



FRANCHISE PROSPECTUS

Our Market

Well over 1.2 million older people living in the UK do not receive the social care they require. This is a 48% increase since 2010. Age UK's analysis finds that at least 383,900 more people aged 65 or over are now living with some level of unmet need.

There is a substantial, growing market for homecare and related services in the UK. A report issued by Age UK in March 2017 states that the number of elderly people is expected to rise by 40% in the next 17 years.

By 2040, one in four people will be 65 or over. This presents a substantial demand for our business model.



Our Homecare Model



Delivering
15,000+
visits per week

We are a family owned business where the ethos is to provide care in the way we would like our family, or indeed ourselves, to be looked after in years to come.

We provide a wide range of personal, domestic, rehabilitation and social care services to enhance the lives of people living at home, as well as agency staff for the NHS, Nursing & Residential Homes.

We work with several Local Authorities where we are seen as a strategic partner in helping commissioning teams meet the

rapidly emerging shift in demand for homecare services as a cost effective and more person-centred alternative to residential care.

In addition, we have national contracts with most leading Nursing/Residential Home providers which allows us to offer Franchisees access in their area to this income stream.

We've Got A Strong Offering!

WE'RE EXPERIENCED!

The senior management team of Clarity Homecare have been working together since 1994, delivering care and support to customers in their own homes to the highest possible standards.

EXTENSIVE SERVICES AVAILABLE

Our packages of care can include:



Personal care



Night care



Medication assistance



Accompanied outings



Domestic duties
(Including laundry)



Dementia care



Shopping



Respite care



Companionship



Palliative care

Our team have over 26 years experience in Homecare

MULTIPLE REVENUE STREAMS

Having added an agency section in 2014, the Franchise now offers two income streams, one of which is regulated by CQC. This gives our Franchisees the ability to start delivering services early in the process, whilst applying for CQC registration.

We deliver services that are 'person-centred'. This means the services are defined and led by the needs, wants and preferences of our customers, giving them choice and control over their care and support.

We provide care and support ranging from a 15-minute pop in call to full round the clock, 24-hour care.

YOUR CARERS ARE KEY

To enable your business to provide a high quality, reliable service, you need high quality, reliable care staff and from our extensive experience we support you to carry out a comprehensive recruitment process.

Like our franchisees, we want our carers to have compassion for the people they will be supporting. This person-centred approach has made us a valued care partner for the individuals we support, families, Local Authorities and the NHS.

YOUR TERRITORY

We are looking to establish Franchises throughout the UK. The benefit of a franchise is allowing a national brand to be delivered to a local market by a locally owned and operated team.

The territory, which is determined on local authority wards and based on demographics and population data will be exclusive to you as part of your rights under the Franchise Agreement. This ensures, that subject to performance requirements, you can operate within a define area.

OUR FRANCHISE SUPPORT TEAM

Our team have been working together for over 26 years and have a wealth of experience in Homecare, Tendering, Contract Development with both Local Authorities and the NHS, staff management and all aspects of CQC/Compliance.

Members of the team will visit you regularly to review and audit your operation ensuring you are compliant with our policies and procedures as well as CQC regulations. We also want to ensure you are supported to achieve the financial targets you aspire to for your business.

Why Choose Our Franchise?

Our model has been tried and tested over many years and in many different parts of the country. We offer a wide variety of services, providing the flexibility which our customers require.



Our unique franchise set up allows for instant trading through the brokerage portal enabling new franchisees to provide carers direct to residential and nursing homes. This ensures instant income is generated whilst waiting for the CQC registration to be formalised.

This is unique to Clarity Homecare and has enabled our existing franchisees to both start and maintain a successful business model with the significantly reduced working capital requirement. Indeed, many of our competitors quote up to six months before a new franchisee starts to generate income. We forecast one month, if you follow our model and work with the same level of enthusiasm as we do.

Franchise Fee & Figures

The cost of our Franchise is £28,000 +VAT. In addition, you will need a working capital requirement of around £20,000 - £60,000. To support a 'turnkey' franchise, the fee includes:

Franchise Licence Fee	
Comprehensive training equipment & office start-up package	
Full training programme for franchisee & key team members (incl. on-site visits)	
CQC Registration & Rostering System support	
Access to bespoke Clarity Homecare Policies & Procedures	
12 months Payroll & Invoicing support from our Franchise Support Office	
Total	£28,000 +VAT

We are known to all the main banks lending to the franchise sector who should support a potential franchisee for up to 50% of the overall investment, subject to status. We can provide support with compiling a business plan and the associated financial information needed to secure funding as well as helping you evaluate your investment against the returns.



OUR FRANCHISEES WILL:

- Be highly motivated to start up and develop a successful business.
- Have a service-minded approach
- Enjoy dealing with a broad range of people
- Have good communication skills
- Ideally have previous management experience
- Be keen to develop personally and professionally
- Be motivated to follow a proven business model in a growing market sector.

Previous experience of the care sector is certainly useful however comprehensive training will be provided across the range of services that we offer. We will also offer support and guidance on recruiting and training the qualified staff that you will need to operate your own care business.

FAQs

WHAT IS A FRANCHISE?

A model that allows people the opportunity to realise their aspiration of owning and running their own business without having to come up with their own idea and question whether it will work and be profitable.

HOW IS THIS DONE?

We award a franchise licence to those who are able to demonstrate the qualities, financial requirements and drive to replicate our success in an available territory ideally in an area you know well.

IN A NUTSHELL, WHAT DOES THE CLARITY HOMECARE BUSINESS OFFER?

We provide a wide range of personal, domestic, rehabilitation and social care services to enhance the lives of people living at home, as well as agency staff for the NHS, Nursing & Residential Homes.

DO I NEED SOCIAL CARE INDUSTRY EXPERIENCE?

As we offer both an owner/operator and management-style franchise it means if you don't have experience of the sector, we can support that model. With our support, you will recruit a Registered Manager (if required) who in turn can recruit the carer and office team.

IS THIS A GOOD FIT FOR MY SKILLS?

Your responsibility as franchisee is being able to manage, value and retain teams, ensure successful operating procedures are followed, increase awareness of the Clarity Homecare brand in your territory through strong marketing, proactive engagement and networking with prospective customers and stakeholders and have a desire and resilience to succeed in owning your own business.

I'VE GOT NO EXPERIENCE OF SOURCING OFFICE PREMISES OR DEALING WITH LEASES. IS THAT AN ISSUE?

Not at all, we provide support in both those areas. We provide a turn-key start-up that makes it straight-forward for you to know at what stage everything is during the on-boarding process and lets you focus on your recruiting your care team, sourcing new care packages, marketing and training.

WHY INVEST IN A CLARITY HOMECARE FRANCHISE?

We strongly believe that we have an extremely viable operational model that stands-up to investment scrutiny. Our unique business model provides the best of both worlds: a robust menu of services that create an unmatched experience for customers while providing multiple revenue streams for an office that, with strong margins, helps maximise profits for Franchisees.

WHAT IS AN 'EXCLUSIVE' TERRITORY?

For the avoidance of doubt 'exclusive' means that, providing performance standards are being maintained, another franchise will not be awarded in the territory or the franchisor will not open a company-owned office within your allocated territory. You may actively market your business within your territory although this should not pro-actively extend beyond your boundaries although it may well prove cost effective to undertake joint marketing initiatives with your neighbouring Franchisee.

WHAT ARE THE NEXT STEPS?

On the basis you believe that, in principle, you are in a financial position to proceed, the best option would be to either call for a further discussion or arrange a time to meet at a convenient location.

How Do I Find Out More?

We'd love to hear from you as by now you'll no doubt be as excited about our franchise opportunity as we are!

TAKE THE NEXT STEP AND GET IN TOUCH TODAY

Either call Duncan Berry to arrange a no obligation meeting or let's talk more about what's behind your desire to own and operate your own homecare franchise.

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