



The Blue Arrow Care Group  
Care in the right direction



# Franchise Prospectus

# The Blue Arrow Care Group

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[www.thebluearrowcaregroup.co.uk/franchise](http://www.thebluearrowcaregroup.co.uk/franchise)

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If you have the determination, commitment and vision we will help you on your path to success....

**The Future Is Yours To Create!**

## Welcome From Directors

Welcome to The Blue Arrow Care Group where our shared mission is to create and sustain a better quality of life for our clients by delivering care that helps our clients to remain independent and live in their own homes.

We are proud to offer a fabulous business opportunity within the vibrant and growing care industry. We will support you through the process of establishing and managing your very own care business that will allow you to create your dream lifestyle while providing industry leading, good care.

## Meet your leadership team



**Phaedra Towler-Challis**  
Managing Director



**Richard Burtoft**  
Managing Director

## Who Is The Blue Arrow Care Group?

The Blue Arrow Care Group was founded in 2015, by mother and daughter duo Alex and Lucy. Inspired by her grandmother's experience in care, Lucy became the youngest Registered Care Manager and Care Company Director at twenty-one years old. The company quickly became popular within the Kingston area, expanding across three boroughs within the first five years of trading.

Blue Arrow Care Group was founded on the principles of high-quality and dignified care that puts clients at the centre of everything we do. We have worked hard to combat isolation within our community, fostering connection with Local Authorities, Community Centres, local government, local businesses, and community members.

We have delivered over 800 1-2-1 Free Companionship visits to our clients and held several events and day trips to encourage our clients to remain active members of the community and to create moments of connection.

In 2019, Phaedra became a key member of the Blue Arrow Care Group team and used her background in larger care companies, adult social care, and the Local Authority to increase efficiency and streamline management. Phaedra has excelled

in imbedding the Blue Arrow Care Group into the local community by establishing and maintaining relationships with key members of the industry which has enabled Blue Arrow to provide a high-standard of holistic care.

In 2023, Richard and Julie were introduced to the Blue Arrow Care Group through our working relationship. They have a wealth of experience working in and running businesses in the care industry and were inspired by Lucy and Phaedra's passion, commitment, and ambition to deliver excellent care on a larger scale. They are key collaborators and business professionals in the Blue Arrow Care Group.

The next phase of the Blue Arrow Care Group is to expand our reach. We want to encourage and equip like-minded people with the ability to build their own business with our support and brand.

*Our Free Companionship Initiative has been recognised with two Outstanding ratings for Responsiveness in 2016 and in 2023. We have also received three awards from the Great British Care Awards, an award from Covid Hero, and have been awarded The Registered Managers Award - Regional and National. Lucy was also recognized in the 30 under 30 Hall of Fame in 2023. The company has been highly commended in many local awards for its charity enterprise work.*

## Why Home Care?

Home care is an increasingly in-demand area of the care industry, with over 950,000 people receiving home care in UK every year.

CQC reports showed that there was an increase of 48% of registered domiciliary care services recorded from the period of 2016-2017 and 2022-2023. By contrast, they showed a 5% decrease in registrations relating to private care homes in the same period.

In 2023 the UK Home Care market was estimated to add £55.7 billion per year to the UK economy, contributing more than sectors such as food and accommodation.

***This highlights how the demand for care has shifted away from care homes to Home Care. It also shows that the industry is profitable, financially sustainable and expanding.***





# Why Franchise With Us?

Starting your own business comes with so many financial and lifestyle rewards, and also comes with the downside of taking on all the risks. Embarking on a franchise with the Blue Arrow Care Group, a franchise within a proven operation, reduces those risks substantially.

## Strong Brand

One of the biggest advantages of franchising is that you are able to benefit from the excellent brand we have established.

## Quality Of Patch

You will be able to take advantage of a larger area to operate within than rival franchise groups for the same cost and with more support.

## Training Programme

We have a training programme designed to bring you up to speed on the most successful methods to run the business.

We have reference materials to assist you in dealing with whatever comes up while you are running your business.



## Ongoing Operational Support

You will benefit from ongoing knowledgeable support while you're building and running your business.

## Marketing Assistance

We will offer you assistance with marketing your franchise, providing you proven tools and strategies for attracting and retaining customers.

## Purchasing Power

As a franchise you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

## Risk Avoidance

The biggest reason to buy a franchise is that, it will help you avoid much of the financial risk of starting a new business.



## Our Promise

We strive to create a distinctive culture of support, compassion, and understanding, both to ensure that the care we deliver is of the highest quality, but also to foster a positive and proactive work environment for everyone in our team. We provide all our team with relevant and specialised training to deliver excellent care with professionalism, knowledge, compassion, and respect sitting at its core.



## The Blue Arrow Care Group Package

- 1 Welcome pack & gift
- 1 Onboarding support
- 1 Training for directors and registered managers
- 1 One to one support through CQC application process
- 1 Preparation for CQC interview
- 1 Branded items such as mugs, booklets, welcome packs, pens etc.
- 1 Uniform and fleeces
- 1 Pack of branded lanyards (50)
- 1 Website built (one to one time with our website designer)
- 1 Brochure to edit to give your franchise some individuality
- 1 First batch Brochures for marketing and recruitment (Editable)
- 1 All of the most up to date companies' policies and procedures
- 1 All up to date paperwork for compliance
- 1 Ongoing support once up and running



# Services You Will Offer

We offer a wide range of support, from assistance with shopping once a week, to multiple visits daily for high-level care tasks, as well as Overnight care and Live-in care.

Our carers are trained to provide thorough and dignified support with personal care, medication management, domestic tasks, companionship and much more.

They also offer social stimulation and assistance with appointments where needed.

## Home Care Services

We believe that everyone should be able to tailor their care package to their individual needs.

We are very passionate about our clients receiving the best quality care and support. With this in mind we are always happy to liaise with other professional bodies to make this happen. This could be with ward staff, GP's, Occupational Therapists, mental health teams etc.

We believe that working collaboratively is effective at ensuring our clients have a smooth transition either into or out of hospital. Hospitalisation can be a really scary. So, we offer drop in visits to the ward from familiar carers to support in this transition and offer reassurance.

## Live-In Care Services

Since its launch, our award winning Live-In Care service has become very popular.

We have strong cohort of live-in carers available to provide 24-hour care. In the event that client's condition suddenly worse, or urgent care be immediately required to facilitate discharge from hospital, The Blue Arrow Care Group can arrange such support on short notice.

There is a Tier process for Live In Care, this will be established at assessment including TIER 1, TIER 2 or TIER 3. As well as our Live in Care for individuals, we also offer Live in Care for couples.

Live-in care is an all-round service that aims to provide support to the client, offering substantial daily care with personal care, domestic tasks, mobility and companionship.

We work hard to pair clients and carers, but understand not everyone is always the perfect match. We are happy to discuss carer and client assignments, and make appropriate changes. Our Live-in and 24-hour service helps offer reassurance and support to families who may be making difficult decisions relating to their loved one's care and we hope that we can enable more people to remain safely at home for longer.

This is also a service that we offer to existing clients whose needs may change - we have a designated Live-in senior team who are available at any time to support clients, carers and families.



# The Financials

What you can earn out of Blue Arrow Care Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.



**One-off costs: Our Franchise Fee is £37,999 + VAT**

**Ongoing costs: Royalties are 5% with a 2% on top as a marketing levy**

Working Capital: We have a flexible approach on this as it can vary between franchisees. This could be anything between £15k-100k in working capital depending on how you structure your business.

# Options For Funding

## 1 | Personal loan for business purposes

A Start Up Loan is a government-backed personal loan available to individuals looking to start or grow a business in the UK.

As well as a loan, successful applicants receive 12 months of free mentoring and exclusive business offers to help them succeed.

The loan is unsecured, so there's no need to put forward any assets or guarantors to support an application.

All owners or partners in a business can individually apply for up to £25,000 each, with a maximum of £100,000 available per business.

We will provide you with free templates and can personally help you create your Business Plan, Cash Flow Forecast and Personal Survival Budget to submit with your application.

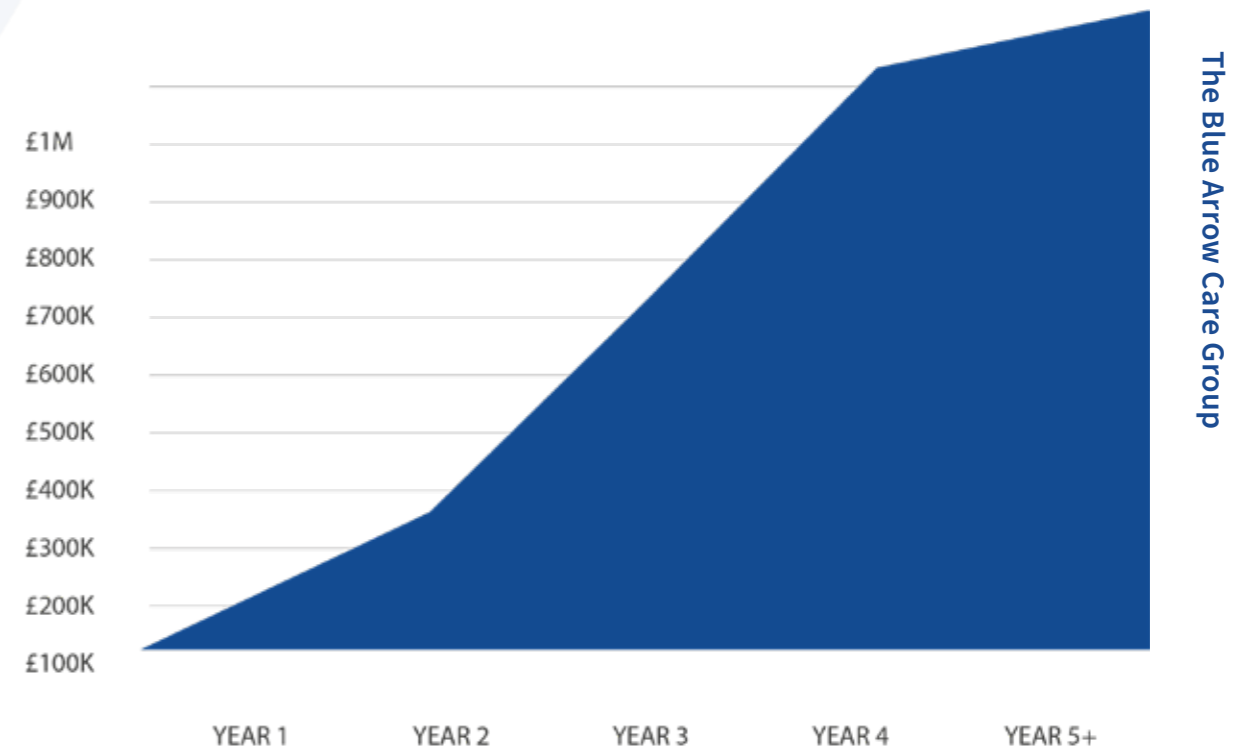
Find out more here.

## 2 | Halo

Halo is a private company and another finance option that supports individuals to obtain financial support tailored to them to allow you to make the best commercial decision for starting your franchise.

Find out more here.

# Predicted Financial Returns



It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.

# Territories

**We offer 3x the territory size that you would get within other organisations.**

Why do we use this business model?

- You know and understand your local area.
- Reduces multiple franchise offerings
- Assists with business growth
- Ensures quality of care

We are committed to supporting you to succeed. This includes a geographical area that is much larger than other companies offer, offering better value for your money and the opportunity to significantly grow your business, while striving for excellent care.



**Quality over quantity of franchises to ensure good care comes first always.**

At The Blue Arrow Care Group (TBACG) we are focused on the quality of care provided for our clients, this ensures that the franchise offering is also about quality over stretched financial targets.

We provide you with a larger geographical area to operate in, for the same price as our competitors' much smaller operating territory.

We want our franchises to be able to have successful and natural business growth.

We want all Blue Arrow Group's clients to receive good quality, streamlined care.



We pride ourselves on the excellent care we offer our clients, and we want to support like minded people who understand our mission and wish to establish a reputation for good quality care. We believe that your reputation for care should be your unique selling point and help you to grow your business exponentially.





## Onboarding & Ongoing Support

*Our employees and management team are our strength. We recruit for excellence and success.*

We believe in building strong personal professional relationships with our customers and being respectful and helpful at all times. We must make it easy for people to do business with us.



As a Franchisee you have the right to develop your business in a defined geographical area, with a guarantee of no Blue Arrow Care competitor in that area.

Franchisees can offer their clients the full breadth of Blue Arrow Care expertise, all supported by the wide span of our capabilities.

Our aim is to provide a nation-wide, quality service to customers with an emphasis on personal service and professionalism.

We aim to build a strong two way working relationship with all our franchisees, and

make the Blue Arrow Care name synonymous with excellence. We will ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Blue Arrow Care Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential, especially in the early trading days of the franchisee, and it will always be readily available.

*Everyone working at the Blue Arrow Care Group is an important player in the team.*

In the early days, there will be a hands on approach, gradually stepping back and letting you take complete control as you become more confident, professional and experienced.

Support with CQC Application & Support around the Quality Statements  
Coaching for CQC Interviews for both Directors & Registered Care Managers  
1-2-1 support from your assigned TBACG Onboarding Team Member  
Training days include Registered Manger Training, Compliance and more  
Ongoing support once you start operating

There will be a dedicated inspector for each region who will be your point of contact should you need ongoing support and for any day to day advice or questions you may have. You may be simply seeking some clarification/ reassurance that you are on the right tracks. We are always here to support our franchise partners.

We would rather you ask us something 100 times than guess and possibly feel you have made a mistake! We ask you to adopt the same attitude to your own teams.

**You are never alone.**

# What People Say About Us

***Don't just take our word for it - Read about the experiences some of our clients have had.***

After two appalling care agencies, I finally found the best care agency! The Blue Arrow Care Group! Being an only child, with a Mum who has dementia, I now feel I don't have to keep checking Mum's cameras, as she is safe, well looked after, and happy. That also makes me happy, not stressed, and become a daughter again! The manager and a member of staff in particular have gone above and beyond, even cooking food from scratch.

They should be called Blue Angels as that's what they are! I one hundred percent recommend these amazing carers!

Thank you for restoring our faith in care. The Blue Arrow Care Group have been looking after my sister-in-law for 6 months and the improvement to not only her overall well-being but her mental well-being have been outstanding. After trying 2 other agencies I was starting to lose faith, however, The Blue Arrow Care Group have completely restored that. The carers always go the extra mile, and communication with all the managers and office staff is first class.

Thank you for everything you do.

The friendly family care offered by this company exceeds the monetary cost of care. They provide a family feel and support that many cannot actually experience because of distance and time. We have been welcomed into The Blue Arrow Care family and it is the best home care experience we've ever had. So grateful for this company and their ethos.

The Blue Arrow Care Group has been looking after my mum now for nearly three years. At the outset, she was very anti carers, and we, as a family, feared how things would go, but our worries were unnecessary as Mum immediately took to her "lovely"(her words) carers. She looks forward to her daily visits and enjoys chatting with them.

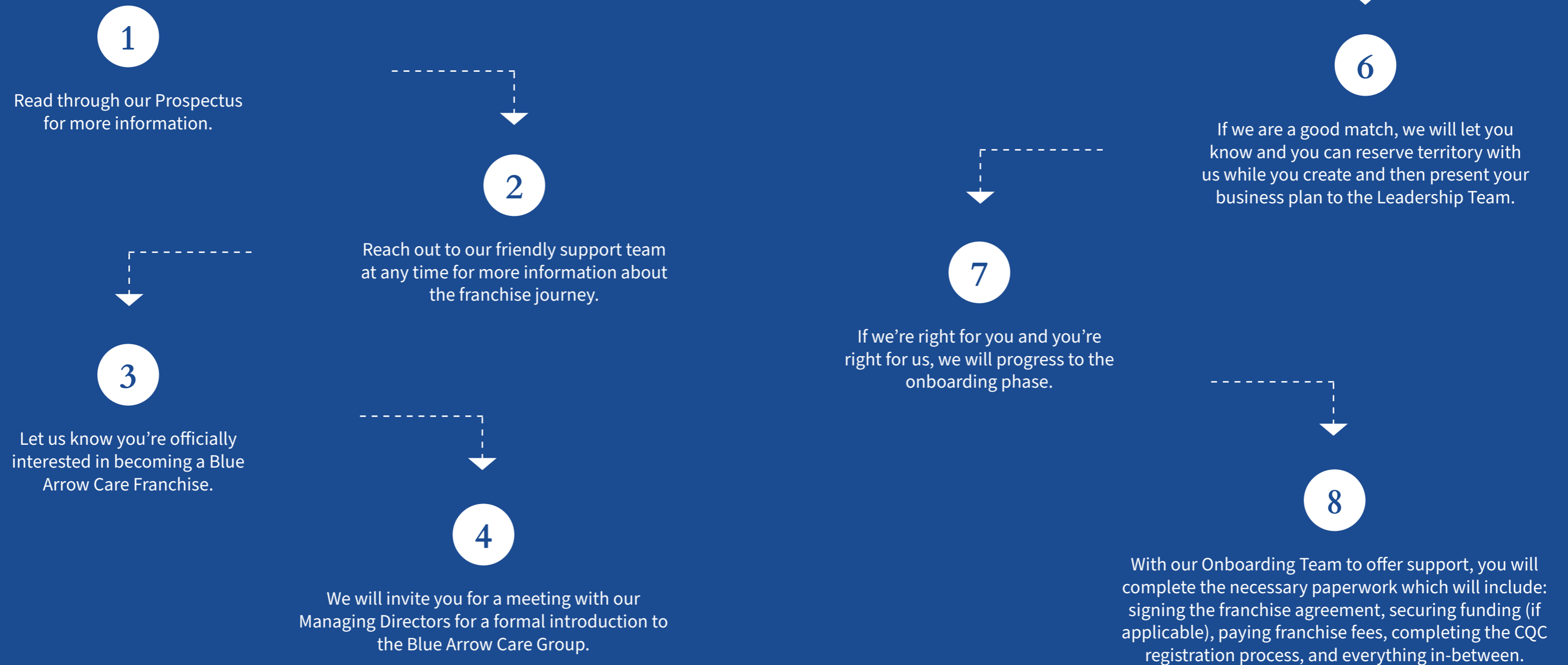
Recently their flexibility enabled Mum to attend her granddaughter's wedding reception some 30-odd miles away, and not only was this service provided free of charge, but it meant that three staff members selflessly gave up their evening and went the extra mile to make it happen.

The support of the company with its professional team of carers is very reassuring, and we, as a family, know that she is in good hands. Thank you.



# Application process steps

As soon as your loved one becomes a Blue Arrow Care client, they become part of the Blue Arrow family.





## Contact Information

If you would like more information on The Blue Arrow Care Group, please get in contact with us by simply completing the form and we will be in touch soon.



07816 969808



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[www.thebluearrowcaregroup.co.uk/franchise-information/](http://www.thebluearrowcaregroup.co.uk/franchise-information/)



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