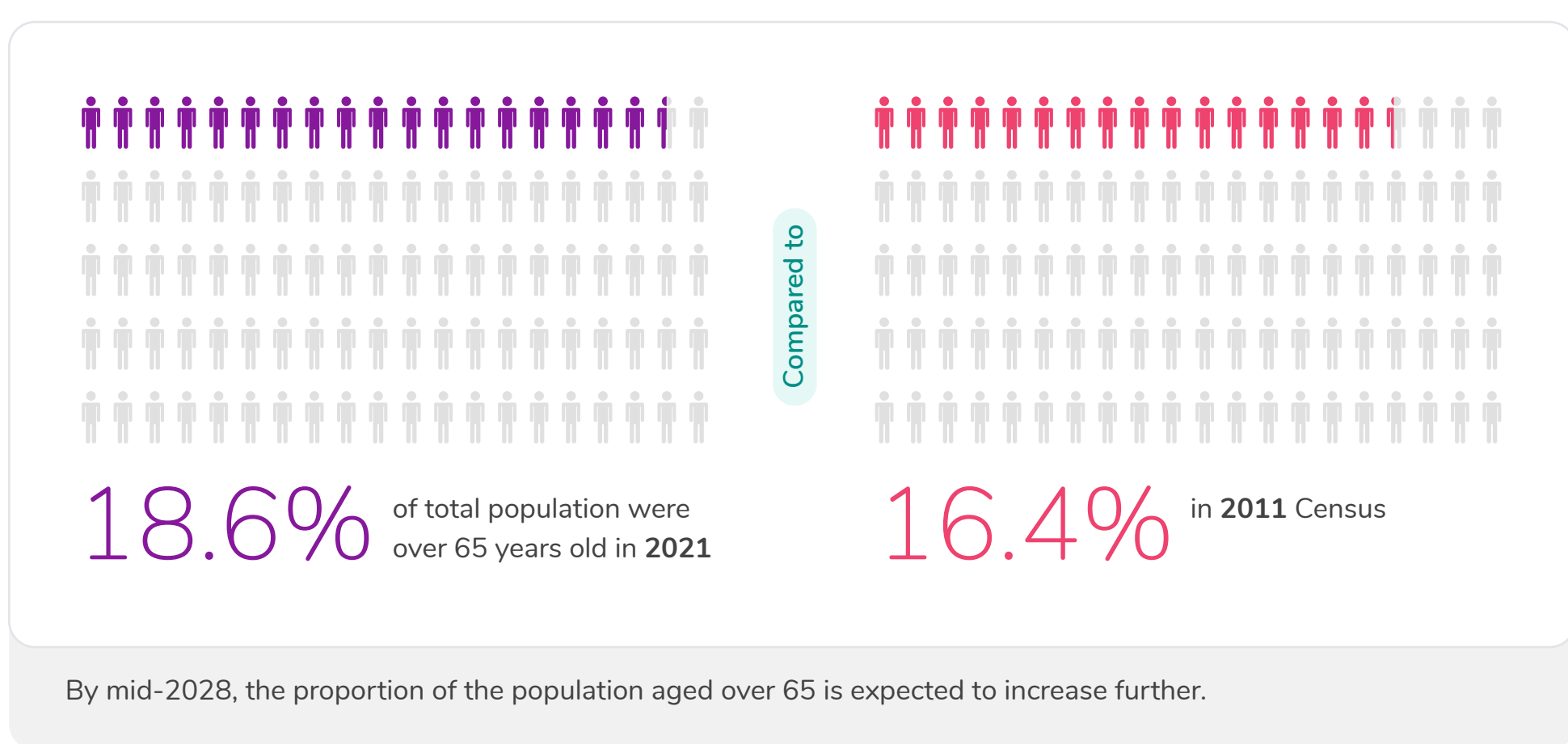


Opportunities for home care businesses in the UK

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.



Where home care business comes from

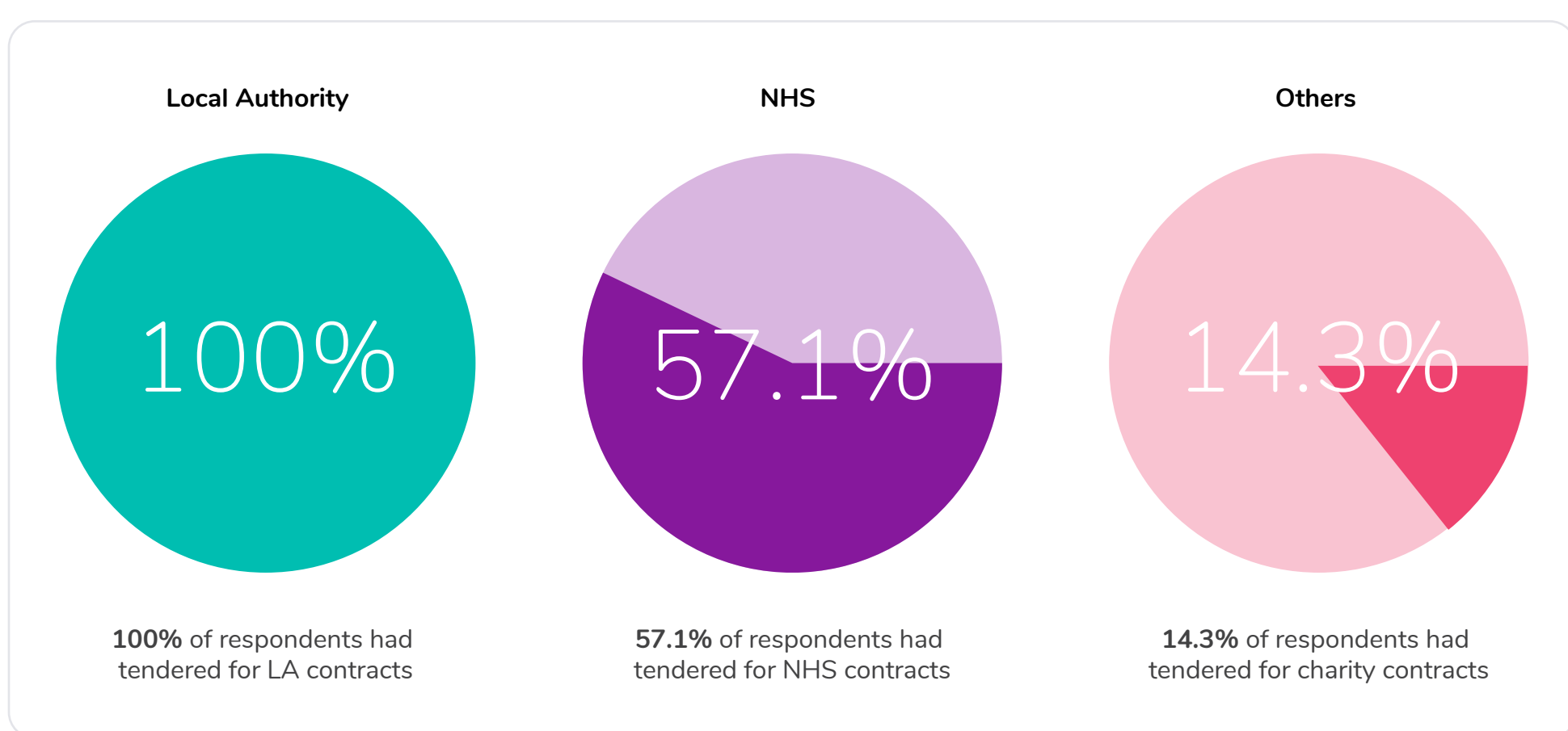
- Self-referred
- Contractual (e.g. local authority commissioners)
- Health care professional referrals
- Social workers
- Care managers
- Legal professionals
- Hospital discharge

Funding will come from a variety of sources including:

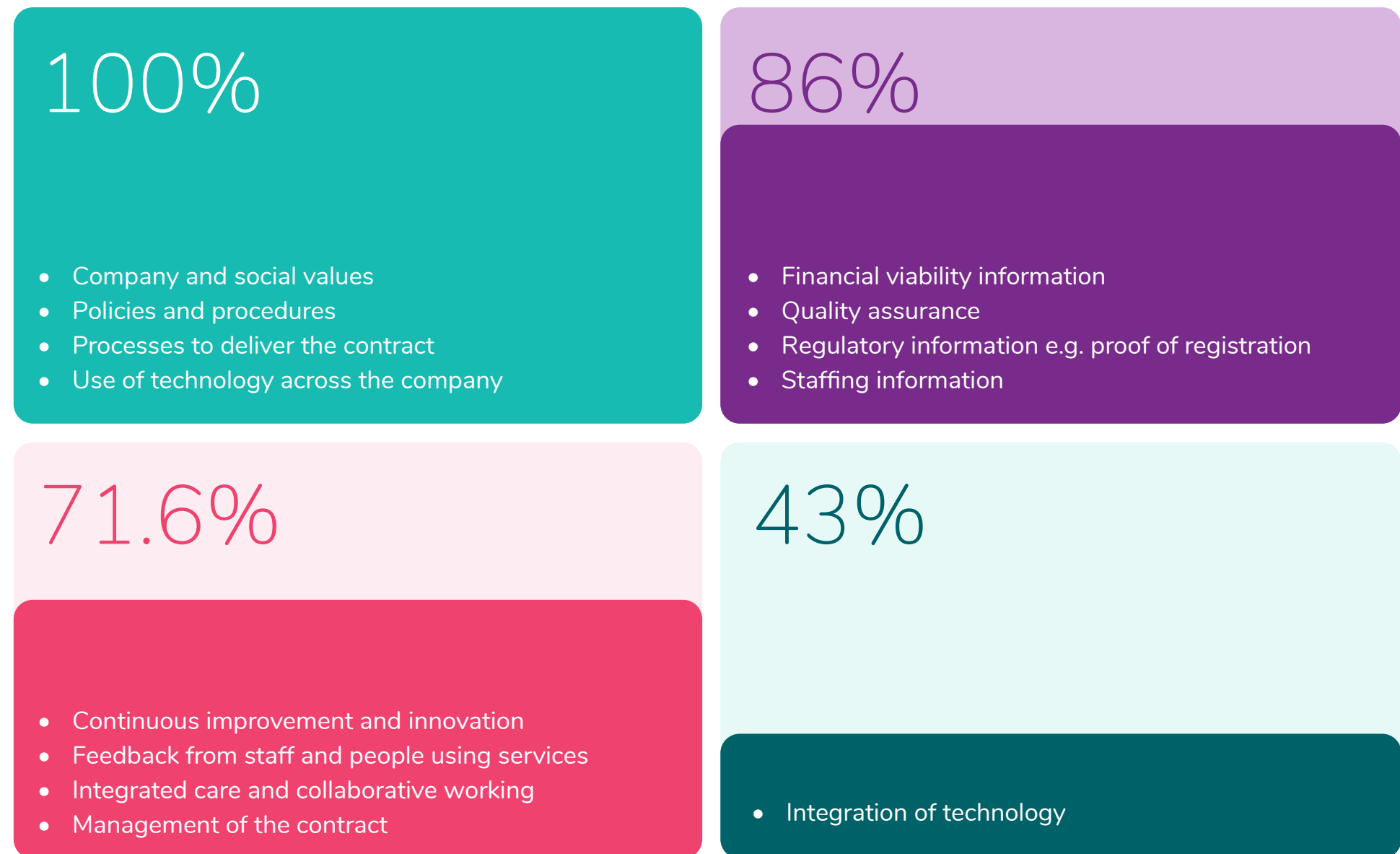
- Private funds
- Local authority funding
- Charity funding
- Court of Protection

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.

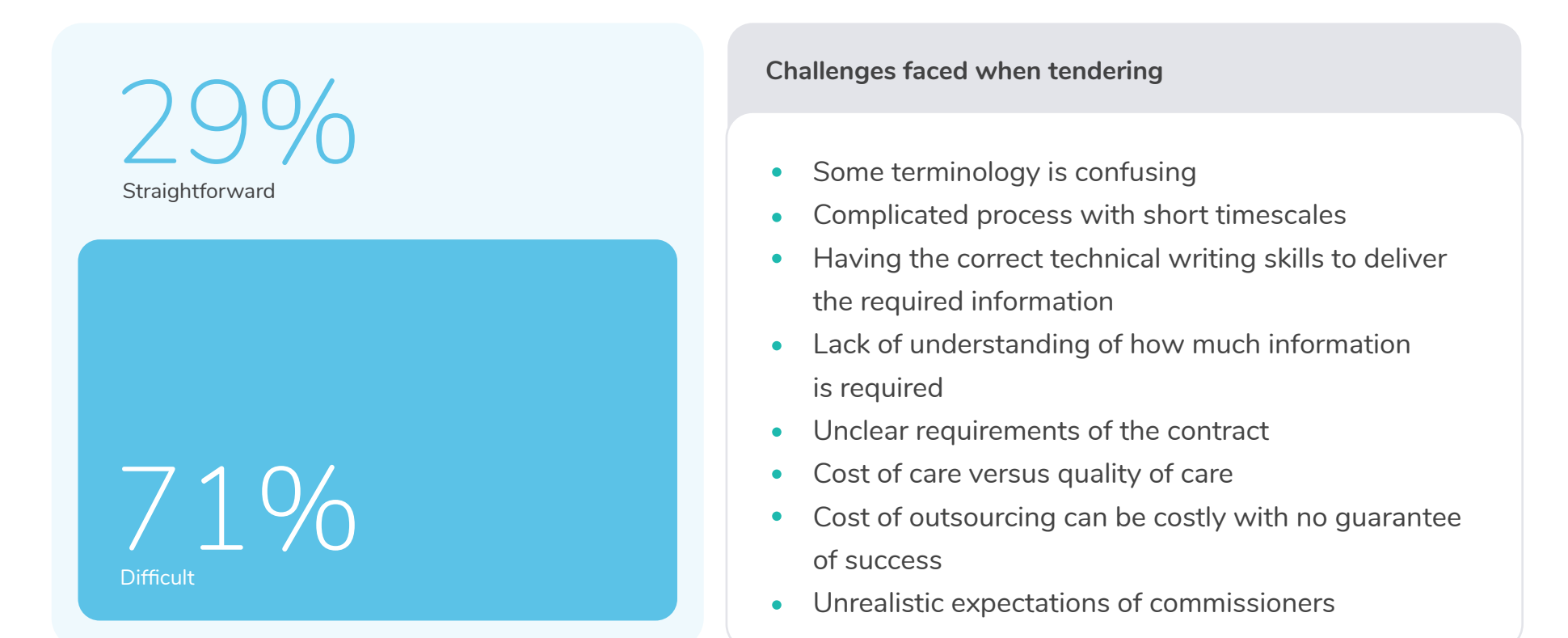
Contract types CareLineLive customers tendered for



Information required for tendering



How challenging is the tendering process?



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 explore our eBook by visiting:

carelinelive.com/ebook