

Recommendation checklist for opening a new care organisation

The time, money, energy, and expertise needed to set up a new care service can be considerable. The following recommendations can help guide you through the process.

1. Research and decide the type of care you wish to provide

There is a wide range of adult social care organisations operating in England. This includes residential care homes, nursing homes, home care, supported living, extra care, shared living services, respite care, reablement services, day care, and more.

Search online to learn more about the different types of care services before deciding what care and support you would like to offer. Skills for Care recommends choosing to set up a type of service that reflects the experience, expertise, and passion for providing high-quality care.

2. Check if your new service requires CQC registration

If your service is going to deliver personal care in England, it will most likely need to be registered and regulated by the [Care Quality Commission \(CQC\)](#).

Following [submission of the application](#), the CQC will review and arrange interviews. Please note that an organisation that delivers personal care can only become operational after CQC approval has been granted.

If CQC approval is required, carefully plan your application and prepare the proposed managers and leaders for the CQC interview. Be patient, the CQC registration process can sometimes take several months to complete.

If CQC registration is not required, the process of setting up a new care organisation can be much quicker but much of the information and advice included below will still be useful.

3. Understand the local care market

Research the care market and understand who else is operating in the location you are considering. The [NHS website](#) enables you to search for care services and better understand the local marketplace.

Skills for Care is a leading source of [workforce intelligence](#) for the adult social care workforce in England. Our reports can help you understand national, regional, and

local information about care sector trends and help you benchmark against other services.

4. Understand what good care looks like

CQC regulated providers will be regularly inspected to ensure they are delivering Good and Outstanding care. The CQC inspection process looks at a wide range of issues when inspecting care services to ensure care is safe, effective, caring, responsive and well-led.

Skills for Care's [Good and Outstanding care \(GO\)](#) is an interactive resource providing recommendations, practical examples, and resources to help you consider the quality of care needed to meet CQC standards.

5. Plan how you will find your clients

Before opening, invest time and effort in identifying how you are going to find your clients.

If you will need to be registered with the CQC, ensure you have a clear plan for identifying how you will attract people who need care and support before you submit your application.

For new organisations hoping to secure commissions from local authorities, research their procurement process ([search for local authorities here](#)). Check that these local authorities are looking to commission with new services and what you will need to demonstrate to win business. Have a Plan B in case the local authority does not commission your new organisation.

If you are aiming to target private clients, plan how you will raise awareness and the trust of your new service. Develop a marketing plan and consider associated practicalities such as creating a website etc.

6. Plan how the service will be managed

Good and Outstanding managers and leaders are essential to delivering the quality of care that is expected whether the new organisation is CQC regulated or not.

If CQC registration is required, the regulator expects those managing and leading the service to be [Fit and proper](#). The CQC will expect that the registered manager role and other director-level positions are undertaken by highly experienced and qualified managers or leaders.

Skills for Care's [Recommendations for CQC Provider](#) Guide provides a summary of what may be needed for those managing and leading the service. Whilst only the CQC can ultimately decide, our guidance and advice can help you to identify courses and qualifications that could strengthen the likelihood of CQC approval.

Our [managing a service](#) website section brings together many of the practical resources that can help.

7. Plan how you will recruit your staff

Recruitment is a challenge for adult social care providers and the high turnover of staff in some services can be an expensive ongoing running cost.

Skills for Care provides a range [of recruitment related guidance, advice, and resources](#) to help all care organisations safely recruit with the right values to deliver high-quality care.

We also share a range of examples from other services about how they successfully recruit so you can adopt similar approaches.

8. Plan how you will induct, develop, and manage your staff

Safe and effective care requires a capable and confident workforce. This will require the new service to train, assess and support their staff.

Skills for Care does not deliver any training, but our recommended [Endorsed learning providers cover](#) everything from basic inductions through to management level qualifications.

CQC regulated services will need to ensure that any new and inexperienced care worker induction covers the [Care Certificate](#), which combines practical training, knowledge learning and workplace assessment of competence. Longer-term development opportunities are explained in our Guide to developing your staff.

Our [Managing people](#) website section covers practical ways to performance manager, supervise and support staff wellbeing.

9. Invest in external support and expertise

To save time when setting up a new care provider, consider commissioning other services to help you or take advantage of free information and resources that can help.

We have included some recommendations below if you can invest in external assistance. There may be other organisations that may provide similar types of support, but the following can help you to get started.

Quality Compliance Systems (QCS) can save a lot of time and effort by compiling 85 documents that will support a CQC application, as well as guidance and advice to make your service financially viable etc. [Read more about their Registration Pack and associated costs here.](#)

Skills for Care expertise relates to recruitment, development, and leadership of staff. If you want one to one support in the setting up of your new care organisation, see our Consultancy Support section

[Skills for Care](#), [NICE](#) and [SCIE](#) also produce a range of free guidance and advice that can help you to shape a service that meets the needs of the people you support.

10. What to do once you are operational

Once your new organisation becomes operational, we would recommend the following:

- Get in touch with your [Skills for Care locality manager](#) - Our locality managers can signpost you to relevant information, tools and funding opportunities. They run local workshops and network events and can help you to make the most out of the Skills for Care offer.
- Register for your free [Adult Social Care Workforce Data Set \(ASC-WDS\)](#) account. Over 20,000 care providers use the service, including 66% of 'Outstanding' rated providers. It gives providers tools to manage their staff records and training needs, benchmark themselves against other care providers and access funding and training opportunities. You can record the training your staff complete and get alerts when training is due to expire.
- If CQC regulated, ensure your manager connects with other local services at a [local](#) and [national](#) level for peer support. Deepen your Registered Manager's understanding and expertise by joining [Skills for Care Membership](#).

For further information to support you in delivering Good and Outstanding care (GO), visit <http://www.skillsforcare.org.uk/GO>