



# Radfield Home Care<sup>®</sup>

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Exceptional Care by Exceptional People



### **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.



**Radfield**  
**Home Care**  
Exceptional Care by Exceptional People

# Home is where our heart is

Radfield Home Care specialises in providing care to older people within their own home. Its franchise partners are committed to developing a business that will provide the highest standard of care, echoing Radfield's core values; kindness, dedication and respect.

Franchise partners benefit from an all-round rewarding business that provides healthy and sustainable profit margins thanks to a focus on the private marketplace, as well as the opportunity to become an ambassador for care and older people in their local communities.



# Over 35 years of providing care



Established in 1982 as a residential care home, the Radfield brand has been providing care and support to older people for over 35 years.

Franchisors and siblings, Dr Hannah MacKechnie and Alex Green grew up and later worked with the older people living in the care home, giving them an extraordinary insight into the care needs of people as they grow older.

Following successful careers in medicine and finance respectively, Hannah and Alex launched Radfield Home Care together in 2008 when they recognised the changing market with people wanting to remain living at home.

The Radfield Home Care model that franchise partners have access to was developed by Hannah and Alex over eight years across multiple branches. This has created one of the most robust home care models in the franchise

sector today, led by the most experienced franchisors - with, quite literally, a lifetime of hands-on care experience behind them.

With family values at its core, Radfield launched the franchise opportunity in 2016 following accreditation from the British Franchise Association and went one step further, becoming the UK's first healthcare organisation to achieve B Corp accreditation; an ethical global movement placing Radfield on the same world stage as the likes of Ben & Jerry's Ice Cream and Innocent Drinks.

Now, Radfield Home Care has opportunities across the UK for like-minded, ambitious and values-driven individuals to join its growing network to provide care, support and promote independence to the rapidly growing communities of older people in their local area.

# The fastest growing population in the UK

The UK home care sector is a growing, multi-billion pound sector. With an ageing population<sup>1</sup> and decreasing social funding<sup>2</sup>, the healthcare sector in the UK is in desperate need of more private home care providers to meet the demand of older people requiring quality care at home.

Many existing providers are struggling to stay afloat in the marketing-driven private marketplace, and their clients are suffering because of this. As a result, older people and their families are turning to private home care services, willing to pay for a more bespoke and quality-led service<sup>2</sup>.

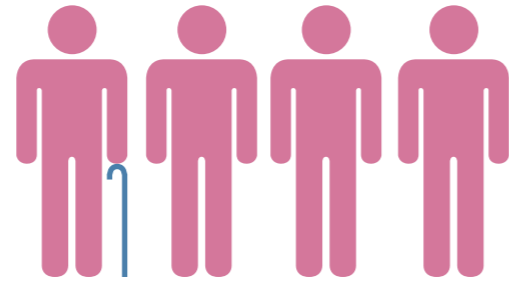
With older people demanding their independence much later in life nowadays, home care services have become the go-to option over traditional residential care homes. As a result, people aged over 65 are the biggest users of home care services<sup>2</sup>, meaning providers specialising in older people's care, such as Radfield Home Care franchise partners, are set to see exponential growth in coming years.

Sources:

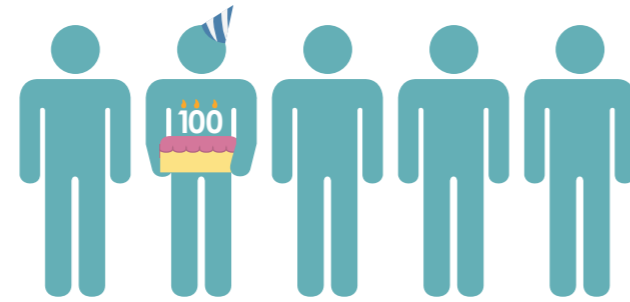
<sup>1</sup>Age UK

<sup>2</sup>UKHCA

<sup>3</sup>National Audit Office



25% of the population will be over 65 by 2040<sup>1</sup>



20% of the UK population is now expected to celebrate their 100th birthday<sup>1</sup>



80% of local authorities pay below the recommended baseline cost of care<sup>3</sup>

# One of the UK's most established home care franchise models

The Radfield Home Care model was developed over eight years across multiple company owned branches. As a result, the model and its franchisors have overcome all the challenges the home care industry can present; meaning franchise partners have access to a robust tried and tested model and a support team led by people who have been in their shoes.

With an ageing UK population and rich heritage supporting older people, Radfield Home Care specialises in providing care to this ageing demographic of people aged over 65. As a result, franchise partners have a focused model with a clear USP in their local territory and can provide older people and their relatives the security of a quality, proven and specialist service.

To ensure the service quality is at the level franchise partners would expect for their own family, the Radfield model has a strong focus on the private marketplace. Allowing for more sustainable profit margins, the private sector means franchise partners can provide a high standard of care, without the compromise or worry of an over stretched bottom line.

**Franchise Fee: £30,000 + VAT**

**Working Capital Requirement: £55,000\***  
Upto 70% of the total investment can be borrowed from Radfield's banking partners

**Ongoing Fees:**  
**5% Management Fee | 1% Marketing Levy**

\*Working capital requirement can vary depending on local and personal factors.

# One of the franchise sector's leading training and support programmes

With a 20-day franchise partner training programme, a dedicated and experienced franchise support manager, industry leading technologies and leading marketing support strategies and personnel, Radfield Home Care franchise partners have access to one of the most comprehensive support systems in the UK's franchise sector.

Beginning with a week-long introductory training course, franchise partners are rapidly brought up to speed with the healthcare sector, Radfield's model and their key roles and responsibilities. Over the following weeks and months, 15 further training days are undertaken incorporating every aspect of the business; from staff recruitment to compliance, and software to client attraction.

Prior to business launch, franchise partners are also supported with business plan creation, CQC registration, registered care manager recruitment and sourcing an appropriate office. During this time marketing plans, digital campaigns and social media recruitment strategies are also developed.

As you progress through your franchise journey, developing a growing, profitable and rewarding home care business, you will have regular meetings with your franchise support manager, office visits from the support team, external compliance audits to ensure you are exceeding CQC's regulatory requirements and continued email and telephone support. You also have numerous opportunities to meet and keep up-to-date with the rest of the network with monthly webinars, regular network meetings and annual conferences.



Radfield's training and support package means **no prior healthcare experience is required**, and we're here to help you every step of the way.



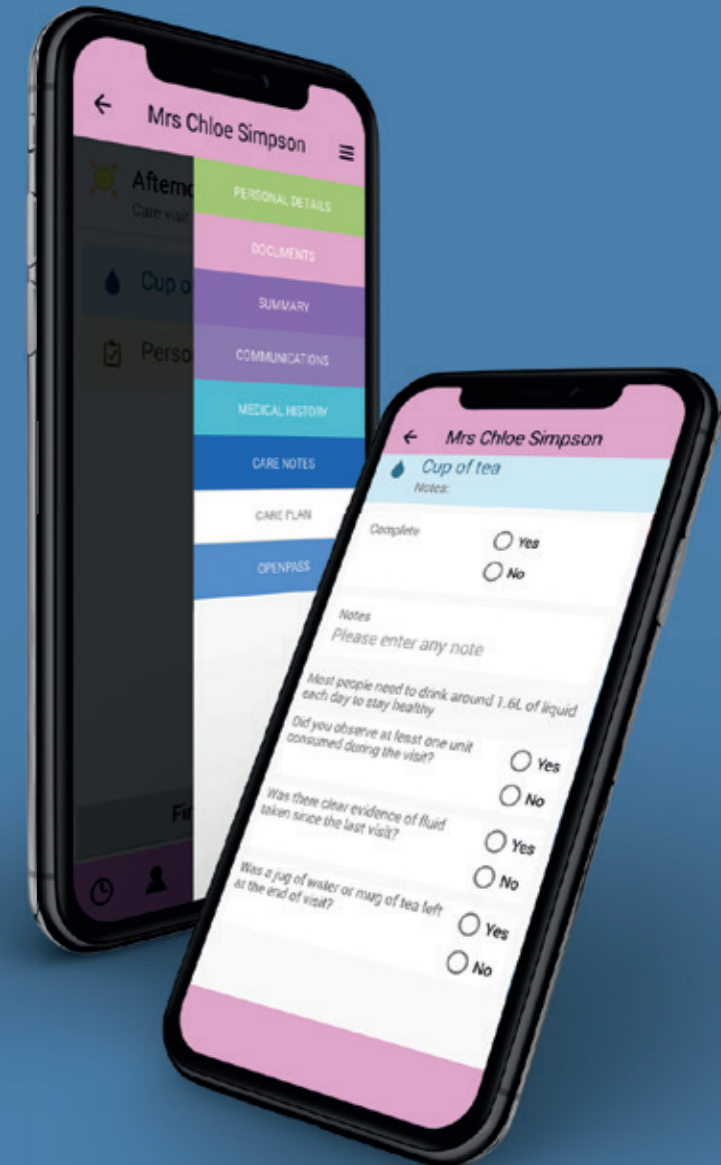
# Spearheading the most advanced healthcare technologies

Since it was established in 2008, Radfield Home Care has been at the forefront of technological change in the home care sector.

Whilst many providers still operate using paper-based systems and outdated marketing techniques, Radfield is now positioned at the forefront of home care technology using the latest care management software and digital marketing tracking tools to enable franchise partners to grow safely and sustainably, all whilst generating strong returns.

Radfield was one of the first, and still one of the few, to utilise digital care and staff management software. This allows franchises to operate care services with real time updates, home care assistants to access care plans and make notes digitally via geo-targeted mobile apps, and friends and relatives to keep track of their loved ones' care from anywhere in the world.

Recognising the importance of marketing in the private care sector, Radfield invested heavily in digital marketing strategies early on, meaning it now boasts one of the most Google-friendly franchise website platforms in the sector, highly targeted social media and online advertising, the latest live chat functionality and promotes its franchise partners in more digital space than any other home care franchise - even car sat nav systems.



# What is included in the Franchise Package?

- 20 day training programme
- Dedicated and experienced franchise support manager
- Literature & Marketing pack (over 11,000 items to get you started)
- Weekly development call and regular office visits
- Unique invoicing structure to reduce borrowing capital
- Industry leading digital marketing strategies
- Leading operational software and technology
- Business development, HR and recruitment support
- 5x new staff uniform and starter packs
- Operations and Marketing manuals
- Full set up of social media accounts to maximise recruitment and client attraction
- Local SEO developed web pages
- Franchise partner forums and networking events
- External CQC preparation audit
- Monthly training webinars and operational bulletins

\*Certain elements of franchise package have ongoing costs associated.

## Is this for you?

Investing in any franchise offers a proven model and increased security, but it still requires commitment, drive and hard work. Without your time and effort, any franchise opportunity is unlikely to develop into a fully rewarding business - and a Radfield Home Care franchise is no different.

However, Radfield's franchise partners require more than a good work ethic. Operating within the home care sector and supporting vulnerable people requires passion and a full time dedication to the business.

The Radfield Home Care model has been developed with the franchise partner's focus on business development, with day to day care being managed by the Registered Care Manager. The franchise partner's role will include a strong focus on marketing and networking activity to increase brand awareness, generate client leads and help the business maintain growth. As a result, you will regularly be spending a lot of time meeting and communicating with a wide range of people.



## Radfield Home Care Havering & Brentwood

### Jennie Bardrick & Lisa Cable



"Radfield's family values were a big attraction. With Hannah and Alex being brother and sister and with Lisa and I being cousins, we could really relate to the Radfield way. The values-led company culture and being part of an emerging franchise appealed greatly as opposed to a more established home care brand, as it allowed us to influence the growth of the franchise network and have a voice.

Being from the corporate world, the support of an experienced franchisor was essential too. We have visits from the franchise support team, attend National Franchise Forums and have weekly calls with our Franchise Support Manager to discuss performance against targets and cash flow - amongst other things. Our corporate skills have helped greatly too though... Lisa's operations background and problem solving skills has been a huge benefit in overcoming the daily challenges a care business can throw at you, and my background in marketing and strategy has helped us be on the business, rather than spending too much time in the business."

## Radfield Home Care Harrogate, Wetherby & North Yorkshire

### Matthew Nutting



"With a background as a community occupational therapist, I could see there was a gap in the market for a premium home care service in the Harrogate area and I knew that with my experience and contacts I would be ideally placed to set this up. However, Radfield Home Care is the only franchise company that really took an interest in me as a person and my career background.

Despite my previous experience however, the National Office support team has been invaluable. They provide support for both sides of the business; healthcare and compliance, as well as the areas I need more support with surrounding marketing and business development.

Other than having children and getting married, joining Radfield is the best decision I've ever made!"

## The next steps



# Don't just take our word for it

## National Accreditations & Awards



The British Franchise Association and HSBC awarded Radfield Home Care the Emerging Franchisor of the Year award in 2019 for its commitment to franchise partner support, business model development and ethical franchising.



Radfield Home Care is proud to be a BFA Associate Member, meeting the ethical and regulatory requirements of the UK's regulatory body for the franchise sector.



After only 18 months trading, Radfield Home Care was named one of Elite Franchise's Top 100 franchise opportunities in the UK.



Users of leading home care review site, Homecare.co.uk voted Radfield Home Care as one of the UK's Top 20 home care organisations in the whole of the UK in both 2018 & 2019.



The UK's first healthcare organisation to achieve B Corporation status, Radfield Home Care is leading the way for ethical business focussing on people and the planet, as well as profits.



For two years running, the British Franchise Association's Business Franchise Magazine has shortlisted Radfield Home Care for its Best Franchisee Marketing Support

## Local Awards



## Want to find out more?

If you would like to find out more about the Radfield Home Care franchise opportunity, territories available in your area or have any questions, you can visit the franchise website or contact franchise recruitment manager, Ed Gill.

You can also see Ed's availability and book a call direct with him at a time that suits you online by visiting [calendly.com/radfieldhomecarefranchising](https://calendly.com/radfieldhomecarefranchising)

### Telephone

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