



**Sunrise Franchise Ltd**

**Children's Home and  
Supported Accommodation**

**Franchise Prospectus**



# About

Sunrise Franchise Ltd. offers a unique opportunity to invest in a socially responsible and financially rewarding franchise. We specialise in providing safe, nurturing environments for children and young people up to the age of 18 who require residential care or supported accommodation.

Our franchise model is designed to ensure the delivery of consistent, high-quality care across all locations, giving every child and young person the same level of support and attention, regardless of where they are.

# Our Story

Sunrise Franchise Ltd. was founded on the belief that every child deserves a safe, stable, and nurturing environment. Since our inception, we have grown into a trusted provider of residential care and supported accommodation, known for our commitment to excellence in the UK.

Our success is built on providing high-quality care in a structured environment, with personalised support tailored to meet the unique needs of each child and young person. As we look to expand our impact, we are offering franchise opportunities to individuals who share our vision and dedication to making a difference.



# Our Care



At Sunrise, we are committed to delivering care that exceeds basic needs. Our homes provide a supportive environment where children and young people can thrive emotionally, socially, and educationally. Each child's care plan is customised to their specific needs, ensuring their physical, emotional, and developmental goals are met.

# Our Culture



We are more than just a business; we are a community of professionals committed to improving the lives of vulnerable children and young people. Our culture is built on values of compassion, integrity, and excellence. We work together to achieve our mission of providing a safe and nurturing environment for all those in our care.

# Our Support



As a franchisee, you will receive extensive support from the very beginning. From securing funding and navigating the registration process to recruiting staff and setting up your facility, we are with you every step of the way. Our support continues beyond the initial setup, with ongoing training, mentorship, and a 24-hour help desk available to assist with any challenges you may encounter.

# Franchisee Support System

The success of our franchisees is integral to the overall strength of our brand and the quality of care we provide. Therefore, we have developed a comprehensive support system to ensure each franchisee has the resources and guidance needed to thrive.

## Initial Setup Support

From the moment you join the Sunrise Franchise family, we guide you through every step of establishing your business. This includes:

**Training Programmes:** Comprehensive training that covers child care, operational management, and compliance, ensuring your team is fully equipped to deliver high-quality care.

**Securing Premises:** Guidance on choosing the right location for your facility, with a focus on compliance with regulatory requirements and accessibility for service users.

**Legal and Registration Assistance:** Detailed support through the legal and registration processes to ensure that all regulatory requirements are met. We provide templates, checklists, and direct support to simplify this often complex process.

**Staff Recruitment and Training:** We assist you in recruiting qualified and passionate staff members, including managers, carers, and support personnel. Our in-depth training programmes cover all aspects of child care, operational management, and compliance, ensuring your team is well-prepared to deliver outstanding care.

## Ongoing Operational Support

We offer continuous operational support to help you manage your day-to-day activities effectively, including:

**24/7 Helpdesk:** Access to a dedicated helpdesk that operates round the clock to assist with any queries or issues that may arise.

**Regular Check-ins:** Scheduled consultations with our franchise support team to review progress and explore growth opportunities.

**Mentorship and Guidance:** Ongoing mentorship from experienced franchisees and industry experts who can provide insights and advice based on real-world experience.



# Marketing and Business Development

## Building a Strong Local Presence

Effective marketing and business development are crucial to establishing your Sunrise Franchise Ltd. facility as a trusted care provider in your community. We offer a range of tools and strategies to help you build a strong local presence and attract clients.

As a Sunrise Franchise Ltd. franchisee, you will receive a comprehensive marketing package tailored to your location. This package includes:

**Branded Materials:** Professionally designed brochures, business cards, banners, and other marketing materials customised with your location's details.

**Website and Online Presence:** Each franchise is provided with a dedicated website linked to the main Sunrise Franchise Ltd. site. We also assist with setting up and managing social media profiles to enhance your online presence.

**Local PR and Media Campaigns:** Support in launching local PR campaigns to raise awareness of your services, including press releases, media coverage, and participation in community events.

## Client Acquisition:

**Client Acquisition Strategies:** Strategies for building relationships with local authorities, social services, and other referral sources. We provide training on networking and community engagement to help you establish trust within your local area.

**Exclusive Territory Rights:** Each franchisee is granted an exclusive territory, carefully mapped out using demographic data to ensure sufficient demand for services. This ensures that your efforts are focused on a region with significant growth potential.

**Brand Awareness Initiatives:** Leveraging the strength of the Sunrise brand, we organise nationwide marketing campaigns that enhance brand recognition and trust, driving potential clients to your franchise.







# Our Services

## Delivering Tailored Care

Sunrise Franchise Ltd. offers a range of services designed to meet the diverse needs of children and young people, including:

**Residential Care:** Providing a safe, structured environment for children aged 5-18 who are unable to live with their families.

**Specialised Programmes:** Tailored programmes that address the specific needs of each child, including those with emotional, behavioural, or developmental challenges.

**Supported Accommodation:** For young people aged 16-18 transitioning to independent living, we offer supported accommodation services that include:

**Life Skills Development:** Training in essential life skills such as budgeting, cooking, and job hunting, preparing young people for a successful transition to independence.

# Why Choose Us

## Quality Care

Our homes provide a safe, nurturing environment with personalised care plans for each child, ensuring that all their needs are met. We are dedicated to delivering care that is not only effective but also compassionate and supportive.

## Comprehensive Support

We offer extensive support to our franchisees, including assistance with funding, registration, recruitment, and training. Our ongoing support ensures that you have the resources and guidance needed to succeed.

## Growing Market Need

With an increasing demand for high-quality residential care and supported accommodation, Sunrise offers a unique opportunity to invest in a sector with significant growth potential.

## Community Impact

By becoming a Sunrise franchisee, you will be making a positive impact in your community, providing essential services to vulnerable children and young people.



# Marketing Opportunity and Potential Earnings

The demand for high-quality care and supported accommodation for vulnerable children and young people is on the rise. This presents a significant opportunity for franchisees to make a meaningful impact while building a successful business.

## Capitalising on a Growing Market

Recent studies indicate a growing need for residential care and supported accommodation services, driven by:

**Increased Awareness:** Increasing awareness and government support for child care services provide a stable market environment.

**Government Initiatives:** Ongoing government support and funding for care services, creating a stable and supportive environment for service providers.

## Financial Projections and Investment Returns

Sunrise Franchise Ltd. offers a proven business model with the potential for strong financial returns. Our franchisees benefit from realistic earnings projections based on market demand and the success of existing franchisees.

# Investment Breakdown

**Our Franchise Fee:** £15,000 - £20,000

**Initial Investment:** Dependent on location

**Royalty Fee:** 5% of net sales

**Marketing Fund:** 2% of net sales



# Next Steps and How to Get Started

## Join the Sunrise Family

Becoming a franchisee with Sunrise Franchise Ltd. means joining a brand that prioritises quality care, community impact, and franchisee success. We provide all the tools and support you need to run a successful business while making a meaningful difference in the lives of children and young people.

If you're passionate about making a difference in the lives of children and young people, becoming a Sunrise Franchise Ltd. franchisee could be the perfect opportunity for you.

### Application Process

Our application process is straightforward and designed to ensure that all franchisees are well-prepared to succeed:

**Step 1: Application Submission:** Complete our franchise application form, providing details about your background, experience, and financial capacity.

**Step 2: Review and Approval:** Our team will review your application and, if successful, invite you to meet us for a more detailed discussion.

**Step 3: Training and Setup:** Once approved, you'll begin our comprehensive training programme and start setting up your facility.



**Sunrise  
Franchise<sup>LTD</sup>**  
[sunrisefranchise.co.uk](http://sunrisefranchise.co.uk)

# **Sunrise Franchise Ltd**

## **Children's Home and Supported Accommodation**

[www.sunrisefranchise.co.uk](http://www.sunrisefranchise.co.uk)