

# CAREMARK (BRIGHTON & HOVE)

## Who are we?

We are a domiciliary care provider serving the area of Brighton and Hove. We offer care and support services throughout Brighton and Hove from Portslade through to mid Saltdean.

There are two of us at the head of this care agency as managing directors: Susannah Deuk & Anita Bramley and between us we have a wealth of experience within the care sector. Anita has worked as a qualified OT and has a lot of experience in dealing with people who have mental health issues and dependence issues and Susannah has a psychology degree and a lot of experience of working with older people, especially those with dementia, particularly in the area of assessing needs and arranging care as well as helping them access other services and providing support to carers.

Our care manager Phil Deuk is a very experienced manager with a wealth of knowledge and experience, having worked for many years within residential and community services. He brings with him a vast array of background experience from areas such as learning disability, dual diagnosis, challenging behaviour and also dependency issues. Between the 3 of us we have 60 years+ worth of experience working in this sector.

## Our beliefs

Our belief is that everyone is entitled to support to continue to live at home if this is what they wish to do. Everyone is entitled to respect, dignity and support to remain as independent as possible. We provide this by giving you an individualised support plan that is written in conjunction with you for free by one of our very qualified and competent staff. This includes an assessment of your needs, a discussion about what you feel it is you would like to help support you and a matching of a carer to help support you with those specific needs. We will offer you regular reviews of our service to you and you are welcome to contact us with regards to your care provision at any point.

At Caremark we understand that some of the daily routines many people take for granted can become difficult or restrictive. We offer local care services and home care support to help you continue to enjoy life to its fullest and to help you to remain independent. Our friendly Care and Support Workers can help with personal care, medication, companionship, sitting services, domestic help, meal preparation and shopping. If there is something that is not listed, that does not mean that we cannot provide the service you require; and we take a very active approach to providing the services that our customers may need. If you tell us what you need, we can then discuss with you to see if we can find out a way to meet that need. Our home care support services not only help you with care at home but can also extend to supporting you in the community, assisting in your sense of inclusion and wellbeing. We also believe in being fair and transparent with our pricing policy.

## OUR RATES

### **Understanding the True Cost of Quality Homecare**

From April 2025, the minimum cost of delivering homecare in England, according to homecare association, is **£32.14 per hour on a weekday** based on paying care staff the minimum wage suggested by the government (we pay more than this). This reflects the increased UK National Living Wage and additional costs introduced in the Autumn Budget.

This rate ensures care workers receive legally compliant pay, covering their time with you, travel, mileage, and essential employment costs such as National Insurance and pensions. It also factors in the operational costs of running a high-quality, fully compliant care service.

The rise in costs is driven by:

- ✓ A **6.7% increase** in the National Living Wage
- ✓ **Higher employer National Insurance contributions** (rising from 13.8% to 15%)
- ✓ **Changes to National Insurance thresholds**, adding to employer costs

Shorter visits have a **higher cost per minute**, as they include proportionally more travel time and expenses.

This pricing ensures we continue to provide safe, reliable, and professional care that meets all legal and quality standards.

Our pricing structure is designed to be fair and transparent, aligning with the guidance provided by the Homecare Association and reflecting the wages paid to our dedicated caregivers. **We are committed to ensuring that all our carers receive at least the Real Living Wage, which exceeds the National Living Wage**, as a testament to their skill, dedication, and the high standard of care they provide.

Our rates also account for the salaries of senior staff, office personnel, managers, and on-call support, as well as the various operational costs required to run a fully compliant and high-quality homecare service. As a responsible provider, we also adhere to all legal requirements and maintain membership in relevant industry associations to uphold the highest standards of care.

While we have made every effort to absorb some of the increasing costs, we remain steadfast in our commitment to delivering exceptional care without compromise. We believe our rates are highly competitive while ensuring you or your loved one receive the quality care you deserve.

Price per carer per visit

Please note for respite care we will do a minimum of 1-hour visits and there is a higher rate payable – please ask for details if you require just respite support (less than 1 month of care)

Rates	30 minutes	45 minutes	1 Hour	
Mon-Fri	£22.50	£26.50	£31	
Weekend	£25.50	£28.50	£33	
Bank Holidays	£32.50	£37	£42	
Christmas/Boxing/ New Years Day	£43	£47	£53	
Sleep In				£165 per night (10pm – 7am) **
Waking night				P.O.A.
Live in Care				Prices start from £1200 per week***

**\*\* All hours either side of these are paid for at the corresponding daily rates. If a staff member is woken to attend a client during a sleep in, there will be a charge of time and a third of the hourly rate.**

**\*\*\* Complex needs, challenging behaviour and multiple's (for example, where a couple both require support), will incur additional costs. Also, if you require care during the live-in carers break time this will incur the hourly rate as above. POA**

Please note whilst we are happy to email rotas out with no charge, if you require a posted rota there is a charge of £2 weekly additional in order to cover the cost of a first class stamp/ printing etc.

**If there is a requirement for the carer to use their vehicle for client business during care calls (e.g. for shopping or trips out), then there is an additional charge of 70p per mile.**

We require 2 weeks notice of ending a care package (please note if this then means you will have had less than 1 month of care in total the higher respite prices will be applicable for the whole time of care).

All calls cancelled with less than 24 hours notice by the client or other representative will be chargeable.

