

# Life at Elder

Our story | Our EVP | Our future



# Our story



# Elder's story is a personal one

A few years ago, Pete's family struggled to find the right care for his Gran, Frances.

They no longer lived locally, and after a poor experience with visiting carers, they made the difficult decision that the only way to keep Frances safe and ensure she got the care she needed was to move her into a care home.

Pete was struck by how, at the time, they felt there was no other option. For over 200 years, the care home has become an accepted practice when a loved one needs a certain level of care, and he wanted to know why.

When the care home isn't possible, around 6.5 million people look after a loved one themselves – this is putting a considerable amount of emotional and financial pressure on families all over the UK.

For Pete, he believed there had to be a way that older people could stay in their own homes for as long as they wanted and still get the support they need.

Elder was created to provide permanent and short-term live-in care that protects the lives people have spent their life building. By matching carers on their personality, interests, and skills, older people can enjoy companionship while keeping the routines, hobbies, and lives they love.

Elder can help people enjoy life to the fullest extent they can as they age.

Pete Dowds, Elder  
Founder and CEO



# Our Mission and Values

Our mission is to **reinvent what it means to age**. To change conversations and perceptions, so that getting older doesn't mean giving up choice, independence, or the things that make us who we are.



## Seeking excellence

We are continuously raising the bar and breaking the mould; delivering results to high standards and solving complex problems for customers and carers.



## Together

We run a flat, insight-driven business where we work closely and transparently together, at pace - whether with our colleagues, carers or partners.



## For our society

We are passionate about keeping people in their own home as they age, and changing Society for the better.

# Why we do what we do.

The world is ageing faster than ever before. Over 60s are set to increase from 14%, to 22% of the World's population by 2050. That's more than one billion people.

Unfortunately, the UK social care system is bursting at the seams, there simply aren't enough care homes to support older people. And, more significantly, **97% of us don't want to leave our homes** in order to get the care we need.

An alternative care solution is desperately needed, one that overcomes the capacity issues felt across the residential care sector, without stripping away older people's independence or autonomy.

**40%** of older people in care homes experience depression

**38%** fewer older people are living in care homes since 1996

**29%** of people feel satisfied by the social care they're receiving.





Elder creates solutions for one of life's biggest decisions.

We're designed differently – making high-quality home care more responsive, more personal, and available to more people.

Bringing together compassion, innovation and expertise, we're committed to delivering a better care experience for older people, their families, and their carers.

### Care with more Choice

You have the right to choose, starting with who your carer is.

### Care with more Control

Whether you're ready now or are planning ahead, you're always in control

### Care with more Support

Our support specialists and clinical team are here to listen, guide, and empower

### Care with more Value

Invest in quality care, without unexpected extras

# Elder launches

Secures investment from Hummingbird

800+ carers on-boarded

ElderMATCH technology launches

Team grows to 100 and moves to City Road, Old Street

7,000,000 hours of care delivered  
4000+ Carers onboarded

Launches Carer Value Proposition (CVP) and loyalty programme

Launches MyElder mobile app for carers

Named Best Live-in Care Agency at GHP awards



2015

2016

2017

2018

2019

2020

2021

2022

Secures investment from MMC Ventures

9,000 days of care delivered over 12 months

Named #5 on Startups top 100 list



Secures investment from Acton Capital

3000+ Carers onboarded

Wins Domiciliary provider of the year at HealthInvestor Awards



Wins recruitment award for CVP at Home Care Awards



Launches Daily Care Service

Secures €20M funding from IPF Partners

# Our EVP





## Our Employee Value Statement

At Elder we look for those who will get behind our mission – people who thrive on change, operate on trust, and care about improving later life for everyone. You become part of a supportive and diverse team where **every idea matters**, everyone can **make a difference**, and where you can **grow at pace**.



# Leading at Elder

What does it mean to be a leader at Elder? Well, our leaders;

- Create a honest and open culture through healthy feedback & effective communication
- Enable their teams, then gets out of the way
- Use insights to own a problem, are solution-driven and action-oriented
- Focus on achieving the right results for customers, carers and employees, the right way
- Collaborate and communicate effectively cross-functionally
- Lead effectively today, whilst constantly thinking about what comes next for Elder
- Actively promote a real, day-to-day culture of equality, diversity and inclusion
- Lead change with resilience and empathy

# Meet our leadership team



## **Pete Dowds | CEO & Founder**

Prior to Elder, Pete founded home services marketplace Mopp.com – which was acquired by US market leader Handy in a multi-million acquisition. Pete spent five years working as a corporate lawyer in the London office of global law firm DLA Piper. He lives in Finsbury Park with his wife Steph and when not working on all things Elder, enjoys supporting Liverpool FC and heading back to his home country of Scotland to climb Munros.

## **Sebastian Monk | Chief Operating Officer**

Sebastian has a strong blend of people, retail and customer skills, built on an inclusive leadership style and years of commercial experience.



## **Kevin Fleming | Chief Financial Officer**

Kevin is a commercially minded CFO and business change consultant. He's passionate about establishing financial infrastructure, and leveraging technology to deliver high quality, in-home care and peace of mind for families.





### **Valerie Mann | Chief People Officer**

Prior to joining Elder, Valerie has enjoyed working across countries and cultures in people-oriented, high-growth international companies. Valerie is French/English bilingual, and is based in Chiswick, London, with husband David, daughter Zoe and Zac the Cat. What she loves most about her job is to help individuals and businesses scale.

### **Andy Britcliffe | Chief Product and Technology Officer**

Andy joined Elder from Purplebricks where he is Chief Digital Officer. He has significant executive experience with companies from start-up up to £500m in revenue, building and leading product and technology orgs, and scaling tech-enabled businesses. He's also founded his own technology company in the past so knows what it's like to start something from scratch but also how to reach large scale.



# A high performing culture

Our high performing culture is a set of shared beliefs and behaviours that allow us to drive results and grow together. It ensures all of us feel engaged and valued, and have plenty of opportunities to learn along the way.

A high performance culture has the ability to...

**Build**  
Clarity on vision and strategy. A high level of trust, and shared employee behaviours

**Operate**  
Move in agreed direction with minimal friction and a 'can do' attitude.

**Change**  
Continuously improve at a higher pace than competitors, focused on the needs of carers and customers

... and enables exceptional people to come together to be the best they can be.

# Working & growing at Elder

We regularly run employee satisfaction surveys to stay connected with what our people think about life at Elder.

87% of our employees strongly agreed with the statement "Elder's vision and Mission motivate me"

## Rewarding

- Opportunity to have a direct social impact
- Our work is educational
- We're tech-focused with continuous development
- We're values oriented (customer, employee, carer)
- We're Human(-centered)
- Daily exposure to great talent

## Empowering

"I feel I am constantly challenged & trusted with different projects, that keeps me motivated & always learning and developing"

- Everyone has autonomy
- Culture of innovation
- Supportive environment and people
- Everyone is empowered to speak up
- There's a strong trust levels within teams
- Collaborative approach to problem solving
- Feedback is encouraged



78% of Elder employees are happy with the way our hybrid model is set up and managed

### Lifestyle Friendly

- We embrace hybrid working
- We're social
- We offer a cycle to work scheme
- Employees can work from across the world (up to 6 weeks a year)
- Vitality Private Healthcare & benefits
- Dog Friendly Days at our HQ

"I love the energy of the people at the office, the support from workmates and the impact on our clients and carers"

### High Energy

- Our environment is fast paced
- We're constantly evolving
- We're challenged in a good way
- We're performance focussed
- We're proactive
- We're Quick to solve problems

17% of our employees got promoted in 2022 (22% of all hires are internal promotions in 2022)

### Individual opportunities

- We provide support to help you nail your day job
- There are many opportunities to contribute to projects outside your team
- Everyone has the opportunity to grow as an individual
- We value learning through involvement & real life situations



84% of our employees mentioned people and culture in their top favourite things about working for Elder.

## Culture

- Everyone is supported towards growth
- We challenge each other to step out of comfort zones
- Our culture is socially inclusive and purposeful
- Our culture grows through feedback
- We encourage knowledge sharing

'Udemy, my colleagues and my own research are invaluable to me. Udemy is one of the best benefits that Elder provides its people'

## Personal Development

- Everyone has free access to E-learning
- We run a cross functional mentorship cycle with leadership
- We offer a leadership Development programme
- Everyone has their own Personal Development Plan (PDP)
- Our people take ownership of their own development, with their manager's support

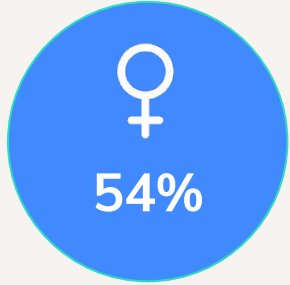




# D&I - 2022



# Employee Statistics



Females employed



Aged 25-34



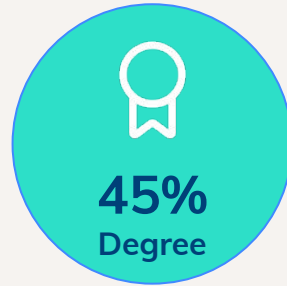
Aged 35-44



Permanent HQ Staff

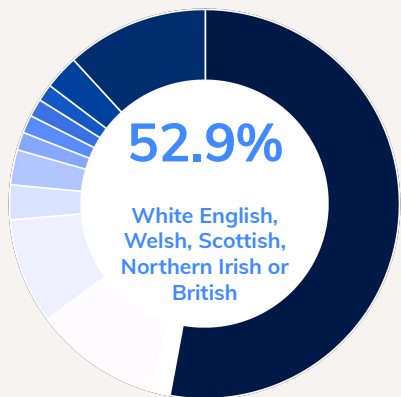


Languages Spoken

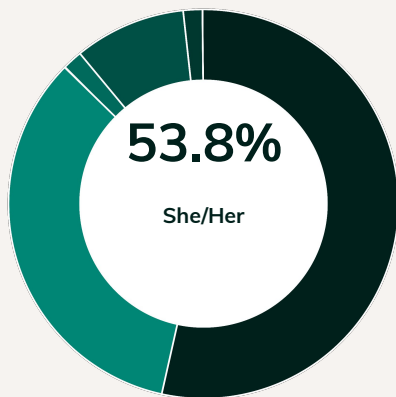


Education  
27% Masters  
22% A level  
6% GCSE

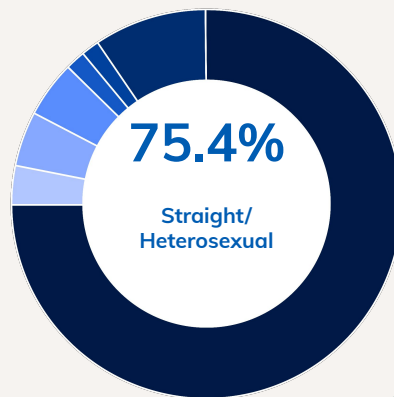
# Employee Statistics



Ethnicity



Pronouns



Sexuality

# Voice of Elder

## What our employees say...

“Elder does more than any other company I've ever worked with, and is practical, to foster a diverse and inclusive environment.”

“I have never worked for a company where I have felt so valued for my work. I love to log on to work every day”

“Elder is about as diverse, equable and inclusive as it can be, without going overboard and "trying too hard".

“I personally am excited that we are able to support new working mothers back into the business after their Maternity Leave”



## What have we achieved so far?

- Annual D&I Survey with results & actions shared at our company-wide All Hands meeting.
- D&I Committee - organising various awareness events & initiatives throughout the year ie. Pride Month, Black History Month & International Women's Day
- Unconscious bias training delivered by our Head of Talent
- 32 Internal promotions
  - 14 were females into senior positions
- Anonymised candidate recruitment selection



## Our goals for 2023 & beyond

- Push on with unconscious bias training and workshop for employees
- To continue hosting speaking events and workshops for example LGBTQ+ history month



# Our benefits

From free training courses, personal development plans, and creative workshops, to regular get-togethers and team socials. We want to make sure everyone at Elder feels valued and included.



## Getting set up

You'll get your very own Mac, and if working from home, we can do a quick assessment to ensure you have everything you need – from screens and keyboards to a comfy office chair.



## Hybrid working

At Elder you can split your time between working remotely and from our HQ.

You can also work fully remote for up to 6 weeks a year ANYWHERE.



## Flexible hours

Not a morning person? Need to pick the kids up in the afternoon? We'll discuss hours that suit you and the business best. We do have set shifts for our customer and carer-facing teams.





## Wellbeing support

Our well-being committee holds events throughout the year and mental health first aiders are always on hand if you need someone to talk to.



## Private health insurance

Our private health insurance package rewards you for staying active, and gives you access to guaranteed GP consultations within 48 hours, mental health therapy, and dental and optical cover.



## Pay for new parents

Whether you or your partner is having a baby, or you have decided to adopt, we give new mums and dads 12 weeks of flexible parental cover at full pay.



## Learning & CSR

From guest speakers on LGBTQ initiatives and mental health, to interactive workshops and weekly spotlights, we love to share knowledge, raise awareness and shake up unconscious bias.



## Growth & development

You'll have access to 100's of courses via e-learning platforms, the chance to take part in our Mentoring Programme, as well as daily opportunities to learn about real-life business in a disruptive scale-up.



## Rollover holiday

We all need a break, so you'll get 25 days off a year, plus bank holidays. You'll also get an additional day for each year of service (up to 30). If you don't use them all, you can carry some over to the next year too.



## Drinks & Snacks

We stock our kitchen with plenty of fruit, and have unlimited tea, coffee and soft drinks to fuel you up for the day. Plus, on Thursdays we keep the beer fridge full to get the weekend started.



## Breakfasts

For our office gather days, we like to get as many of us together as possible. One way we encourage this is by organising breakfast 1 week every month. From tasty bagels to pastries, we have got it covered!.



## Dog Friendly Days

Hate having to leaving your furry friends at home? We have Dog Friendly Days at our HQ every month.



## Packed Social Calendar

Whether it's down the pub after work, at your team's sponsored quarterly social, or at an offsite Elder party, you'll really get to know everyone at the company





## Referral scheme

Know someone who would be a brilliant fit here at Elder? As an Elder employee you can earn bonuses each time you successfully refer a new member of the team.



## Stock options

You do your share of the work, so it's only right that you should get your share of the success. Everyone who works here gets the opportunity to own a stake in the company.



## Discounts & gifts

With savings on anything from coffee to gadgets, our partners can help your money go a bit further. Want to say thank you to someone within the company? We'll help you send them a free surprise gift.



## Friends & Family care discount

Elder offer all of our permanent employees, care at a discounted rate, for up to 2 family members or friends.



# Our social events and committees

## Wellbeing & Social committees

The people that plan company wide events, socials, and activities throughout the year. From charity bake offs and mindfulness workshops, to our big summer parties they're here to help make your time at Elder fun and fulfilling.

## Elder Book Club

Elders with a love of literature are invited to join our book club. We select a new book every quarter, which gives members who read at different rates, the chance to complete at their own pace. The group can review as they go along in their very own slack channel, as well as meet up regularly in-person.

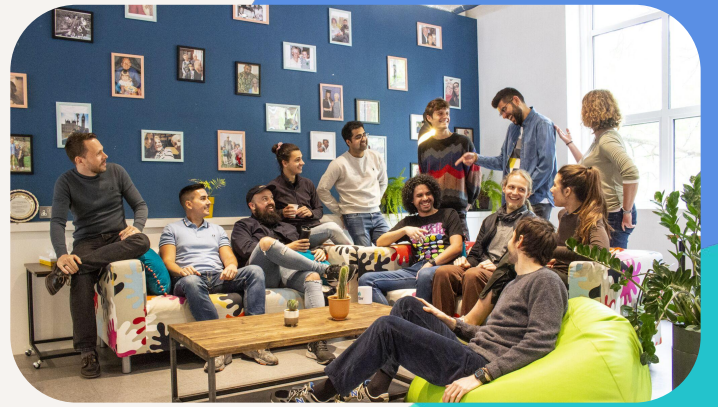
## Elder Women

A safe space where we can learn how to support each other and work better together. These regular, empowering get togethers cover anything and everything, from how to feel more confident or beat imposter syndrome, to advice for self-care learning new skills, such as coding.

## D&I Taskforce

Our D&I Taskforce ensures we are doing everything we can to help everyone feels seen, understood. They run surveys and events throughout the year sharing personal stories, resources, and recommendations.





# Find your team

Every team at Elder brings something unique to the table - working together to help us transform the lives of older people, their families, and their carers.



## People and HR

A small but mighty team responsible for attracting, developing and enabling talent at Elder. They help us to evolve our vibrant company culture so that everyone has the space to succeed.



## Customer Success

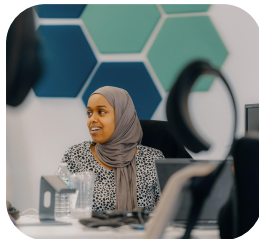
Our sales and customer account management teams ensure families have the best possible experience. They're passionate about listening to and supporting people.



## Carer Success

Together, this team helps carers discover, join, and stay with Elder. They're committed to ensuring every carer gets the most out of our platform, and that they have everything needed to thrive.

[Find out more](#)



## Clinical and QA

Our clinical and quality assurance team set the standards for care – ensuring we are always person centred in our approach, and continually striving for excellence in everything we do.

[Find out more](#)



## Engineering

Our in-house software engineering team is working on building out the world's only platform for live-in care delivery – at scale, and the systems that connect families, carers, and Elder.



## Product

Defining how we utilise technology to create outstanding experiences and a scalable operating model. They establish a vision for our technology platform and prioritise improvements to our apps.

[Find out more](#)



## Finance

From record keeping and payroll, to financial planning and analysis, our finance team keeps our numbers in check, and gives us the insight to ensure we are making the right decisions, at the right time.



## Marketing

The team that gathers insights and evolves the Elder brand. From web and social media to advertising and design, they ensure we connect with customers and carers in new and exciting ways.

[Find out more](#)



## Partnerships

The team that forges relationships across the UK – ensuring we connect to those who share our mission to help the elderly maintain choice and independence throughout their care journey.

[Find out more](#)



## BI and Data

Our BI experts and data scientists make sense of the complex data collected from our users and products, and are breaking new ground in how to best recruit carers and match them with customers.

# What Elders say

glassdoor

4.0 ★★★★★



In my whole career, I've never worked anywhere with such a clear vision. Coupling this with the support and benefits that Elder provides it creates a highly fulfilling work environment. For me, it's become more than 'just a job', and I thoroughly enjoy turning up every day!

Jack Walsh, Digital UX/UI Designer



The best part is making a significant impact to the independent carers and customers at Elder. There is so much to look forward to coming up. All things I will look back on one day and be very proud to have been part of.

Sarah Wiggill, Customer Experience Manager



At Elder, my opinion matters, whether in work projects or within the D&I groups. The ability to work from home and anywhere in the world (up to 6 weeks a year) allows me to spend quality time with my family back home in India. Since working for Elder, I have felt valued, trusted and like I belong.

Yuvika Mayani, CRM Executive

# Our Impact



# What our carers say



I have worked for Elder for nearly a year. I have worked for several care companies over the years, but I can honestly say Elder is by far the best... There's always friendly and chatty on the phone but equally as professional.

Tina



If you enjoy living and caring for someone in the safety of their own home, then look no further. Elder offers you options to choose, who you work with, when and where you work. Elder is where the Carer is just as important as the person being cared for.

Temo



The office is extremely supportive and they are all very helpful, friendly and quick and professional. They provide really a great support. The agency gives a lot of rewards and they show you real gratitude for the work you do.

Chiara

Want to get to know the carers we work with better? [Click here](#) to read their inspiring stories.





# What our customers say



We have been using Elder for over 2 years now as we are so pleased with both the management Team and the Carers. The Team do everything they can to find good matches of Carers to Mums needs and the Carers themselves have all been very good.

Ros



This was my first time using Elder to arrange care for my 90 year old Dad who has Alzheimer's. I wanted to give my Mum a break away with the family. The communication & support in finding the right Carer was fantastic. The Advisers I dealt with were professional & friendly. The whole process went smoothly & my Dad enjoyed the experience too. I would highly recommend Elder & I will definitely be using them in the future.

Jackie



The whole team at Elder are so professional. Rarely do you come across a company that excels in every way, from finding a suitable carer to frequent (but not imposing) back up calls to check that the care package is running smoothly and there are no concerns.

Anthony



My mum used to look after my Dad. When she passed and he was on his own, we quickly realised that Dad's dementia was actually more advanced than we thought. He would wander off into the night and we would get phone calls from neighbours, or sometimes even the police. Luckily, they were all lovely about it, but it was a big worry.

Dad also started to call me while I was at work to ask where Mum was – I was a nervous wreck by this point. We decided we needed someone to be there all the time with him. We got an appointment with a care home, but as soon as we got inside Dad just broke down and said he didn't belong there. I couldn't do that to him.

My son searched for care at home and came across Elder - when we realised that they could find a carer for us in less than a week, I just said 'let's go for it.' We were sent a profile for a carer called Susan. At first, I did hesitate a little, because of Dad's generation, and especially with his dementia I didn't really know how he'd react to someone from a different background. However, as soon as Susan walked into his home I just knew she was right. Dad took to her straight away. She immediately asked me how I was coping, and I just burst into tears. She said 'Well, that's why I'm here'.

We treat Susan like she's part of the family because that's how she treats my Dad. For his birthday, Susan threw him a surprise party and invited everyone locally, and even bought a cake.

Since Mum passed he was worried about going to church and used to sit on his own, but now Susan goes with him and sits with him. They sing together, go for walks, and just generally have a nice time. Since Susan came, Dad has stopped phoning me to ask where Mum is, which is a huge relief. We do little things for her to say thanks - we got her flowers for her birthday, and at Christmas we got her a present, which she wasn't expecting. She always phones me up to say how grateful she is.

Susan has really settled into the area too. She has befriended all the neighbours and they think she's wonderful. They say that we have done an amazing thing for Dad in finding Susan. I call her Mary Poppins because that's what she is!

Read more incredible stories from Elder customers [here](#).



# Our future



# This is just the beginning

Empowered by the progress we've made within live-in care, over the next three years we're focused on building Elder Life Assistance; a suite of services that support later life in a myriad of ways.

● Active

## Hourly care

We launched this service in 2022 to provide less acute, visiting care. Customers can select their own carer, and choose how many hours they spend with them each week. This service is currently only available in regions around the M25, and is expanding into Kent.

● Next up

## Home Help

A new on-demand service to help older people and their families with their daily routines, appointments, and housekeeping - rather than traditional care tasks.

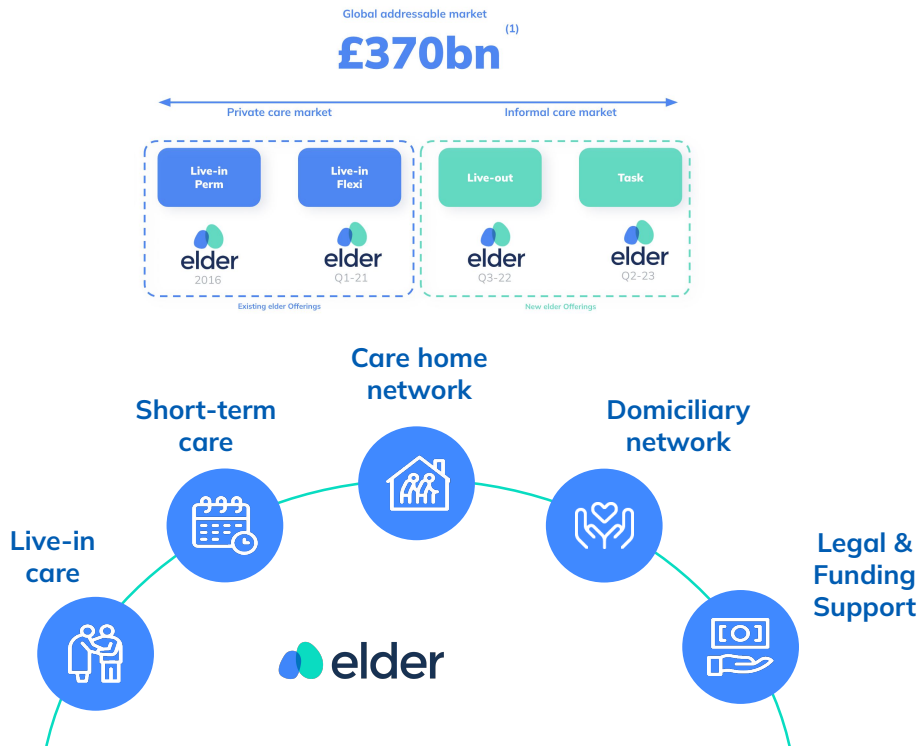
● Next up

## Family peace of mind & monitoring

Leveraging our CareOS technology (the system that ties our customer, carer, and internal platforms together) to provide visibility and transparency of health & safety for elders and their family

# Our vision

By building a personalised platform for care and a network of trusted social care partners, we can reach more people, and provide a full market of care and support.



To join the Elder team or to find out more about us  
Please contact:



**Ray Baptiste,**  
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**Lauren Russell,**  
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