



Create your own  
**success** with the experts  
in the business of care.

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



**Radfield**  
Home Care

“

We're seeking people who want to **build a successful care business** in their local community, who share our values and who want to help our nation age well.

”

Alex Green

Co-Founder & Managing Director | Radfield Home Care



PRINCESS ROYAL  
TRAINING AWARD  
2022



EMERGING FRANCHISOR  
**WINNER**  
2019

Sponsored by: HSBC UK

A message from...

## Our CEO

**Dr. Hannah  
MacKechnie**



**“Growing up, we witnessed the profound impact of compassionate care on individuals and their families.**

These experiences form the heart and soul of Radfield Care. Over the last 40 years, we have been committed to delivering exceptional care by exceptional people.

We are proud to be the only home care brand in the UK with a longstanding family-run history. As a Radfield franchise partner, you join our closely-knit community, and we stand with you, providing an unrivalled support team-to-franchise ratio.

Becoming a franchise partner is not only a fantastic business opportunity for you but also a chance to transform your community. We arm you with the training you need to do this – we’re the only home care brand to have won a Princess Royal Training Award.

**We look forward to working with you on this rewarding journey.”**



# Experts in the business of care™

**Deciding to start your own home care business is a life-changing decision. We know how important it is to feel confident that you have all the support you need to launch and grow your business.**

When you're awarded a Radfield Home Care franchise, you'll become part of a national network of local care champions. Each of our franchise partners run their own business – all backed by the team at Radfield who are experts in the business of care.

## What sets Radfield apart?



**Experience:** Gain access to a brand with 40+ years care sector experience, the most of any UK home care brand.



**Expertise:** The only home care brand whose leaders bring both medical and commercial expertise.



**Franchise Support:** We invest in your success at every step, with a 2:1 franchisee to support team members ratio.



**Accolades:** Awarded the Princess Royal Training Award for franchisee training, get the best start for your business.



**Technology:** Radfield leads the way in harnessing technology to ensure your business is leading the way.



## What our franchise offer includes

With access to four income streams, you will have a wealth of opportunity to grow your business.



Visiting care



Adult day care



Live in care



Connected care

### All franchise partners will gain access to:

- Industry-leading, award-winning onboarding & induction
- Marketing materials
- Ongoing business support
- Dedicated Business Performance Manager
- Access to a conference and regional meetings
- Documentation and management systems
- Dedicated website
- Online recruitment system





# The business opportunity

As a Radfield franchise partner, you'll need to understand the market from a commercial perspective to build a successful and sustainable business.

With Radfield, the potential for financial success is strong. We offer detailed case studies and projections to help you understand the potential returns on your investment.

## The financial opportunity

A successful franchise partner should make in excess of **£100,000** net profit a year by the end of their third trading year.



## Here's why this is a fantastic opportunity

The home care market is one of the most promising sectors you can invest in today – and here's why:

- ✓ **Older people are the fastest growing age group:** An ageing population means there's an increase in age-related conditions that require support. This means a steady, growing clientele for your Radfield franchise.<sup>1</sup>
- ✓ **Dementia rates are increasing:** 1 in 6 over the age of 80 have dementia. By 2025, it's expected that 1 million people in the UK will have dementia. As a Radfield franchise partner, you will be part of a system that is equipped to meet this growing need.<sup>2</sup>
- ✓ **Promotion of independent living:** The government is championing independent living and encouraging people to be cared for in their own homes. At least £16.8 billion will be spent to make sure people receive the right care and your Radfield franchise will be perfectly positioned to serve this initiative.

These market forces have resulted in an increase in demand for services to care for the ageing population and a strain on public healthcare services. **Currently, the home care market has boomed, with a current estimated value of £9.5 billion.** This creates a great opportunity in the private pay social care market for you.\*

<sup>1</sup>www.ons.go.uk | <sup>2</sup>www.alzheimers.org.uk

\*Home Care Association 2021 Report, NHBF 2021



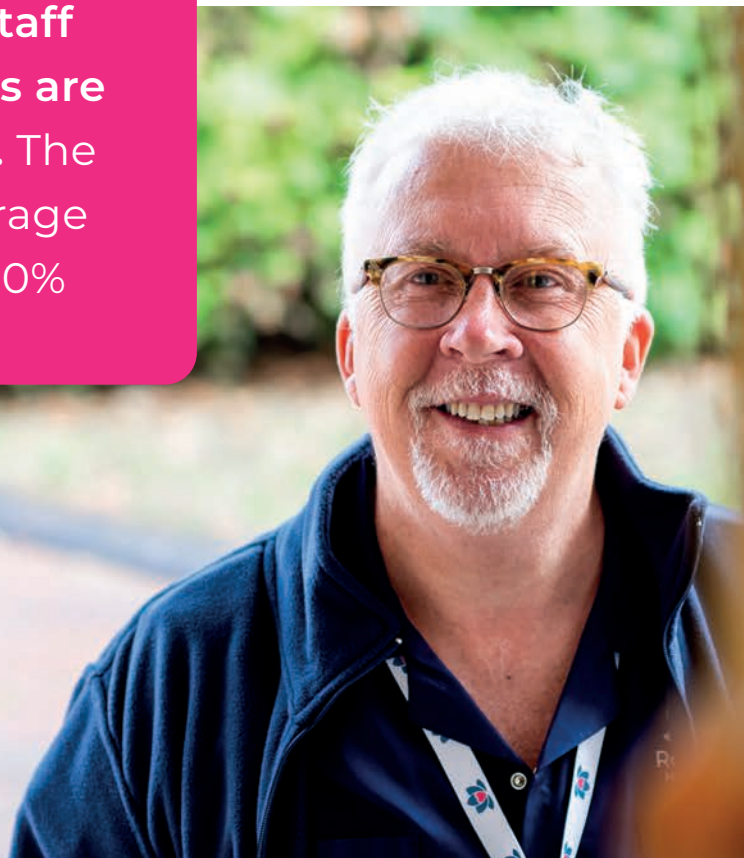
# Caring for our Carers™

**Our Caring for our Carers™ pledge lies at the very heart of what we do. We understand that exceptional care begins with our exceptional Care Professionals, and this is integral to our business model and the success of our franchise partners.**

By becoming a franchise partner, you'll be joining a culture that truly values its Care Professionals, leading to enhanced job satisfaction, improved client service, and ultimately, business growth.

We start and end with our people - the way we work with our teams has led the way in how Care Professionals are treated, valued, and paid. As such, we've helped to drive up the quality of care in the UK, by helping the nation age well. This approach has not only resulted in a happier, more engaged workforce, but also higher-quality care for our clients and a sustainable business model for our franchise partners.

**Radfield's staff turnover rates are as low as 6%. The industry average is north of 30%**





# Our Be There movement

Be There defines our unique culture and approach to care and is driven by our purpose: To keep people connected to the things that matter most to them.



That's why Be There is our promise to everyone. It's a commitment that we will support them in whatever ways we can to live their best life. Be There means:

## BE YOURSELF

We support people in defining, developing, and living their own identities.

## BE CONNECTED

We support people to enjoy and get the most out of the relationships that are important to them.

## BE INSPIRED

We support people to achieve goals that matter to them – both big and small.



## Our National Office team

**The most important part of any business is its people and the experience they bring.**

We work closely with our franchisees from the start of their journey and to us, the relationships we build with our franchise partners are extremely important. We invest heavily in our team to ensure that you have exactly the support you need – when you need it.



**Dr. Hannah MacKechnie**

Co-Founder & CEO



**Alex Green**

Co-Founder & Managing Director



**Neil McPherson**

Operations Director



**Trevor Brocklebank**

Non-Executive Director



**Phil MacKechnie**

Franchise Development Director



**Rob Dancy**

Franchise Consultant



**Jess Jenkinson**

Head of Quality Assurance



**Trudie Meredith**

Business Performance Manager



**Lisa Heath**

Business Performance Manager



**Owain Farrington**

Head of Marketing



# Being a part of the Radfield community

**One of the biggest benefits of joining a fast-growing national franchise network is the level of peer support you receive.**

The Radfield Home Care franchise network is growing fast – each new office that opens brings something new and special to the table. This includes valuable experience and knowledge that informs the network as a whole and collectively makes us stronger.

## Internal franchise networking opportunities

A key benefit of being in a network of franchise businesses is the opportunity to share and discuss ideas as leaders of a Radfield franchise throughout the UK. We encourage discussions between offices and facilitate them with regular webinars and forum events.

**Some of the ways we encourage peer support in our network includes:**



Twice yearly in-person forums



Regular training webinars



Digital forums and discussion platforms



Internal social networking platform



Shared onboarding and training



Centralised internal directory of contact details



## Ed's Story

Ed seized his opportunity and opened Radfield Home Care York, Thirsk & Ryedale. Less than two years later, he runs a successful business rated overall 'Outstanding' by the CQC.



### Are the benefits of a franchise worth the cost?

"Being part of a franchise opens doors to incredible opportunities for building a highly successful business. For me, the decision was crystal clear due to the training and ongoing support available, joining a franchise network was an absolute win."

### Would you say being part of a network has benefits for your business?

"Absolutely. One of our first clients was a referral from our neighbouring territory. I'm always referencing how we are a fast growing network, how we are all independent but remain part of the same national brand... the power of our network is really significant, as it gives my business a strong, positive and award-winning reputation from the start."



## Po's Story

Po left behind an established career in the travel industry to start her own business in the healthcare sector, backed by the vibrant network of Radfield.



### Why did you open a franchise?

"I always knew I wanted to be in the care industry because I have two siblings who have slight autism and learning difficulties. I understand the Care Professional's role and how demanding it can be and I felt that some of the carers weren't supported. They were working all the hours so they could just pay their own bills, so what I decided is that I want a team that I can look after."

### Why Radfield Home Care?

"I looked at various care companies and I found that I resonated with Radfield's values more than the others. The support I felt from the recruitment manager right from day one reinforced the knowledge that I'd be well looked after as a franchise partner."

# The pathway to success

We have developed a simple pathway to get you started on your journey with us and find out whether Radfield is the right partner for you. We help you with every step in the process.

01

## Book a Discovery Call

To find out more and to see if Radfield is the right fit for you.



02

## Meet the team

Meet our founders, support team and existing franchise partners.



03

## Setup

Due diligence, introduction to banks, market research and business plan.



04

## Launch your business

Franchise agreement signed and paid, new owner training and support, start trading.



[radfieldhomecare.co.uk](https://radfieldhomecare.co.uk)

**Book a  
Discovery Call**



**National Office**

✉ [franchise@radfieldhomecare.co.uk](mailto:franchise@radfieldhomecare.co.uk)

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