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?

Choosing the right consultancy partner is crucial when it comes to establishing and growing your home care agency.

Here's why Care Sync Experts stands out

Expert Guidance and Detailed Planning

Our experienced advisors will lead you through every step, helping you create a business strategy that matches your goals and meets market demands

Adherence to CIW Regulations

We assist you in understanding the framework to ensure that your agency complies with all laws and regulations set by Care Inspectorate Wales (CIW).

Comprehensive Support

From the initial setup to ongoing operations, we offer end-to-end assistance, providing continuous guidance and resources.

Proven Track Record

Our successful track record speaks for itself. We have helped numerous clients establish and grow their home care agencies, and our clients' success stories are a testament to our dedication and expertise.

Experienced Team

Our team comprises seasoned consultants, regulatory experts, marketing professionals, and IT specialists, all dedicated to your success.

Attention to Detail

We pay meticulous attention to every detail, ensuring smooth and efficient operations without any surprises.

Competitive Pricing

We offer competitive and fair prices with no hidden costs.

Innovative Approach

We adopt a progressive approach to technology, providing an innovative environment that enhances your agency's operations and customer satisfaction.

Creativity and Branding

We excel in building strong, recognisable brands that stand out in the market.

Client-Centric Approach

We put our clients at the heart of everything we do, offering personalised support and guidance.



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.

INCREASING DEMAND FOR DOMICILIARY CARE SERVICES IN WALES



Wales is experiencing a significant rise in the demand for domiciliary care services, driven by key demographic trends and societal shifts.

AGEING POPULATION

Growth in Elderly Population

The population of individuals aged 65 and above in Wales is projected to continue growing significantly. According to the latest data, this demographic has been expanding rapidly, outpacing the working-age population. As of recent reports, the proportion of older adults in Wales is increasing, necessitating more extensive domiciliary care services to support this ageing population.

INCREASED LIFE EXPECTANCY

Longer Lifespans

Life expectancy in Wales continues to rise, with many people living into their 80s and beyond. This increase in longevity leads to a greater need for domiciliary care to manage chronic conditions and disabilities among the elderly. The extended lifespan underscores the importance of sustained care services to ensure quality of life for older adults.

HIGHER PROPORTION OF OLDER ADULTS

Demographic Shift

By 2024, the number of people aged 65 and above in Wales is expected to surpass those under 15 years. This demographic shift highlights the growing need for elder care services and the importance of domiciliary care in supporting an ageing population.

PROMOTION OF INDEPENDENT LIVING

Government Support

Initiatives from local authorities and Health and Social Care Trusts (HSCTs) in Wales actively promote independent living for older adults. These programs aim to enable older adults to live independently for as long as possible, increasing the demand for domiciliary care services. There is also a significant opportunity for private care providers to fill the gaps left by state-funded services.

PREFERENCE FOR HOME CARE

Home Care Preference

Many individuals prefer receiving care at home, allowing them to maintain their independence and quality of life. This preference drives the demand for reliable and trusted home care services, making domiciliary care an essential aspect of the healthcare system in Wales.

MARKET POTENTIAL

Growth Opportunities

The home care market in Wales is thriving, offering significant opportunities for new and expanding businesses. The market value is increasing, reflecting steady growth. Home care services are essential in enabling people to remain in their communities, enhancing their quality of life and well-being. The private sector is expected to see unprecedented growth, making this an attractive investment.

WHAT'S INCLUDED IN OUR COMPREHENSIVE PACKAGE?

- ✓ Business Planning and Setup
- ✓ Assistance with CIW Registration, Interview, and Preparation
- ✓ Brand Development and Marketing Materials
- ✓ Website Development
- ✓ Setting up Email Accounts and Signatures
- ✓ Forms, Documents, and Policies
- ✓ Recruitment and Client Marketing
- ✓ Operations and Management

01

BUSINESS PLANNING AND SETUP



Registration Process & Essential Information

We take care of the registration process with CIW and provide details to ensure your business is legally recognised and ready to kick off operations.

Comprehensive Business Strategy Development

Together we craft a tailored business strategy that includes forecasts, cash flow projections, and profit and loss statements aligned with your goals and market conditions.

Naming Your Business

Let us assist you in brainstorming and selecting a memorable name that reflects the core values and mission of your agency.

Business Registration Management

We handle the registration process with Companies House, furnishing you with a certificate of incorporation for acknowledgment of your business.

Employer Registration Support

Your company will be formally registered as an employer across authorities including Pay As You Earn (PAYE) to ensure compliance with employment regulations.

IT Setup Assistance

Receive expert guidance on the equipment, tools, and resources to excel in the landscape guaranteeing that your business stays ahead with cutting-edge technology.

Corporate Tax Registration

As part of the company registration procedure, your business will automatically be enrolled for corporation tax with HMRC from day one to address your tax obligations promptly.

Office Space Assistance

We offer suggestions for office space providers and aid in locating an office in your desired area.

VAT Registration Support

If necessary, we will manage the VAT registration process for your company to ensure compliance with tax laws.

Establishing a Virtual Telephone

We assist in setting up a phone number to handle calls efficiently and maintain communication with clients and partners.

Registration for Data Protection

To fulfil regulations, we register your organisation with the Information Commissioner's Office (ICO) to comply with data protection laws.

ASSISTANCE WITH CIW REGISTRATION, INTERVIEW, AND PREPARATION



Guidance on CIW Registration

Navigating through the registration process of CIW can be quite challenging and time consuming. We provide guidance to help you smoothly go through the registration process, assisting you in filling out all necessary forms for both the provider and the registered manager ensuring everything is completed correctly and in accordance with CIW regulations.

Application Form Assistance

Our team is here to assist you in filling out the application forms for both the provider and the registered manager making sure that all details are accurately entered and well prepared for submission.

Statement of Purpose Preparation

We assist in drafting a statement of purpose that outlines your service objectives, goals, and the range of services you intend to provide, showcasing your commitment to delivering high-quality care.

Reviewing CVs for Compliance

We review the CVs of your Registered Manager and Responsible Person to ensure they meet CIW standards, verifying their qualifications, experience, and suitability for their roles within your organisation.

Communication with CIW

Our team communicates directly with CIW on your behalf, managing any requirements and submitting documents while handling all correspondence to ensure a smooth registration process.

Post Interview Support

After your CIW interview, we offer support to address any needs or requests from CIW. This includes helping you with submitting documents and clarifications to meet the requirements and finalise your registration status.

Preparation for CIW Interview

To prepare for the CIW interview, we provide training that covers

- Understanding the National Minimum Standards
- Understanding The Regulation and Inspection of Social Care (Wales) Act 2016
- Practice interviews to boost confidence and enhance responses
- Team and Manager assessments
- Defining roles and responsibilities
- Office setup assessment for health and safety standards
- Risk evaluation and document review
- Question & answer sessions

BRAND DEVELOPMENT AND MARKETING MATERIALS



Building a Strong Brand Identity for Your Home Care Agency

Creating a memorable and impactful brand is crucial for attracting clients and establishing a solid presence in the healthcare industry. At Care Sync Experts, we excel in designing branding and marketing materials that not only capture attention but also build credibility and trust.

Logo Design

Our talented designers create a sophisticated logo tailored to your business reflecting its core values and mission.

Business Cards

Customised business cards designed specifically for your team to embody the essence of your brand.

Letterheads and Compliment Slips

Maintain a brand image with letterheads and compliment slips that align perfectly with your logo and branding standards.

Brochures and Leaflets

Compelling brochures and flyers that effectively showcase your services, capturing the interest of potential clients.

Roll up & Door Signs

Eye-catching roll-up banners and door signs for events or on-site branding requirements enhancing visibility and reinforcing your brand identity.

ID Badges

Personalised ID badges featuring your logo and brand colours to enhance security measures while projecting professionalism.

Email Signatures

Professional email signatures ensure consistent and refined communication tailored to each team member.

04

WEBSITE DEVELOPMENT



Strengthening Your Home Care Agency's Online Presence

A robust online presence is essential for attracting clients and establishing trust in the healthcare industry. At Care Sync Experts, we don't just create websites, we develop comprehensive platforms that accurately represent your business and significantly enhance your visibility.

Domain Registration

We take care of registering your business domain (e.g., www.yourcompanyname.co.uk) for a year ensuring that you have control over your online presence.

Professional Website Design

Creating user-friendly websites that capture the essence of your brand offering visitors a seamless navigation experience.

Quality Content Creation

Producing quality SEO-optimised content tailored specifically for the home care industry to improve search engine rankings.

Premium Licensed Images

Incorporating licensed images to enhance the visual appeal of your website, increasing credibility and engagement with visitors.

Responsive Web Design

Making sure that your website adjusts smoothly to all devices providing users with a consistent browsing experience.



SETTING UP EMAIL ACCOUNTS AND SIGNATURES



Establishing a Professional Email System for Effective Communication

Professional email correspondence is crucial for the success of your home care agency. At Care Sync Experts, we provide a customised email setup tailored to your business needs, enhancing communication both internally and externally.

⬡ Comprehensive Email Configuration

Setting up email accounts for your team with the option of having up to 10 customised addresses based on your business requirements.

⬡ Email Forwarding and Automated Responses

Capability to set up 10 email forwarding addresses and automated responses for efficient email handling.

⬡ Enhanced Security Measures

Implementing security measures to protect your email accounts from spam, phishing attacks, and other online risks.

⬡ Seamless Integration with Tools

Linking email accounts with CRM and billing systems to streamline business operations effectively.

⬡ Personalised Email Signatures

Designing email signatures for each account to maintain consistency and professionalism.

⬡ Optimised Storage Capacity

Providing 5GB storage capacity per email account for storing essential emails and attachments.

⬡ Convenient Access and Management

Easy-to-use interface for managing emails across all devices.

⬡ Continuous Support and Maintenance

Ensuring ongoing support and maintenance for your email accounts to guarantee functionality.

06

FORMS, DOCUMENTS, AND POLICIES



Essential Documentation for Management and Compliance
Well-crafted, compliant, and professional documentation is vital for managing your home care business and ensuring regulatory compliance.

At Care Sync Experts, we offer custom-made forms, documents, and policies to support your operations and maintain high standards of care.

Professional PDF Forms

Custom-created PDF forms for client assessments, care strategies, risk evaluations, oversight of care, and handling medication. communication both internally and externally.

Guidelines and Procedures

Developing high-quality policy procedures for operational guidelines, delivery of care, health and safety protocols, data security measures, and staff policies.

Customised Documents

Professionally crafted forms and policy procedures featuring your organisation's logo and brand colours.

Detailed Document Index

Offering a directory listing of all forms and policy documents included for reference.

Ongoing Updates and Assistance

Frequent updates to forms and policies to ensure alignment with regulatory requirements.



RECRUITMENT AND CLIENT MARKETING



Drawing in clients and hiring qualified staff are essential for the success and expansion of your home care agency.

At Care Sync Experts, we offer marketing solutions and tailored materials to help you effectively connect with and engage your target audience.

Effective Marketing Strategies

Implementing marketing plans to draw in both clients and team members leveraging the latest marketing techniques

Tailored Marketing Resources

Crafting recruitment flyers, promotional brochures, company catalogues, trifold brochures, branded folders, personalised letters, retractable banners, and door signs/advertisements.

SEO and Social Media Campaigns

Enhancing your visibility online with SEO tactics and interactive social media initiatives.



OPERATIONS AND MANAGEMENT

Operational Resources and Technology Integrating software tools for billing, payroll, CRM, and scheduling. Setting up guidelines for document management, file organisation, and communication methods.

Wide Range of Service Providers

Suggestions for suppliers, business insurance, staff training, legal advice, invoice funding, memberships, partnerships with vendors, and financial consultants.

Comprehensive Printing Services

High-quality printed materials for business operations and marketing efforts.



COMPREHENSIVE PRINTING SERVICES FOR YOUR HOME CARE AGENCY

At Care Sync Experts, we understand the importance of having high-quality printed materials for your business operations and marketing efforts. Our comprehensive printing services are designed to provide you with all the necessary materials to present a professional image to your clients and partners.

200

Business Cards

50

Tri-fold Brochures

100

Brochures

100

Staffing Leaflets

05

Posters (A3)

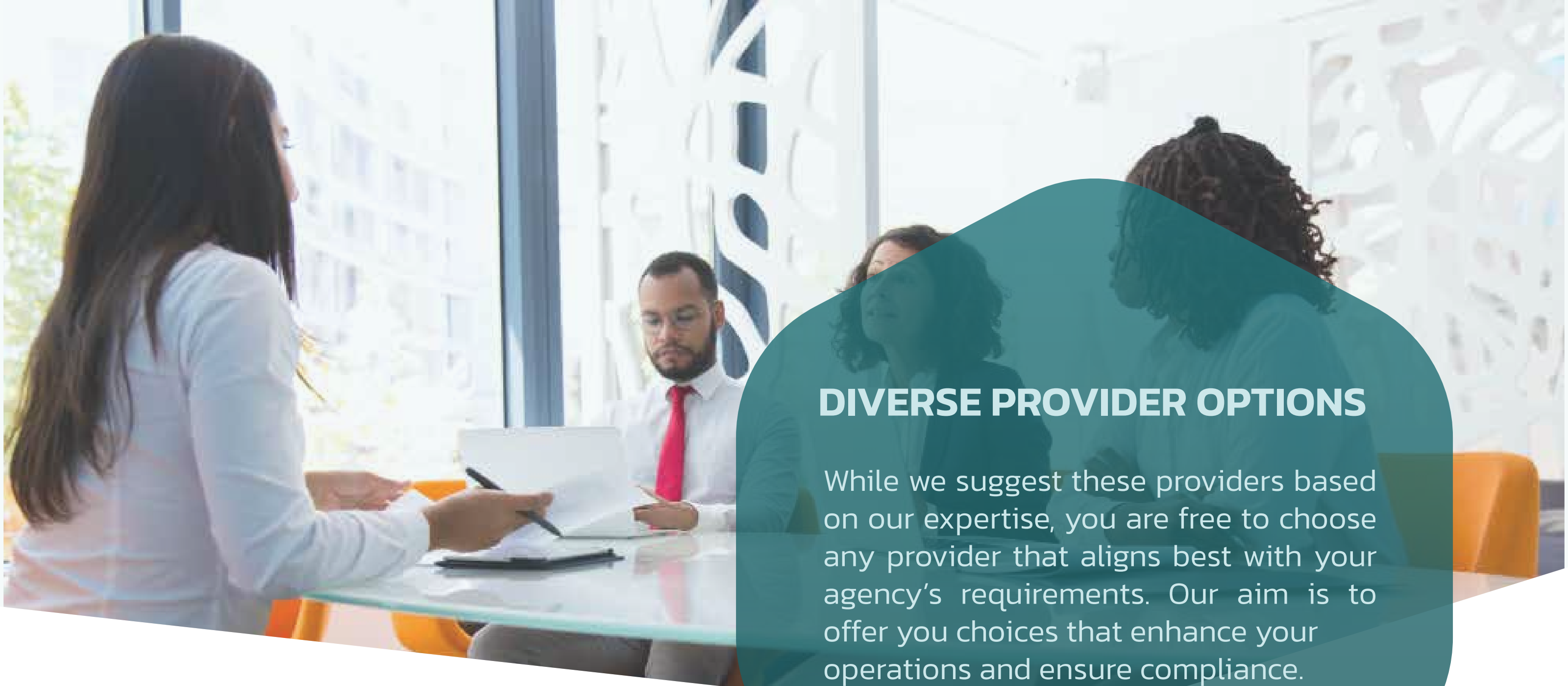
100

Compliment Slips

100

Client Leaflets

These printed materials are fully complementary as part of our setup package, ensuring that you have everything you need to promote your business effectively and operate smoothly



DIVERSE PROVIDER OPTIONS

While we suggest these providers based on our expertise, you are free to choose any provider that aligns best with your agency's requirements. Our aim is to offer you choices that enhance your operations and ensure compliance.

HOW DOES CARE SYNC EXPERTS WORK?

Our comprehensive approach ensures that no detail is overlooked and that your home care agency is set up for success. Here's how our process works

PROJECT TIMELINE: 2 MONTHS

01 Initial Consultation

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

02 Name Brainstorming

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

03 Company Registration

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

04 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.

05

Website Design and Development

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

06

Logo and Branding Materials

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

07

Contact Details Setup

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

08

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.

09

Company Branding Materials

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

10

Financial Setup

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

11

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.

12

Policies and Procedures

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

DELIVERABLES

First Instalment

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.

**FIRST
MONTH**

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.

**SECOND
MONTH**

Please 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	£7,000.00
VAT	£1,400.00
Total	£8,400.00

PAYMENT PLAN

Deposit (signing of contract)	£4,200.00
First Instalment (First month)	£2,400.00
Second Instalment (Second month)	£1,800.00

FREQUENTLY ASKED QUESTIONS



1. What is a Domiciliary Care Agency?

A domiciliary care agency provides in-home care services to individuals who need assistance with daily activities such as personal care, household tasks, and medical support.

2. How does Care Sync Experts assist with the business setup?

We offer comprehensive support for setting up your domiciliary care agency, including business planning, registration, compliance with regulatory requirements, branding, marketing, and operational guidance.

3. What is included in the business planning and establishment phase?

This phase includes creating a comprehensive business strategy with financial projections, cash flow forecasts, and profit and loss statements. We also assist with brainstorming and selecting a business name, registering your company, setting up IT systems, and guiding office space selection.

4. How do Care Sync Experts help with CIW registration?

We provide detailed guidance throughout the CIW registration process, including assistance with completing application forms, preparing a statement of purpose, reviewing CVs for compliance, and liaising with CIW on your behalf.

5. What marketing and branding support do you offer?

We help establish a strong brand identity by designing logos, business cards, letterheads, brochures, leaflets, roll-up banners, and ID badges. Our team also creates email signatures and develops comprehensive marketing strategies tailored to your agency.

6. How do you enhance my agency's online presence?

We design and develop a professional, user-friendly website with SEO-optimised content, premium licensed images, and responsive design. We also integrate social media profiles and provide features such as application form downloads, client testimonials, and an admin panel.

7. What kind of email and communication setup is included?

Our package includes setting up email accounts with personalised email signatures, email forwarding, automated responses, and enhanced security measures. We ensure your communication systems are integrated with tools like CRM and invoicing systems.

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

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

9. How do you assist with recruitment and client marketing?

We develop recruitment flyers, promotional pamphlets, corporate catalogues, trifold flyers, branded folders, personalised introduction letters, portable banner displays, and customised door signs/advertisements. We also create targeted SEO and social media campaigns.

10. What operational and management support do you offer?

We assist with implementing software solutions for billing, payroll, CRM, and shift planning. Our team helps establish administrative procedures, organise documents, and enhance communication channels. We also provide recommendations for uniform suppliers, commercial coverage, employee education, legal counsel, invoice financing, memberships, vendor partnerships, and financial advisors.

11. How long does the setup process take?

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.