



A New ERA in Healthcare

Media Pack

About ERA Healthcare

Debbie Riddy & Debbie Smyth first met in March 2000. They discussed the need for a recruitment agency in their area that catered for everyday people looking for everyday jobs. From that initial thought process, Everyday Recruitment Agency was born and began trading on 17 May 2000 at 136 High Street, Selsey, West Sussex.

Having both experienced recruitment agencies as clients, within their previous occupations, and also as employees, they realised that there was a genuine need for a more friendly, approachable, personal, quality service. This became the underlying ethos of ERA. Within a year, the business had grown so rapidly that another branch was opened in Bognor Regis on the 12 September 2001. Expansion into Littlehampton was completed in November 2002 with the opening of Worthing in June 2004.

“ERA’s number one priority is to provide an excellent service”

Barry Vaughan

ERA has gained an excellent reputation for supplying quality trained, sensitive and, above all, caring staff to the NHS, Councils and the Private Sector. ERA offers a Quality Care Service along the South Coast by supplying Nurses, Domestic Carers, Care Assistants, Companions and Domestic staff to assist disabled, the elderly, children and people requiring special needs' assistance of all ages to remain secure as possible in the comfort of their own homes. In 2008 the Head Office in Selsey received a 3 star excellent rating from CSCI which is now CQC.

The Franchise Opportunity

ERA Healthcare are now inviting individuals who care about people to have their own business in this market sector that has a national turnover in excess of £18 billion a year

With the support and guidance from the management team throughout your franchise time with us you will have all you need to be a success. Debbie Riddy and Debbie Smyth describe their idea franchisee, “This franchise suits individuals who are not only professional and caring but will take the spirit and values of ERA Healthcare forward in a positive, professional and caring way”.

New franchisee Joyce Darfoor was previously a care worker based in Eastbourne: “I looked for a franchise and after considering several, I felt most comfortable with ERA Healthcare. The people at ERA are very particular about the care they provide; no doubt this explains their success and their top CSCI inspection rating. The company has a happy atmosphere and nice people – a winning combination!”



“This is a huge opportunity to be part of an expanding proven successful Healthcare organisation.”





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Notes to Editors, Journalists and Feature writers Franchise Facts and Figures

ERA Healthcare can be found at many of the national franchise exhibitions. Founders Debbie Riddy and Debbie Smyth can be available for interview at a pre-arranged date.

- Franchise fee is £19,100 + VAT & working capital, and includes all training, operations manual and launch package etc
- Business was established in 2000 in response to the need for recruitment agencies that cater for everyday people
- This franchise suits people who are professional and caring, and will take the spirit and values of ERA Healthcare forward in a positive way
- Website address www.erahealthcare.com

ERA Healthcare has been featured in a range of media including:

The Daily Mail
Business Franchise Magazine
Making Money Magazine
Franchise Information
The Franchise Shop

All Media Enquiries

All media enquiries for additional images, to run a feature or obtain quotes from ERA Healthcare, please contact Sarah Cook at Coconut Creatives on 01963 31030 or email sarah@coconutcreatives.co.uk.



An exciting opportunity to run
your own ERA Healthcare
agency close to where you live

