

Flexicare UK

BUSINESS SECTOR: Care

NUMBER OF EMPLOYEES: 1-49

REGION: SOUTH WEST

Business Profile: Formed 11 years ago, the company cares mainly for elderly people in their own homes around Gloucester – ranging from a few hours each week to 24-hour, seven day-a-week care.



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Jeanette Phillips
Business Development Manager

The challenge

Adult independent living firm Flexicare UK is undergoing a major expansion – with staff training key to its success.

The Maisemore-based company, formed 11 years ago, cares mainly for elderly people in their own homes around Gloucester – ranging from a few hours each week to 24-hour, seven day-a-week care. It has grown steadily as the number of people wishing to live independent lives has increased.

While this expansion is continuing it is also growing by moving into licensing. Similar to franchising, this involves smaller businesses with their own care staff buying a licence to operate under the Flexicare UK brand.

The first licence has been signed and covers the Cotswolds and Tewkesbury. Flexicare UK has already received interest from potential operators for three further licences in the South West and plans to offer more next year in a phased roll out into other UK regions.

This latest expansion phase comes as Flexicare UK is reinforcing its commitment to staff development. This includes upgrading the NVQ Level 2 qualifications in direct care that most of its 45 staff currently hold to Level 3.

The solution

Flexicare has recently formed a partnership with Train to Gain, the Government service that matches businesses’ training needs with the most relevant training solutions, and Gloucestershire College to supply a range of training across the business.

Three members of its management team are to study for a management NVQ at level 4 with funding from Train to Gain’s Leadership and Management Advisory Service which recognises the economic benefits of raising the leadership capabilities of owners/key directors and managers and the positive impact that can have on key areas such as sales, profits and staff retention.

Business development manager Jeanette Phillips, her daughter Jenna Macey, who will take on an operational role in the business, and registered manager Sarah Zielinski, are taking part in the Leadership and Management programme while director Anna Macey Michael, Jeanette’s other daughter, is studying management at NVQ level 4.

The results

Jeanette said: “The credit crunch is having an impact on us in that more people looking for jobs in the social care sector.

“We are constantly recruiting for the core business and will also need more staff as the licensing part of the business becomes established.”

“We are delighted to be working with Train to Gain and Gloucestershire College to implement a firm career structure within community-based health and social care.”

Train to Gain Skills Broker Sandra Tanner has worked with Flexicare UK for several years. She said: “Their expansion is such that their training wasn’t keeping pace so it has been a pleasure to be able to help with their specific development needs.”

“The sector is very heavily geared towards qualifications and even when they take on qualified nursing staff they still need training in social care.”

“This shows how working in partnership with Train to Gain can put a real and effective focus on the training needs of a fast-growing business. It is also great that they are involving their licensees in the Leadership and Management development, which will be immensely useful to them.”

What is Train to Gain?

Train to Gain is a Skills Brokerage service, managed and funded by the Learning and Skills Council (LSC) that helps employers find the training they need for their employees. Train to Gain links employers with Skills Brokers who work individually with them to find out what their employees’ training needs are, work out a training plan, and then help to find the right training for them.