



## High-End Health Care UK Ltd — Enhanced Pricing Model (Competitive Strategy)

*(Recommended for tenders, commissioners, and private clients)*

### **Home Care (Domiciliary Support)**

**£27.50 per hour**

*(Competitive and above basic providers, below the sustainable minimum recommendation)*

Includes:

- Personal care
- Medication support
- Nutrition & hydration
- Mobility support
- Companionship
- Light domestic assistance
- Community access (local)

### **Minimum 1-hour visit**

We do not provide rushed 15–30 minute visits.

This differentiates us from low-standard providers.

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### **Double-Carer Support (Complex Physical Needs / Hoisting)**

**£27.50 x 2 = £55.00 per hour**

This applies where risk assessments show two trained carers are required.

*Rationale:* Ensures safe transfers, protects staff and clients, aligns with complex care standards.

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### **Manual Handling / Specialist Care**



**£32.50 per hour (single carer)**

**£65.00 per hour (double up)**

This reflects:

- Hoisting
- Assisted transfers
- PEG support
- Specialist equipment use
- Increased risk management

This rate positions you:

- Competitive against basic providers but
- Safely below complex care specialists who charge £35–£50/hr.

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### **Sleep-In Service**

**£125.00 per night**

*Reflects staff availability, responsibility and responsiveness.*

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### **Waking Nights (if applicable)**

**£27.50 per hour**

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### **Bank Holiday Rates**

#### **Double Time**

For any service category.

E.g.

- Standard hourly care: £55.00/hr



- Double-up: £110.00/hr
- Specialist manual handling: £65.00/hr

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### 🏠 Live-In Care (24-hour Care)

**From £1,325 per week**

Includes:

- 24-hour care tailored to needs
- Support with personal care, meals, medication, mobility
- Routine management
- Companionship and emotional support
- Support accessing community
- Monitoring and risk management

*Why this stands out:*

Not the cheapest, not the highest — **best value quality care.**

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### 📌 Summary Table for Quick Reference

<b>Service Type</b>	<b>Rate</b>
Home Care (1 carer)	<b>£27.50/hr</b>
Double-Carer	<b>£55.00/hr</b>
Manual Handling (1 carer)	<b>£32.50/hr</b>
Manual Handling (2 carers)	<b>£65.00/hr</b>
Sleep-Ins	<b>£125.00/night</b>



<b>Service Type</b>	<b>Rate</b>
Waking Nights	<b>£27.50/hr</b>
Bank Holidays	<b>Double time</b>
Live-In Care	<b>From £1,325/week</b>