

POWERBRANDS

# CARE & ELDERLY SERVICES

FOCUS ON FUTURE-PROOF FRANCHISE OPPORTUNITIES



# MAKE A POSITIVE DIFFERENCE IN YOUR COMMUNITY

There's still ample scope for growth in the care and elderly services sector

WORDS BY LINDA WHITNEY



## THE AUTHOR

Linda Whitney writes about franchising for the Daily Mail, What Franchise and many other publications

**A** franchise in the care and elderly services sector can enable you to benefit your community and own a thriving business - and the choice embraces more than home care.

Demand for services aimed at the elderly is likely to increase. Age UK has estimated that 1.2 million people over the age of 65 had some level of unmet care need in 2016-17, up from one million in 2015-16. A report published by the Personal Social Services Research Unit has estimated that the number of disabled older people who will need help with at least one daily living task will increase by 67 per cent from 2015 to 2040.

There is ample scope for growth in the elderly care and services sector - but the market is changing and broadening and franchises are adapting to meet the new reality.

## CHALLENGES FOR HOME CARE

Years ago many home care franchises got much of their business by bidding for local authority contracts to provide

in-home care services. However, relying on these contracts is now a less sustainable business model.

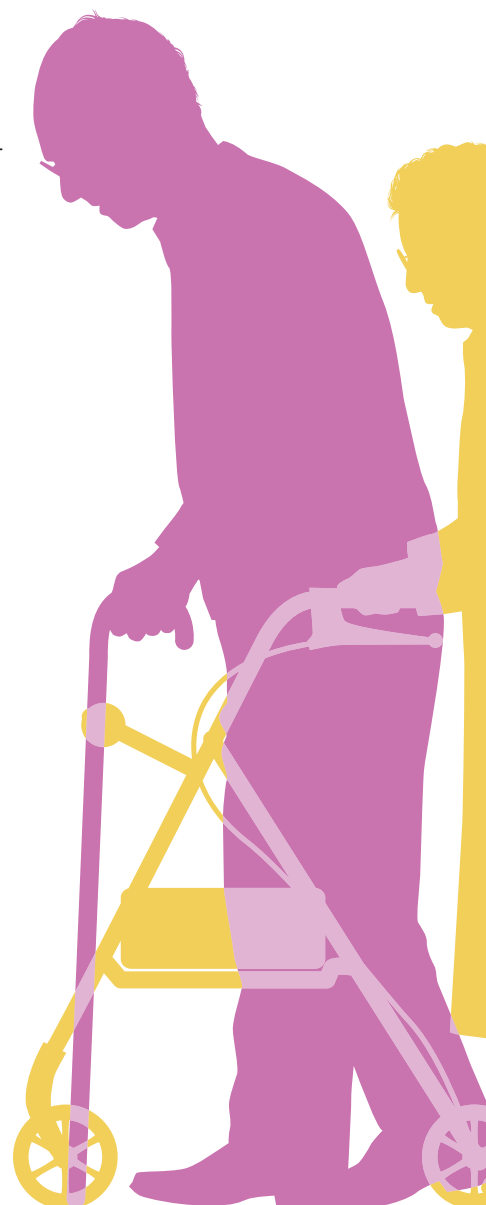
A 2018 Age UK report called *Behind The Headlines*: the battle to get care at home states: 'Since 2009-10 local councils have seen a 26 per cent reduction in their real-terms budget. This has led to a six per cent real-terms cut in direct council spending on adult social care.'

Meanwhile, overstretched councils have tightened eligibility criteria: 2018 figures showed that home care provided by councils had fallen by three million hours since 2015.

As a result, many care franchises have reduced or even abandoned local council contracts. They prefer to serve the private market, where clients are fully or partially self-funded, either from their own resources or through direct payment schemes that allow clients to buy their own care using local authority funds.

On top of this, 41 per cent of people reported being dissatisfied with care services in 2017, a six per cent increase since 2016.

Exacerbating all this is the shortage of carers. At any one time, there are around 110,000 vacancies



***"Many people are willing to pay more for higher quality care"***



## Paul Boniface

**“We expect the market to grow by about 10 per cent year on year”**

in the care sector and staff turnover is 30.7 per cent in England alone, according to a 2018 report by Skills for Care, the strategic body for workforce development in adult social care in England.

### CAN FRANCHISES FIX THE SOCIAL CARE SECTOR?

All these factors are leading to a new model of home care franchise, which prioritises quality of care for both clients and care staff - and it's clear many clients and their families are

willing to pay a bit more to get it.

Dan Archer, UK managing director of international home care franchise Visiting Angels, which has four franchisees in the launch process, says: “I think if we look after our carers better we can fix the social care sector one client at a time.”

Visiting Angels’ ‘carer centric approach’ benefits carers, clients and also the franchisor, according to Dan. Its carers are paid above the national minimum wage and for travel time between clients - not universal in the sector.

“We can afford to do this because we only take on clients who are self-funded or paying through direct payments,” Dan says. “Many people are willing to pay more for higher quality care.”

Higher wages and benefits attract carers in a tight market. “We are attracting people who would not usually consider the care sector,” Dan says. “In our Sheffield office, 40 per cent of our carers have not worked in care before.”

Training is delivered in the classroom, rather than by elearning, as is common elsewhere in the sector. “This means training can be adapted to suit the trainee, but it also means we can measure and evaluate the trainee’s performance and commitment,” Dan adds.

### ENCOURAGING CARER RETENTION

For all home care franchises, retention has become even more important as fewer EU nationals - who have been a source of care staff - are coming to the UK seeking work.

Visiting Angels offers its trained carers regular employee contracts at an hourly rate, plus a rate per mile for use of their own car. After six months they’re offered free car valeting and, after a year, free vehicle servicing.

“This year our staff turnover is under 20 per cent and it’s been as low as 13 per cent in the past,” Dan says.



**After two years in franchising, Musical Moments has 15 franchisees**



## Gerald Roper

**“Almost everything we sell involves advice and information”**

### MOBILITY PRODUCTS DELIVER REWARDING GROWTH

Gerald Roper's search for an ethical, caring business that offered something valuable to the community led him to the Ableworld mobility retail franchise.

The Colchester-based franchisee says: “Unlike much of the retail sector, there is a genuine need for our

products and demand is set to grow as the number of older people increases.

“Almost everything we sell involves advice and information. Even tiny things like the ferrules of walking sticks vary, so you need plenty of empathy and the ability to listen. That means every day is varied. Older people often have interesting stories to tell and I've been to houses displaying MBEs and letters from the Queen.”

Biology graduate Gerald adds: “Communication skills, transferred from my former science teaching career, help in this business and training from Ableworld means I now know a lot about mobility products.

“This is a rewarding sector to work in. It's better getting into it as a franchisee than on your own because product suppliers are keen to work with organisations that can achieve high levels of sales and show good back-up support for products such as stairlifts, which Ableworld provides.”

### OTHER OPTIONS IN CARE AND ELDERLY SERVICES

Home care services are by no means the only option if you want a business aimed at the elderly. The rewards of giving something back to the community and your target market remain the same, but the weight of regulation is less outside the care sector and the franchise investment can be lower.

Paul Boniface, franchise director at Ableworld, a leading mobility and stairlift retailer, says: “We expect the market to grow by about 10 per cent year on year.” Ableworld has 35 outlets, 15 of which are owned by

“We try to keep prices affordable, while still allowing our franchisees to make a profit.”

Retail mobility product sales are subject to regulations. Although they're far less onerous than those in the care sector, Paul stresses: “We look for franchisees who want to join an ethical franchise. We would rather turn away a sale than sell a customer the wrong product.”

Most of Ableworld's customers prefer to shop in stores where they can try products out and get answers to their questions, so trade is not threatened by the internet as much as in other retail sectors.

John Overdijk, the company's director of sales and marketing, says: “When promoting our service, we talk about being family when family can't be there.

“Our franchisees, or the companion drivers who work for them, will go into a client's home, help them prepare for their trip out by, for instance, helping them on with their coats, ensuring they have their keys, checking that the home is secure and helping them into the vehicle.”

On shopping trips, companion drivers can stay with clients, helping them go round the shops and assisting in any way requested. If clients are attending a clinic appointment, companion drivers will help them check in and sit with them in the waiting area before taking them home. If the family requests it, they can even accompany clients into appointments and take notes to pass on to the family.

All franchisees and companion drivers go through the Alzheimer's UK Dementia Friends programme, which aids awareness about the way dementia affects people's lives and provides information about actions that can make a difference.

John adds: “The franchise attracts people who want to deliver a service to the community, so most do the driving and provide the

***“When promoting our service, we talk about being family when family can't be there”***

franchisees, and it's looking for more.

Market drivers include the fact that the provision of mobility items through the NHS and local authorities is increasingly restricted to priority cases.

“Some people may not be eligible, or have to wait longer, and they may not be offered a choice of products so they opt to buy,” Paul explains.

### DRIVING SERVICES

Many elderly and disabled people rely on family and friends to help them get out and about - but they can't always be available. Franchisees with Driving Miss Daisy aim to fill that gap with a transportation and optional companionship service.



companionship themselves, but some will employ additional companion drivers as they add more vehicles in their territory, though some are run as purely management franchisees.

"We help you get the private hire licence required and all franchisees and drivers need enhanced DBS and police checks. But unlike home care services, you are not regulated by the Care Quality Commission."

Driving Miss Daisy, which has 30-plus franchises in the UK, is looking for more.

## THE POWER OF MUSIC

Many care homes offer music and singing activities to residents, as research shows that music benefits people with dementia.

Alistair Burns, NHS England's national clinical director for dementia, says: "Music can have many benefits in the setting of dementia. It can help reduce anxiety and depression, help maintain speech and language, is helpful at the end of life, enhances quality of life and has a positive impact on carers."

There are several franchises that involve delivering music activities to residential homes, including Musical Moments, Musica and Music for Health.

Beckie Morley, founder of Musical Moments, says: "When my nana was living with dementia, I discovered the amazing effect music had on her communication, happiness and general well-being.

"I play the violin and studied classical music, music psychology and community music, so I offered to do a music activity in her care home. I was offered a regular booking and Musical Moments grew out of that."

After two years in franchising, Musical Moments now has 15 franchisees and Beckie says: "We are still getting enquiries from care homes across the country and we cannot fulfil them all, so in 2020 I want to take on at least another seven franchisees."

Franchisees should be competent singers or instrumentalists able to play a portable instrument and happy performing in front of groups.

## Hammad Cheema

**"Our pay rates are higher than others locally"**

### FOCUSING ON CARERS TO DELIVER BETTER CARE

Hammad Cheema's experience in recruiting care workers led him to choose the Visiting Angels franchise when he wanted to start an elderly care business.

He says: "My wife and I already have a child care franchise, but when we set it up we were inundated with care job applicants. Now the market has changed and good candidates are scarce, so you have to offer more to attract and retain the best people. We chose Visiting Angels because of its carer centric approach."

Hammad is recruiting now, with



the aim of launching the franchise in Boston Manor, London in early 2020. Recruitment includes psychometric tests, two interviews, DBS certification and three months of classroom training before carers become proper employees - a thorough approach that makes a big difference to the service provided.

"Our pay rates are higher than others locally, we pay for travelling time and give other benefits, but more motivated carers deliver better care," he says. "I would not sleep peacefully knowing we were not delivering the best care we possibly could."



## Andrew Foley

### HOW WE ARE TACKLING ISOLATION

When Andrew Foley saw a documentary about loneliness and isolation, he resolved to take action.

Now he and partner Lucy own a Driving Miss Daisy franchise in Sutton Coldfield, providing assisted transport and companionship to elderly people as well as disabled and young people, often with specialist needs.

"Many people cannot access services and activities because they need more assistance than taxi

**"Many tell us it's like driving with a friend"**

services provide," Andrew says. "We see improvements in the health and confidence of our clients when they get out more. Many tell us it's like driving with a friend."

After Andrew and Lucy took redundancy from management jobs in the energy sector, they considered a home care franchise. But Andrew came across Driving Miss Daisy at a franchise exhibition.

"It was more affordable for us and it means we can make a positive difference in our community," he says. "Demand is high - only seven months after launch we have taken on two extra companion drivers."

# In the business of making a difference

Few franchises can boast such potential to change lives for the better as Right at Home

**R**ight at Home has always set the bar high. In 2010 the brand was introduced to the UK market by Ken Deary, a former British Franchise Association Franchisee of the Year with McDonald's. Ken already owned a residential care home and knew that good homecare was hard to come by.

By adapting Right at Home's American system for the UK

market, Ken was able to offer a business model operating predominantly in the self-funded marketplace that was easily scalable, recession resilient and sustainable. This model has been perfectly placed to meet the increasing demand from the UK's fast growing elderly population and their families who are looking for alternatives to residential care.

## TAILORED SUPPORT

The company's UK head office is based in Liverpool and its Rightstart programme provides detailed and tailored support to more than 60 franchisee-owned offices around the country. This high level of training and support throughout each stage of the 10-year franchise agreement means you don't need previous sector experience, as the company will support you to recruit an experienced care professional so that you can focus on business development.

Right at Home franchise owners have independently awarded the company a Five Star Franchisee Satisfaction score for a record seven years.

## MAIN PRIORITY

Maintaining dignity and independence is the number one priority at Right at Home.

Kev and Amy Popat, the company's 2019 bfa Franchisees of the Year, assign each client a small, regular team of caregivers. This continuity, plus Right at Home's preferred minimum visit



## AT A GLANCE RIGHT AT HOME UK

Established: 2010

Number of franchised outlets:  
64

Location of units: England and Wales

Investment range: up to £130,000

Minimum required capital: £40,000

Contact: Kate Dilworth, [kate.dilworth@rightathome.co.uk](mailto:kate.dilworth@rightathome.co.uk), 07825 047344

[rightathomefranchising.co.uk](http://rightathomefranchising.co.uk)

time of one hour, helps to foster strong relationships and ensures visits are never rushed. It also means the company can spot small changes in clients' health and well-being and act quickly to minimise the risk of deteriorating health or hospitalisation.

Kev explains: "Imagining my gran receiving care from someone who has no interest in her is the reason I'm here today."

**"Right at Home's motivation has always been to be the best rather than the biggest"**

## QUALITY DRIVES GROWTH

Right at Home's motivation has always been to be the best rather than the biggest. If you believe that quality drives growth and recognise its commitment to building a brand to feel proud of, get in touch with the company.

Right at Home's rigorous two-way evaluation process will make sure you have the skills and attributes you need and the company will give you the tools, resources, guidance and support to succeed.

Right at Home has seen strong group performance since its foundation and more than 80 per cent of last year's new owners earned their projected revenue - or more - in their first year of trading. With Right at Home you can make a difference, every day.



James Turner Photos



# IMPROVE YOUR THANK BALANCE

Home Instead combines an impressive return on investment with the gratitude and fulfilment of caring for seniors in their own home.

We are transforming the way the UK's expanding senior population is cared for, through a proven, award-winning franchise model that gives you the opportunity to make up to 20% operating profit. There's no need for previous care experience, as we give exceptional, award-winning levels of support to build your business – while you give older people a better quality of life.

Choose the franchise that makes a difference **INSTEAD**.

Contact Imogen on 01925 730 273, email [franchise@homeinstead.co.uk](mailto:franchise@homeinstead.co.uk) or visit [www.homeinstead.co.uk/franchise](http://www.homeinstead.co.uk/franchise) for more information.





# Targeting national coverage

Ableworld is seeking to maintain its position as the number one mobility retailer in the UK



**A**bleworld, the UK's largest mobility retailer, is at the forefront of one of the fastest growing markets in the UK.

There are currently 15.3 million people aged over 60 in the UK today and the government predicts that in just over 10 years' time nearly 25 per cent of the population will be over 65.

## ESSENTIAL PURCHASES

Valued at around £1.5 billion annually, the mobility sector is set to expand dramatically over the next few years, with products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids becoming essential purchases for many people. In addition, since many people in this age group have generous pensions and significant property equity, they have the resources to purchase this much needed equipment.

Ableworld's mission is to help these customers live more comfortable and active lives as they get older. For the company's franchisees, this is good news for their sales figures and the

long-term security of their businesses, but there's something else that's arguably more important: a daily feel-good factor.

Some of the ways Ableworld franchisees describe the non-financial rewards of their businesses include a sense of pride in being not just the market leader, but an ethical leader in the mobility sector; immense satisfaction in knowing the huge improvement matching the right customer with the right product will have to their lives and well-being; and being a valued and important part of the community.

## TRUSTWORTHY BRAND

From the beginning, Ableworld's strategy was to build a trustworthy brand, so that the company could capitalise on the demographic market forces of an ageing UK population.

It has grown both organically and by acquisition and will continue to consider these options going forward. However, the main engine of growth over the next few years will be via the franchise model. Ableworld is targeting a national coverage of 60-70



## AT A GLANCE ABLEWORLD

**Established:**  
2001

**Number of outlets:** 35

**Location of outlets:** nationwide

**Investment range:** £75,000-£80,000

**Minimum capital required:** £30,000

**Contact:** [franchise@ableworld.co.uk](mailto:franchise@ableworld.co.uk)  
01270 613599

[ableworld.co.uk](http://ableworld.co.uk)

**“Valued at around £1.5 billion annually, the mobility sector is set to expand dramatically over the next few years”**

stores, with at least 60 per cent of the total being franchised-owned outlets.

Franchisees come from a wide variety of backgrounds, such as sales, retail, construction, the armed forces, teaching and health. No previous experience of the mobility industry is needed, as the company has a comprehensive training programme. Successful franchisees combine a desire to help others and the proven Ableworld franchise system to create a business that makes a difference in their community.

## MILLION-POUND BUSINESS

Jeff Newman and his son Steven were the first Ableworld franchisees to take £1 million a year through their store in Southampton. The team have consistently hit and beaten budget and have proved their initial thoughts about the viability of having a modern, one-stop mobility store in Southampton were correct.

“It has met all our expectations, especially the satisfaction we get from providing the right products for our customers,” Jeff says.

With more stores planned, Ableworld is growing. Thanks to its successful and proven franchise model, it will continue to grow as it seeks to maintain its position as the number one mobility retailer in the UK.



# Picking Bluebird Care for your Next Adventure



Bluebird Care offers a comprehensive support package to support franchise owners in getting started quickly.

## Why Choose Bluebird Care?

- Continued investment in technology
- Our 200-strong franchise network
- Excellent relationships with UK banks
- Dedicated business development manager
- Dedicated quality manager

Get in touch with Vicky Brown today to start your franchising journey with Bluebird Care.  
07725733893 vickybrown@bluebirdcare.co.uk

"The best thing about Bluebird Care is that we get to follow a model that simply works!"

- Julie McLellan,  
Bluebird Care  
North Tyneside



# Doing things differently

There are three reasons why you should invest in Visiting Angels, one of the fastest growing brands in home care



## AT A GLANCE VISITING ANGELS

**Established:**  
2017

**Number of franchised units:** 5

**Location of units:** UK

**Investment range:** £90,000-£110,000

**Minimum required capital:**  
£30,000-£50,000

**Contact:** Dan Archer, 0114 433 3000  
[visitingangelsfranchise.co.uk](http://visitingangelsfranchise.co.uk)

**V**isiting Angels is already one of the world's largest home care brands, with over 600 franchisees

in five countries. The brand is experiencing unprecedented growth in the UK, opening four new offices in the London area alone in the past six months.

UK managing director Dan Archer brought Visiting Angels to the UK in 2017. He says he could see a gap in the market for a business that does things differently. Dan believes there are three reasons to consider a Visiting Angels home care franchise:

### THE COMPANY'S CARER CENTRIC APPROACH

Visiting Angels has an innovative approach to running a care business in the UK. Its mission statement is to become the UK care sector's employer of choice by 2022.

"Our business makes the carers the most important people in the company," Dan says. "We pay better and we earn and reward loyalty. It has meant we have been able to grow our workforce when others in the sector are struggling."

"Our recruitment and retention techniques have been proven over 20 years in the US and we are now bringing a carer centric approach to the UK for the first time."

### ITS ATTRACTIVE EMPLOYMENT TERMS

The pre and post-Brexit market will create staffing challenges for other care companies.

With a heavy reliance on European workers who have stopped coming to the UK, other home care providers are struggling. This is, in turn, helping Visiting Angels to grow.



## "The brand is experiencing unprecedented growth in the UK"

"Our employment proposition is designed for a competitive employment market," Dan says. "We are taking staff from our competition and at the same time are not reliant on European workers. We have grown our business because we have the staff to say yes to new clients when our competitors cannot."

### VISITING ANGELS IS BOTH ESTABLISHED AND FAST GROWING

Launching in the USA 20 years ago and in the UK in 2017, the opportunity is both established and fast growing.

"Our franchisees are joining a fast growing business with the opportunity to choose the perfect territory, the chance to influence the direction of the UK business and to spearhead our mission to change care," Dan says. "At the same time, they are joining over 600

franchisees sharing best practice from across the globe."

Gareth Redmayne launched his Visiting Angels franchise in September in Hertfordshire and already has a healthy client demand.

"I was impressed with the vision Visiting Angels had for the UK," he says. "The concept of being carer centric aligned with my values and I knew it was something I had to be part of."

"The size of territory I was able to work within was much bigger than other care brands - meaning I could make an impact on more people."

Visiting Angels is seeking franchisees across the UK. No experience is needed, as full training is provided.

The franchise is a substantial premises-based management business, with the potential for a turnover in excess of £1 million after three years.





0151 305 0755  
franchising@rightathomeuk.com  
www.rightathomefranchising.co.uk



## JOIN A COMMUNITY OF OWNERS WHO CARE

Right at Home build more than just a business, we build a care team dedicated to going the extra mile. We offer exceptional home-based care, aiming to make a difference every day.

- Build a truly rewarding business
- Our RightStart training programme guides you through every step of the way
- Be part of a caring culture of driven business owners
- With our support, deliver the highest standard of care

Find out whether our award-winning management franchise could be for you. Meet us at our next Discovery Session. Get the conversation started! Contact Kate Dilworth today.



## LOOKING AFTER PEOPLE. TAKING CARE OF BUSINESS.

Home Care is one of the UK's fastest growing sectors - and with an expanding population and ever-increasing life expectancy, growth is set to continue.

Heritage Healthcare is a family run organisation with one overriding intention - to consistently provide a first-class service to all of our clients. Caring is what we do. Our commitment to exceptional standards has helped us to build a reputation that is respected, admired and trusted in the marketplace.

The **Heritage Healthcare** franchise package is your perfect partner for success.

### WHY WE ARE YOUR PERFECT PARTNER

- Proven Franchise Model
- Bespoke Territories
- Ongoing Award-Winning Support

### OUR INVESTMENT IN YOU

- Finance & Business Consultancy
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- Recruitment & Business Operations
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Find out more today!

**01325 370 700**

heritagehealthcarefranchising.co.uk/findoutmore

# In safe hands

Five reasons for becoming a Heritage Healthcare franchisee in 2020

**D**eciding to open and run a franchise is a big step and requires a huge commitment.

There are a range of comparisons between building a business from scratch and buying into an established brand. Here are five reasons why you're in safe hands with Heritage Healthcare over opening your own home care business from scratch:

## 1. A READY-MADE BUSINESS

The Heritage Healthcare business model is a proven success. The blueprint is in place, ready and waiting for you to launch your home care business.

The advantage of joining a franchise is that you have the benefit of being steps ahead of someone starting a business from scratch. The support team and fellow franchisees have already experienced most possibilities, so they can advise on the best route of action.

## 2. ACCESS TO AN EXPERIENCED SUPPORT TEAM

With a combined 80 years of

experience within the care industry, the Heritage Healthcare franchising support team have a wealth of knowledge. The head office houses the company's directors, marketing department and finance department.

On the road is Heritage Healthcare's franchise support team, who visit each office and help in any way they can to support franchisees in making their business successful. All members of the support team are at the end of the phone and can help with any situation.

## 3. A WELL-KNOWN BRAND

Heritage Healthcare is an established brand and household name within the home care industry. The franchise network has worked hard to deliver expert home care within their territories, so many areas around the UK are familiar with the dedicated care services provided. The network is award winning and consistently at the top of home care ratings, with positive reviews from clients.

Rather than starting from the beginning and spending significant time building a reputation, you benefit from your clients already knowing what to expect from the Heritage Healthcare brand.



## AT A GLANCE HERITAGE HEALTHCARE

Established:  
2008

Number of franchised outlets: 21

Location of units: nationwide

Capital investment: £95,994

Minimum capital required: £29,995

[heritagehealthcarefranchising.co.uk/  
findoutmore](http://heritagehealthcarefranchising.co.uk/findoutmore)

**“A 10-day induction course ensures you have a thorough understanding of all aspects of the business”**

## 4. SUPPORTIVE TRAINING

The Heritage Healthcare franchise package offers comprehensive training and development to start you off on the right track. A 10-day induction course ensures you have a thorough understanding of all aspects of the business, including recruitment and employment law, financial training, care certificate training and marketing.

Training is hosted at Heritage Healthcare's head office, so franchisees have the chance to meet each support team member and take a look at what happens behind the scenes.

## 5. ENDLESS REWARDS

Owning your own business gives you control. The work you put into the business is what you get out of it, but with a Heritage Healthcare franchise you are fully supported, rather than going it alone.

You can manage your workplace culture, making your business the kind you always wanted to work in. Owning a home care business in itself is incredibly rewarding, as you get to reap the intrinsic benefits of making a significant difference to those within your local community.







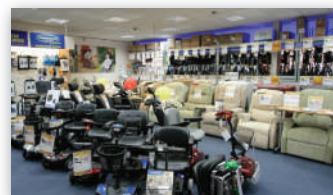
**Your Local Specialist**

Ableworld is the country's largest mobility retailer selling products to the elderly and disabled which change people's lives for the better.



There are currently 15 million people aged over 60 in the UK today and the Government predicts that in just over 10 years' time nearly 25% of the population will be over 65.

As the population ages the demand for products such as mobility scooters, stairlifts, adjustable beds, wheelchairs and home aids will see a dramatic increase.



Ableworld are looking to expand further over the next 12 months and have franchises available across the UK mainland. You do not need to have previous experience as full training will be given on all aspects of the franchise.

**Franchises will get:**

- ✓ A generous exclusive territory
- ✓ Good earnings potential
- ✓ A first class training programme
- ✓ The chance to make a difference in your community
- ✓ Up to 70% finance is available\*



For more information please email: [franchise@ableworld.co.uk](mailto:franchise@ableworld.co.uk) or telephone: **01270 613599** for a free information pack or visit our website: [www.ableworldfranchise.co.uk](http://www.ableworldfranchise.co.uk)

\*subject to status

## Can you put your carers at the heart of what you do?

At Visiting Angels we understand that to be a successful care franchisee you need to put the interests of your staff at the heart of your business. We are one of the UK's first Carer-Centric franchise businesses.

- \* Join a worldwide network of 600+ franchisees
- \* A new approach to running a care business
- \* Specifically addresses the challenge of recruitment
- \* Model proven over 20 years
- \* Reduced franchise fees for development franchisees
- \* Liquid capital required of circa £30,000



Our mission is to become the UK Care Sector's Employer of Choice by 2022. Join our mission and change the way care businesses are run.

Learn more about one of the world's largest care franchises by speaking to Dan Archer

**on 0114 433 3000 or 07584 178 458**

[www.visitingangelsfranchise.co.uk](http://www.visitingangelsfranchise.co.uk) | [darcher@visiting-angels.co.uk](mailto:darcher@visiting-angels.co.uk)



# On your side

Co-owner Ben Ashton shares how Good Oaks goes further for its franchise partners

**M**y business partner and I set up our home care business in 2011, before launching our franchise offering in 2016. We understand the highs and lows of running your own business first-hand and are always looking for ways to ensure we're responding to the needs of our franchise partners.

Our combination of low management fees, taking a partnership approach with our franchise partners and our new business coaching service ensures

we can stand out in the home care franchise market.

We select our franchise partners carefully, ensuring they share our values and approach. This makes things much easier when we're working together to help them build their businesses. Their success is our success and we do everything we can to support them.

## THE RIGHT SUPPORT IS CRUCIAL

The support available is one of the biggest advantages of starting a franchise. It allows you to start a business with the peace of mind that you're not alone. It gives you the confidence in the skills you bring to your franchise, knowing that you'll be supported in developing any additional skills you need.

We offer our franchise partners support with business planning, applications for finance, marketing activity, hiring the right people, IT software - every aspect of starting a business. We offer support with navigating the obstacles that go hand in hand with having your own business.

## FURTHER INDEPENDENT BUSINESS COACHING

This year, we've gone even further to ensure our franchise partners get maximum value from working with us. Our partners now benefit from quarterly meetings with an independent business mentor and coach, who is focused on helping them to create the kind of business they want to run.

We have regularly invested in this kind

of support for our own business and seen real benefit from it. Of course, we offer comprehensive support in all areas of running a care business, but support from an independent adviser allows our franchise partners to look at their business and identify any improvements they want to make.

Perhaps it's adjusting their work-life balance to ensure they're spending enough time with their families, setting profit goals for the year ahead or putting together a five-year plan for their business. Regular independent business coaching provides a fresh perspective that can make a big difference.

**“Our partners now benefit from quarterly meetings with an independent business mentor and coach”**

## HIGHLY COMPETITIVE FEES

Another way we take care of our franchise partners is by keeping our fees low to ensure our franchise partners see the best possible profit. As a relatively young franchise company with ambitious growth plans, we're proud of our highly competitive fees of four per cent of revenue, with a one per cent marketing levy.

If you're looking to run your own business and provide high quality care at home in your community, we'd love to hear from you.



## AT A GLANCE GOOD OAKS HOME CARE

Established: 2016

Number of franchised outlets: 4

Location of units: UK

Investment range: £20,000-£65,000

Minimum required capital: £10,000

Contact: Ben Ashton. ben.ashton@goodoakshomecare.co.uk

[goodoakshomecare.co.uk/franchise](http://goodoakshomecare.co.uk/franchise)





# Business as it should be

Sally Wilse, co-founder of Seniors Helping Seniors, explains why the company stands out in a crowded sector

**H**elper's high is one of the outcomes you'll experience and something you'll be providing with Seniors Helping Seniors. We love everything about this work and even if you haven't considered care before, we urge people to take the leap into elderly care. My background is in the media, as is fellow company co-founder Christian Wilse's, and Seniors Helping Seniors appealed to us because it's radically different.

This elderly care model is credited as having taken the friction out of the system. It's very fulfilling and it's business as it should be. Our adverts

ask for a few ordinary people with extraordinary hearts. Is that you?

## COMPANION CARE

Seniors Helping Seniors provides non-medical companion care and employs older people. As soon as you start talking about Seniors Helping Seniors, you'll hear: "Yes do it!", as the model is sustainable, much needed and future proof.

**"Franchisees and the people they employ say it's the best job they have ever had"**

Our franchisees come from many different backgrounds and have a range of skill sets. The carers each business employs are either retired care professionals or people who have cared for loved ones. Because of their age and what they require from work, Seniors Helping Seniors carers are in a league of their own and a joy to work with.

The win-win is clients love being helped by a person they can relate to and Seniors Helping Seniors doesn't have problems finding and retaining carers.

## DRIVING NEW STANDARDS

We've always paid above the living wage and we're proud of all our Kitemarks, awards and the recognition we receive for driving new standards. Franchisees and the people they employ say it's the best



## AT A GLANCE SENIORS HELPING SENIORS

**Established:** 1980

**Number of franchised outlets:** 300-plus

**Location of units:** Global. Currently looking for partners in the east and south east of England

**Investment range:** £25,000-£50,000

**Minimum required capital:** £25,000 plus working capital

**Contact:** [contactme@seniorshelpingseniors.co.uk](mailto:contactme@seniorshelpingseniors.co.uk)

[franchises.seniorshelpingseniors.co.uk](http://franchises.seniorshelpingseniors.co.uk)

job they have ever had.

Our franchise terms stand out in a crowded sector. Entry costs are low and the huge plus is the low running costs. Being non-medical and non-nursing care, we are out of the scope of the Care Quality Commission. Other benefits include low overheads because the business can be run from home and a growing client base that can be effectively reached.

We have consistently been awarded top 20 care group accolades through our customer recommendations, yet are small enough in the UK for every franchisee to have a significant impact on the business.

It's a great team and everyone in the business gets the high that comes from having a voice and breaking the mould in the UK. Seniors Helping Seniors has been given coverage by the BBC and national press as a result of our outstanding approach to two huge national problems.

## WELL ESTABLISHED

Seniors Helping Seniors is a well established, 20-year-old brand. The franchisors who opened the first Seniors Helping Seniors in the UK provide the company's five-star training and support.

If you want a win-win opportunity in the care sector, join the 300-plus Seniors Helping Seniors franchisees who have said finding the company was like a breath of fresh air from the very first contact. We'd love to hear from you if you are in the east and south east of England.



# A home care revolution

Bluebird Care is one of the UK's largest providers of non-medical care for people who want to stay in the comfort of their own homes

**I**n 2004, husband and wife team Paul and Lisa Tarsey decided it was time to revolutionise home care. They founded Bluebird Care with the aim of providing the highest quality customer service and the very best in personal care.

Together with their experienced team of franchise support staff, they have built one of the UK's largest providers of non-medical care and support for people who want to stay in the comfort of their own homes.

## MULTI-REVENUE MANAGEMENT MODEL

With a network of over 200 franchisees across the UK and Northern Ireland - many achieving six-figure turnovers and expanding through purchasing multiple territories - Bluebird's multi-revenue management model

enables franchisees to diversify their service offerings.

John and Jane Perry opened Bluebird Care Glasgow South in 2013 and expanded into Edinburgh in 2017. Jane says: "Our business is thriving. The job satisfaction for me comes from knowing we are making a genuine difference - putting a smile on customers' faces and receiving great feedback."

While its franchisees are delivering first class care, the Bluebird Care franchise support team are delivering award winning support, providing franchisees with the knowledge and assurance to set up and manage a highly successful business in the care sector.

This experienced team provides franchisees with support in all aspects of the business, from finance, business systems, IT, marketing and PR to field-based business development and, most

importantly, compliance and quality assurance support. With this level of support, franchisees do not need to have a background in care.

## PREPARED TO MEET THE DEMAND

Victoria Brown, franchise development manager at Bluebird Care, says: "Our priority as a franchisor is to ensure our franchisees receive first class, continuous support and guidance in order to nurture their teams and develop their businesses.



## AT A GLANCE BLUEBIRD CARE

**Established:**  
2004

**Number of franchised outlets:** 209

**Location of outlets:** nationwide

**Investment range:** £100,000-£115,000

**Minimum capital required:** £30,000

**Contact:** Victoria Brown  
vickybrown@bluebirdcare.co.uk  
bluebirdcarefranchise.co.uk

**"It's a very exciting time for Bluebird Care, as we continue to push the boundaries"**

"As the UK population increases and people aged 65 and over continue to grow faster than any other age group, our franchisees must be prepared to meet the demand of those in need, who wish to stay at home with their loved ones, in familiar surroundings.

"Through continuously investing in research and technology, we are revolutionising the way care is delivered in the home and ensuring our franchisees and their teams are well equipped to do so."

## EVOLVING AND IMPROVING

The most recent development within the network is the Bluebird Care Health and Wellbeing check. This is a unique service aimed at bridging the gap between health and social care - detecting early signs of decline in customers and preventing the need for them to go into hospital.

Franchisees and their teams are provided with a step by step launch programme, comprehensive training, a range of marketing materials and a supporting tool kit to ensure they maximise the potential of this new service.

"It's a very exciting time for Bluebird Care, as we continue to push the boundaries and maintain our position as the UK's largest provider of home care in the UK," Victoria says.





Join the UK's  
**Premium  
Independent  
Care Franchise**



## WHY JOIN THE GOOD OAKS NETWORK?

- We are UK owned and independent, with our systems and brand developed in the UK, for the UK.
- Innovation in everything we do, driving efficiencies and freeing franchisees up to focus on the bigger picture
- Comprehensive range of services and support included as part of the franchise
- Initial Franchise Fee from only £12,500
- A quality provider at the heart of a growing sector

## CARE SECTOR IN NUMBERS

**£5.7**  
BILLION  
REVENUE  
PER YEAR

**1.58**  
MILLION  
JOBS IN  
THE SECTOR

**19%**  
INCREASE  
IN JOBS  
SINCE 2009

**£41.8**  
BILLION  
CONTRIBUTION  
TO THE ECONOMY

For more information:

Give Ben a call on **01202 786415**, or send an email to **[ben.ashton@goodoakshomecare.co.uk](mailto:ben.ashton@goodoakshomecare.co.uk)**

# Social enterprise

Wiltshire Farm Foods franchise partners provide a service that supports independence



**F**or over 25 years, Wiltshire Farm Foods has been delivering delicious and nutritious frozen ready meals that are easy to prepare and delivered direct to the freezer.

Using a highly successful franchising model based around good old fashioned service, the company seeks to make a difference to the lives of the older population, helping them retain their independence living in their own homes.

For many of these customers, the drivers and office staff are sometimes the only people they see or speak to from one day to the next and the importance of this relationship is key to the success of Wiltshire Farm Foods.

## WHY WILTSHIRE FARM FOODS?

As a franchise brand owned and backed by apetito UK, the leading provider of meals to the health and social care sector, Wiltshire Farm Foods is the UK's leading home delivery food franchisor. With a network of over 80 franchise partners and a turnover in excess of £100 million, franchising with the company offers great financial

returns and the opportunity to make a difference.

Having had full postcode coverage since 2004, each territory comes with an established customer base, allowing new franchise partners to make money from day one. Plus, all franchises operate in non-competing territories, giving a strong proven return on investment.

However, franchising with Wiltshire Farm Foods is more than a guaranteed business model - it's a social enterprise and a way of giving back. Franchises are embedded in the heart of the local community and provide a service that supports independence.

## YOUR INVESTMENT

For an average sized franchise, you would typically need £150,000 in personal funds, plus a business loan to purchase the business and all necessary assets. There are no ongoing service fees, national marketing contributions or other hidden costs - you simply purchase the meals and desserts from Wiltshire Farm Foods and sell them on.

With strong growth opportunities across the network, franchise turnover can range from £600,000-£1.5 million.



## AT A GLANCE WILTSHIRE FARM FOODS

**Established:**  
1991

**Number of franchised outlets:** 81

**Location of units:** nationwide

**Investment range:** personal funds required across the range of current franchise opportunities are from £90,000-£200,000

**Minimum required capital:** typically £150,000 in personal funds, plus a business loan to purchase the business and all necessary assets

**Contact:** Andy Turner, head of franchise recruitment and mobilisation. [andy.turner@wiltshirefarmfoods.co.uk](mailto:andy.turner@wiltshirefarmfoods.co.uk)

[wiltshirefarmfoods.com](http://wiltshirefarmfoods.com)

**“Wiltshire Farm Foods is the UK's leading home delivery food franchisor”**

## GETTING STARTED

Setting up a franchise with Wiltshire Farm Foods couldn't be easier, taking as little as 13 weeks to get everything in place. Franchise partners are offered a tailored start-up plan and supported by a dedicated implementation team, who will assist them in developing the skills and knowledge needed.

## ONGOING SUPPORT

Each franchise is supported by a dedicated business partner, who will assist in implementing your business plan. They provide commercial and financial support and share best practice from across the franchise network, allowing every franchise to thrive.

In addition to commercial support, franchise partners benefit from a multi-million pound marketing support package, including national TV and press coverage. Through the Wiltshire Farm Foods marketing team, you will also have access to a full range of marketing literature, including a twice-yearly brochure, ecommerce and digital support, plus many more tools to support your target audience.



**WILTSHIRE**

EST. **FARM** 1991

**FOODS**

# A FRANCHISE OPPORTUNITY WITH A DIFFERENCE

If you're passionate about good old-fashioned service, great food and making a difference to people's lives, you could be our perfect Franchise Partner.

Take advantage of this franchise opportunity and build a profitable business for yourself - with priceless benefits for the community. Make a difference today.



Great earning potential

Freedom to run your own business

Strong social values

Call 0808 178 2702 or visit [franchise.wiltshirefarmfoods.com](https://franchise.wiltshirefarmfoods.com)

# Leading the way

Home Instead Senior Care uses 'high tech, high touch' technology to complement the service it provides

**H**ome Instead Senior Care is a franchise whose proven business model delivers both outstanding care and outstanding results for franchisees. Put simply, the company is making lives better for everyone.

Caring is at the heart of everything Home Instead does, which is reflected in its numerous care sector accolades, including ranking as the number one most recommended care company in the [homecare.co.uk](http://homecare.co.uk) awards.

## HIGH LEVELS OF DEMAND

Our rapidly ageing population means there are high levels of demand for home care. This presents an opportunity for franchisors to tap into this thriving 'silver economy' to deliver new business models based around providing in-home care.

A resounding 90 per cent of older people want to continue to live at home and, as a result, Home Instead franchisees enjoy huge growth opportunities.

## THE BEST OF CARE WITH THE BEST OF TECHNOLOGY

Home Instead Senior Care has always provided the highest levels of care and companionship, personalised to the individual client. Although the main way of delivering this is through its network of franchisees and their caregivers, the company is also leading the way in terms of the use of sophisticated technology in home care.

Ruth Brown, director of business development at Home Instead, explains: "We're committed to the use of 'high tech, high touch' technology to complement the care we provide.

This in no way replaces human care, but instead enhances and reinforces it."

## PREPARING FOR THE FUTURE

Home Instead has been busy exploring, developing and implementing powerful care solutions using technology. These ensure it can 'keep an eye' on its clients, even when its caregivers aren't there.

In addition to providing an extra layer of protection for the client, this technology also gives the client's family a sense of reassurance and peace of mind, as they can access the data at any time.

"With an ever increasing elderly population, the home is more and more likely to take the place of the hospital for many people in the future," Ruth says. "Technology will never replace people, but it can enable us to provide our clients with extra protection, help and even enjoyment when our caregivers aren't there."

She adds: "Our franchisees have access to all the support



## AT A GLANCE HOME INSTEAD SENIOR CARE

**Established:**  
2005

**Number of franchised outlets:** 211

**Location of units:** UK

**Investment range:** £41,000

**Minimum required capital:**  
£90,000-£110,000

**Contact:** Imogen Clarke, franchise recruitment manager. 01925 730273

[homeinstead.co.uk/franchise](http://homeinstead.co.uk/franchise)

**"The home is more and more likely to take the place of the hospital for many people in the future"**

they need to help them grow their own business. We invest heavily in our franchisees and their well-being, so that they can provide the best of care for their clients, their employees and importantly themselves."

If you're interested in joining a franchise network that is leading the way in care, contact Home Instead Senior Care to find out the many benefits of becoming a franchisee with the company.

