



The Ultimate Guide to
**OWNING A CARE
BUSINESS IN THE UK**

Everything you need to know to launch, lead, and grow a successful care company — with or without a Big Sister beside you

Your career. Your company. Your way.

Why Now is the Time to **STEP INTO OWNERSHIP**

There's never been a better time to start your own care business in the UK. The demand for care is growing at a rapid pace — fuelled by an ageing population, increased funding for community-based services, and a shift in public expectations toward more personal, values-driven care.

Local authorities, private families, and NHS partners are all searching for providers who can offer:

- ♥ High-quality service
- ♥ Consistent leadership
- ♥ A genuine commitment to care

That's where you come in.

If you've worked in the care sector — especially as a Registered Manager or senior leader — then you already have the experience, insight, and heart needed to lead your own business. You've seen what works, what doesn't, and what you'd do differently if you were in charge.

This guide was created to help you explore that possibility.

We'll walk you through:

- ♥ What it actually takes to own a care business
- ♥ The steps involved in setting up legally and compliantly
- ♥ The challenges you should prepare for
- ♥ And the rewards that make it all worth it

We'll also introduce you to Big Sister — a co-ownership model that helps Registered Managers like you launch care businesses with no upfront investment, no guesswork, and no need to go it alone.

Whether you're just starting to think about ownership, or you've been dreaming of it for years — this guide is your roadmap.

Let's begin.



Who Can Own a Care Business?

(Spoiler: You Can)

One of the biggest myths in the care sector is that **only wealthy investors or corporate chains can start their own care companies. This is your business.**

Not true.

In fact, **some of the most successful care businesses in the UK today were started by people just like you** — former care workers, team leaders, nurses, and Registered Managers who finally said:

"I want to do this my way."

If you have:

- ♥ Experience working in care
- ♥ A deep understanding of what good care looks like
- ♥ The ability to lead others
- ♥ A desire to make a difference in your community

... then you already have the foundation.





You **don't need** a business degree.



You **don't need** £100,000 in the bank.



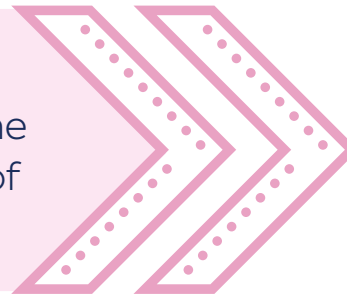
And **you definitely don't need** to be perfect.



What You **Do** Need

- ♥ A **commitment** to high standards
- ♥ The **willingness** to learn and grow
- ♥ **Resilience** for the highs and lows of leadership
- ♥ **Support** — because no one builds a business alone
- ♥ The **right infrastructure** and guidance

In the next section, we'll walk you through the different types of care businesses you can own in the UK — and help you start thinking about what kind of service you might want to build.



Types of Care Businesses in the UK

One of the first decisions you'll make when starting your own care company is what kind of service you want to deliver. The good news? You've got options — and each comes with its own unique focus, challenges, and rewards.

Here's a breakdown of the most common types of care businesses in the UK:

Domiciliary Care (Home Care)

You provide care to people in their own homes — supporting with personal care, medication, companionship, meal preparation, and daily living.

- ♥ High demand across the UK
- ♥ Can start small and grow steadily
- ♥ Flexible to your availability and service area
- ♥ CQC regulated

Supported Living

You support individuals (often with learning disabilities, autism, or mental health needs) to live as independently as possible in their own accommodation or shared settings.

- ♥ Often commissioned by local authorities
- ♥ Focus on empowerment and quality of life
- ♥ May or may not require CQC registration depending on the model

Residential Care Home

You operate a facility where residents live full-time and receive ongoing care and support.

- ♥ High setup costs, but strong demand in the right area
- ♥ Requires premises, registered manager, and full CQC compliance
- ♥ Typically, larger teams and round-the-clock support

Nursing Agencies / Staffing Providers

You supply trained care staff or nurses to other care homes, hospitals, or homecare services.

- ♥ Strong potential for fast growth
- ♥ Focus on recruitment, vetting, and relationship-building
- ♥ Lower regulatory barriers compared to direct care provision

Specialist Services

You build a service focused on a specific population, such as:

- ♥ Dementia care
- ♥ Palliative care
- ♥ Reablement
- ♥ Complex needs
- ♥ Mental health support
- ♥ Highly impactful and often well-funded
- ♥ Requires specific expertise and often strong local partnerships

Not Sure What to Choose Yet?

That's okay. Many founders start with a general homecare model, then specialise later.

What matters most is starting — and building a model that works for your vision, values, and lifestyle.



In the next section, we'll walk you through what it actually takes to get started — from registration to recruitment and everything in between.



What It Actually Takes to Get Started

Let's break it down: owning a care business isn't just about having a logo and some business cards. To launch properly — and grow sustainably — you'll need to build your company on strong foundations.

Here are the key steps to getting started as a care business owner in the UK:

Step 1

Choose Your Business Model

- ♥ Decide what type of care you'll deliver (homecare, supported living, staffing, etc.)
- ♥ Clarify whether your service requires CQC registration
- ♥ Define your geographical area, client base, and pricing structure

Step 3

Apply for CQC Registration (if required)

- ♥ Submit your application and Statement of Purpose
- ♥ Appoint a Registered Manager (this may be you)
- ♥ Prepare policies, procedures, and evidence of compliance
- ♥ You may be interviewed by a CQC inspector before approval

Step 2

Register the Business Legally

- ♥ Set up your company with Companies House
- ♥ Choose the right legal structure (usually Ltd)
- ♥ Get your business bank account, insurance, and professional indemnity cover in place

Step 4

Build Your Brand & Website

- ♥ Create a name, logo, and brand identity that reflects your values
- ♥ Set up a simple, clear website with your services, contact info, and compliance statements
- ♥ Establish your digital presence (Google Business, LinkedIn, Facebook, etc.)



Step 1

Discovery Call

- ♥ You'll have a relaxed, no-pressure call with Jill or a member of our leadership team.
- ♥ We'll get to know you — your experience, your goals, and what's holding you back.
- ♥ We'll walk you through how Big Sister works, and you'll be able to ask anything.
- ♥ If we're a match, we move forward — together.

Step 2

Agreement & Legal Setup

- ♥ Once we both agree this is the right fit, we draw up a simple co-ownership agreement.
- ♥ Your business is legally registered as a 50/50 partnership — shared equally between you and Big Sister.
- ♥ We also include a golden share, which gives Big Sister strategic oversight to protect our investment and ensure the business remains focused, ethical, and set up to thrive long-term.



From this point on, you're no longer dreaming about starting a care company — **you're doing it, with the right structure and support behind you.**

Step 5

Put Systems & Policies in Place

- ♥ Get compliant care policies and staff handbooks
- ♥ Set up care management systems (rotas, care plans, risk assessments)
- ♥ Use HR and finance tools to stay organised from day one

Step 6

Recruit Your First Team Members

- ♥ Start with trusted staff — even one or two can help you launch
- ♥ Run DBS checks, reference checks, and onboarding
- ♥ Begin with a small, high-quality team before scaling

Step 7

Find Clients & Secure Contracts

- ♥ Reach out to private families in your area
- ♥ Apply for local authority frameworks and NHS contracts
- ♥ Use marketing, referrals, and word of mouth to get known
- ♥ Consider partnering with a bid writer if you're going after tenders

Step 8

Stay Compliant, Deliver Quality, and Grow

- ♥ Track outcomes, gather client feedback, and stay on top of audits
- ♥ Invest in leadership and staff development
- ♥ Plan for the next phase — whether that's hiring, expanding, or specialising



It might sound like a lot — but you don't have to do it all at once. And you definitely don't have to do it alone.

Up next, we'll talk about the real challenges care founders face — and how to prepare for them without being overwhelmed.

The Challenges No One Tells You About

Running your own care business is deeply rewarding — but it's not without its challenges. And while most guides talk about what you need to do, very few prepare you for what you'll feel.

We're not here to sugar-coat it. We're here to make sure you go in prepared — and supported.

1. The Pressure of Responsibility

When it's your name on the registration, the buck stops with you. That can feel heavy — especially in the early days.

You're not just managing care... you're managing people, policies, finances, clients, and everything in between.



What helps: a trusted advisor, clear systems, and monthly support.

2. Decision Fatigue

There are a lot of moving parts in a care business, especially when you're starting from scratch.

Marketing, recruiting, onboarding, compliance — it can quickly become overwhelming.



What helps: a structured roadmap and knowing what comes next (and what doesn't matter yet).

3. Information Overload

From CQC expectations to local authority processes, it can feel like there's too much to know and no time to learn it.



What helps: expert guidance — people who've done it before and can walk you through it, step by step.

4. Self-Doubt

Even with all your experience, there will be moments you question yourself:

“Am I ready for this?”

“Can I lead a team?”

“What if I fail?”



What helps: community. Support from others who've been there — and believe in your ability, even when you forget it.

5. Wearing Too Many Hats

In the early days, you may be the manager, marketer, recruiter, and receptionist — all in one. That's normal, but it can't last forever.



What helps: outsourcing early, prioritising smart systems, and growing your team sustainably.

These challenges don't mean you shouldn't do it. They just mean you shouldn't try to do it alone.

In the next section, we'll talk about the why behind it all — the rewards that make the hard days' worth it, and the future you're building with every step.

What Makes It Worth It

Owning a care business is not the easy route.

It's not the quick fix.

But it is the path to something deeper — something most Registered Managers never get to experience while working for someone else:

Control. Confidence. And legacy.

Here's what makes it all worth it:



You Lead with Your Values

No more compromising on quality. No more clashing with a leadership team that doesn't get it.

You set the tone. You shape the culture. You build the business you always wished you worked for.



You Create Flexibility

Yes, it's hard work — but it's work on *your terms*.

You can build a business around your family, your energy, your goals. You control the pace, the priorities, and the path forward.



You Earn What You Deserve

You're no longer doing the work while someone else collects the reward.

Every hour you put in builds something that belongs to you — not just a payslip, but a business with real value.



You're Building a Future Asset

Your business isn't just income — it's an asset.

Something that grows. Something that scales. Something that could be sold or passed on. You're creating a legacy that supports your future.



Grow as a Leader

You'll stretch yourself in the best way. You'll learn new skills, make big decisions, and discover just how capable you really are.

You'll become the kind of leader you always looked up to.



You Make a Real Difference

At the heart of it all? Impact.

You're not just running a business. You're delivering exceptional care, building a great place to work, and changing lives — including your own.

If you're going to work hard, make it count.

Build something you're proud of. Build something that reflects who you are.

And if you're ready to do that — you don't have to figure it out alone.

In the next section, we'll introduce you to Big Sister — and show you how we help Registered Managers like you launch with support, structure, and zero financial guesswork.

The Big Sister Way Launching With a Partner

By now, you might be thinking:

“I want this... but how would I even start?”

“Do I need thousands saved up?”

“Do I have to figure all of this out on my own?”

That’s exactly why Big Sister exists.

We’re here to remove the biggest barriers — financial, emotional, and practical — so that Registered Managers like you can step into ownership with confidence.



1. We Co-Own the Business with You

This isn’t a franchise. It’s not a job. It’s not a loan.

We set up the business with you, as 50/50 partners — and we invest our time, resources, and expertise to help you launch strong.

You bring the leadership. We bring the infrastructure.

Together, we build a business you’re proud to lead.



2. We Cover the Setup Costs

Starting a care company properly can cost £50k–£100k+ if you do it alone.

With Big Sister, we invest in:

- ♥ Branding, website, logo, and online presence
- ♥ CQC registration and compliance setup
- ♥ Policies, staff handbooks, and training materials
- ♥ Marketing and lead generation tools
- ♥ Tender writing, bid strategy, and contract acquisition
- ♥ Recruitment support and business planning

You don’t need upfront capital. You just need commitment — and the willingness to lead.



3. We Give You Ongoing Strategy and Support

You'll never be left to figure it out alone.

Our expert team walks with you every month — with strategy calls, accountability check-ins, and access to specialists in every area (HR, compliance, sales, marketing, and more).

You'll also become a member of the **Founder's Circle**, our private network of care business leaders on the same journey as you.



4. We Include a Golden Share

To protect both sides of the partnership — and keep the business aligned with your leadership and our shared values — we use a golden share model.

This ensures the business remains stable, ethical, and built to thrive.

You remain in control of the day-to-day.

We're here to back you — and to step in *only* if the business is at risk.



5. You Grow at Your Pace — With Someone by Your Side

Some of our partners grow fast. Others take a slow, steady approach.

There's no one-size-fits-all. We tailor the plan around your goals, your lifestyle, and your long-term vision.

And we do it **together**.



In the final section, we'll show you what your first step could look like — and how to find out if this model is right for you.

What to Do Next

Your Path to Ownership Starts Here

You've made it this far, which tells us something important:

- ♥ You're serious about making a change
- ♥ You know you're ready for more
- ♥ And you've started picturing what your own care company could look like

So... what happens now?

The next step is simple — and completely free.

Book a Discovery Call with Big Sister

This is your opportunity to:

- ♥ Share your story and vision for your business
- ♥ Ask honest questions about how co-ownership works
- ♥ Get a feel for what it would be like to launch with us by your side
- ♥ Explore whether this model is right for you

There's no pressure. No pitch. No push.

Just a genuine conversation about what's possible.

This call is for you if...

- ♥ You're a Registered Manager (or senior care professional) ready to lead
- ♥ You want to build something that fits your life — not consumes it
- ♥ You know you need support, not just motivation
- ♥ You're excited by the idea of doing this with a team, not on your own

You've spent your career leading someone else's business.

Now it's time to build your own - one that reflects your values, your vision, and your future.

And you don't have to do it alone.

This could be the start of something life-changing

- for you, your family, and *your future in care.*



Ready to take the first step?

Book a Meeting:
Email your Availability



Email: hello@bigsistercare.com
Website: www.bigsistercare.com