

# Safe Hands Liverpool Limited Business Plan



# Business Overview

- **Incorporated:** 17 December 2008 in Liverpool (Company No. 06775854)
- **Registered Office:** Office 11, Clock Tower Building, Clock Tower Park, Longmoor Lane, Liverpool, L10 1LD
- **Company Structure:** Private limited company (micro-size), under 10 employees
- **Property:** 31 Clare Walk, Fazakerley, Liverpool, L10 4YG

Safe Hands Liverpool Limited is a specialised health and social care provider proposing a residential children's home at 31 Clare Walk, Liverpool. The company's strategic focus is delivering high-quality, continuous on-site care, designed to achieve exceptional long-term developmental and emotional outcomes for children and young people.

The facility is designed explicitly around a premium single-occupancy model, delivering a focused stable environment tailored to the regional demand for solo-placement transitional care. The home will leverage the Directo's extensive operational and leadership background in management since corporate incorporation to maintain service and strict regulatory compliance.

# Vision, Mission & Strategic Milestones

- **Our Mission:** To provide a secure, trauma-informed, and highly nurturing home environment that facilitates personal growth, structural stability, and positive transitional milestones for children in care.
- **Service Model Design:** Operations will run on a strict solo-placement infrastructure (maximum of one child or young person residing at the property at any time). This setup guarantees undivided therapeutic care resources, a 1:1 staff to child ratio, and minimises community impact.
- **Operational Execution:** The property is currently undergoing minor interior updates and safety compliance formatting. Once complete, the company will finalise its formal application to Ofsted, with placement operations commencing immediately upon regulatory approval.

# Current Proposal

## Business Plan Summary: Children's Residential Home

**Business Name:** Safe Hands Liverpool Limited

**Business Type:** Private Children's Residential Care Provider

**Location:** Liverpool, United Kingdom

**Target Group:** Children and young people aged 4–18 with emotional, behavioural, and social difficulties (EBD)

### Executive Summary:

Safe Hands Liverpool Limited is a proposed private children's residential home dedicated to providing safe, nurturing, and therapeutic care for vulnerable children and young people in the UK care system. Our mission is to create a stable, home-like environment that promotes emotional wellbeing, personal development, and long-term positive outcomes. Operating in line with Ofsted regulations and UK safeguarding standards, we aim to be a trusted provider in the sector, collaborating with local authorities and multi-disciplinary teams to deliver high-quality, individualised care.

### Vision Statement:

To be a leading provider of child-centred residential care services that empower children to heal, grow, and thrive.

### Services Offered:

- 24/7 residential care with fully trained staff
- Tailored care and support plans
- Emotional and behavioural support
- Educational and recreational activities
- Liaison with schools, health services, and social care professionals

# Current Operational Proposal

## **Business Objectives:**

- Open the first home within 12 months with solo placements
- Achieve Ofsted registration and a 'Good' or 'Outstanding' rating within the first year
- Establish long-term partnerships with local authorities across the UK
- Expand to operate multiple homes over 5 years based on demand and performance

## **Market Opportunity:**

There is a growing demand for high-quality residential placements due to the increasing number of children in care and a shortage of appropriate homes. Many local authorities are seeking independent providers who meet regulatory standards and offer evidence-based support. This market gap presents a strong opportunity for Safe Hands Liverpool Limited.

## **Financial Overview:**

Initial funding requirements are estimated at £80,000, covering property lease/purchase, renovations, compliance costs, staffing, and working capital. Revenue will be generated through local authority placement contracts, with average weekly placement fees ranging from £6,500 to £8,000 per child.

## **Key Success Factors:**

- Experienced and qualified leadership and care team
- Compliance with all Ofsted and safeguarding requirements
- Strong relationships with local authorities and professionals
- Focus on therapeutic and trauma-informed care

# Financial Strategy & Year 1 Forecast

# Marketing plan

## Executive Summary

This marketing plan outlines the strategy to raise awareness, build trust, and establish a positive reputation for a new children's home in the UK. The home will offer a safe, nurturing, and supportive environment for children in care, with a focus on trauma-informed care and long-term well-being.

## Market Analysis

### Industry Overview

- The UK has a growing need for high-quality residential care facilities for children, particularly those with complex needs.
- Local Authorities are the main source of placements, working with registered providers to find suitable homes.
- Emphasis is on safeguarding, regulatory compliance (Ofsted), and therapeutic support.

### Target Market

- **Primary Customers:** Local Authorities (Children's Services departments).
- **Secondary Stakeholders:** Social workers, Independent Reviewing Officers, NHS trusts, CAMHS, and foster placement officers.
- **Influencers:** Ofsted inspectors, advocacy organizations, family members (where applicable).

### Competitor Analysis

- Other private, not-for-profit, and local authority-run homes.
- Differentiation will be through:
  - High staff-to-child ratio
  - Trauma-informed training
  - Therapeutic model (e.g., PACE, Dyadic Developmental Psychotherapy)
  - Community involvement and educational support

# Marketing plan

## Marketing Objectives

- Secure preferred provider status with at least 3 Local Authorities in Year 1.
- Fill all available placements within 6 months of registration.
- Build a positive reputation for quality care and compliance within the first year.
- Create partnerships with at least 2 therapeutic or educational service providers.

## Unique Selling Proposition (USP)

“Our home offers a safe, warm, and emotionally supportive environment, underpinned by therapeutic principles and a staff team trained in trauma-informed care. We don’t just provide a place to live — we provide a place to heal and grow.”

## Marketing Strategy

### Branding

- Name, logo, and mission that reflect compassion, professionalism, and child-centred care.
- Tone of voice: Warm, supportive, clear, and professional.
- Messaging themes: Safety, trust, care, therapeutic support, long-term outcomes.

# Marketing plan

## Marketing Strategy

### Online Presence

- **Website:** Professional, informative, and compliant with safeguarding requirements. Key sections:
  - About Us
  - Services
  - Placement Process
  - Staff and Training
  - Ofsted Readiness
  - Contact Information
- **SEO Strategy:** Optimise for local authority searches, e.g., “children’s home for complex needs in Liverpool.

### Social Media

- LinkedIn: For professional credibility and updates for stakeholders.

### Offline Marketing

- Printed brochures for local authority meetings and fostering panels.
- Open house/information days for social workers and potential referrers (pre-placement).
- Attendance at Local Authority provider engagement events and safeguarding forums.

# Marketing plan

## **Direct Outreach**

- Presentations and personal visits to Local Authority Placement Officers.
- Joining local and national children's home provider networks.
- Email campaigns highlighting placement availability and therapeutic outcomes.

## **Partnerships and Networking**

- Collaborate with:
  - Local CAMHS teams and private therapists
  - SEN schools and alternative provision schools
  - Local charities and volunteer organisations
- Seek endorsements or referrals from respected professionals

## **Public Relations**

- Press release when the home is officially registered with Ofsted.
- Share positive Ofsted reports and community feedback.
- Carefully manage any crisis communications with a prepared safeguarding PR plan.

# Marketing plan

## KPIs & Monitoring

- Placement rate and occupancy levels
- Website traffic and Local Authority inquiries
- Feedback from stakeholders (e.g., social workers)
- Ofsted inspection results
- Reputation in Local Authority commissioning circles

## Risk Management

- **Reputation risk:** Mitigated through transparency, excellent care, and a strong safeguarding record.
- **Market saturation:** Differentiation through therapeutic model and high standards.
- **Regulatory changes:** Ongoing compliance updates and training.