

FRANCHISE Information

Christies Care

Living independently at home • Est. 1987



Respite Care • Ongoing Care •
Short Breaks • End of Life Care • Domiciliary Care

A young woman with dark hair, wearing a white long-sleeved shirt, is smiling and pointing her finger at a small blue book held by an elderly man. The man has white hair and is wearing a brown sweater. They are both looking at the book with interest. The background is softly blurred, showing what appears to be a window with light coming through.

Table of Contents.

- 1.** Welcome
- 2.** Our story
- 3.** Overview
- 4.** Why the domiciliary care market?
- 5.** The franchise market
- 6.** What our clients and carers say
- 7.** Awards and affiliations
- 8.** Our team
- 9.** Financial performance
- 10.** Our franchise package
- 11.** The next steps
- 12.** Contact details

Welcome



Since 1987 Christies Care have been leaders in the live-in care field, helping people lead their lives the way they want, as independently as possible, in the comfort and familiarity of their own homes.

Recently awarded Domiciliary Care Provider of the Year at the Health Investor awards and rated outstanding by the CQC, we are now franchising out our hourly care model to support our already established national operation.

Clients come to Christies Care needing help with a wide range of different conditions – from dementia to a severe physical disability (either acquired or congenital). Our clients may need full personal care and help with all movement, or they may just want the companionship and reassurance of someone else being there. We help people lead their lives the way they want, as independently as possible, in the comfort and familiarity of their own homes

As a Christies Care franchisee, you'll become part of a community of like-minded business people, with the ability to network, compare notes, share ideas and experiences, and stay motivated.

Backed by our award-winning training and carer support, franchisees can also look forward to ongoing support from our experienced office team including business development, marketing, care, quality, finance and technology. Healthy operating profits and a rewarding opportunity to change the way older people are cared for in the UK could be in your future.

We are looking for motivated people who share our values, are passionate about business and have a strong desire to make a difference in the local community by providing the highest quality of care and support to vulnerable adults in their own homes.

We look forward to meeting you soon.

Thank you for reading.

Amrit Dhaliwal
Managing Director
Christies Care Franchising

Our Story

Hugh Gathorne-Hardy founded the family business in 1987 and built up a successful 24 hour live-in home care agency. Christies Care specialises in providing live-in home care to dependent adults, carefully matching personalities so that the clients have a team of carers whom they know and like. Hugh has grown the business through word of mouth and positive recommendations by delivering consistently good service to clients and carers. This ethos has resulted in Christies Care today becoming one of the largest specialist agencies for live-in home care in the UK. Christies Care has clients throughout the country, from Scotland to the Channel Islands. A rigorous recruitment process is in place to select, recruit and train our carers to look after their clients' wishes.

11 local area advisors are spread all over the UK, and visit our clients regularly, to complement the service given by the national office. Christies Care has been inspected and rated as Outstanding by the Care Quality Commission, a rating awarded to less than 3% of all care agencies or care homes. Nationally the team work closely with Social Services Departments and health professionals.

Our Suffolk based 75 person strong support team are there to make sure that the systems and procedures work well to act quickly and efficiently on each client's behalf. This includes a quick response time that give the ability to start work for a client often within 24 or 48 hours of being asked.

The team continue to invest heavily in creating a good environment for carers, staff and all our visitors. Initiatives such as subsidised guest rooms for our carers, and a disability-friendly en-suite guest room at our offices for clients and other visitors who want to come and stay. Both Lin and Hugh used Christies Care to care for Lin's father-in-law and Hugh's mother-in-law.

Hugh's son Freddy took over as Managing Director in 2015 and leads the live in care business. A chance meeting in 2018 with Amrit Dhaliwal led to a close partnership being formed with Freddy and the team. This partnership brings together the extensive experience of Christies Care coupled with Amrit's homecare experience and his skill in developing businesses. The goal is to expand steadily nationally choosing the right franchise partners that reflect the value and culture that Amrit and Christies Care hold dear.

What we believe in

- Quite simply... "Do as you would be done by"
- Reliability and continuity
- Selecting and training people who really care
- Looking after our carers
- Speed of response
- Value for money
- National coverage with a local personal connection



Overview



CHRISTIES CARE

Founded in
1987

National
presence



23,000
weeks of care delivered annually

97%
of people do not want to go into care home



 11
local advisors

 £9
million turnover

14 Awards



11 Affiliations



Why the domiciliary care market?

The UK market for domiciliary care rose in value between 2014-15 and 2018-19 by a cumulative 5% - from £81.6 billion to £85.9 billion. More than 875,000 people use domiciliary care and this will grow in line with the population growth.

People are living longer and will require more help to live at home, the demand for home care services continues to increase as the proportion of the population over 85 is projected to double between now and 2044. Nationally the ageing population, of over 65, will rise from 18% to 30% by 2036. Overall our population continues to increase from 65.6 million to projected population of 74 million by 2039.

Population projections for the U.K., 2020 – 2035 source: UKHCA

Population projections

	< 65 years	65 - 84 years	> 85 years	Whole Population
2020	54,364,141	10,918,442	1,843,224	67,125,807
2025	55,070,904	11,890,193	2,224,413	69,185,510
2030	55,223,119	13,097,556	2,716,785	71,037,460
2035	55,359,834	13,833,905	3,471,915	72,665,654



The franchise market

The U.K. franchising market continues to grow nationally and people are attracted by the systemised and better chance of success by being in business for themselves but not by themselves. Franchisees like to follow the well-trodden path of an existing business format as a self-employed franchisee.



Key findings from The British Franchise Association/ NatWest Survey 2018 show that:

"The overall findings of the report are very positive, with record growth in numerous areas. The total contribution of franchising to the UK economy is reckoned to be in excess of £17 billion, up over £2 billion since the previous stats in 2015.

Furthermore, there has been a significant increase in the estimated overall number of people working in franchising, with over 700,000 people employed in the sector, with a little over half in full-time employment. While around 70% of franchisees are male, the indications are that around 65% of those employed within franchise units are female. Furthermore, more females are becoming franchisees, with a 20% jump since the 2015 report. More under 30s are also getting into franchising by

becoming franchise business owners, with 18% of all franchisees now under 30. Of the new franchisees under 30, 52% are female, with 37% of all new franchisees in the last 2 years being female.

There are an estimated 48,600 franchised units in the UK, the highest number ever and nearly two times more than 25 years ago, with the number of franchisees reckoned to be around 20,000. That's because around a third of franchisees own and run multiple units. The biggest growth areas for franchising remain personal services and hotel and catering, although store retailing also shows some growth, despite a challenging environment for retail.

Franchisees claimed profitability remains high at 93%, and over two-thirds of franchised units that have been running for five years or more report being either quite or highly profitable. 60% of franchised units turn over more than £250,000. Failure rates for franchises remain very low, with fewer than 1% per year closing due to commercial failure.

There are 935 franchise systems operating in the UK and that in the 22 years since 1996, the number of active UK franchise systems has doubled."



Why consider a Christies Care franchise?

1. Brand established in 1987
2. Recognised with 14 different awards
3. Affiliated to 11 different organisations
4. Strong values and culture
5. Deep foundation of caring for both staff and clients
6. Worthwhile business with purpose and an emotional return on investment
7. Growth markets from dementia care to physical disabilities
8. Market leaders in technology, using the latest systems
9. Effective systems in place to give you more time
10. Practical business coaching to help you grow with a focus on quality and profitability





What some of our clients say

"My mother was so pleased with all that Christies Care did to enable her to spend another 3 years at home, enjoying all her friendships with the companionship of her carers."

"We are all so grateful for the hugely professional and thoughtful overall organisation of Christies Care. We will recommend you every time! All good wishes and heartfelt thanks to you all."

"Very efficient and very helpful. Carers are very suitably chosen and are all very accommodating, caring, thoughtful and easy to be with."

"They are extremely gentle in their approach, attitude and speech, very respectful, friendly and approachable, whilst also being very professional and attentive to all Mum's needs. I genuinely cannot praise them highly enough, and the relief it provides, knowing such excellent care in place for Mum, is immense. Thank you."



What some our carers and local advisors say

"I would always give Christies top marks. Other agencies do not provide the same level of training or support."

"They are a very understanding company who go that extra mile, not only in the training they provide but the way in which they have supported me during very difficult times. I can't speak highly enough of them."

"I'm often inspired when I see what carers can do. How they really do improve people's lives. There is a genuine bond between the carers and their clients. You can see how much the carers really do care."

Awards and affiliations

Christies Care are proud to have been nominated for, been finalists in and winners of many prestigious awards. We are equally proud of the 'Outstanding' rating from our regulating body, the Care Quality Commission.

Christies Care's Awards

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Rated Outstanding
by the CQC



Scottish Care
Inspectorate



Princess Royal Training
Awards 2017



Investors in People
Silver Award



National Learning
Disabilities



Great British Care
Awards



National Care
Awards



Health Investor
Awards



Norfolk Care
Awards



Suffolk Care
Awards



Suffolk Coastal
Business



Prosper's Essex Care
Awards



LaingBuisson
Specialist Care Awards



National Training
Awards



Suffolk Business
Awards



Christies Care's Affiliations

The following companies are ones with whom we have built a relationship or are members of.

United Kingdom Homecare
Association Ltd



Dementia
Friends



The Live-in
Care Hub



Age UK
Suffolk



British Institute of
Learning Disabilities



British Safety
Council



Mindful
Employer



The Society of Later
Life Advisers



CPD
Accredited



LD Bill of Rights
Charter



OUR TEAM



Amrit Dhaliwal

Amrit is the Managing Director of Christies Care franchise. After graduating from Keele University with a degree in History & Economics, he realised very quickly he needed to be in business for himself. In quick succession he transformed an Italian deli in Richmond in Surrey into an award winning Italian restaurant. Then a street away developed a successful tea shop, again recognised with a prestigious local business award. He was able to sell both and invest the profits into several property development sites in London. At the same time, he developed a well-known domiciliary care franchise in Oxford from a standing start to £1 million turnover over 6 years, developing a valued core team of 70 and winning Franchisee of the Year award. This practical experience has given Amrit clear insight on how to help each franchisee develop their business effectively and reach their goals. Christies Care's mission is to work with each franchisee using Christies Care's system to develop a client focused and profitable business.



Freddy Gathorne-Hardy

Freddy has been working at Christies Care since 2009, becoming a director in 2014 and managing director in 2015. His role is diverse, from visiting clients and carers, to building relationships with other organisations in the social care world. Before joining Christies Care, Freddy was a management consultant, specialising in improving client satisfaction and loyalty. Before that, he was an academic, working in Sheffield and Bournemouth Universities, and the Natural History Museum. He gained his PhD at King's College London.



Lin Barnes

Lin joined Christies Care in 1999 as the company accountant and has found working in the care industry much more rewarding than the commercial sector. In 2009 she became Regulation Manager and put in place a quality improvement programme which focuses on ensuring Christies Care provides a continually improving standard of care. This includes involving more clients in providing feedback so they can influence the development of our service. Lin became Registered Manager in 2010 and Director in 2012.



Hugh Gathorne-Hardy

Hugh was a founder shareholder of Christies Care and has been chairman since 1991. His active interest and investment have resulted in the development and growth of the company to its current size, with Christies Care now arranging more than 23,000 weeks of care a year. Hugh's focus is on maintaining and improving the service Christies Care gives to its clients, carers and staff. He is closely involved with the day-to-day running of the company and still frequently visits clients. Suffolk born and bred, Hugh's background was in commerce and banking and as a management consultant and chartered accountant.

Financial performance

What you can achieve?

Year	1	2	3	4	5
Turnover	£93,000	£283,000	£519,000	£834,000	£1,000,000
Expenses & Costs	£163,000	£266,000	£407,000	£679,000	£750,000
Profit	-£70,000	£17,000	£112,000	£155,000	£250,000

Please note the financial figures contained in this document are not guaranteed and are theoretical illustrations of performance that might be reached if the franchisee follows the Operations Manual and training provided by Christies Care. The prospective franchisee must seek independent advice before committing to this or any franchise business. These figures are based on the commercial experience of the director at Christies Franchising Ltd

What you can expect to earn?

Like any business franchising is not a passive income business and requires daily action to make it work. This requires hard work, a resilient attitude and self-motivation to make it happen. We would expect a franchisee to achieve an income of £100,000 within 36 months who follows the Christie Care system.



How much does Christie Care charge for support?

Christies Care charge a management support fee of 5% plus VAT on monthly turnover and there are no additional monthly support charges or additional fees. These support fees help pay for ongoing training, support and researching new initiatives and developing ways in which to help you to continue to grow.

Our franchise package

The cost is £23,000 plus VAT

Initial training & support

- Initial business planning
- 10 day training programme
- Software training
- Marketing and business development training
- 90 day launch plan
- Christies Care Operations Manual
- Full administrative system
- Help with Care Quality Commission (CQC) registration
- Business office set up
- Recruitment of first 5 carers
- Business cards x500

Exclusive territory licence

- Based on 250,000 people
- 12 month membership of UKHCA

Systems

- Business Development
- Financial management
- Compliance and procurement
- Recruitment and training
- Rostering

Marketing

- Use of Christies Care brand
- Listing on our Website
- Social media support
- Promotional leaflets x250 and Electronic leaflet
- Advertising materials
- Assistance in building a 100 key contacts
- Lists of referral providers

Ongoing training & support

- Live business plan that links to your accounts dashboard for coaching
- Monthly 'business MOT' looking at progress, targets and growth
- One on one business coaching to help you grow
- Quarterly workshops to develop skills
- Network with fellow franchisees

Additional capital requirements, you will need access to a further £40,000 in working capital. Up to 70% funding for the franchise is available.

The next steps

We are looking for individuals with the desire to find a business that give them an emotional return on investment, some of the key things we look for in prospective franchisees are:

- Competent business builders who can manage a team
- Organised with good communication skills
- Strong people skills who share our values
- Dedication to follow a business system
- Able to finance the investment in the franchise
- Possess empathy, drive, determination and resilience

Our recruitment steps

1. Fill out our enquiry either online or by email
2. Let's have an exploratory conversation
3. Come and meet us
4. Decision for both of us
5. Join our next training date
6. Launch the business





Contact us



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Christies Care

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