



Radfield
Home Care
Kindness • Dedication • Respect

Franchise
Prospectus

We are very proud to introduce the Radfield Home Care Franchise Opportunity to you

For over thirty years, our family has been providing care services and during this time we have built an excellent reputation for the high quality and responsive nature of our service. This has allowed us to build a strong business operating across the United Kingdom. We are the very first certified B Corp in the UK healthcare sector. This is a globally recognised certificate of ethical business.

We are excited to now be able to share our business ethos and success with like minded people who are looking to establish a Radfield Home Care branch to serve their local community and provide care in the way we would expect our own family to be looked after.

This prospectus will give you an understanding of our business, the journey you will undertake as a new Radfield Home Care franchisee and the ways in which we will support you.

I believe that our unique experience and approach to care creates an exciting opportunity for you to become the leading care provider in your area.

Dr Hannah MacKechnie



Index

01	Our Core Values	10	Branding
02	A Caring Business	11	Legal Agreement
03	Long-Term Vision	12	What Makes Radfield Different
04	See the Opportunity	13	Results worth Caring about
05	Market & Competition	14	Making the right choice
06	Start-up Costs	15	What next
07	Earnings Potential	16	Aptitudes
08	Training & Support	17	The Enquiry Process
09	Territory	18	Our Team

01 Core Values

Everyone at Radfield Home Care from our managers to our carers, directors and office teams work to these core values every day so that they become natural and instinctive and weave themselves into the fabric of our day to day lives.



We are a Family | At Radfield Home Care we care about all of our people, and believe passionately that by treating our carers as a trusted family we can empower them to treat our clients with the same warmth and respect

We are Proud to Care | We're proud to stand out for all the right reasons, to help each and every one of our people reach their potential, and we're proud of the fact that at Radfield, we're always pushing for the very best

We are on Your Side | We believe in looking after people and empowering them to live their own unique lives to the full. We understand, listen, and act as caring advocates, to uphold wishes and ensure wellbeing

02 A Caring Business

For the most vulnerable members of our society, care is a lifeline. For the elderly, the frail, the ill, the disabled and the infirm, the quality of care they receive matters enormously.



For those who provide it, care is a vocation. For the domiciliary care workers who attend to the needs of others, day-in and day-out, care is so much more than just a job.

And for those entrusted with the wellbeing of others: the service providers, the care homes, the hospitals and the families, care is a duty.

At Radfield Home Care, we have been providing high-quality, friendly, respectful care to the sick, elderly and vulnerable for over 30 years.

Our goal is to provide exceptional care that elderly people and their families can rely on to enable them to remain living independently at home for as long as possible.

Providing reliable, high-quality care is only possible with reliable, high quality carers. That's why we go much further than many care providers in our recruitment and placement of the right carers.

We take time to understand the specific needs of each client, their background, their likes and dislikes: their character. The same approach is taken with each carer we recruit: we get to know their personalities and their individual professional skills.

This enables us to ensure the best possible relationships develop between clients and carers. Our care staff are not chosen simply for their qualifications which are thoroughly assessed, they are also chosen for their empathy with the people they will support.

This holistic, client-centred approach has made Radfield Home Care a valued care partner for individuals, families, NHS and local authorities.

Naturally, quality management is an important part of our commitment and of our success to date.



02 A Caring Business

Radfield cares for adults of all ages, with a particular focus on elderly people, covering everything from a 30-minute home visit to 24-hour care:



- Personal Care
- Companionship
- Getting out & about
- Medication service
- Housework & laundry
- Meal preparation
- Shopping
- Dementia care
- Respite care
- Rehabilitation
- Palliative care
- Night-time care
- Physical disabilities support

This versatility makes every Radfield Home Care business vital to both the local healthcare market and to local communities. Demand for our services is rapidly increasing as the UK population continues to grow and age. Most local markets are grossly under-served and are in need of our services.

Radfield Home Care is looking for bright and enterprising individuals who want to build a reputable & successful business with the support of a highly respected brand. We will provide you with a detailed induction course & ongoing skills-building programme.

We provide an exciting business support package that includes:

- IT tools and systems
- Business development tools
- Marketing materials
- Branded uniforms
- HR + Health & Safety advice and insurance
- Training opportunities and more.

We'll support your launch, and help you to grow your business.

Radfield Home Care will also provide you with premium ongoing support, which includes:

- A dedicated head office support team
- Email and telephone help lines
- Regular communications
- A regularly updated operations manual
- Opportunities to network with & learn from ...your peers.

In short, we'll look after you to make it easy for you to look after others. In return, we gain a highly qualified, motivated and committed partner who can help make Radfield Home Care the leading national home care agency.

This is your opportunity to use our respected brand name, proven methods and existing business relationships to build a thriving business.



03 Long-Term Vision and Values

Our goal is to develop a national Radfield Home Care network that is universally respected and greater than the sum of its parts.

Using the methodologies established by the Franchisor and the strengths of its Franchisees, Radfield Home Care will offer the nation's leading domiciliary care services throughout the United Kingdom.

In franchising, we harness the abilities, dedication and energy of others to realise our goals.

In return, our Franchisees benefit from:

- Invaluable skills training
- Personalised support
- A strong brand name
- A professional business system
- An unmatched opportunity for success
- Continuous professional development

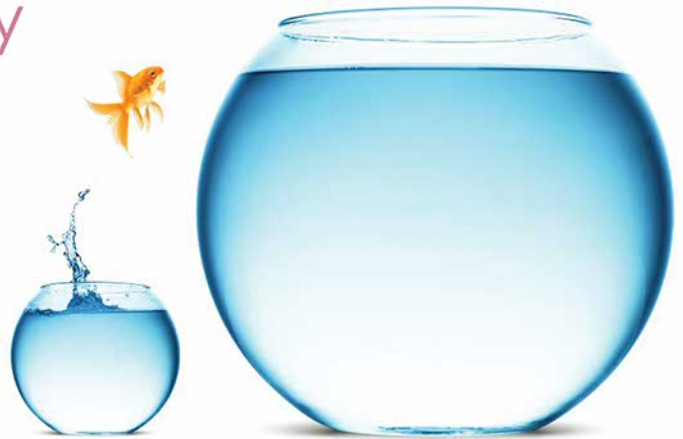
We are committed to sharing the rewards inherent in the Radfield Home Care business system, and to abiding by the principles of ethical franchising.

Radfield Home Care Limited operates in accordance with the British Franchise Association's Franchising Code of Ethics.



04 See The Opportunity

The Radfield Home Care Franchise enables you to enter, fully develop and potentially dominate profitable local markets for domiciliary care. A hands-on service business, the Franchise represents a unique business development opportunity.



We provide our Franchisees with the training, systems and support they need to provide a high-quality domiciliary care service to Radfield Home Care's industry-leading standards.

To get you started, Radfield Home Care Limited, the Franchisor, will provide a comprehensive three-part training programme, launch marketing, field support, branded uniforms, DBS checks for 5 members of staff and your first year of HR and health and safety support and related insurance.

Also, as Franchisor, Radfield Home Care Limited will help you write your five-year business development plan. This will help you realise the full potential of your Radfield Home Care business.

Franchisees are expected to establish and grow their Radfield business within their exclusive territory. This requires regular marketing and sales activity and provision of a world-class recruitment, placement and care services for clients.

The Radfield Home Care business requires the full time and attention of the Franchisee. It is expected that each Franchisee will start their business as an owner-operator. We understand support is likely to be required by the Franchisee on either the care management side or the administrative side.

Once their business is established, Franchisees will take office premises, with a view to increasing capacity through the employment of additional office staff.

Franchisees will promote their services by way of a range of marketing strategies, including referral marketing, direct marketing and advertising. A marketing strategy will be developed by the Franchisee with the guidance of their Franchise Support Manager.

The Franchisor provides each Franchisee with the expertise and tools they need to attract, sign and support clients to the highest possible standards. Potential clients are individuals and their families, local authorities, and local NHS bodies. Territories have been professionally designed to offer a large number of potential clients for every Franchisee, as well as a suitable labour pool of potential carers.

Fully developed, the Radfield Home Care Franchise business can provide significant and resilient income from several complimentary revenue streams. The Franchisee will use the respected Radfield Home Care brand and its proven methods to professionally develop the local market for its services, and will maintain the high standards of professionalism and care associated with the Radfield Home Care brand.

Although it should be possible for the Franchisee to increase their income substantially over time, their priority should be the gradual growth of the business rather than early financial gain.



The strength of the Radfield Home Care brand lies in the quality of the service with which it is associated. It is the Franchisee's responsibility to uphold our first-rate reputation in their territory.

05 Market and Competition

There is a substantial, growing market for homecare and related services, estimated at £5.2 billion.⁽¹⁾

The British government has a policy of encouraging people to be cared for in their own homes, as opposed to moving in to residential care homes. This looks set to increase further over time, as the proportion of elderly people in the UK population continues to increase.

The majority of adults who use domiciliary care services are over 65 years of age: in 2014, 79% of all adults receiving state funded domiciliary were over 65 years of age. ⁽¹⁾

It is a segment of the population that is increasing relatively rapidly. According to the Office for National Statistics, the population aged 65 and over will grow over the coming years, both in real terms and as a percentage of the total population. ⁽²⁾

Its projections show that in 2014 18% of the UK population were over 65 and by 2044 this is expected to increase to one-in-four (25%).

The rapid growth in the proportion of elderly people is predicted to put increasing strain on public sector healthcare services, leading to a rise in demand for private provision. This trend is further strengthened by continuing government initiatives to promote independent living, again increasing the demand for providers who can offer care and support at home.



1 UKHCA—An overview of the UK domiciliary care sector June 2015: www.ukhca.co.uk/pdfs/DomiciliaryCareMarketOverview2015.pdf

2 ONS Population Projection—June 2015 (Characteristics of the Population Age): www.ons.gov.uk/ons/rel/pop-estimate/population-estimates-for-uk-england-and-wales-scotland-and-northern-ireland/mid-2014/sty-overview-of-the-uk-population.html

Demand for Private Provision

The provision of care by local authorities tends to vary throughout the UK, with some communities receiving greater levels of care provision than others, and at varying costs. This has the potential to open up further opportunities for smaller providers who can compete more effectively for spot-purchases of home care services.



06 Start-up Costs

Prospective buyers will be required to invest £30,000 plus VAT. For this fee, an operating licence, induction course, initial support, launch marketing, initial stock of branded uniforms, 5 Disclosure & Barring Service (DBS) checks and administrative software will be provided. You will need around £45,000 working capital. We have good relationships with financial institutions who may be able to assist with business finance.

A complete breakdown of the investment requirement and Franchise Package contents will be supplied to qualified applicants.

07 Earnings Potential

Financial projections are shown on page 14. Please note that your actual earnings will be largely dependent upon your effort, dedication and ability to follow our proven systems.

To learn more about the Radfield Home Care Franchise business opportunity, please complete the enquiry form at the back of this prospectus and send it to us.

If you meet our criteria, you will be invited to an exploratory meeting where you will be provided with more information, including detailed theoretical financial projections to enable you to decide whether this is the right opportunity for you.

08 Training & Support

Radfield Home Care provides Franchisees with one of the Industry's leading training programmes designed to ensure that every new Franchisee gains the certification, knowledge and understanding needed to establish and develop a successful Radfield Home Care business.



Radfield Home Care Franchisees are supported with 20-days of training. This begins with a comprehensive five-day training course, followed by 15 further days throughout the early weeks and months of developing your new business.

The Radfield Franchise training programme is delivered by members of the management team with first-hand experience of running the business, and is largely based upon the Radfield Home Care operations manual. This manual is on loan to the Franchisee for the duration of the trading licence.

The Franchisor will support the launch of every Radfield Home Care Franchise and provide all Franchisees with a suite of professional ongoing support services, which include:

- A remote support facility
- A dedicated Franchise Support Manager
- A robust software system
- A web portal
- Network communications
- Regular visits
- National conferences
- Mentoring opportunities.

Importantly, Radfield Home Care Limited, as Franchisor, will also provide Franchisees with a framework to incrementally grow both their business and competencies following an individual business development plan.

This plan will enable Franchisees to build significant equity in their business and gain valuable skills.



09 Territory

Radfield Home Care is looking to establish Franchises throughout England, Wales, Scotland and Northern Ireland. Each territory is dedicated to you and has been professionally designed to ensure a total population of at least 115,000 with a minimum of 35,000 people over the age of 60 and sufficient people of working age.

To check whether a selected local area is available, visit:

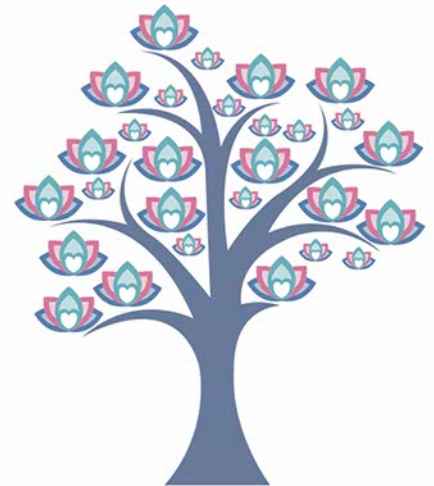
www.radfieldhomecarefranchising.co.uk/franchise-opportunities/locations



10 Branding

We have invested heavily in the development of the Radfield Home Care brand. As a Radfield Home Care Franchisee, you will be able to trade under our well respected name and recognisable style.

As the network continues to develop, you will also benefit from strong national and regional promotional activity.



11 Legal Agreement

Radfield Home Care Franchisees secure the right to own and operate a Radfield Home Care Franchise business in an exclusive territory.

The rights and responsibilities of the Franchisee are clearly set out in the Franchise Agreement. This legal agreement has been developed by a British Franchise Association-accredited solicitor and fully respects the industry association's code of ethics.



12 What Makes Radfield Different?

A Radfield Home Care Franchise enables you to own and run your own business, while at the same time sharing in many of the advantages enjoyed by large established organisations, including a tried and tested business model, nationwide marketing and brand recognition.

The Franchisor has spent a considerable amount of time and effort refining the Radfield Home Care systems and brand.

The directors' of Radfield Home Care Franchising Limited have over 30 years of experience in care homes and in meeting the care needs of elderly people.

Perhaps uniquely in the sector, this includes experience as a practising GP.

The fruits of this extensive care experience and development are available to you as a Radfield Home Care Franchisee, helping you to build a successful business.

We understand what high quality care looks like and can help you to provide it.



The Franchisor has spent many years building strong relationships in the domiciliary care market and can use these insights and their know-how to help you broker relationships with key stakeholders in your territory.

These years of front-line experience in the health care sector have given the directors of Radfield Home Care an acute understanding of the benefits that technology can bring to the business.

With this in mind, we have invested in innovative software and systems to help our Franchisees run their businesses smoothly and more efficiently.

This includes the cutting edge PASS system, a complete care management solution that enables Franchisees to improve staff efficiencies, lower costs and reduce risk in the provision of medication in home care services.



“you can greatly increase your ability to avoid big mistakes and strengthen the likelihood of long term business success.”



Similarly, the Radfield Home Care franchise training programme enables you to rapidly address any gaps in managerial skills and training, helping you gain the knowledge to begin building a thriving business.

Marketing assistance is also available to all Radfield Home Care Franchisees, giving you the tools and techniques to run high-quality local promotional campaigns at your own cost. Over time, new services and improvements may be made available throughout the Radfield Home Care franchise network, providing additional opportunities for growth.

The Franchisor recognises that running a successful domiciliary care business is not only about providing high quality services and attracting clients, it is also about recruiting the very best carers. Uniquely we believe, all Radfield Home Care franchise territories are therefore mapped according to the potential pool of carers that Franchisees can draw on, as well as the potential client base.

With our extensive, first-hand experience in identifying and recruiting the right people, our Franchisor management team can help you source the high quality carers you need to help your business grow.

Undoubtedly, every entrepreneur makes mistakes in the early years of a new business. By following the prescribed methodologies of Radfield Home Care, you can greatly increase your ability to avoid big mistakes and strengthen the likelihood of long term business success.

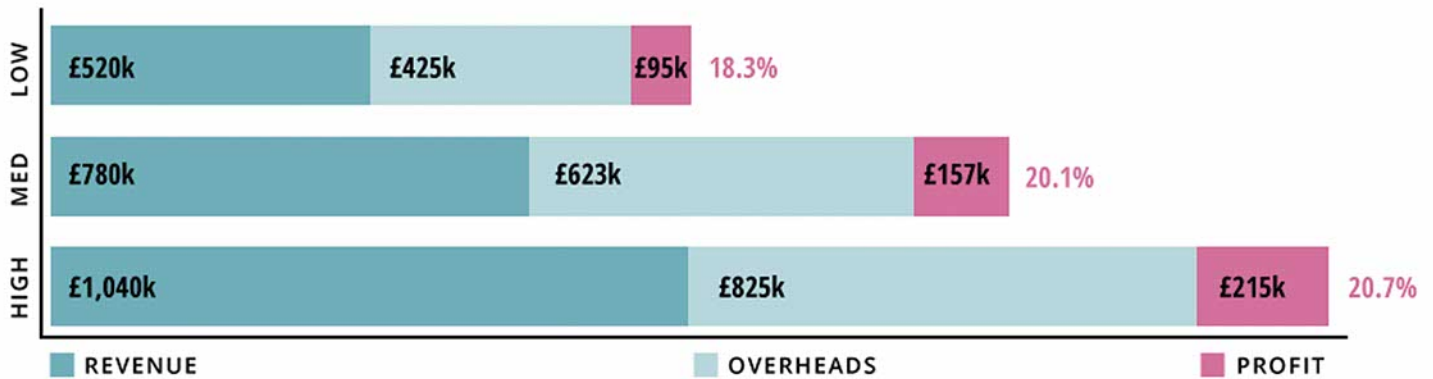
Radfield Home Care Franchising Limited have over 30 years of experience in care homes, domiciliary care and in meeting the care needs of elderly people.

Perhaps uniquely in the sector, this includes experience as a practising GP.



13 Results Worth Caring About

As part of your franchise package, we sit down with you to prepare your business plan and financial projections. With our experience, we guide you in reviewing and researching the local market in your territory so that your projections are as informed and reliable as they can be. The following are an indication of a range of trading levels.



DISCLAIMER

The projections set out above are based upon the Directors' extensive business experience market research and the results of our company owned pilot branches. They are provided by way of illustration only and demonstrate the effect of various levels of business development and activity on turnover, costs and profitability.

Individual franchise business activity in any given year, and the related costs, will depend on the Franchisee's business objectives, efforts, practices and local market conditions.

There is no guarantee that you will achieve the same figures, nor are they intended as a representation, warranty or guarantee.

NOTES

1. Revenue (net of VAT): the theoretical total income from all revenue sources.
2. Overheads & Franchise Costs: the theoretical expenses and costs involved in operating the business.
3. Operating Profit: the theoretical anticipated profit (revenue minus overheads and franchise costs).
4. The ongoing franchise fee is set at 5% +VAT of your total turnover.

NB: All stated amounts exclude VAT. As they are likely to be owner-operated businesses, at least initially, each franchise will also be subject to its own individual cost

14 Making the Right Choice

“The Radfield Home Care Franchise business requires a very strong customer care mentality, a commitment to quality service and attention to detail.

If this sounds like you, we'd like to hear from you.”



15 What Next?

It is still too early for either of us to make a decision at this point. You need more detailed information and advice and we need to learn more about you.

The Franchisee plays a key role in the growth of the national Radfield Home Care network. We need to make sure that we are a good fit for each other.

16 Aptitudes

Our brand is a promise of a high-calibre professional service delivered with a personal touch. While we will provide you with the training and tools you need, you still need to consider whether you have what it takes to fulfil our promise.

We have a clear idea of the attributes that are needed, and are prepared to be selective.

The successful Franchisee will have care or business management experience, excellent people skills, an ability to build strong business relationships, strong organisational and time management skills, high energy levels and an ability to focus and follow systems.

17 The Enquiry Process

If you are interested in finding out more, here is how to proceed:

- Begin by completing the preliminary enquiry form on the following page. Completion of the form places you under no obligation.
- If you meet our criteria, we will invite you for a meeting. During this meeting we will explain the business in greater detail, discuss the figures, explore locations and answer any questions you may have.
- Following the meeting, you will need time to consider the opportunity, review the figures with your professional advisors, talk to your family and undertake some market research. You may also have more questions for us.
- If you're ready to apply for a Radfield Home Care Franchise, you will be asked to complete an Intent to Proceed Agreement and pay a deposit.

“We are looking for like minded people to become our long term business partners.”



At this stage, the next step is simply to submit a completed preliminary enquiry form to obtain further information.

We look forward to hearing from you.



18 Our team



Dr Hannah MacKechnie (MBChB, DipOMG, DFFP)
Director

Hannah is a qualified GP and has worked in the senior care sector for many years. Hannah provides clinical and strategic leadership.



Alex Green (CEFA)
Director

Alex has a background in financial services and business development. Alex oversees financial management, HR and legal matters.



Jessica Jenkinson
Governance & Operations Manager

Jess has extensive senior management experience in care services. Jess oversees quality standards and care operations across the network.



Trudie Meredith
Marketing Manager

Trudie's career spans business development & senior marketing roles for blue chip companies. Trudie oversees marketing activity for the network.



Phil MacKechnie
Digital Development Manager

Phil has led the SEO and digital advertising for some of the largest agencies in the UK. Phil drives the digital and online development of the business.



Ed Gill
Franchise Recruitment Manager

With a wealth of experience in marketing, sales and franchising, Ed helps onboard entrepreneurs looking to join our growing network.



Vikki Donachie
Franchise Support Manager

Having held senior roles at some of the UK's leading Healthcare Franchise brands, Vikki supports our Franchise Partners to develop their businesses.



“Your success is
our business”

Radfield Home Care Franchising

Kindness • Dedication • Respect

www.radfieldhomecarefranchising.co.uk