



CARE GROWTH *ALLIANCE*





The Care Growth Alliance is a strategic partnership between Big Sister and selected CQC-registered care providers across the UK — designed to remove financial barriers to growth and help you build a thriving, sustainable care business.

Rather than acting as a supplier or consultant, Big Sister becomes your growth partner.

We invest our time, expertise, and resources upfront — developing your bids, marketing, branding, and business strategy — and in return, we share 6.5% of your monthly revenue once you're earning.



It's not a **franchise**.

It's not a **retainer**.

It's a partnership built on trust, transparency, and shared ambition.

Through the Care Growth Alliance, you'll access:

- ♥ **Dedicated Growth Support** — business planning, tender management, and marketing execution
- ♥ **Professional Branding & Website** — designed, launched and ongoing management by our creative team
- ♥ **Ongoing Business Development** — regular bid submissions, pipeline building, and client engagement
- ♥ **Quarterly Strategy Reviews** — working side by side with Jill and the Big Sister leadership team
- ♥ **Community of Growth Partners** — a network of like-minded care owners scaling with Big Sister's support

The Result?



You stay focused on delivering exceptional care while Big Sister fuels your business with a steady stream of new opportunities.

It's the smarter, fairer way to grow — no upfront costs, no wasted spend, just shared success.

Because when your business grows, we all grow together.



Eligibility Framework

This framework helps us decide who qualifies to join the Care Growth Alliance partnership with Big Sister. It's divided into two parts:

- ♥ **Eligibility Requirements** – the non-negotiables
- ♥ **Ideal Fit Indicators** – the attributes of high-potential partners

Eligibility Requirements (Must-Have)

These are minimum standards — applicants must meet all to qualify.

1. CQC Registration

- » The business must be CQC registered in England.
- » They do not need to have an inspection rating yet, but registration must be complete and active.

2. Registered Manager in Place

- » A named, qualified Registered Manager must be in post.
- » The manager should have day-to-day oversight and authority to make operational decisions.

3. Full-Time Commitment

- » The business owner and/or Registered Manager must be working full time in the business.
- » This program is not suitable for those with other full-time jobs or side ventures.

4. Operational Capability

- » The business must already be trading or ready to trade (e.g., insurance, policies, and systems in place).

5. Financial Responsibility

- » Must be able to fund day-to-day operations, such as payroll, insurance, and running costs, while new contracts are being secured.

6. Transparency & Cooperation

- » Must agree to monthly reporting and account submissions on time.
- » Must agree to collaborate on marketing and bid content honestly and responsively.

7. Exclusivity

- » Must agree not to operate or invest in a competing care business while in the partnership.

Ideal Fit

Indicators

(Best-Suited Candidates)



These traits help us identify the partners who will thrive under the 6.5% model.

1. Growth-Minded

- » Ambitious, open to scaling quickly, and focused on winning contracts and building brand visibility.

2. Financially Stable

- » Can comfortably fund operational costs (e.g., staff wages) while awaiting contract payments.
- » Ideally has some working capital or access to short-term financing.

3. Proactive Communicator

- » Engages regularly, responds to requests, and treats Big Sister as an active growth partner.

4. Passionate About Quality Care

- » Strong commitment to CQC compliance, service excellence, and long-term community impact.

5. Ready for Visibility

- » Willing to feature in marketing, press releases, and success stories to build reputation and attract new business.

6. Values Partnership

- » Understands this is not a supplier arrangement — it's a shared-growth model that requires collaboration and trust.

7. Understands the Long Game

- » Recognises that the first few months focus on foundation-building (branding, compliance, marketing) before major revenue growth occurs.



Not Suitable For

This partnership is not designed for:

- ♥ Individuals running the care business as a side project.
- ♥ Businesses unwilling to share monthly figures or be transparent.
- ♥ Providers not yet CQC registered or still in the application process.
- ♥ Those seeking short-term or one-off support rather than long-term growth.
- ♥ Businesses who don't value high quality care.



Care Growth Alliance

Roadmap



This timeline outlines what you can expect during our first year of partnership.
Every phase builds on the last — creating a strong foundation for consistent, sustainable growth.

Month 1 **Strategy, Structure & Identity**

Focus: Growth Planning, Business Positioning, and Brand Development

- ♥ Growth & Business Planning Session (with Jill & team)
- ♥ Define business goals, target markets, and service priorities
- ♥ Develop brand messaging, tone of voice, and value proposition
- ♥ Create or refine visual branding (logos, colour palette, imagery)
- ♥ Write and optimise website content to align with growth goals

Outcome: *A complete strategic foundation — your business is positioned, branded, and ready to grow.*

Month 2 **Bid Activation & Soft Launch**

Focus: Opportunity Research, Early Bidding & Online Readiness

- ♥ Begin daily bid and framework searching in your target areas
- ♥ Register on relevant portals and frameworks
- ♥ Write and submit initial bids as opportunities go live
- ♥ Launch your landing website (starter version) to build visibility
- ♥ Finalise compliance and documentation templates for future bids

Outcome: *You're live, visible, and actively bidding for work — the growth engine is switched on.*

Month 3

Full Launch & Marketing Momentum

Focus: Full Brand Activation & Growth Strategy Implementation

- ♥ Launch your full website with integrated SEO and analytics
- ♥ Create your blog and content strategy for the next 12 months
- ♥ Launch your first social media campaigns and audience targeting
- ♥ Ongoing bid writing, pipeline building, and opportunity tracking
- ♥ Conduct your first Growth Strategy Session with Jill to review early progress

Outcome: *Your business is fully live, branded, and engaging the market — you're bidding, marketing, and growing consistently.*

Month 4

Growth in Motion

Focus: Marketing Consistency & Bid Refinement

- ♥ Continued bid writing and pipeline expansion
- ♥ Build case studies and gather evidence for stronger submissions
- ♥ Increase posting frequency and engagement across social channels
- ♥ Refine website content based on analytics and audience insights
- ♥ Identify private sector and partnership opportunities

Outcome: *Consistent marketing, strong bids, and a clear rhythm of growth.*

Month 5-6

Reputation Building & Conversion

Focus: Strengthening Market Position

- ♥ Publish success stories and testimonials
- ♥ Launch your first press or PR feature
- ♥ Expand private care marketing efforts
- ♥ Optimise bid library for faster turnaround times
- ♥ Review bid performance and adapt strategy

Outcome: *You're seen as a credible, trustworthy provider — positioned for both private and public contracts.*

Month 7-9
Scale & Diversify

Focus: Expanding Reach and Securing Bigger Wins

- ♥ Bid for larger frameworks and multi-year contracts
- ♥ Explore additional service areas or geographic expansion
- ♥ Strengthen referral and partnership networks e.g. insurance providers
- ♥ Quarterly growth review to assess ROI and adjust priorities

Outcome: *You're scaling confidently with new contracts, improved visibility, and a growing client base.*

Month 10-12
Consolidation & Continuous Growth

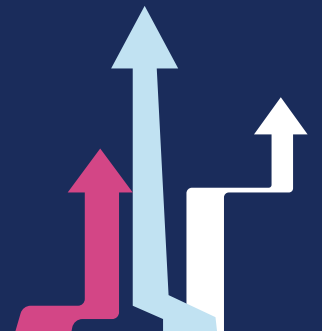
Focus: Performance, Retention, and Sustainability

- ♥ Review financial performance and growth metrics
- ♥ Introduce new content campaigns and thought-leadership pieces
- ♥ Prepare for Year 2 growth planning
- ♥ Refine marketing strategy for maximum ROI
- ♥ Celebrate contract wins and recognise key milestones

Outcome: *A mature, established, and continuously growing care business supported by a trusted team of experts.*

**From day one, we handle everything that fuels your growth —
brand, bids, marketing, and strategy.**

**You focus on delivering exceptional care.
We focus on ensuring the world knows about it.**



Why Big Sister Is the Right Growth Partner

Choosing a growth partner is one of the most important decisions you'll make — and it's one that deserves experience, integrity, and proven results.

At Big Sister, we don't just advise care businesses — we build them.

Our team has helped over 500 healthcare providers across the UK and beyond to win government contracts, build trusted brands, grow sustainable revenues, and develop outstanding reputations for quality care.

We understand every stage of your journey — from your first CQC registration to securing long-term local authority and NHS contracts.

Our experience isn't theoretical; it's practical, proven, and built on more than a decade of real results.

When you partner with Big Sister, **you gain:**



♥ **A Trusted Partner, Not a Supplier**

We share your vision, your goals, and your growth. Our success is directly linked to yours.

♥ **Decades of Experience**

Our leadership team has secured over £5 billion in healthcare contracts across the UK. We know what works — and what doesn't.

♥ **Full-Service Support**

From branding and marketing to bid writing and growth mentorship, we cover every area of growth so you can focus on delivering exceptional care.

♥ **Human Partnership**

You'll work directly with industry experts who care deeply about your success. We'll challenge you, support you, and celebrate every win together.

♥ **Proven Growth Framework**

The Care Growth Alliance is built on years of refining what drives lasting success for care businesses. You'll step into a system that's designed to work — fast.

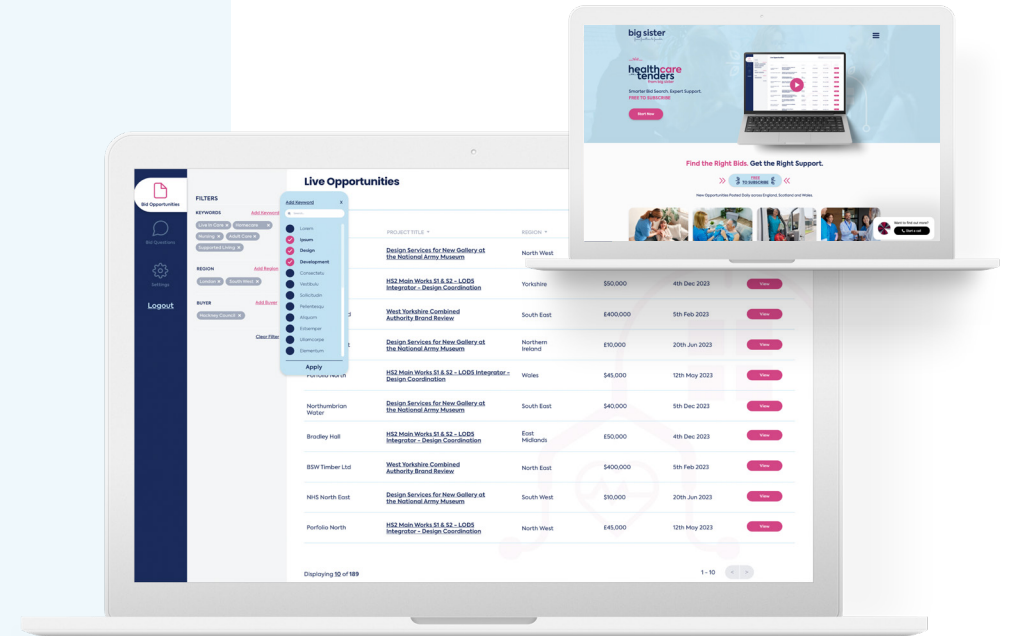
We believe care businesses should grow from a place of confidence, not guesswork — and that's exactly what we bring.

Because with Big Sister beside you, growth isn't just possible — it's inevitable.



Big Sister at a Glance

- ♥ **Global Growth Machine** – A proven international model powering care businesses across the UK, USA, Europe and beyond.
- ♥ **24-Hour Growth Engine** – With teams across three continents, your business grows while you sleep.
- ♥ **£5 Billion+ in Contracts Secured** – Real results, not projections — we know how to win and sustain success.
- ♥ **500+ Care Businesses Supported** – From start-ups to multi-region providers, we've helped them all grow.
- ♥ **Decades of Experience** – A leadership team that's been on every side of the healthcare and business growth journey.
- ♥ **Full-Service Infrastructure** – Marketing, bid writing, websites, branding, and mentorship — all under one roof.
- ♥ **Partnership Over Transaction** – We don't charge retainers or consultancy fees; we share in your success.
- ♥ **AI-Powered Efficiency** – Advanced bid and marketing systems accelerate your progress and increase win rates.
- ♥ **Reputation for Excellence** – Delivered contracts for local authorities, NHS bodies, and hundreds of private clients.
- ♥ **Built for Momentum** – From your first strategy call to contract wins, progress happens fast — and visibly.



How to Get in Touch & Register Your Interest

Joining the Care Growth Alliance starts with a simple conversation.

Stage 1



Book a Discovery Call

Your first step is to schedule a discovery call with one of our Growth Advisors — Jamie, Joshua, or Natasha.

During this call, we'll learn more about your care business, your goals, and whether the Care Growth Alliance is the right fit for you.

Stage 2



Meet Our CEO

If both sides agree the partnership has strong potential, we'll arrange a follow-up call with Jill Hudson, CEO of Big Sister.

This is your chance to discuss your growth vision in detail and explore how our 6.5% partnership model could transform your business.

Stage 3



Formal Onboarding

If we decide to move forward together, we'll send your Terms & Conditions to sign electronically via DocuSign.

Once signed, we'll schedule your Kick-Off Strategy Call within one week.

From that point, things move incredibly quickly — we'll begin your branding, marketing, and bid strategy immediately.

You'll need to be ready to:

- ♥ Provide feedback and approvals promptly
- ♥ Action incoming leads quickly
- ♥ Collaborate closely as bids and opportunities go live

We move fast because your growth starts the moment we begin.

**CARE GROWTH
ALLIANCE:
SHARED
AMBITION.
*SHARED
SUCCESS.***



Big Sister – Care Grows Here

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