

# Start-Up Business Plan

2026 - 2028

GOV-1003-V1



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# 01.

## Executive Summary

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The Good Place Home Care Services Limited ("The Good Place") is a domiciliary care provider based in Burton-upon-Trent, delivering regulated personal care to adults across Staffordshire and Derbyshire. The service is established to support adults aged 18 and over, including older people, individuals with physical disabilities, and people living with dementia, enabling them to remain safe, independent, and well supported in their own homes.

The service has been founded by experienced care professionals with a clear commitment to delivering person-centred, compassionate, and dignified care. The service places equal importance on the wellbeing of service users and the staff who support them, recognising that high-quality care is dependent on a supported, trained, and valued workforce.

The Good Place will provide a flexible range of domiciliary care services, including personal care, companionship, medication support, meal preparation, light domestic duties, and overnight care. Care packages are designed around individual needs, preferences, and outcomes, and can be adapted as needs change. The service prioritises continuity of care, clear communication, and respectful relationships with service users and their families.

Strong governance and quality assurance are central to how the service operates. The Good Place uses an in-house integrated care management system to support care planning, scheduling, staff deployment, record keeping, compliance monitoring, and incident management. This enables accurate oversight of care delivery and supports safe, responsive, and consistent care. Policies and procedures are openly available online to promote transparency and accountability.

The service will be led by a Registered Manager with relevant experience and responsibility for regulatory compliance,

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# 01.

## Executive Summary

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safeguarding, and quality assurance. During the initial start-up phase, the Registered Manager will also act as Nominated Individual, supported by external consultancy to provide independent oversight and assurance. As the service grows, additional management and operational roles will be introduced in line with capacity and demand.

Market analysis demonstrates a growing need for domiciliary care within Staffordshire and Derbyshire, driven by an increasing older population, rising levels of long-term illness, and pressure on hospital discharge pathways. The Good Place will grow in a controlled and sustainable manner, ensuring that service user numbers and care hours only increase when safe staffing levels and effective oversight can be maintained.

Financial planning supports this measured approach to growth, with realistic projections based on private and direct-pay clients. Investment is focused on staff recruitment, training, fair pay, compliance, and systems that support safe and effective care delivery.

The Good Place is a well-led, values-driven domiciliary care service designed to deliver safe, caring, responsive, effective, and well-governed care in line with CQC expectations, ensuring that every person supported feels truly in a good place.

# 02.

## Our Mission

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Our mission is to provide exceptional home care by valuing both the people who receive our support and the staff who deliver it. We exist to offer care that is never rushed, always respectful, and built on fairness, dignity, and compassion — ensuring every person feels truly in a good place.

# 03.

## Our Vision

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We aim to set a new standard in home care — not by becoming the biggest provider, but by being the most trusted, the most caring, and the most supportive for both service users and staff.



# 04.

## Our GOOD Goals

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- G Genuine Care** *Deliver good, personalised, reliable, and compassionate support that truly enhances quality of life for every service user.*
- O Opportunity for Staff** *Treat our staff with fairness and respect — offering fair pay, meaningful training, and a positive work environment where people feel valued and supported to grow.*
- O Ongoing Relationships** *Build long-term trust with service users, families, staff, and the wider community through consistency, honesty, and open communication.*
- D Deep Commitment to Quality** *Prioritise quality over all else and lead by example to raise help standards across the care sector.*

# 05.

## Knowing Our PLACE

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- P** **Person-Centred Care** *We make every care or support decision shaped around the unique needs, preferences, and dignity of the person we support.*
- L** **Loyalty & Trust** *We build lasting relationships with service users and their families, staff, and external professionals through consistency, honesty, and reliability.*
- A** **Accountability** *We take responsibility for the quality of our care and our behaviour as a team. We keep our promises and learn from challenges.*
- C** **Compassion** *We treat every person — staff or service user — with kindness, patience, and genuine understanding.*
- E** **Excellence** *We strive for the highest standards in everything we do, from caring for our staff to delivering exceptional care in every visit.*

# 06.

## Our Service

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### What We Do

We are a **Domiciliary Care Service (DCC)** regulated by the Quality Care Commission (CQC) to carry out the regulated activity of **Personal Care**.

Domiciliary Care is a provision for people who live in their own homes but require additional support with different daily tasks including personal care, household duties, shopping and accessing the community.

This regulated activity consists of the provision of personal care for people who are unable to provide it for themselves, because of old age, illness or disability, and which is provided to them in the place where those people are living at the time when the care is provided.

### Who We Support

- Adults aged 18-65
- Adults aged 65+
- People with a Physical disability
- People with Dementia

### Support We Provide

- Companionship & Social Visits
- Light Domestic Duties
- Meal Preparation
- Medication Management or Support
- Overnight Care
- Personal Care



# 07.

## Our Support Services

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### Companionship & Social Visits

We're here to help combat loneliness with reliable companionship, offering emotional support, social interaction, and meaningful activities to combat isolation and prevent health decline.

- Visits are priced from £25.00 per hour and may be booked in 15-minute increments, with a minimum visit duration of 2 hours.
- This service can be combined with our other support services to deliver truly person-centred care.



# 07.

## Our Support Services

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### Light Domestic Duties

We're here to help with light domestic duties. From housekeeping to laundry, we can support you or your loved one when you need a little extra support with daily living.

- Visits are priced from £20.00 per hour and may be booked in 15-minute increments, with a minimum visit duration of 1 hour.
- This service can be combined with our other support services to deliver truly person-centred care.

# 07.

## Our Support Services

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### Meal Preparation

Routine is important to many older people, especially those living with dementia or a learning disability. So establishing a routine around mealtimes, and providing assistance, may make the difference between someone eating or not.

- Visits are priced from £20.00 per hour and may be booked in 15-minute increments, with a minimum visit duration of 15 minutes.
- This service can be combined with our other support services to deliver truly person-centred care.



# 07.

## Our Support Services

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### Medication Management or Support

We're here to help with reliable medication management for safe, stress-free daily routines. We can provide gentle reminders to full medication administration to ensure medications are taken as prescribed.

- Visits are priced from £25.00 per hour and may be booked in 15-minute increments, with a minimum visit duration of 15 minutes.
- This service can be combined with our other support services to deliver truly person-centred care.

# 07.

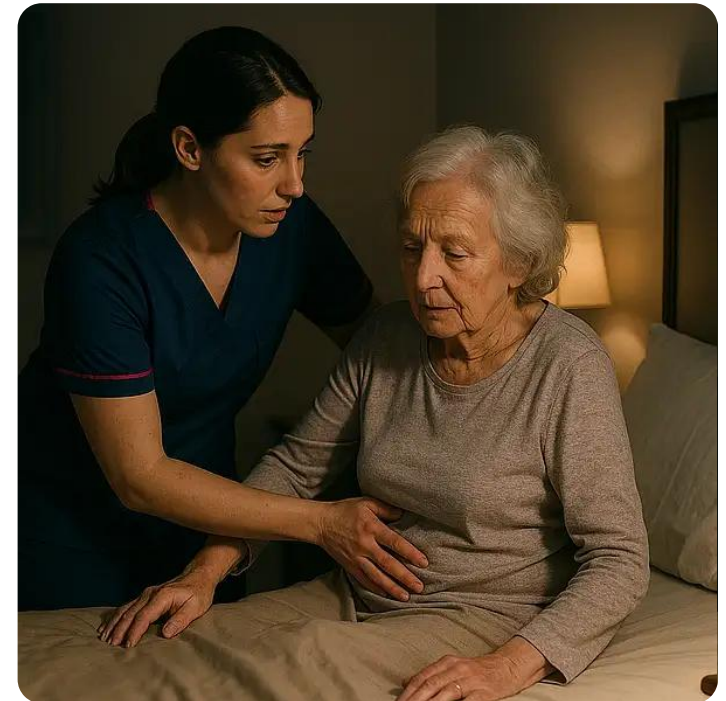
## Our Support Services

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### Overnight Care

We're here to help provide comfort, safety, and support throughout the night. If you or a loved one is at end-of-life, or if you just need someone to be there for you during the night for reassurance or assistance, we are here to support you.

- Visits are priced from £30.00 per hour and may be booked in 1 hour increments, with a minimum visit duration of 9 hours.
- This service can be combined with our other support services to deliver truly person-centred care.





# 07.

## Our Support Services

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### Personal Care

We're here to provide sensitive & dignified assistance with everyday personal care needs such as bathing, grooming, dressing, and toileting, ensuring comfort, safety, and well-being at all times.

- Visits are priced from £25.00 per hour and may be booked in 15-minute increments, with a minimum visit duration of 30 minutes.
- This service can be combined with our other support services to deliver truly person-centred care.

# 08.

## What Makes Us Unique

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We combine compassionate, person-centred care with a modern, transparent, and integrated approach to domiciliary care delivery. Our custom-built care management software (TruePath) manages and links every aspect of our business and operations into a single system, including accounting, care planning, scheduling, compliance, communication, and quality monitoring. This integrated approach reduces duplication, improves data quality, and ensures accurate, up-to-date information is always available to support safe, responsive, and consistent care.

This approach is further supported by a comprehensive and regularly updated digital presence. Our website provides clear, accessible information about our services and makes our policies and procedures openly available to service users, families, staff, and professionals. By placing transparency at the centre of how we operate, we build trust, promote accountability, and ensure everyone understands the standards, values, and expectations that guide our service.

Our leadership team brings diverse experience from a range of sectors, including the motor trade, private healthcare, the NHS, waste management, and the legal sector. This breadth of experience allows us to apply best practices from beyond the care sector, strengthening governance, efficiency, and overall service quality.

Central to our ethos is keeping everyone truly in a good place — both those we support and those who deliver care. We are committed to treating and compensating our staff fairly, recognising that a valued and motivated workforce delivers higher-quality care, builds stronger relationships, and achieves better outcomes for our service users.

# 09.

## Market Research

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# 10.

## Marketing Strategy

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# 11.

## SWOT Analysis

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# 12.

## Our Branding

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### Our Logo

We have a typography logo only with 3 separate versions available, depending on the background colour it is to be used against.

Both white and dark typography logos are available with transparent backgrounds.



# 12.

## Our Branding

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### Our Colors

Deep Trust Blue	Midnight Care Blue	Compassion Rose	Transparent White
#00072b	#081134	#e51974	#ffffff
R 0	R 8	R 229	R 255
G 7	G 17	G 25	G 255
B 43	B 52	B 116	B 255

# 12.

## Our Branding

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### Our Parings

Deep Trust Blue Background	Midnight Care Blue Background	Compassion Rose Background	Transparent White
Headings font: Signika in Transparent White and/ or Compassion Rose	Headings font: Signika in Transparent White and/ or Compassion Rose	Headings font: Signika in Transparent White and/ or Midnight Care Blue	Headings font: Signika in Midnight Care Blue and/ or Compassion Rose
Standard font: Sans-serif in Transparent White	Standard font: Transparent White	Standard font: Transparent White	Standard font: Midnight Care Blue
Hyperlinks (<a>) font: Transparent White	Hyperlinks (<a>) font: Transparent White	Hyperlinks (<a>) font: Transparent White	Hyperlinks (<a>) font: Compassion Rose
Hyperlinks (<a>) must be <u>underlined</u>	Hyperlinks (<a>) must be <u>underlined</u>	Hyperlinks (<a>) must be <u>underlined</u>	Hyperlinks (<a>) must be <u>underlined</u>

# 12.

## Our Branding

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### Our Typography

#### **Signika (baloothambi2) Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? & @ # % \*

**Bold**

*Italic*

#### **Sans-serif Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? & @ # % \*

**Bold**

*Italic*

# 12.

## Our Branding

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### Our voice

At The Good Place, clear and compassionate communication is central to how we deliver care. We believe that everyone should be able to easily understand who we are, what we do, and the standards we uphold. Our words are chosen to reassure, inform, and connect, reflecting the values of dignity, respect, and kindness that sit at the heart of our service.

Our voice is shaped by the people we support, their families, and our team. It reflects how they speak, what matters to them, and the trust they place in us during important moments in their lives. By communicating consistently and authentically, we build confidence in our service and help people feel safe, understood, and truly in a good place.

Tone of Voice:-

- **Warm, but professional** – We communicate with kindness and empathy while maintaining clear professional boundaries. Our tone is reassuring and calm, never rushed or impersonal.
- **Supportive, but not patronising** – We aim to encourage independence and confidence without talking down to people or oversimplifying important information.
- **Clear, but not clinical** – We use plain language and avoid jargon wherever possible, ensuring information is easy to understand without losing accuracy or meaning.

# 12.

## Our Branding

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- **Reassuring, but not alarmist** – We recognise that care decisions can feel overwhelming. Our role is to explain options and expectations calmly, without creating unnecessary concern.
- **Concise, but human** – We value clarity and simplicity, removing unnecessary wording while ensuring our communication always feels personal, respectful, and caring.

## Telephony

- Our telephone line must be operational 24/ 7.
- Voicemail should be used where callers have or are expected to wait longer than 3 mins.
- Our telephony services must not use auto attendants (press 1 for X, press 2 for X, etc.).
- The automated telephony voice must be consistent (i.e. must not switch from one voice to another).
- On hold music must be played without constant up-selling or interrupting messaging.
- On hold music must play the Brighter Days sound track.



# 13.

## Our Location

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### The Good Place

- 186 Wetmore Road, Burton-on-Trent, Staffordshire, DE14 1QZ
- [hello@thegoodplace.care](mailto:hello@thegoodplace.care)
- 01283 296 337

### Location Description

The Good Place is located in Burton-upon-Trent and is a specifically regulated domiciliary care service providing personal care to adults ages 18 and over, people with dementia, and people with physical disabilities.

This location provides care and support to people living in Staffordshire and Derbyshire in the East Midlands.

This location is not public facing and is used for regulatory registration and administration purposes only. If private meeting spaces are needed these are arranged to take place at the requestors location or at a dedicated meeting space provided by an external business center provider.

# 14.

## Our Service Area

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Our core coverage area, which can include local surrounding areas not specifically detailed.



### Derbyshire

- |                |                        |
|----------------|------------------------|
| ■ Ashbourne    | ■ Ashford in the Water |
| ■ Bakewell     | ■ Baslow               |
| ■ Beeley       | ■ Belper               |
| ■ Bramford     | ■ Brassington          |
| ■ Buxton       | ■ Chapel-en-le-Firth   |
| ■ Chesterfield | ■ Cromford             |
| ■ Darley Dale  | ■ Ilkeston             |
| ■ Long Eaton   | ■ Matlock              |
| ■ Matlock Bath | ■ Matlock Dale         |
| ■ Melbourne    | ■ Shirebrook           |
| ■ Swadlincote  | ■ Wirksworth           |

### Staffordshire

- |                     |                  |                     |
|---------------------|------------------|---------------------|
| ■ Anslow            | ■ Anslow Leys    | ■ Beam Hill         |
| ■ Branston          | ■ Bretby         | ■ Burton-upon-Trent |
| ■ Callingwood       | ■ Dunstall       | ■ Egginton          |
| ■ Fenton            | ■ Horninglow     | ■ Lichfield         |
| ■ Longton           | ■ Milton         | ■ Newhall           |
| ■ Newton Solney     | ■ Perton         | ■ Repton            |
| ■ Rolleston-on-Dove | ■ Rugeley        | ■ Stafford          |
| ■ Stapenhill        | ■ Stoke-on-Trent | ■ Stretton          |
| ■ Tamworth          | ■ Tatenhill      | ■ Tutbury           |
| ■ Willington        | ■ Winhill        |                     |

# 15.

## The Good Place

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### About Us

The Good Place was founded by a small team of carers who came together with one shared belief: everyone involved in or receiving care deserves to be treated better.

With years of hands-on experience and a genuine passion for supporting people in their own homes, we set out to build a service rooted in dignity, compassion, and trust.

We're not aiming to be the biggest provider — just the best. By focusing on quality over quantity, we deliver truly personalised, outstanding care that puts people first, every single day.

### Company Formation

The Good Place Home Care Services Limited is a privately owned limited company (16844800), registered on 15/11/2025 by Dean Hill, with a registered address at 186 Wetmore Road, Burton-on-Trent, Staffordshire, DE14 1QZ. Dean Hill is the sole director and person with significant control (PSC).

# 16.

## Our Organisation Structure



# 17.

## Management Team

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### Overview

The management team at The Good Place is responsible for strategic direction, operational oversight, and ensuring high standards of care, governance, and regulatory compliance as the service grows.

The Registered Manager holds overall responsibility for the safe delivery of care, regulatory compliance, and quality assurance. With extensive experience in domiciliary care and regulatory frameworks, the role ensures that care delivery meets CQC standards and reflects the values and ethos of The Good Place.

During our start-up our Nominated Individual & Registered Manager will be the same person. While this is not ideal these roles will look to be fully separated in year 4, or sooner depending on the volume of service users. During this time external consultants will be used to regularly check the Registered Managers' competency as well as the service performance and direction. For disputes that involve the Registered Manager or where deemed necessary under our policies and procedures and external consultant will be used to fulfil the required actions.

# 18.

## Operational Leads

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### Overview

The Operational Leads at The Good Place are responsible for the day-to-day delivery and coordination of care services, ensuring that care plans, scheduling, and staff deployment operate smoothly and effectively.

Working closely with the Registered Manager, they support consistent service delivery, respond to changing needs, and ensure that operational practices align with regulatory requirements, internal policies, and the values of The Good Place. Their role is central to maintaining continuity of care, supporting staff, and ensuring that service users receive safe, responsive, and person-centred support.

In the absence of an Operational Lead the responsibilities of the role (as defined in the relevant policies and procedures) will be assumed by the Registered Manager.

# 19.

## Care Co-ordinators

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### Overview

Care Coordinators play a key role in organising and overseeing the delivery of care at The Good Place. They are responsible for scheduling care visits, matching service users with suitable carers, and ensuring care plans are implemented accurately and consistently.

Acting as a central point of contact for service users, families, and care staff, Care Coordinators help ensure effective communication, continuity of care, and timely responses to changing needs. Their work supports safe, well-organised, and person-centred care delivery in line with CQC expectations and the values of The Good Place.

In the absence of a Care Coordinator the responsibilities of the role (as defined in the relevant policies and procedures) will be assumed by the Registered Manager, or a person delegated by the Registered Manager.

# 20.

## Senior Carers

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### Overview

Senior Carers provide experienced, hands-on leadership within the care team and support the delivery of high-quality, person-centred care. They act as a role model for care staff, offering guidance, mentoring, and day-to-day support while ensuring care plans are followed accurately and safely.

Senior Carers also assist with monitoring care quality, reporting concerns, and supporting new staff through induction and shadowing. Their presence helps maintain consistent standards of care, promotes good practice, and supports effective communication between carers, Care Coordinators, and the wider management team.

In the absence of a Senior Carer the responsibilities of the role (as defined in the relevant policies and procedures) will be assumed by the Registered Manager, or a person delegated by the Registered Manager.



# 21.

## Care & Support Workers

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### Overview

Care and Support Workers are at the heart of service delivery at The Good Place, providing compassionate, respectful, and person-centred care to individuals in their own homes. They support service users with daily living activities, personal care, and emotional wellbeing, while promoting independence, dignity, and choice.

Care and Support Workers follow agreed care plans, uphold safeguarding responsibilities, and communicate effectively with Senior Carers and Care Coordinators to ensure care remains safe, responsive, and tailored to individual needs. Their commitment and professionalism are central to achieving positive outcomes and ensuring every person feels truly in a good place.

# 22.

## How We Will Be Safe

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- We will have strict safeguarding policies & procedures
- We will follow a robust recruitment processes
- We will ensure staff training in safeguarding, medication management, and moving and handling
- We will follow the correct management of waste
- We will ensure safe staffing levels of skilled staff
- We will have comprehensive risk assessments & positive risk management
- We will ensure care records and data are actively reviewed and updated
- We will follow appropriate and efficient information sharing
- We will ensure the safe storage and recording of medications
- We will have continuous monitoring of accidents, incidents, and near misses
- We will identify lessons learned
- We will have safety audits

# 23.

## How We Will Be Caring

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- We will understand the cultural, social and religious needs of our service users
- We will ensure staff take time to interact with people and centre the care around the individual
- We will ensure staff are respectful and considerate towards the service user and their home
- We will ensure service users are empowered to make decisions
- We will ensure service users are supported to take positive risks
- We will ensure that privacy, confidentiality and dignity is always maintained
- We will employ passionate staff

# 24.

## How We Will Be Effective

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- We will ensure care needs are wholly assessed
- We will protect the rights of those that use our service
- We will have assessments on meeting the needs and preferences of each service user
- We will identify training opportunities for staff
- We will have staff development plans
- We will ensure staff coaching, mentoring, appraisals, meetings, and supervisions
- We will carry out staff spot checks to ensure care is delivered to the desired standards
- We will involve different teams in care
- We will deliver consistent, person-centered care
- We will involve people in their care
- We will ensure people are supported to make decisions
- We will have robust systems that ensure regular reviews and recording

# 25.

## How We Will Be Responsive

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- We will ensure we are meeting each individuals different needs
- We will reduce barriers
- We will ensure people are encouraged to develop relationships
- We will ensure we are responding to positive and negative feedback from public, service users, and staff
- We will ensure we are supporting people to make informed choices
- We will ensure future preferences and decisions pre-discussed
- We will ensure people with urgent care needs are prioritised in urgent events
- We will have 24/ 7 office telephone availability for field staff and service users to speak with us
- We will respond to complaints

# 26.

## How We Will Be Well-led

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- We will ensure the Registered Manager has relevant skills, knowledge and qualifications
- We will ensure management are present and approachable
- We will ensure staff feel respected, supported and valued
- We will follow our Good Governance policy
- We will ensure all staff and the public having access to all policies & procedures online
- We will have measures to improve company and staff performance
- We will monitor sustainability and quality of the service
- We will have a planned structure on the day to day running - to ensure compliance is always reached
- We will ensure risk assessments are safety monitored
- We will have quality assurance systems
- We will reward staff fairly and recognise hard work

# 27.

## Financial Summary

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The Good Place has developed a focused financial plan that supports sustainable growth while maintaining high standards of care. Revenue projections are based on private and direct-pay clients, reflecting realistic assumptions about average care hours and charges. Growth in client numbers will be carefully aligned with our capacity to recruit and train new care staff, ensuring that service quality and continuity are never compromised as the business expands.

Operating costs have been carefully calculated to cover competitive pay for care staff, management and administrative overheads, training, insurance, and regulatory compliance. By investing in staff development and fair compensation, we aim to retain a skilled workforce, which in turn ensures reliable service delivery and reduces turnover-related costs. Operational efficiencies through our integrated care management system further support accurate monitoring of care delivery and financial performance.

Profitability is projected to increase steadily as the business grows in line with recruitment. The model ensures that additional clients and care hours are added only when staffing capacity allows, maintaining safe care ratios and quality standards. Contingency reserves are included to manage unexpected costs and potential regulatory changes, providing resilience and protecting both service users and the business.

Finally, capital investment will be directed toward marketing, technology enhancements, and recruitment initiatives to support controlled growth. By balancing investment in staff, infrastructure, and client acquisition with careful cost management, The Good Place aims to achieve a strong financial position, enabling the delivery of safe, person-centred care while scaling responsibly and sustainably.

# 28.

## Service User Growth Forecast

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# 29.

## Financial Costs

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# 30.

## Financial Forecast

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# 31.

## Action Plan

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