



Rethink care staffing with Florence

Save 20%, boost continuity and manage
agencies all in one place

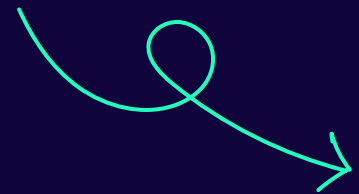
[florence.co.uk](https://www.florence.co.uk)





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1. Introduction to Florence

1 million shifts filled
(and counting!) since 2016

Florence is your hassle-free, tech-led alternative to a traditional care staffing agency.

We fill shifts in 30 seconds with staff you can trust - drawing from your own team, 100% compliant Florence temps and your chosen agencies.

Get the power to **care better.**

Milestones		
100,000+ Florence professionals	4000+ care providers using Florence	\$35million investment raised

Accolades



Trusted by





2. Who we are

Founded on a mission to help you **care better**

After working in the NHS and social care, Dr. Charles Armitage and Dan Blake founded Florence in 2016 to take the chaos out of care staffing.

Charles was a locum doctor in the NHS and experienced the staffing crisis at hospitals daily. He saw how inefficient agencies were at filling shifts with the right people, as he was hounded with calls to go to different places every day while his agency still failed to approve timesheets or issue wages.

He teamed up with Dan, a former British Army officer who then chaired a housing association caring for older people, to create Florence: an app that directly connects care providers with staff; built on being simple, transparent and hassle-free for everyone.

[Join us on our mission to care better.](#)

Talk to us



3. How we help

Where we help you fill shifts

Florence is easy to set up and use to fill shifts in care settings across the NHS and social care.

Here's where Florence is most-used:

- ✓ Nursing homes
- ✓ Residential care homes
- ✓ Supported living homes
- ✓ Domiciliary care
- ✓ Mental health services
- ✓ Complex care services
- ✓ NHS hospitals
- ✓ Private hospitals


How Florence fills shifts:


- 👤 With **your own staff**
- 👤 With **Florence temps**
- 👤 With **other agency staff**

Florence is your one-stop place to fill shifts.

At the click of a button, Florence will send shift invites to the staffing pools you set, in the order you ask.

This way, you maximise the chance of your shift being filled fast, either by your permanent team, or by a trusted temp*.

 If a permanent team member accepts the shift they will be directly booked in, with no chasing from you (they receive the invite by text and accept by tapping a link there - anyone with a phone can do it).

 Temps who apply will be queued up in Florence for your review and approval. You accept the temp you prefer for your shift, and stay in control of your staffing.

Everything's done in a few button taps, rather than hours of Whatsapping, phoning agencies and adjusting the rota. It just works, so you can care better.

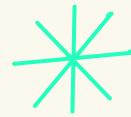
*We feel confident saying *trusted* because temporary staff bookable through Florence are 100% qualified and compliant, due to our rigorous checks and auditing process - more about which later.



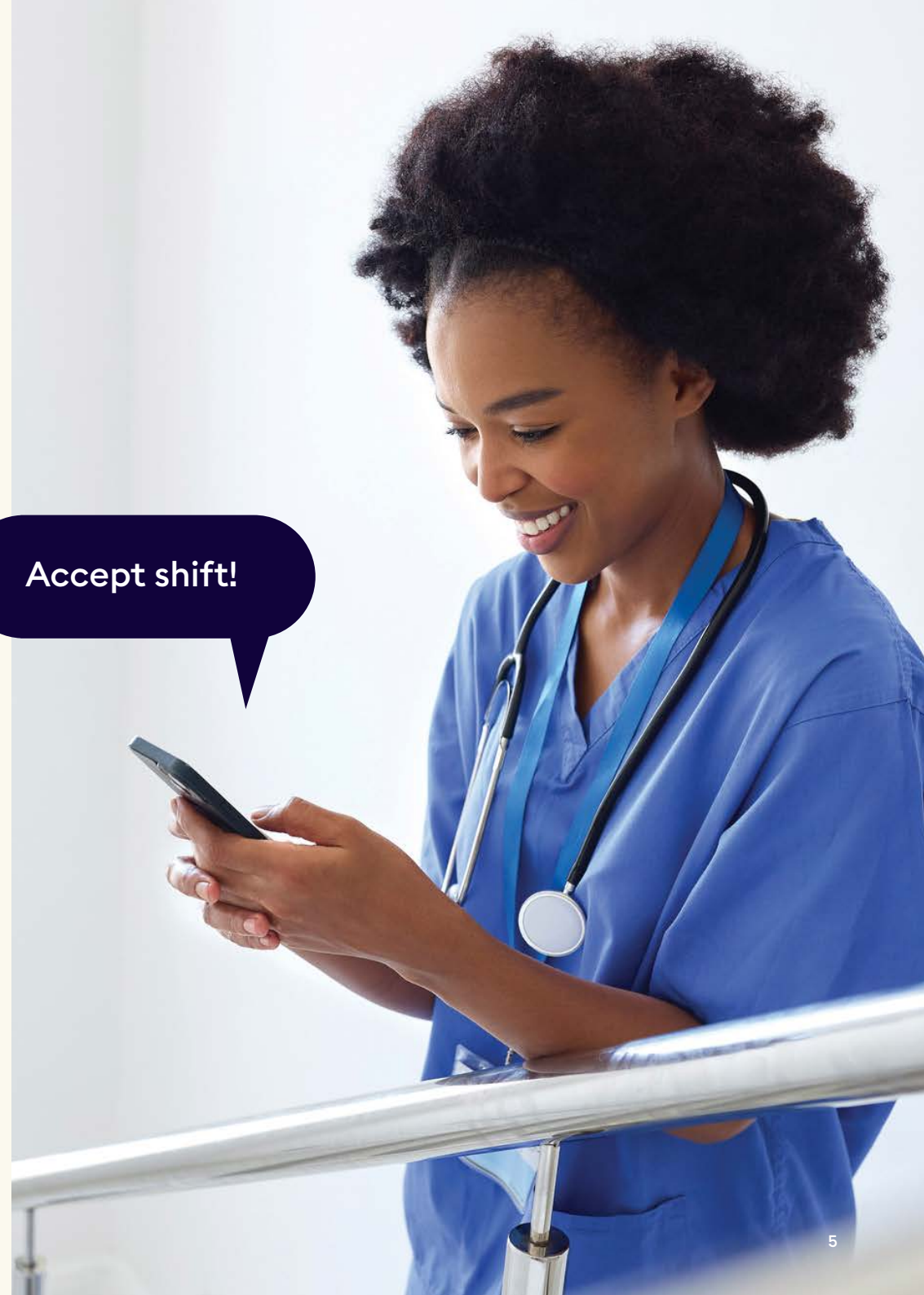
Workforce Alliance



HEALTHTRUST EUROPE™



Accept shift!





4. Cost savings

Your cost-conscious partner

We believe in paying a fair and responsible wage to those who care for those in your care.

Our rates aren't just about fairness; they're about providing an excellent service we're proud of and upholding high standards in our industry. Our rates ensure our staff are legally and ethically treated, and we hope that's a commitment you want to invest in too.

Florence rates reflect the true cost of care: our workforce receives full mandatory training, and are professionally supported by our clinical and governance team.

We provide the highest level of background and identity checks, and verify any outside training in-house.

Responsible staffing







Florence staff

- Are always paid via PAYE
- Are never paid under minimum wage
- Have National Insurance and holiday pay included in payslips





What you pay

Our regional experts will advise on competitive rates to set based on the staff you need and the shift demand in your area.

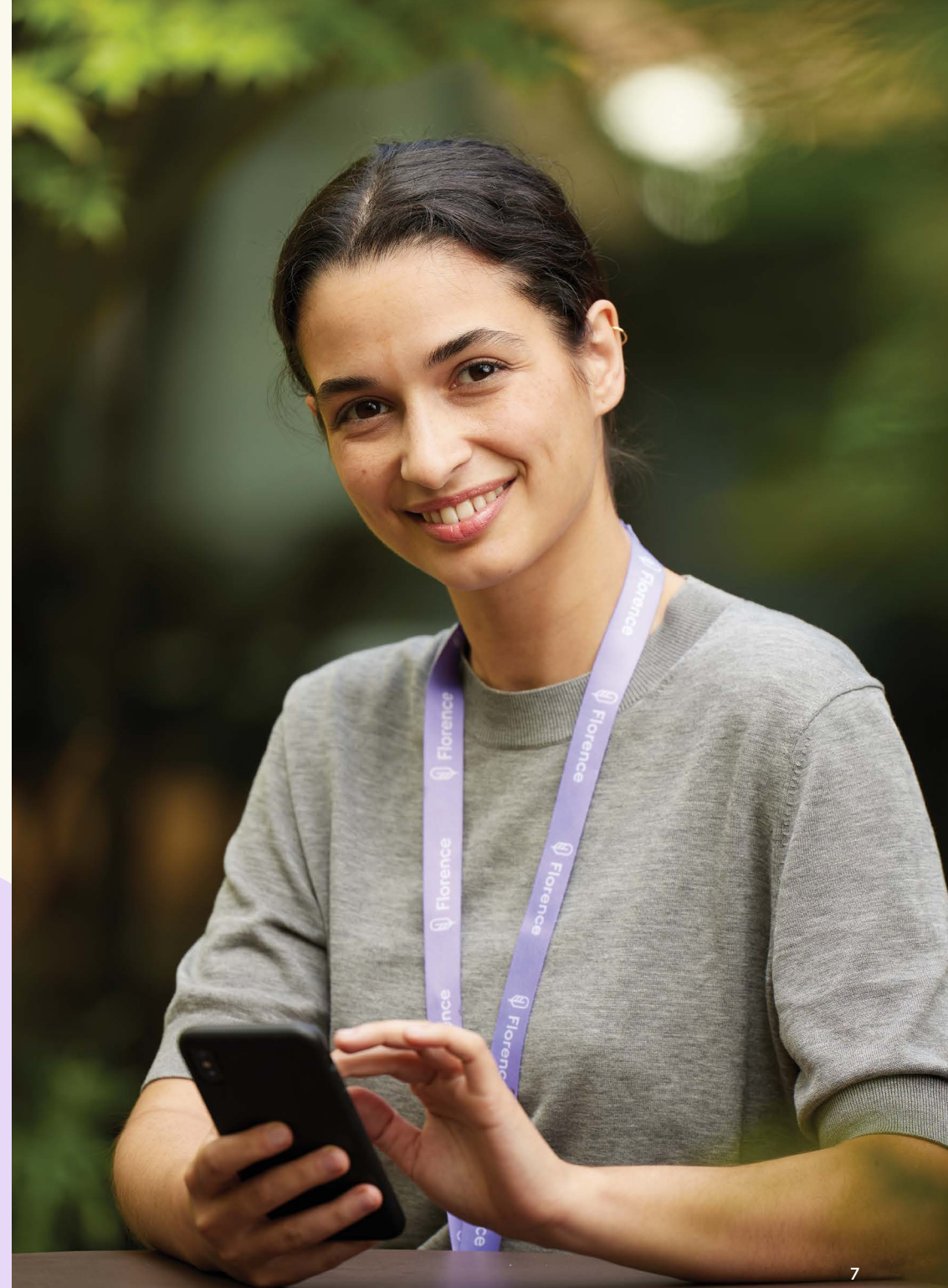
You make the final call - our system makes sure all legal employment costs are accounted for.

Staff type	Cost to fill shift on Florence
 Your permanent and bank staff	 10p per hour
 Florence staff	 The rate you set (based on market insights)
 Other agency workers	 The rate you set +25p-£1 per hour

We never charge

-  Set up fees
-  Subscription fees
-  Cancellation fees
-  Last-minute fees

Your outgoings are predictable and trackable to the penny with Florence. Because we want to help you sort your staffing, not squeeze you for more in a workforce crisis.





4. Cost savings

Save 20% with Auto-fill

When Florence started in 2016, our big innovation was to connect temp staff directly with your open shifts, cutting out agency middlemen.

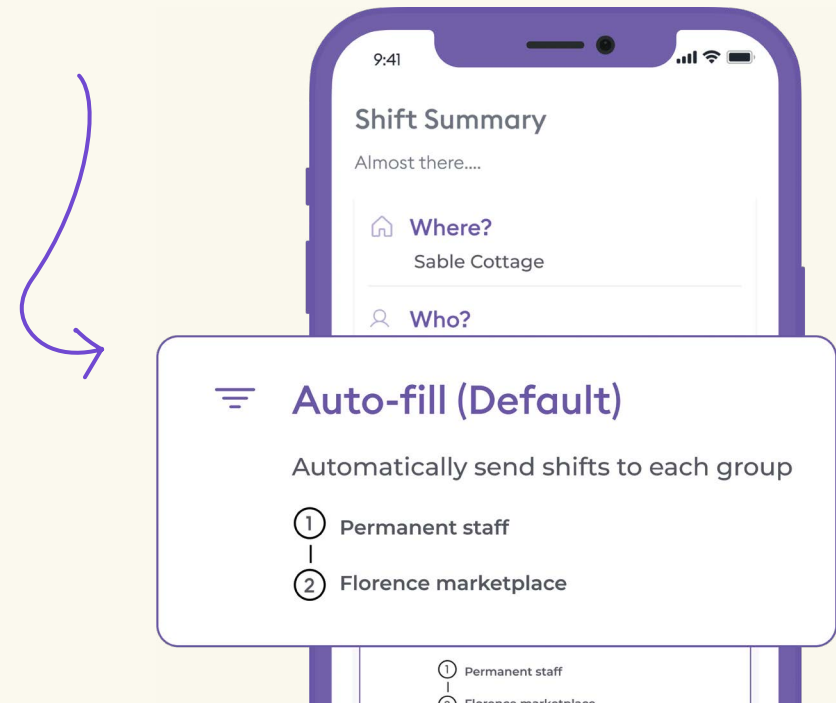
1 million shifts filled later, we've changed the industry for good.

Our next, even bigger innovation - **Auto-fill** - connects your own team to those open shifts as well.

Your agencies would never do it.

But at Florence we will, because we're your true staffing partner.

We don't want to profit from your rota gap pain, we want to solve our care staffing crisis by making finding and filling shifts seamless, for everyone.



How Auto-fill could save you **£30,000p/y**

Once you add a shift to Florence, you can invite your own full-time and bank staff to Auto-fill it first, at the click of a button.

Using Auto-fill can help you avoid sending shifts to agencies altogether, as your own staff pick up the shifts they want.

You could save up to 20% when you avoid agency spend using Auto-fill, as this example shows:

£250	12	£150,000	£30,000 per year/ per location
Your cost per agency shift	Number of agency shifts per week	Agency cost per year	20% saved using Florence Auto-fill

How Four Seasons Health Care uses Auto-fill

50 Locations	6 Years booking Florence temps	1 Year booking own staff with Auto-fill
In 2024		
6000 Shifts filled with Florence temps	3700 Shifts filled with own staff	





5. Quality staffing

Florence quality professionals

We work with the best, to help you provide the highest quality care. Every Florence professional passes rigorous checks and training before wearing our uniform.

100,000 available staff

Nurses

Care assistants

Support workers

Senior care assistants

100% compliant

Our checks:

Police

DBS/PVG/AccessNI

OPC (overseas police check)

Professional registration

NMC/SSSC/NISCC/SCW

Identity verification

Interview

ID document

Right to Work

Proof of address

Experience verification

References

Work history

Mandatory training

Practical training (as needed)

Continuous care made effortless

Florence helps the same preferred staff keep working with your service users.

-  'Favourite' professionals and re-book them again and again
-  Set up block bookings in a few clicks
-  Hire Florence staff to your permanent team. Fees: nurse - £5000; care assistant - £3000; support worker - £2000



Kristian,
Account Director

Kristian exclusively looks after our North East care providers. Every Enterprise-level organisation using Florence has a dedicated local account director contact like Kristian on hand to help them.



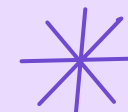
Brian,
Florence care assistant

Marie
from Bupa

Spotlight on Florence care assistant Brian:
600+ shifts at Bupa care homes

“Brian is a very dedicated member of the team. We trust him immensely and always feel confident when he is on shift knowing our residents are getting the best care possible.”

Marie, Bupa Care Services





Mohammed Alom
Quality Assurance Officer
and DDPO



Lauren Clark
Safeguarding and
Governance Officer



Jen Fyvie
Branch Nurse and Registered
Manager, Scotland



Louise Morris
Head of Nursing and
Governance



Gary Stevenson
Registered Manager for
Northern Ireland

6. Governance

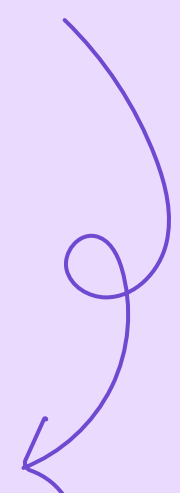
Meet our governance experts

Our experienced in-house team is dedicated to keeping Florence care providers and professionals safe and compliant.



Frances Kyprianou
Director of Quality & Governance

Fran is a registered nurse with over 15 years experience managing governance at large healthcare services, including Better Healthcare and Sonderwell. She specialises in quality assurance, safeguarding and clinical operations, and has deep experience across social care, complex care and the NHS.





24/7 incident support from compassionate experts

Incidents happen, and we respond fast.

We aim to resolve any reported incident within four weeks. We review every incident and update our processes with what we learn, keeping our workforce safety up to date and ever-evolving.

Regulated by



CASE STUDY

Reducing Florence staff masquerading by 90%

- Masquerading happens when people wrongfully gain employment in sensitive roles by misrepresenting themselves or their qualifications, which poses significant risks to vulnerable people.

How we reduce masquerading

- Provide clear guidelines on the consequences of masquerading during onboarding.
- “Who’s in your home today” feature for care providers, including a photograph, so you always know who to expect.
- Strong incident reporting processes with care providers to identify and report suspected masquerading cases.
- Zero tolerance: any employees discovered masquerading are removed from Florence and reported to DBS/PVG or AccessNI (as appropriate).

The result

- 90% reduction in masquerading incidents year on year from 2023-24.
- Increased trust: care providers trust Florence’s commitment to safety and integrity.

CASE STUDY

Belmont Healthcare: Saving 23%

THE SCENARIO

17

agencies in use

3

locations

Before Florence

- Different pay agreements with different agencies
- No reporting data
- High spend
- Low quality workforce

After Florence

- 9% reduction in agency hours
- 23% immediate savings
- Weekly consolidated invoice
- Simplified booking and timesheets
- Increased compliance quality

7. Growing with you

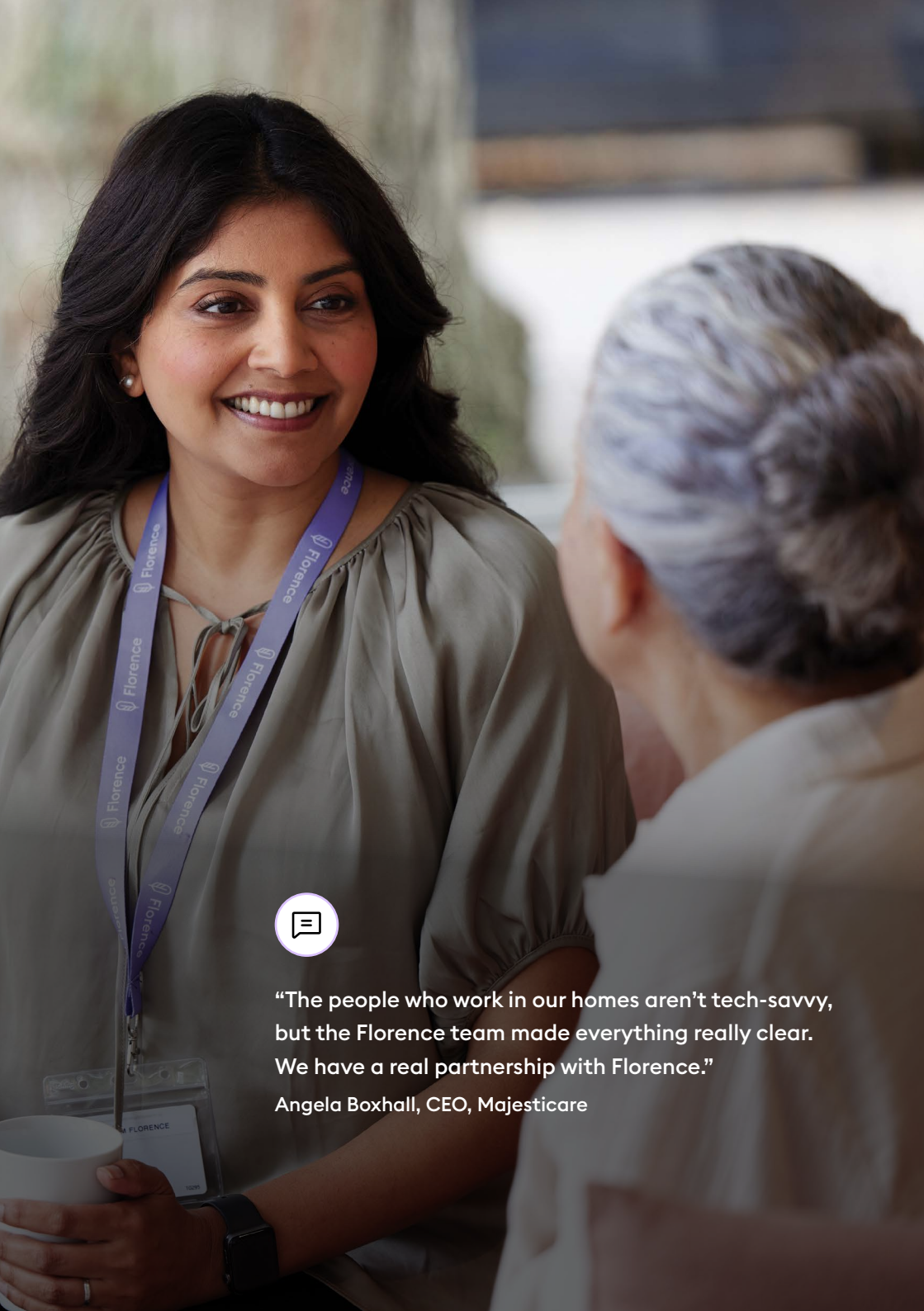
Manage all your agencies in one place

We don't *just* connect you with your own staff and Florence temps. We make managing your other agencies smooth and easy too.

We're here for you as your business grows, helping you avoid the whirlwind of extra agency costs and invoicing that comes with every new location opened.

Take the pain out multi-agency management with Florence - the only agency manager tool from healthcare staffing experts, ready to support you at scale.

- ✓ One invoice
- ✓ Consolidated billing
- ✓ Tier-list agencies to work with per location
- ✓ Control, track and report on spend per location
- ✓ Only hire 100% compliant staff (we take care of auditing for you)



“The people who work in our homes aren’t tech-savvy, but the Florence team made everything really clear. We have a real partnership with Florence.”

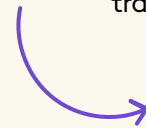
Angela Boxhall, CEO, Majesticare

8. Support

Here for you **24/7**,
100% shifts filled



Our dedicated customer experts are here to give every one of your team members who use Florence full, ongoing support and training, however they need it: in-person, on the phone or online.



Our aim is your aim:
to fill 100% of your shifts with the best quality staff.

Meet our customer experts



Lauren Rofe, VP of Operations

A former strategic consultant at PricewaterhouseCoopers (PwC), Lauren is passionate about leveraging technology to drive operational excellence. She oversees Florence’s customer service and workforce recruitment to the highest compliance and quality standards.



Dejan Kojic, Managing Director

After over a decade working in healthcare recruitment consultancy, Dejan is driven to provide the best possible experience for care providers using Florence. Dejan leads our dedicated account management team, where every Enterprise-level care provider receives tailored support from both an account director and manager living locally to their organisation.



9. Implementation

Smooth set-up, simple shift-filling

91% home managers say Florence is easy to use

We're a people-first tech company, which means we're easy-peasy to use, for anyone.

There's no long and complicated set-up or installation process: Florence is a website you open from any computer or phone, and when you log in you can start posting shifts immediately.

Your staff can even use our mobile app to manage shifts anytime.

Control team permissions

Assign roles to different team members using Florence to give the correct permissions and restrict certain actions they can take. This means you stay in control of how your company staff use Florence.



Tom Wilshere, Chief Technology Officer

A former Amazon developer and cyber security expert, Tom is responsible for Florence's product evolution and technology team. He makes sure Florence remains a secure, reliable service for our care providers and professionals, overseeing our 24/7 dedicated tech support and product maintenance. Dedicated to changing care operations for the better, Tom volunteers for St. John's Ambulance in his spare time.





10. Get in touch

Talk to us today

Get started with Florence, it only takes a ten-minute chat.

[Book a call](#)

☎ 020 3911 2555
florence.co.uk

Florence's leadership team
(left to right)
Fran, Director of Nursing and Governance
Karen, CFO
Charles, CEO & Co-Founder
Dan, COO & Co-Founder
Shanice, CMO

 Florence

Care better

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