



With more pensioner's in the UK than under 16's, healthcare requirements are set to soar.

The UK healthcare market is worth a whopping £18 Billion pounds. As we approach 2010, that figure looks to increase as we review the latest population statistics and trends for home based healthcare requirements.

Healthcare recruitment agency, ERA Healthcare, has just announced its vast healthcare recruitment opportunities available by franchise zone throughout the UK. Since 2000, ERA Healthcare has gained an excellent reputation for supplying quality trained and caring staff to the NHS, councils and private sector together with National Supplier Agreements. On the 1st October ERA will be announcing a **MAJOR NATIONAL CONTRACT** that they have been awarded that will benefit franchisees.

Excellent news for franchise seekers

ERA's franchise territories are based upon government census statistics 2001, of which the National Press (August 2009) announced an increase of around 25% since the last census bringing the figure to 61.4 million people.

For the first time in history there are more pensioners in the UK than under-16's. Those over 85 years old are the fastest growing age group in the population with an increase of 36%. With more people being cared for later in life within their own home rather than going into retirement homes, there has never been a better time to start a business in this sector.

Opportunities in specific areas

Government Census figures in 2001 show there has also been an increase in the number of people suffering with limiting long-term illnesses: in the York and Harrogate area alone, average 16% of the population are coping with debilitating poor health and many of them are not receiving the care they need.

In Oldham and Stockport, reports show that almost 19% of people are also suffering and in Doncaster and Barnsley, a shocking 24% and upwards of the population in the area are afflicted with poor health. It is clear that there is huge potential for healthcare recruitment in many areas of the UK and ERA franchisees will be working to provide a valuable service to this market.

Could you run this business?

This is a fully systemized business and franchisees benefit from ERA's established and respected brand for delivering high quality healthcare. With large national NHS contracts in place, franchisees will be ideally positioned to service demand. Franchisees will run their own ERA Healthcare office, dealing with the day to day operation of the business using the training, systems and support from ERA's head office.

Debbie Riddy and Debbie Smyth are ERA's two directors and they describe their ideal 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."

The franchise costs just £19,100 plus VAT which includes training together with a launch/marketing/advertising fund which is fully accountable of £3,600.00 and a £500 stationery pack. In addition you will need to cover your Government registration fee and Membership to CQC, REC and UKHCA and select your own suitable premises. This franchise is bank approved so borrowings are possible subject to status.

You can visit ERA Healthcare at the National Franchise Exhibition at the Birmingham NEC on 2nd and 3rd October on stand C120. Call Barry Vaughan on 01903 216868 for a free ticket.