



Local Authority Care Sourcing
Care management made simple

Transforming the care sector through connecting live supply and demand data

Pairly.com is a revolutionary platform designed to bridge the gap between those seeking care and care providers.

Using innovative technology, Pairly delivers a real time supply and demand data management platform, facilitating meaningful care connections for seekers and providers (home care, micro care providers, care homes).

Pairly allows you to find, manage and pay for all care requirements efficiently and effectively using real-time capacity data.



Why did we create Pairly Portal?

William Flint and Mark Oswald have a breadth of experience in health and social care including leading large hospital services, integrated community care teams, international Social Care recruitment and establishing "Outstanding" rated home care businesses that employ over 350 team members.

Through our years' of experience in the care industry, we have seen significant issues which effect our families, local communities and health services.

- Lack of visibility of, and access to, current care capacity
- No present and historical supply and demand data to inform commissioning
- 13% of NHS hospital beds occupied by delayed discharges - costing £200M per month*
- Un-used care capacity (13%) impacting patient flow and provider sustainability

Pairly allows local authorities and sourcing teams to access care and confirm support in only 3 minutes. This will lead to significant labour savings on administrative time, allowing authorities to reallocate their human resource into supporting communities. This would also mean faster acceptance processes for care providers without having to consider capacity.

*NHS England Oct 2025



Transforming social care sourcing in Somerset Council

"With Pairly, vacancies can be identified in under 3 minutes. It gives families confidence that their needs are being heard."
Senior Commissioning Officer – Care Homes

Case Study: Somerset Council

The challenge

Somerset Council, like many local authorities, faced increasing pressure to manage hospital discharges and secure timely, appropriate social care placements. The traditional process was manual, fragmented, and resource-intensive:

- Staff spent between 5–20 hours per client on phone calls, with 60% of enquiries failing to result in a match.
- Delays in identifying vacancies led to excess bed days and heightened pressure on hospital capacity.
- Families and care recipients lacked visibility of available options.

The Solution

To address these challenges, Somerset partnered with Pairly to deploy our real-time care brokerage platform, connecting care requests with provider availability instantly.

The Pairly Portal platform enables:

- Live visibility of care home, home care, and private assistant availability
- Targeted sourcing using detailed provider profiles and declared capacity
- Accessible search tools for professionals and families alike
- Integrated safety assurance via CQC ratings, ISO27001, and DSPT accreditation
- Rapid onboarding of over 300 care providers within four weeks

Results - Over a 4 month period

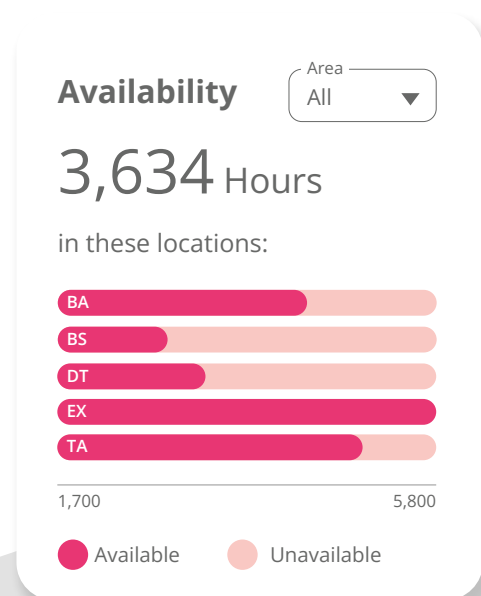
- 318,271 hours of care sourced through the platform
- £18,512 potential savings identified from one 52-day inpatient case
- Search time reduced from 5+ hours to under 3 minutes per client
- £90 saved per search in broker resource costs alone.



Access more with Pairly Portal

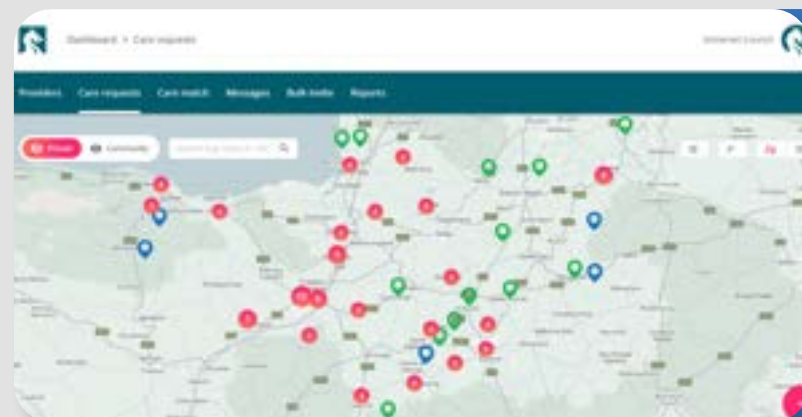
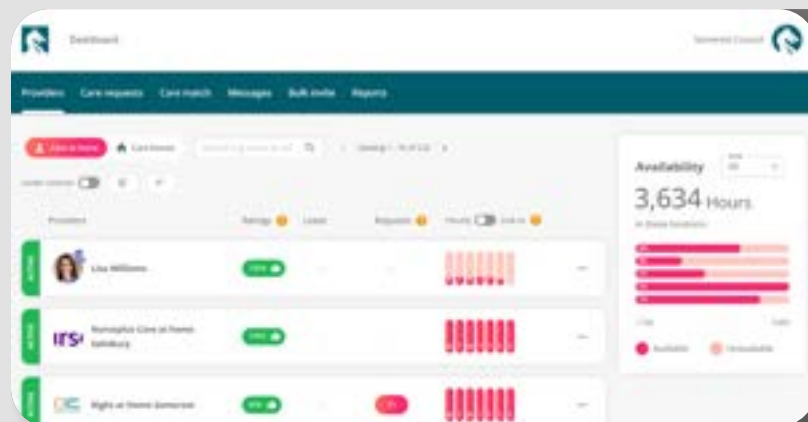
Function	Pairly	Other Providers
Commissioners & Professionals		
Core part of entire neighbourhood plan allowing oversight of entire market/marketplace via unified dashboard	✓	✗
Real-time visibility of care requests, provider responses, and costs	✓	✗
Manage discharge lists and bulk match care requests via csv upload	✓	✗
Map and monitor care provision by specific area (including visibility of "care deserts") – which create blocks in discharge	✓	✗
Automate reporting and data insights for efficiency and intervention	✓	✗
Receive payments via Pairly Pay at lowest charge value in the market via direct payment, direct debit or credit / debit card	✓	✗
Find Care & E-Brokerage		
Search and book registered care providers, micro-providers, and support services	✓	✓
View live availability, pricing, and provider performance (reviews, response time, acceptance rate)	✓	✗
Manage single or multiple requests; pay directly through the system via secure direct payments, credit/debit card and direct debit	✓	✗
Mobile app access (Android and Apple) for real-time care and support services 'search and book' in field	✓	✗
Approved Care Providers		
Free tools for enquiry and care management (web + app)	✓	✗
Update capacity – automated via API link to rostering systems	✓	✗
Receive and manage requests directly; respond faster via app	✓	✗
Fill gaps in runs, create efficiencies, reduce overheads	✓	✗
Data, Integration & Governance		
API (live) links with rostering and bed occupancy systems	✓	✗
Link/overlay market data with demographic (via ONS link) and travel/traffic (ESRI/ARCGIS/Googlemaps)	✓	✗
Built-in quality assurance, alerts, and feedback tools	✓	✗
Generates automatic analytics and reports — minimal manual input required	✓	✗
Free, central system underpinning local care planning and marketplace management	✓	✗

Key Benefits for Local Authorities



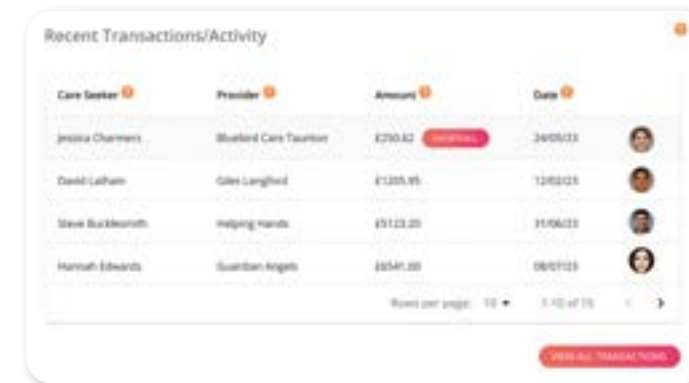
"The team on average spend 5-20 hours on the phone which around 60% of phone calls aren't fruitful. The time spent on the phone can be up to 2 hours or include multiple call backs due to individuals being unavailable. By having Pairly in under 3 minutes vacancies can be identified."

- Somerset Council Care Commissioner



Pairly Pay - Payment management

Current practice is to deposit funds in to a clients designated bank account. While this approach gives individuals the flexibility to manage their care and make personal choices, it lacks transparency in how the funds are used and makes recovering unused funds nearly impossible.



Pairly provides a smart alternative to Direct Payments. It empowers individuals to remain independent in managing their care while allowing Local Authorities to retain control and oversight through Pairly Pay.

Pairly pay is fast to set up and creates a unique virtual wallet for each client, funds are requested from this wallet and deposited with the service provider directly on production of an invoice. This way the Local Authority retains the funds until they are required to be spent, the service user is released from the pressure of creating a new bank account and managing the funds, whilst still retaining the freedom to choose and pay for the services they need.



Transaction control and visibility

Control & Transparency	Ensures direct payment funds are spent on care needs, preventing misuse.
Fast Account Setup	Direct Payment accounts are created within 48-72 hours, reducing barriers to uptake.
Clear Spending Insights	Provides visibility into how care funds are allocated and spent. Enables oversight of whether an individual is over or under funded for their care needs.
Streamlined visibility	Allows individuals to top up their care funds when required, with automated notifications to ensure this is completed, guaranteeing the right funds are always in place.
Simplified Monitoring	Keeps direct payments under Local Authority oversight while enabling user independence.
Easy Fund Retrieval	Unlike traditional bank transfers, unused funds can be reclaimed if care is no longer needed.
Cost Efficiency	Individuals take responsibility for their own care provision, reducing Local Authority involvement in sourcing care.



Contact us

To start your Pairly Portal journey and unlock the power of real-time availability data in your area, please contact our team:

Email: help@pairly.com