



An Opportunity to Build a £1 Million Business
Supporting the Needs of Your Local Community



A Brand Partnership with Network Healthcare

*“The UK industry’s stand out choice
delivering home based social & health care
with over 20 years experience”*



The Home Care market explained

Home care (also known as domiciliary care) is the 'front line' of social care provision to over 350,000 elderly and a further 76,300 younger people with learning disabilities, physical disabilities or mental health challenges funded by public authorities who commission over 249 million hours of home care.

The sector is highly regulated by the Care Quality Commission (CQC) who, through inspection, assess and grade service levels being delivered by home care agencies.

Demand for publicly funded home care provision is predicted to increase significantly to 468,000 elderly by 2035. In addition, users of self-funded private pay home care representing an estimated 24% of homecare revenue, is set to increase by 49% whilst care at home for younger adults with learning disabilities is predicted to rise 51%. Currently an estimated 680,000 people are employed by agencies (similar to the number of people employed by care homes) delivering 'direct care' and this number will need to increase significantly in the coming years to meet the growing need. At any one time there are around 110,000 vacancies for staff.

Why should I invest?

The facts speak for themselves. Investing in a business opportunity in a market that is set to grow and in partnership with an experienced market player makes good economic sense!

Flexible healthcare staffing and homecare services in the UK are currently estimated to be worth over £12 billion per year and rising. A growing elderly population, the introduction of the Governments direct funded option for social care provision choice and more people paying privately to fill the shortfall of publicly funded health care, means the future is bright for your new venture!

What do you get?

A proven business model based on 20 years home care provision, available only to selected partners as a franchise operation, combining a recruitment and care at home business giving an opportunity for long term sustainability.

A unique financial arrangement is included, reducing the cash needed to finance the business payroll with a fully centralised invoice and collection support.

A full initial training package and ongoing learning and development throughout the lifetime of your business partnership with Network Healthcare and Pertemps Network Group, the largest independent recruitment company in the UK with over 50 years of experience.

A territory that has been researched to ensure it is large enough, with a rich demographic profile, for you to build a profitable business. Territories are awarded exclusively, and many areas of the UK are available - we will not open offices where existing offices operate.

Could I be a franchisee?

You will need to be able to demonstrate that you can lead from the front and work within our proven framework to ensure the greatest chance of success.

No social care experience necessary but passion, a caring personality and ambition to own a local franchise serving your community are at the heart. Network Healthcare franchise partners come from a broad range of professional backgrounds but sharing a number of core values and qualities.

Your Investment

Network Healthcare are uniquely placed in the sector and have established a standout 2 Stage Brand Partnership investment programme.

Stage One: Acquisition of the NHP Recruitment Model – one off fee £15,000

Stage Two: Invitation to join the NHP Homecare Provision Model - £15,000

The total Franchise Fee is therefore £30,000 + VAT plus 6.5% ongoing Management Charge

Unlike other home care offerings on the market, we provide full invoice financing of your care worker staff costs as part of the management charge, which will reduce your need for additional finance from Banks or Financial Institutions.

Your Rewards

Many things can influence your profitability so we would prefer to be cautious. The size of your team, cost of premises and your own Directors drawings will have a bearing, but as a guide based on previous start ups the following would be representative:

Financial Projections	Year 1 £000s	Year 3 £000s
Turnover	170	1,200
Cost of Sales	136	960
Gross Profit	34	240
Operating Costs	13	90
Net Profit	21	150

Note: The above analysis is considered as indicative and, in some ways, typical, but the figures use very broad assumptions in certain areas and should not be relied upon. The figures do not, therefore, necessarily represent a 'likely' profit or cash flow prediction.

Some more detail for you

We like to provide our brand partner franchisees with everything they need to start their business and grow a successful million-pound operation - allowing you time to focus on doing business!

What's included...

- Full pre-opening support with the dedicated services of a Brand Partnership Director
- Exclusively researched territory
- Full debt factoring - vital for cash flow
- Email and Network Healthcare website presence
- Operational software to deliver scheduling, planning and invoicing
- Comprehensive induction training for the franchise owner and an additional person
- Help with accreditation and registration with care authorities
- Training, learning & development including an NVQ Level 5 in Social Care
- 'Start up' package including marketing launch, care staff uniforms and stationery
- Operations manuals and policies
- Assistance with recruitment, legislative and HR issues
- Property advice and assistance
- Business Development Manager experienced at winning business and free access to upcoming tender notices
- Full payroll and invoicing function including credit control
- Large company discounts including discounted DBS checks
- Regional networking meetings and conferences

Take the Next Step

What's next?

We recognise that deciding to be your own boss is a big decision and you must be fully informed, so rather than prescribe a 'process', our brand partnership team will work with you at your own pace.

You will be given an opportunity to attend a 'Discovery Day' - this is an informal opportunity to find out more about us, including a visit to our Head Office functions and visit a working Network Homecare office. You will also have plenty of opportunities to speak with our existing network of Brand Partners too – we just don't want you to take our word for the potential that lays ahead!



To start your journey:

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