



Respond
Healthcare & Education
Recruitment



www.respondrecruit.co.uk

Franchise Prospectus
Recruiting for Year Round Growth



Healthcare and Education recruitment - a perfect match for year round growth

By choosing a Respond Recruitment franchise, not only will you benefit from over 15 years of Healthcare and Education recruitment experience and market knowledge, you will also be part of a tried and tested model that will see a demand for temporary and permanent staffing services all year round.

Running recruitment businesses in each sector separately will give you access to a huge marketplace and a healthy earning potential.

Combining the two will put you in a situation which every business owner wants to be in - high demand for services throughout the year with stability and a healthy, sustainable income.

Whilst the requirement for Education staff inevitably drops during school holidays, the demand for Healthcare staff is at its peak. This complementary cycle continues all year round. The Respond Healthcare and Education dual franchise model allows you to realise quick, sustainable business growth. No peaks, no troughs - just a constant demand for qualified, experienced and flexible Healthcare and Education professionals from a growing customer base of public and private sector organisations.

According to a report published by the Recruitment and Employment Confederation, the recruitment industry in the UK recently reached a record turnover of

£38.9 billion.

Two of the best performing recruitment sectors are Healthcare and Education.

recruitmentbuzz.co.uk

top-5-recruitment-sectors-for-growth-in-2020

About us



Back in 2007, Managing Director Glenn Blythe started his Healthcare recruitment journey within the domiciliary care sector supplying care and support staff to service users in their own home.

Things developed rapidly with the business successfully securing contracts with both Nottinghamshire and Derbyshire County Council. Quickly seeing the need from local nursing and residential homes for trained and experienced staff to meet their seasonal demands, Glenn added this offering as part of the overall business model.

Respond Recruitment was subsequently formed to focus solely on Healthcare Recruitment. The business expanded rapidly and Respond now supply services to a huge range of customers from single-owner operated residential homes to large, multi-site UK operations.

Glenn recently bolstered the senior management team to establish a foothold within the Education recruitment sector. This has turned the Respond franchise offering into a highly effective dual sector agency model.



Our core values

A close-up photograph of two hands clasped together, with a blue and green geometric overlay. The hands are positioned in the center of the frame, with fingers interlaced. The background is a soft-focus image of the hands, overlaid with a large, semi-transparent blue and green geometric shape that covers the right side and bottom of the image. The text is white and positioned on the left side of the image.

From our modest roots supplying to small local residential homes and primary schools we now boast a rapidly growing customer base of public and private sector organisations.

Our healthcare customers range from small three to five bed owner-operated residential homes to national care home groups. Similarly, in education we supply from small private SEND settings to multi-sector academy trusts. Whatever the size of the customer our core values remains unchanged.

**To supply the best candidate
at the right time who will
deliver the most effective
support possible to the
service user or learner**

The need for an effective recruitment partner

Staffing a healthcare or education organisation can be extremely challenging.

A stable and consistent workforce is every care manager's or head teacher's goal. However, events such as sickness, no-shows, resignations and annual leave can place huge strains on an organisation. At best, an understaffed nursing home or school can be an inconvenience. At worst it can significantly affect the quality of care and support, leaving an organisation vulnerable from a health and safety or safeguarding perspective.

It is in the interests of the organisation to establish constructive relationships with local staffing agencies. Rather than being seen as an unnecessary financial burden on budgets, the attitude towards agencies is much more positive in that they are now seen as a way of helping to ensure service user and student safety.

At Respond we work hand-in-hand with our clients to meet their workforce goals from the first meeting onwards. Empathy, and the desire to assist in the delivery of the most effective education and care resourcing possible, are the very bedrock of our thinking.

We believe true job satisfaction comes from a desire to make a difference to people's lives.

Imagine ending a hard-working week in the knowledge that you have improved a young person's chances in life within a special education needs environment. Think about the satisfaction that comes from contributing to the safety and quality of life of an elderly service-user in a nursing or residential home. By investing in a franchise whose main focus is the sourcing and provision of the best education and healthcare recruitment candidates in your assigned territory, you will achieve this sense of fulfillment.

There is no doubt that, with the right level of effort and commitment your financial aspirations will also be reached quickly. Job seekers have now moved away from the desire for permanent full-time employment with set days and restrictive work hours. The need from candidates in most sectors now is to have flexible shift patterns which can be shaped around personal and family commitments.

The Respond business model offers the perfect combination for growth. Two of the fastest growing recruitment sectors coupled with job seekers' desire for a more flexible way of working. When you are awarded a Respond franchise you can be sure that you will be entering an exciting marketplace with the ability to earn an uncapped income.



Your access to a buoyant marketplace

When you invest in a Respond Franchise, you will have access to two virtually recession proof market sectors that are set to grow at pace over the next decade.

Spending on healthcare in the UK in 2020 was approximately

£269 billion

an increase of

20%

on spending in 2019.

This means healthcare expenditure represented a staggering

12.8%

of GDP in 2020 (www.ons.gov.uk)

The population of England and Wales has continued to age, with Census 2021 results confirming there are more people than ever before in older age groups.

Over 11 million people

18.6%

of the total population – were aged 65 years or older, compared with 16.4% at the time of the previous census in 2011. This trend is set to continue.

It is inevitable that there will be an ongoing need for more Residential and Nursing Homes. This coupled with a shift towards Healthcare staff moving away from the traditional permanent employment model to more flexible ways of working can only mean one thing – the need for more reputable Healthcare Recruitment agencies.

A recent report from Laing and Buisson estimates the temporary healthcare recruitment market to be worth

£4.32 billion

www.laingbuisson.com



Education follows a similar trend. School spending on supply teacher agencies has jumped by a fifth in three years as MPs warn that the Government has no long-term strategy to address staff shortages.

The amount that schools spend on recruitment agency fees alone almost doubled from

**£469 million
in 2012/13**

to

**£825 million
in 2016/17**

(latest figures available)

These figures exclude the spend for academies, which means the overall cost for academies and free schools – which now represent the majority of schools – will be substantially higher.



Our commitment to the highest standards and ethics in Recruitment

Respond is proud to be a member of the **Recruitment and Employment Confederation (REC)**. This highlights to all of our stakeholders the importance that we place on compliance and maintaining an ethical approach in the delivery of our staffing services.

As a member you will be required to adhere to the REC's Code of Practice. This goes further than standard legal obligations and shows that you place great emphasis on working ethically and to the highest possible standards.

Your initial franchise fee will secure your first year's REC corporate membership. This will be an invaluable resource in the early stages as it offers access to their team of recruitment law specialists, as well as a comprehensive library of template contracts, policies and legal guides that cover all aspects of employment law.

It will also give you access to sector specific guidance on the very latest issues affecting the sector and any legislative changes.





Your support package



Initial and on-going training

Our franchise support package will equip you with the skills, knowledge and confidence to run an efficient and profitable business. Whether you have run a successful business before, had exposure to the healthcare and education recruitment market or are completely new to setting up in business, you will get all of the support you need. With many national group and neutral vendor contracts already in place and no requirement to go through the lengthy CQC registration process you will be in the enviable position of being able to generate income very quickly with minimal delays.

The initial training and support package will cover the following areas:

- Specialist awareness session of the Healthcare and Education recruitment marketplace
- Candidate attraction and new business development
- Finance and office administration training including the setting up of your Limited Company
- An overview of HMRC and Employment law obligations and guidance on VAT and PAYE registration
- Full training on Access Recruitment CRM®
- Business funding options including set up with our invoice discounting partners Skipton Business Finance.

This support will continue as long as you are in operation. From a simple phone call to refresher training and ad-hoc visits to your office - we are with you every step of the way.

Our on-going training includes but is not limited to :

- Regular planned and support visits to your office
- Planned online and telephone support sessions
- Regular industry and legislative updates
- Marketing support, brand building and lead generation
- Fully updated policies and procedures
- Business development and Marketing support

Your support package

National Contracts

We already have a number of national contracts in place ready for you to take advantage of following your initial training. This is achieved by way of sub-contracting under the agreements with larger intermediary agencies called Neutral Vendors.

This will allow you to develop your candidate base much more quickly as you can start offering shifts and placements out and allow you to start generating an income.

These agreements, which have mainly been developed with the Neutral Vendors such as Magnit (formerly GRI), NEUVEN and The Supply Register, will allow you to have access to a number of shifts and placements in Nursing Homes and Schools through the relevant on-line vendor portals. We also have secured some contracts with groups who allow us to work directly with them.

Examples of national contracts you will have access to are:

- Four Seasons
- Care UK
- The Active Care Group
- ARK schools

As part of our initial training and on-going support package we will:

- Add your territory as an approved supplier so that you have access to the daily list of shifts and placements
- Provide training on the administration and management of candidates and shifts on the on line portals
- Continue to liaise directly with national group's recruitment departments to be added as approved suppliers in the relevant territories

Our head office business development team will also support you in securing local contracts with smaller care home groups as well as individual homes. These can be much more lucrative than high volume low margin national contracts and should form the foundations of your long-term growth strategy. Our expert advice on how to tender for these contracts on price and ways to approach decision makers will make the whole process much less daunting in the early stages.



Your support package

IT and Software

Once you embark on your journey with Respond you will be given full IT and software system support and training to ensure the smooth and efficient running of your business.

Our partners (ACE IT) will ensure that you are set up quickly and hassle free. This will allow you to get your business up and running and turning a profit as quickly as possible.

IT Support provided is as follows:

- Supply and set up of office essentials including PC, Printer and Phone
- Supply and set up of Microsoft Office suite of products
- New starter training on key IT skills and processes
- Ongoing telephone based IT support during office hours

Access recruitment software package

Our Access Recruitment CRM software has been specifically written to smooth off all aspects that are involved in running a busy recruitment business.

Managing client relationships, monitoring individual recruitment consultants' performance, invoicing, scheduling and compliance are some of the key features of the system.

Business Development

The Business Development module of the software allows you to track the entire client on-boarding process, from initial phone or email contact right through to signing the contract and scheduling the first placement. This will prove a vital tool in ensuring that you commence trading quickly and meet your monthly and yearly sales targets.

Candidate Compliance

The compliance module will ensure that the highest standards are maintained by allowing you to monitor mandatory requirements such as DBS, training, reference and skills and knowledge required for specialist assignments. The system will enable our head office team to assess each territory's performance in this area and will allow us to highlight any areas of improvement and additional training that may be needed to keep your territory at the very top of the marketplace.

Scheduling through to invoice and payroll

As your customer base develops, so will the need for the accurate tracking and scheduling of candidate placements. Access Recruitment CRM will enable you to add, amend and remove bookings quickly and easily, displaying the whole booking period in an easy to visualise format.

Once a booking is placed on to the system this will automatically draw the relevant information into the finance module allowing you to run invoices and payroll reports at the click of a mouse.

The whole system is designed so that you minimise time spent on back office admin task and maximise time spent developing relationships with new clients as well as focusing your efforts on attracting new candidates.

Your support package

Marketing

From the outset, you will be given the business development and marketing support needed to build a successful territory.

In a competitive sector it is vital that you have an edge over your rivals in the area of sales and marketing.

From developing intricate and targeted social media campaigns, leveraging the Respond national brand image through to business development and client conversion training our Marketing support comes in many facets. All aspects individually can be highly effective but used collectively they will ensure that you are seen as a market leading recruitment agency.

Respond business development and marketing training and support includes:

- Both face to face and online business development and lead conversion training
- Candidate generation including effective use of tools such as CV library and Indeed
- Building and promoting your individual territory websites
- Pre-printed stationery, marketing materials and 'goody bags' to take out to clients

A business that fits around your lifestyle

When you sign up for a Respond Recruitment franchise, you will not only be buying into two of the most stable and rapidly expanding market sectors of Healthcare and Education – you will be moving away from the traditional restrictive ways of working into a new way of working which frees up time and allows you to work flexibly around your personal and family commitments.

We encourage all franchisees to start their business from home in the first year, not only to keep outgoings low, but also to get you up to speed with all elements of your new business.

The most daunting part of any new venture is undoubtedly the first few months of trading. You can often feel alone, isolated and be under pressure to start generating an income. Even if you have run a business before you feel the need for support and a helping hand to get things off the ground.

It is the job of our team at head office to help your transition to successful franchisee to be a smooth one. You will be put at ease from the very first meeting and once you have commenced trading, we will ensure that we are available when you need us, offering a patient and empathetic approach during those challenging but exciting first few months. You can be reassured in the knowledge that our support team have been through exactly the same - building a business from scratch in a new market area. Our team will never advise you to do something that they wouldn't do themselves or haven't already done in their own business journey.

When you are awarded a Respond franchise you will:

- Become part of two of the fastest growing recruitment sectors
- Own a business that is virtually recession proof benefitting from stable growth all year round with both sectors complementing each other to ensure no peaks and troughs.
- Receive intensive one to one support to ensure a smooth and worry-free launch of your new venture.
- Have access to a ready-made customer base in your territory BEFORE you commence trading.
- Receive ongoing training and support in all aspects of business management from a dedicated franchise support manager.
- Benefit from a proven successful model and recognised brand to keep you ahead of your key competitors.

Would a Respond franchise suit you?

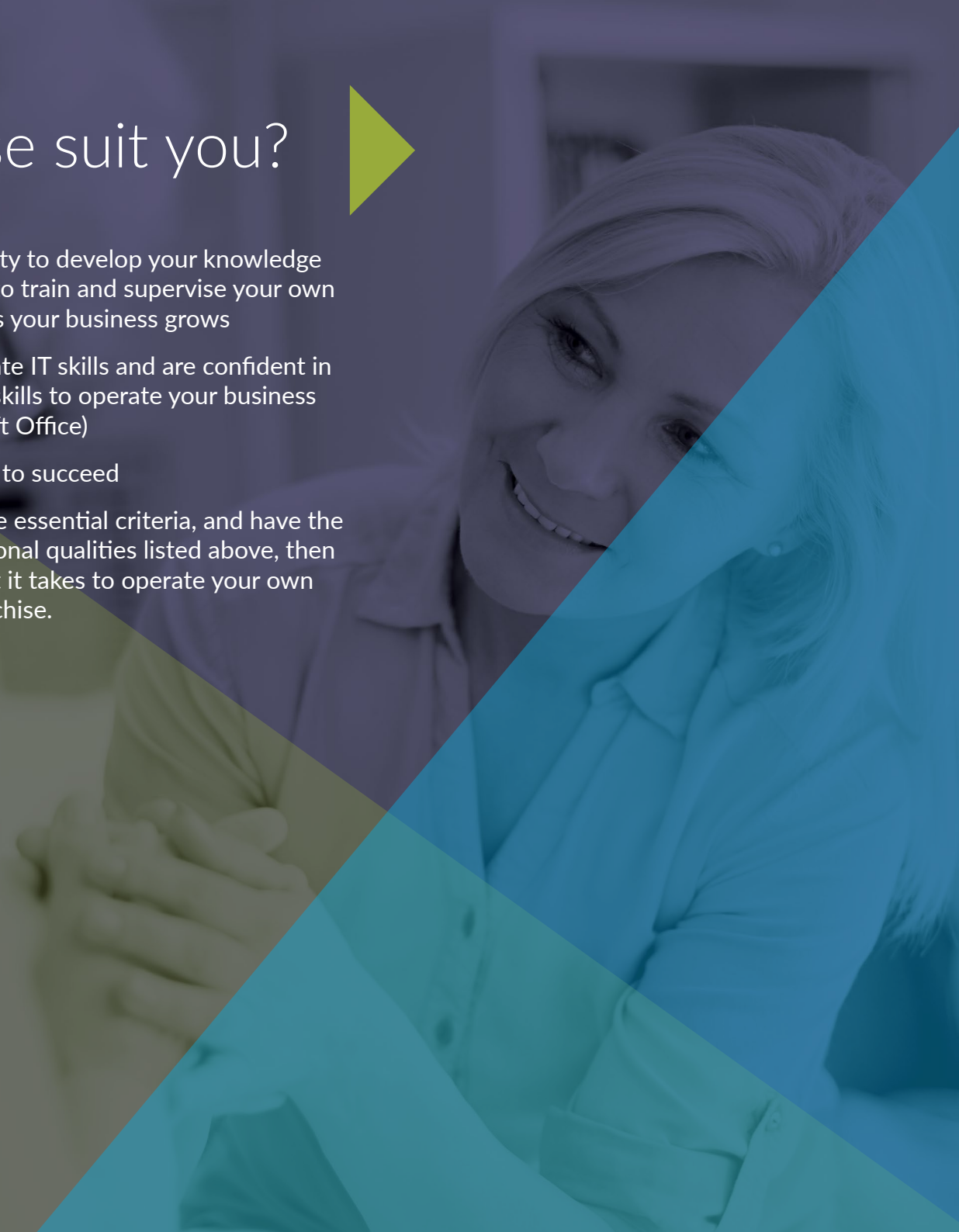
To become a Respond Franchisee you must be a permanent resident in the UK and have been on the electoral register for at least 3 years. You must be eligible to be a director of a UK limited company and you will be required to undergo an enhanced DBS Check to be suitable to be involved in a business supporting vulnerable children and adults.

You will need to have sufficient working capital available to operate your business in addition to your franchise fee. The following personal qualities are also desirable.

- You enjoy meeting people and building relationships
- Have an ability to communicate well, both face to face and on the phone
- Self-motivated and be prepared to give the business your full-time attention
- Well organised and can plan ahead

- Have an ability to develop your knowledge and be able to train and supervise your own office staff as your business grows
- Have adequate IT skills and are confident in using those skills to operate your business (eg. Microsoft Office)
- Have a drive to succeed

If you meet the essential criteria, and have the desirable personal qualities listed above, then you have what it takes to operate your own Respond Franchise.



Your investment



When you are awarded a Respond Franchise, you will be investing into over 15 years of expert knowledge and experience. In addition you will join two of the fastest growing recruitment market sectors that complement each other to provide you with year round growth.

The franchise fee is £27,500 (exc VAT) with an ongoing management fee of 6.5% of turnover (exc VAT). We advise that you use our preferred finance partner Skipton Business Finance to fund your growth plans. This facility will ensure that you are not held up with unnecessary cashflow issues, allowing you to increase your business at a rate that suits you.

If you choose the above funding method then we would recommend that you still have around £20k of working capital available.

We do have excellent relationships with the main high street banks and finance industry and we will be able to help facilitate this for you. This route requires £60k of working capital.

In return for your franchise fee you will receive the following:

- Your own defined territory
- Comprehensive start up training from experts with over 15 years sector specific experience
- Your own dedicated Franchise Support team.
- 'Ready made business' in your territory through our National Contracts.
- A fully functioning recruitment software package which can help manage your main back office functions including managing clients through the business development module.
- On going training and support including specialist business development guidance to maximise sales within your territory.
- An introduction to a preferred factoring company.
- Marketing starter bundle which includes fully branded uniforms.





Ready to **Respond?**
Contact our **franchising team** now



HEALTHCARE



EDUCATION



Respond

Healthcare & Education
Recruitment

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