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# Starting a Domiciliary Care Business

## Introduction

Congratulations! You have recently started a Domiciliary care enterprise of your own, or you are seriously thinking of doing so. Domiciliary care is a demanding but rewarding business, and presents particular challenges for new entrants because of the regulatory environment in which most businesses have to operate. This guide, centred around material published by the **extremely useful** United Kingdom Homecare Association ([UKHCA](#)) and alongside materials from Ronecare Limited aims to help you achieve a successful start-up.

## Researching the Domiciliary Care Market

Before setting up a new business or writing a business plan it is important to research the proposed market and establish the potential for growth. Domiciliary care organisations generally have two main categories of customers – local authorities and service users purchasing homecare, either with their own funds or, increasingly, using direct payments or personal budgets provided by the local authority. UKHCA publishes a [free overview](#) of the UK domiciliary care sector for researchers, management consultants and organisations considering entry into the homecare sector.

There is little doubt that with an ageing population, and the spiralling costs of providing hospital and residential care, care at home will become an even more important part of the care-jigsaw for the next few decades. The following table illustrates the potential for growth within the homecare industry.

**People aged 65 years of age unable to manage  $\geq 1$  domestic task or self-care activity on their own, 2015 – 2030.**

	2015	2020	2025	2030	% change 2015 – 2030
<b>People aged <math>\geq 65</math> years unable to manage <math>\leq 1</math> domestic task on their own</b>	3,939,081	4,415,453	5,003,644	5,680,777	<b>+44%</b>
<b>People aged <math>\geq 65</math> years unable to manage <math>\leq 1</math> self-care activity on their own</b>	3,325,206	3,614,408	4,091,671	4,654,956	<b>+44%</b>

Information taken from [Projecting Older People Population Information System \(POPPI\)](#).

In addition, potential new businesses would be advised to check their local domiciliary care market, to establish the likelihood of obtaining local authority contracts to provide homecare – an important source of business. They may also want to assess the private market for homecare, perhaps by contacting voluntary agencies in touch with relevant service user groups, to see what level of demand is likely from private purchasers of care. A market position statement, if available from the local authority, may provide information about the outcomes the council wishes to achieve and the types of services it wishes to commission.

The onus on researching the market falls on those promoting a new business but there are consultants who can assist on a fee-paying basis, and organisations that specialise in domiciliary care market research.

## Advice on Starting a Business

For general practical advice on starting up a business, see (Control+Click):

**England** – [Gov.UK](#) Telephone: 0300 456 3565

**Wales** – [Business Support Wales](#) Telephone: 03000 603000

**Scotland** – [Bgateway](#) Telephone: 0300 013 4753

Of course there are other possible sources of help and information, such as:

[Start-ups](#)

[Business is Great Britain](#)

[Smallbusiness.co.uk](#)

[Women in business](#)

[Practical advice for start-ups](#)

## Regulation of Domiciliary Care

The provision of domiciliary care is regulated across the UK by the [Care Quality Commission](#). There are specific mandatory requirements which must be satisfied if you wish to set up in domiciliary care and failure to comply is a criminal offence.

### England

The governing law regulating domiciliary care in England is the [Health and Social Care Act 2008](#), The [Care Quality Commission \(Registration\) Regulations 2009](#) and [The Health and Social Care Act 2008 \(Regulated Activities\) Regulations 2014 \(the Regulated Activities Regulations\)](#), as amended.

- Services register according to the “Regulated Activity” or “Regulated Activities” undertaken at a particular location, as specified in Schedule 1 to the Regulated Activities Regulations.
- There are several types of “Regulated Activity”, the most relevant to homecare agencies being “Personal Care”, or for nurses’ agencies, “Nursing Care”.
- It is possible agencies may supply services that require registration for other Regulated Activities and providers should familiarise themselves with Schedule 1 to the Regulated Activities Regulations and take advice from the CQC, and/or legal advice to ensure they are correctly registered.
- Providers need to register for each of the Regulated Activities provided at each location.

### Registration under the Health and Social Care Act 2008

Some services that previously had to register under the former system of registration under the Care Standards Act 2000 do not have to register under the Health and Social Care Act 2008, and conversely some activities that were not regulated now have to register under the Health and Social Care Act 2008. For information on the scope of registration see [The Scope of Registration, CQC, March 2015](#).

CQC’s website contains a variety of guidance and information about the system of registration under the Health and Social Care Act 2008 and is worth reading thoroughly. CQC publishes two main types of information for care providers: provider handbooks and guidance to help providers and managers meet the regulations.

## Provider Handbooks

[CQC provider handbooks](#) explain regulation and what CQC inspectors look for when they inspect services. The handbooks describe how CQC registers providers, carries out inspections, publishes ratings and takes enforcement action.

There are separate handbooks for each of the sectors CQC regulate. Providers need to download the appropriate handbook for the sector in which they operate.

Homecare services are included under the heading 'Community adult social care services'.

## Guidance for Providers on meeting the regulations

Services In England that carry out Regulated Activities should comply with the Care Quality Commission's "[Guidance for providers on meeting the regulations](#)" and accompanying documents.

## Care Act 2014

[The Care Act 2014](#) substantially reformed the law relating to adult social care.

There are [factsheets](#) about the legislation and links to the [statutory guidance](#) for local authorities and others in social care.

## CQC Registration

For further details of registration in England, see [CQC guidance](#). Click/control [here](#) to register online.

**Care Quality Commission National Correspondence  
Citygate Gallowgate Newcastle upon Tyne NE1 4PA  
Tel: 03000 616161**

## Wales



In Wales, the legislation governing regulation is currently [The Health and Social Care \(Community Health and Standards\) Act 2003](#) and the [Care Standards Act 2000](#).

Domiciliary care agencies providing *personal care* are required to register with [Care and Social Services Inspectorate Wales \(CSSIW\)](#).

The [National Minimum Standards](#) for Domiciliary Care Agencies in Wales and [The Domiciliary Care Agencies \(Wales\) Regulations 2004](#) Regulations, as amended, govern the delivery of homecare in Wales.

[Information about CSSIW registration](#) (general) and [adult social care service registration](#) (specific).

[Online enquiry form and details of regional offices](#)

[The Regulation & Inspection of Social Care \(Wales\) Act 2016](#) was passed on 18 January 2016 to reform the regulation and inspection of social care in Wales. A new system of service regulation and inspection will come into force on 1 April 2018 and be fully implemented and operational by April 2019. Current regulations and National Minimum Standards remain in force until 31 March 2018.

[The Social Services and Well-being \(Wales\) Act 2014](#) has strengthened the rights of people using care and support services and put in place a 'well-being' principle.

## Scotland

In Scotland, care at home and housing support providers are required to register with the [Care Inspectorate](#), the care regulator set up under the [Public Services Reform \(Scotland\) Act 2010](#) under its former name of Social Care and Social Work Improvement Scotland.

Care at home services are governed by National Care Standards drawn up under the [Regulation of Care \(Scotland\) Act 2001](#).

Sets of National Care Standards were drawn up for different types of service - homecare was governed by the National Care Standards – Care at Home. It has been decided to replace [service-specific standards with agreed overarching principles](#), launched in April 2016:

The Care Inspectorate intends to draft [general standards](#) covering issues common to all services, such as quality of interaction with staff; management and leadership; and quality assurance. Then draft specialist standards for the needs of specific groups of people using care services.

[Information on how to register with the Care Inspectorate](#)

[Online enquiry form](#)

## Other regulations

There are other regulatory requirements which apply to domiciliary care. Sources of information on some of the main areas are as follows:

## Employing Staff

Scotland and Wales are at different stages of registration of social care managers and care staff (in some cases compulsorily) with the appropriate care council.

For more, see the registration pages of the websites for the [Scottish Social Care Council](#) and the [Care Council for Wales](#) (which will become Social Care Wales in April 2017).

At the moment there are no plans for workforce registration in England. This has been considered in the past but no Government reforms have been pursued.

For information on employing staff, see the following websites:

[Department of Business, Innovation and Skills](#)  
[Chartered Institute of Personnel & Development](#)  
[Arbitration Conciliation & Advisory Service](#)

## Pay and VAT

[Information about PAYE, National Insurance Contributions and VAT](#),

Helpline 0300 200 3700.

## Criminal Records Disclosure

Domiciliary care organisations have to obtain criminal records checks for their staff if they are based in the UK. For more information, contact:

## England and Wales

[Disclosure and Barring Service](#) – 03000 200 190

In England and Wales staff can opt to join the Disclosure and Barring Service (DBS) update service which lets applicants keep their DBS certificates up to date online and allows employers to check a certificate online.

**UKHCA's Disclosure Service** enables organisations in England and Wales to complete criminal record checks on current or prospective employees. The service offers support and guidance on applications to ensure accuracy and the facility to submit applications online quickly. For more information or to register, call 020 8661 8188 (option 3). For information on criminal records checks in other parts of the UK:

## Scotland

[Disclosure Scotland](#) – 03000 2000 40

In Scotland staff delivering health and care services to vulnerable people are required to join the [Protecting Vulnerable Groups Scheme](#) to reduce the need for completion of the full application form every time a disclosure check is required.

## Policies, Procedures and Documents

Domiciliary care organisations seeking to register with the Care Quality Commission, Care and Social Services Inspectorate Wales, and the Care Inspectorate (SCSWIS) are expected to have policies, procedures and documentation in place setting out how aspects their business are to be run. Examples are (this is not an exhaustive list):

### Corporate documents:

1. Contracts for services
2. Corporate statement of purpose, business plan
3. Employment contracts, job descriptions
4. Range of activities, business marketing literature
5. Service user needs assessment and plans or personal plan Rostering records and call monitoring software
6. Training plans and staff development
7. Business recovery plan

### Policies and procedures:

1. Acceptance of gifts and legacies
2. Complaints and compliments
3. Confidentiality
4. Data protection and subject access
5. Dealing with accidents and emergencies
6. Dealing with violence and aggression
7. Discipline and grievance
8. Disclosure of abuse and bad practice (duty of candour)
9. Entering and leaving a service user's home
10. Handling money and financial matters
11. Health and safety
12. How to summon assistance
13. Infection control
14. Medication administration
15. Moving and handling
16. Non-discriminatory practice, equal opportunities



17. Personal safety while at work
18. Quality assurance
19. Record keeping, including records kept in the home
20. Safe keeping of keys
21. Safeguarding vulnerable adults and children (if relevant)
22. Staff supervision and management

For documents needed by the relevant regulatory body, see the regulator's registration pack, care standards and website, as appropriate.

**Ronecare Limited offers a comprehensive range of model policies, forms, guidance notes etc. so that you don't have to spend an enormous amount of time doing this yourself. You will find our material well-written, comprehensive, and excellent value for money.**

### **Other Resources**

[UKHCA](#) produces a large range of web-based resources on domiciliary care, some are public and others are 'members' only' documents.

The following free publications may be of interest to new businesses:

- [UKHCA: An overview of the UK domiciliary care market](#)
- [UKHCA Briefing - A Minimum Price for Homecare :](#)
- [UKHCA Basic Costing Model for the provision of social care:](#)
- [UKHCA National Minimum Wage Toolkit:](#)
- [UKHCA Thinking of providing live in care?](#)

**(Note: Some UKHCA documents are available for members only, but not all).**



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# 10 steps to starting a business

- [1. Start-up business plan essentials: Testing your business idea](#)
- [2. Choosing the right business structure](#)
- [3. How to choose the perfect name for your business](#)
- [4. How to create a logo that properly represents your business](#)
- [5. Applying for a Start Up Loan: What to expect](#)
- [6. How to choose an accountant](#)
- [7. What to consider when choosing office space for your business](#)
- [8. How to save money on business software when starting out](#)
- [9. Red tape checklist: What your small business needs to know](#)
- [10. 3 key selling techniques that could help your start-up](#)





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# Starting a business? 7 things you need to do first

You've got a business idea but what are the next steps? Startups has compiled a launchpad guide to help you put the foundations in place for business success



So you've stumbled across a business idea that you're sure will make you millions, but you have no idea how to turn that dream into a tangible reality.

Starting a business is like climbing a mountain; it may look daunting from the bottom, but focus on taking it one step at a time and you will soon reach your goal.

Follow the step-by-step list below to put all the foundations in place you need to start a successful business.

## 1. Market research

Make sure your business idea is actually viable, and refine it if necessary. [This article on researching your market](#) is a good starting point – ask yourself the tough questions before you begin to avoid pitfalls later on.

## 2. Examine the different business structures

Read up on the [different legal business structures](#) you can adopt and decide on the best option for your start-up. Not many new businesses will start life as a [limited company](#); you will most likely need to [register as a sole trader](#) or find yourself a [business partner](#).

## 3. Create a business plan

You wouldn't build a house without a blueprint, so don't start a business without a plan. A professional, well-thought out [business plan](#) will not only provide your start-up with a clear direction and contingencies in the case of unexpected events, but it can also be vital in securing investment.

Learn how to [decide on your business objectives and personal goals](#), [how to set out your company value, visions and mission statements](#), and [how to tailor your business plan to different audiences](#).

For an overview, read up on the [12 common elements strong business plans share](#).

## 4. Choose a name for your business

Everyone knows the importance of [choosing the right business name](#). An effective, memorable business name can be the difference between failure and success and should reflect the type of business you wish to be.

Run any proposed name through [four golden rules](#) to see if it stands up, and follow our [10 top tips](#) to further refine it. One of the mistakes to avoid at all costs is creating confusion with competitors, which can lead to lost sales and legal action. Avoid common branding mistakes by learning from some [cautionary tales](#), and [learn what to do if your chosen name is unavailable](#).

## 5. Design a logo

A [logo](#) is often the first thing prospective customers see, and is therefore crucial in making the right impression. If you're new to starting a business, the options available can seem daunting but can be broken down into [five main options](#) – read up on all of them and decide which one is best for your business and budget.

## 6. Register a domain name and build a website

After you start out in business, customers will want to investigate more about you on the web, so make sure you get in early and [register a domain name](#). Build your website with [10 design principles](#) every start-up should know in mind, and [learn some vital SEO tips](#) from Google's head of B2B marketing.

## 7. Get your finances in order

Get an [accounting and cashflow system](#) set up before you begin so you don't find yourself buried in invoices and receipts a month in. If you plan to grow your business beyond the VAT threshold (currently £72,000) then [it's worth planning for it from day one](#). Especially for novices, taking on an accountant can pay off in the long run – learn some [basic rules to ensure you keep costs as low as possible](#).

# How to start a business: What you need to know

Startups answers the key questions you should ask before starting your own business



Ok, you've decided to take the plunge and start your own business – but you have no idea where to begin. From what business to start to how to raise the money for it, the sheer array of options can be daunting.

Luckily, Startups has a range of resources available to take that nascent entrepreneurial desire through the stages it needs to become a viable business.

We've addressed all the essential questions you should pose when you're thinking about how to start your own business. Click the links below to read further on a topic.

## What business should I start?

If you're keen to be your own boss but are asking 'what business should I start?' there's a multitude of options available, including those that support the lifestyle you want to lead or make extra cash to supplement your household income.

**Part-time businesses:** If you want to run a business while keeping up with other commitments, why not start a [part-time business](#)?

**Franchising:** Consider [starting a franchise](#) to run your own business with the training and support of a big-name brand behind you.

**Buying a business:** [Buying an existing business](#) is another popular option that can carry less risk than starting afresh.

**Start-ups you can run from home:** Modern technology means an office environment is no longer necessary – many businesses can be run [entirely from home](#).

**Budget businesses:** Budget-conscious entrepreneurs needn't limit their options; [you can start many businesses for under £10,000](#).

**Tech start-ups:** The UK's tech industry is enjoying an unprecedented vogue; there has never been a better time to start a [tech start-up](#).

**Popular industries:** Other popular sectors to start a business include [green businesses](#), [service and retail](#) ventures, and [online businesses](#) – check our [business ideas section](#) for many more.

## What should I do before I start a business?

**Choose a business structure:** Are you going to be a [sole trader](#), in a [partnership](#), or even start as a [PLC](#)? You will need to decide what [business structure](#) you adopt early on.

**Market research:** Thoroughly [research your market](#) to assess the viability of your business idea.

**Write a killer business plan:** Writing a business plan is essential. Read up on the [12 common elements strong business plans share](#) – make sure you have a clear roadmap before starting out. This is especially important as you may show this business plan to potential investors.

**Think about your branding:** Believe it or not, a [business' name](#), [logo](#) and [business cards](#) can be the difference between failure and success.

**Set up a website:** Learn how to [register a domain name](#) and [build a well-designed website](#) for your business.

**Get your head around your start-up's finances:** Learn how to deal with [bookkeeping and cashflow issues](#) for the first time – you may well need to take on an [accountant](#).

## How do I raise finance for my business?

**Investigate potential grants:** [Small business grants](#) are extremely useful, but can be difficult to come by.

**Apply for a bank loan:** Although [bank lending](#) to small business is falling, most businesses end up approaching the bank at some point. Read our [step-by-step guide](#) to maximise your chances of approval.

**Get funding from the government:** The government operates various initiatives to help start-ups get off the ground. As a starting point, see whether the government's new [business bank](#) can help you, as well as initiatives such as the [Start-Up Loans scheme](#).

**Ask for help from your friends and family:** It's not hard to see why many entrepreneurs start with personal finance or the assistance of [friends and family](#), but try not to put your house, or anyone else's, on the line.

**Consider invoice financing:** If you're finding bank loans difficult to come by, look into [invoice finance](#) as an alternative funding option.

**Seek investment:** [Angel investors](#) can not only provide funding but valuable mentoring, support and advice to early-stage businesses; be wary of giving away too much equity early on, however.

**Raise finance from the crowd:** If you have an idea that you think will be popular with the masses, peer-to-peer [crowdfunding](#) is enjoying an explosion in popularity.

## How do I set up my business?

**Understand the basics for setting up:** Learn how to [set up a company](#).

**Alert HMRC:** Contact the HMRC to tell them you'll be setting up as self-employed.

**Set up business banking:** Get set up with a [business bank account](#).

**Get equipped:** Think about what equipment you will need to start your business. [Vans](#) are a necessary purchase for many start-ups, especially in the trade sectors, whilst equipment such as [PCs, printers and smartphones](#) are more or less essential, so read our guides to ensure you make the right choice.

**Consider a virtual office:** If you plan to set up a home office, look into whether a [virtual office](#) is right for you.

**Find premises:** If you need external premises, [buying property](#) is a huge step; unless you're absolutely committed, [leased premises](#) or [serviced offices](#) are normally more suitable.

**Location, location, location:** If you're starting a retail business, [location is crucial](#). Make sure you're in the know and have explored all avenues before committing to a property.

## What regulations and practical issues should I be aware of before starting?

**Protect your intellectual property:** If you have a technology or ideas-based business, or even a simple company logo, make sure you protect your ideas by [familiarising yourself with intellectual property law](#).

**Understand tax law:** Whether you're in business on your own account or already have employees, [a knowledge of tax law is essential](#).

**Get insurance:** Prepare for the unknown by taking out [business insurance](#), and be aware of the [different insurance types](#) available.

**Comply with regulations:** Don't forget about your obligations under UK [health and safety regulations](#). This is especially important if you plan to take on employees.

## How do I source suppliers and wholesalers?

**Source the best suppliers:** You can source suppliers at [trade fairs and exhibitions](#) – but before entering into any agreement, ensure you negotiate protection for your business through a [supply contract](#).

**Pick a manufacturer:** If you have a product that needs to be made on a large scale, make sure you follow our tips on [choosing a manufacturer](#) for your business' product.

**Look into wholesaling:** Learn [what wholesaling is and whether it can benefit your business](#).

**Consider sourcing from overseas:** Don't forget that overseas suppliers can often be more cost-effective; read our tips on [what to consider when sourcing products from abroad](#).

## How do I recruit a team?

**Ensure the timing is right:** Ask yourself some [key questions](#) before deciding whether the time is right to hire an employee – don't rush into it.

**Write a compelling job description:** [Learn how to write the perfect job description](#) to make sure you attract the best and brightest talent.

**Pose the right questions:** Discover the best questions to ask during an [interview](#) – and [the questions you should never ask](#).

**Investigate employment options:** Read up on the [different employment options for staff](#) – is your business more suitable for permanent employees, part-timers or freelancers?

**Take heed of employment law:** Ignore [employment law](#) at your peril, or your business could find itself confronted with expensive and potentially ruinous legal proceedings.

**Offer training:** Set up your new employees with the tools for success through [training schemes](#).

## How do I begin to sell my products?

**Tell the world what you've got:** You need to know how you will [promote your product](#) and who you will target – learn about the [three key selling techniques](#) as a starting point.

**Get your product into stores:** If you're targeting retailers, follow our tips on [securing deals with retailers](#) and [getting your product stocked in stores](#).

**Keep up-to-date on e-commerce:** [E-commerce](#) and [selling online](#) are crucial and you should be aware of the ins and outs of internet sales.

**Brush up on selling techniques:** Read our guides on [how to sell](#) to get in-depth advice on the techniques available.

**Tell the world:** Learn how to raise awareness of your brand by [marketing your business](#).

### Where do I get further advice and support?

**Get in-depth information:** Startups has a range of in-depth [start-up guides](#) for setting up in a whole variety of sectors, which cover costs, customers, potential pitfalls and more.

**Be inspired:** Read up on our [success stories](#) covering some of the UK's brightest entrepreneurs to see how they overcame some of the early challenges they faced and grew into household names.

**Chat with other entrepreneurs:** Connect with other business owners and seek support and advice through the [Startups Forum](#).

**We hope this document has been useful to you.**



**We have inserted a great number of links to external URL's so as to help you search for material which we think will be useful to you. These links may change over time and should any of them not work at all, we would be grateful if you would alert us by emailing [enquiries@ronecare.co.uk](mailto:enquiries@ronecare.co.uk). Thank you.**