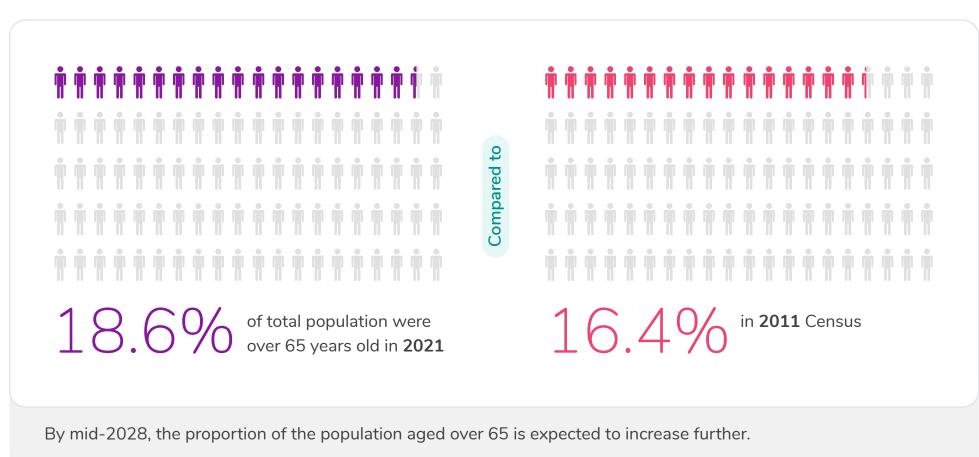


Opportunities for home care businesses in the UK

This information is taken from CareLineLive's eBook Home Care Business 101: **Setting Up For Success.**

Here we look at some of the opportunities in the sector beginning with demographic shifts where all regions in the UK are projected to have a greater proportion of people aged 65 years and over by mid 2028.

2021 Census confirming more people than ever before in older age groups.



Office of National Statistics - UK population growth

Funding will come from a variety of sources including:

Private funds

Charity funding

Court of Protection

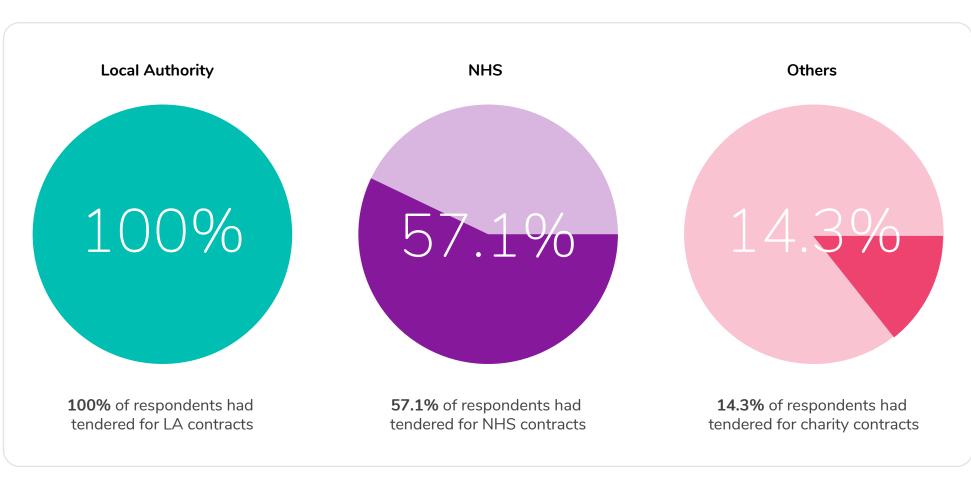
Local authority funding

Where home care business comes from

- Self-referred
- Contractual (e.g. local authority commissioners)
- Health care professional referrals
- Social workers
- Care managers
- Legal professionals
- Hospital discharge

With this growing market and industry demands, the opportunity to bring the business in is apparent. Amongst many streams of business income, a lot of providers work comes from local authority contracts which can provide a strong and stable source of income. We asked CareLineLive's home care customers how easy it is to tender for local authority contracts.

Contract types CareLineLive customers tendered for



Information required for tendering



- Financial viability information Quality assurance
- Regulatory information e.g. proof of registration
- Staffing information

43%

Feedback from staff and people using services

Continuous improvement and innovation

- Integrated care and collaborative working Management of the contract

Integration of technology

How challenging is the tendering process?

71%

Some terminology is confusing

Challenges faced when tendering

- Complicated process with short timescales
- Having the correct technical writing skills to deliver the required information
- Lack of understanding of how much information is required
- Unclear requirements of the contract Cost of care versus quality of care
- Cost of outsourcing can be costly with no guarantee of success
- Unrealistic expectations of commissioners

There are numerous opportunities in the home care market, and focusing on

your strengths from the start will bring significant benefits. Develop a strategic expansion plan and conduct thorough research on your geographical location to

understand the requirements of your target audience. Establish solid connections with key stakeholders and actively engage in pertinent local authority events as

well as community activities.

For further insights on establishing a successful home care service, you can

carelinelive.com/ebook

explore our eBook by visiting:

