



Radfield
Home Care



Welcome

We hope that you find this information helpful to find out more about the work we do at Radfield and whether this is the right opportunity for you.

We believe that great care transforms lives and we are committed to bringing Radfield's care to as many people as possible.

We do this by providing award winning support to our franchise partners to create successful businesses in their own communities.

Thank you for your interest in Radfield Home Care.

Dr Hannah MacKechnie & Alex Green
Founders and Directors



Unlock your potential

As a Radfield Home Care franchise partner, you have the opportunity to change the lives of older people, create jobs for local people and make a difference in your community. You will develop your own business providing exceptional care services to older people living within their own home, striving to make ageing a more enjoyable and rewarding experience for all involved.

You will become your own boss, achieve financial independence and take control of your future. Working alongside a brand with over 35 years' experience, you will operate a proven Covid-19 and recession-resilient business model and have the full backing of a comprehensive support team.

As the business owner, you will focus your time on business development; building brand awareness and relationships within your local community that will help you generate new client enquiries. Your registered care manager will oversee daily management of your care operations, whilst your care professionals spend time in the community delivering care to your clients on a daily basis.

40 years' experience

Established in 1982 as a residential care home, the family-run Radfield brand has been providing care and support to older people for over 35 years. Franchisors and siblings, Dr Hannah MacKechnie and Alex Green launched Radfield Home Care in 2008, after recognising the changing marketplace with people wanting to remain living at home.

Before Radfield's first franchise partner joined in 2017, Hannah and Alex spent several years developing and fine-tuning the business model that franchise partners deliver today; high-quality care at-home services for self-funding older people. One of the largest and fastest-growing opportunities within the adult social care sector.

"Care is amazing. Great quality care can transform a moment, a day, even a relationship. Care should be about making people feel understood, valued and supported. About enabling people to live their best life for as long as possible. That's what exceptional care means to us. It's what we grew up with, how our parents inspired us and now we're proud to be working with outstanding franchise partners to take the Radfield standard of care out to the nation." Hannah Mackechnie



Help your community age well by remaining connected

We want to help our nation age well and that means making the experience of ageing more enjoyable and more rewarding; we know there are many changes that need to be made; improvements that we can make. More enjoyable is about the way people feel, bringing more positivity, fun and confidence into the equation. Helping people to enjoy better health; physical and mental, to have a renewed sense of purpose and to remain connected to who they are and the journey that's got them here today.

The experience of ageing should be rewarding, and this is what comes from being treated, respected and valued for who you are. We want to support the nation to live their best lives for as long and as fully as possible. To help everyone to remain connected to each other and the things that matter most.

We are here to transform the way that the process of ageing shapes people's lives. We are here to empower others, to embrace it, and to support everyone in getting the most out of their experience.





Caring for our Carers™ pledge

In order to achieve this, you will recruit and retain a team of passionate care professionals using Radfield's bespoke employee welfare scheme: Caring for our Carers™ pledge. Through Real Living Wage accreditation, recognition and reward schemes, training and career opportunities, and even pizza Fridays, you have the opportunity to build an empowered workforce and change their lives, as well as your clients.

Marketing-leading technology

In a heavily paper-based industry, Radfield Home Care has been forging a digital transformation since 2008. Today, you will have access to the latest care management software; an all-in-one system to manage clients, staff and compliance. You will save time, improve the quality of care, and transform the transparency of care services in your area.

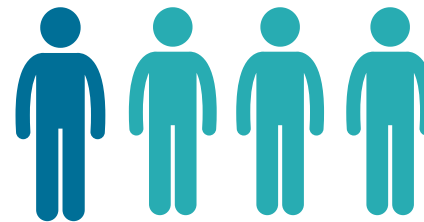
Using the latest artificial intelligence and automations, Radfield is developing new digital care delivery services too. An alternative to traditional care delivery, the new technology helps clients maintain their independence, provides family members with reassurance, and franchise partners with new income streams.





The fastest growing population in the UK

The UK home care sector is a growing, multi-billion pound sector. With an ageing population and decreasing social funding, 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.



25% of the population will be over the age of 65 by 2040 ⁽¹⁾



20% of the population is now expected to celebrate their 100th birthday⁽¹⁾



80% of local authorities pay below the recommended baseline cost of care⁽³⁾

Sources: (1) Age UK, (2) UKHCA, (3) National Audit Office

Franchising with Radfield Home Care

Proven, resilient business model

Now, more than ever, a business model with a proven track record is essential and Radfield has years of experience providing home care services. Launching in the midst of the 2008 financial crisis and growing throughout the Covid-19 pandemic, the business model and franchise network has flourished whilst many other industries have struggled.

20-days of franchise training

Helping you get your business off to a flying start, Radfield Home Care franchise partners receive 20-days of initial training. This is tailored to be delivered as you progress through your pre-launch period, focusing on all aspects of home care business ownership - from compliance to marketing, and recruitment to IT.

Ongoing support

Prior to business launch, you are fully supported with business plan creation, CQC registration, registered care manager recruitment and sourcing an appropriate office. As you progress throughout your franchise journey, you will have regular meetings with your franchise support manager, office visits from the support team, monthly business performance reviews, and continued email and telephone support.





Benefit from an established brand

As a brand with over 35 years' experience delivering care to older people and with locations right across the UK, you will benefit from an established and leading brand. We have a strong presence that your customers will be able to relate to and see first hand.

Caring for our Carers™ pledge

Carers are at the heart of delivering high quality care. You will have access to Radfield's unique Caring for our Carers™ pledge to acknowledge, reward and empower your care professionals, which has driven industry-leading retention rates.

Operate in a rewarding marketplace

Operating a business in the home care marketplace will provide you with the opportunity to enjoy healthy financial rewards, as well as the satisfaction of giving something back to your local community. Thanks to an ageing population, the marketplace is continually growing, providing the security of future-proofing your investment.

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

But don't just take our word for it...

"I knew I wanted to do something that gave back to my local community, and care for older people was close to my heart as both my mother and father were diagnosed with dementia in recent years - which meant I had first hand experience of the struggles of sourcing quality home care services. There are a number of home care franchises out there to research, but when I met Radfield at an exhibition, I immediately felt a connection with them.

"Many home care franchises provide care to a wide range of age groups, but I could really relate to Radfield's focus on older people. Their years of experience and family values were clear to see and after a conversation at the exhibition, deep down I knew they were the franchise for me.

"I've been operating my Radfield Home Care franchise in the Liverpool North area since the beginning of 2018 and I have been extremely pleased with the support provided. Thanks to a fantastic pre-launch period, I got off to a strong start. With the support of the National Office, I have been able to maintain this.

"With the guidance of Radfield's franchise support I aim to develop one of Crosby and surrounding areas' most recognised home care brands. There are exciting things to come and I am still only developing a very young business!"

Dave Bellis, Liverpool North





Radfield Home Care has partnerships with high street banks, such as HSBC, Lloyds & Natwest. Thanks to our proven business model and the performance³ of our existing franchise partners, these banks are able to lend up to 70% of the total investment for those looking to launch their own Radfield Home Care business.

Your Investment

£30,000+VAT

Franchise fee

£55,000-£60,000

Working capital¹

c.£90,000-£95,000

Total investment

5%+VAT

Management fee²

1%+VAT

National Marketing Levy²

1. Working Capital figures are a guide and can vary depending on local and personal factors. Figures states do not include director salary or bank loan repayments.
2. Management Fee and National Marketing Levy are based on Turnover
3. Security may be required to borrow a maximum amount of 70%. Funding is assessed on an individual basis and is not guaranteed.



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