



**SecuriCare**



Your future  
**in franchising**

# Introducing Workplace Safety

## The trend of challenging behavior at work

The modern, working environment is changing fast and important trends are influencing the safety and well-being of many employees, including rising customer challenges and increased pressure on employee well-being.

Social media influences, economic stress, and a change in expectations are among the factors that are making customers more demanding – and depending on the outcome, these situations can escalate into aggression or violence.



## There are multiple causes at play

It's almost no longer news to report a passenger causing a flight diversion due to drunken behaviour, or a shoplifter threatening a cashier. Even if they are, the aftermath – including cases of post-traumatic stress disorder in workers – isn't.

Although these are just a couple of examples, these incidents can have a serious impact on employee safety and well-being. Facing daily abuse and threats can be incredibly stressful, leading to anxiety, burnout, and even physical harm. It can also affect job performance and overall satisfaction.

# More employers recognise the issues

## More employers recognise the pressures and their consequences

Conversations around mental health in the workplace are improving, and well-being is no longer a taboo subject. Long hours, job insecurity, and the constant demands of a high-pressure environment can all take a toll on your mental and physical health. In today's competitive world, it's easy to feel like you're always on the edge, one bad day away from burnout.

On a positive note, employers are becoming more aware of their responsibilities to protect workers, equipping them with strategies to keep them safe at work.

Specialist training companies, such as SecuriCare, help employers recognise their risk areas and design bespoke training programmes to reduce the risks, de-escalate challenging behaviours, manage conflict, and enhance the safety of staff and customers. SecuriCare training programmes have been successfully adopted by many of the UK's leading employers since the mid-1990s – empowering staff and improving their mental and physical health.

“It's clear from the growing conversation around mental health in the workplace that well-being is no longer a taboo subject.”



# Our Business Model



## We are creating a franchise network of expert trainers

SecuriCare fulfils this demand through franchise opportunities across the UK, training people to become experts in delivering high-quality courses tailored to each organisation's specific needs.

You'll also develop pitching skills and how to identify the unique needs and constraints of each client, as well as enhancing your personal branding and networking skills. SecuriCare works with trusted partners with expertise in social media marketing and LinkedIn. They make sure that successful campaigns can be deployed on these platforms, so each franchisee has the very latest marketing expertise on their side.

**As a franchisee you'll become your own boss but within the safety of a highly trusted brand, with a team of industry experts. It's a very fulfilling career delivering training to individuals and making a real difference in their lives so they, and their staff, can work in safer environments.**

## The rising demand for specialist training

Currently, there aren't enough specialist companies to meet the growing demand for training in managing aggressive customers, preserving mental health, and addressing work-related risks.

Organisations have a legal duty under the Health and Safety at Work Act 1974 to ensure their employees' health, safety, and welfare. Unfortunately, there are many who, despite their best efforts, may lack the resources to cover their duties fully and, in some cases, to understand what those duties are.

We take individuals like you through our intensive training programme to become experts in:

1. Preventing and managing challenging and hazardous behaviours
2. Conflict management
3. Lone worker personal safety
4. Disengagement skills
5. Physical intervention skills

# The Background to SecuriCare



## Leading the industry for nearly 30 years!

SecuriCare UK Limited was launched in March 1995 by our founder Phil Hardy. Since then, the company has grown quickly and in 1999, following Adrian Pannett's appointment as Director, we changed our name to SecuriCare International Limited. Adrian had a distinguished career in retail security with organisations including Selfridges and Co.

Joined by a team of highly qualified trainers, SecuriCare diversified its services to encompass a wider range of industries, including:

**Healthcare:** Hospitals, clinics, and other medical facilities.

**Local Authorities & Government Departments:** Public sector organisations facing unique security challenges.

**Airlines:** Ensuring the safety and security of passengers and staff at airports and on flights.

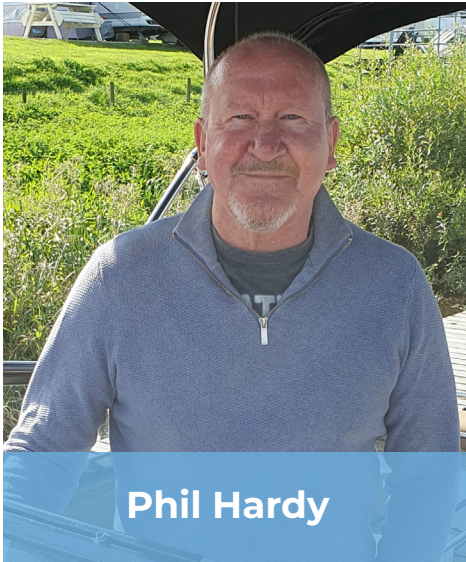
**Schools & Educational Institutions:** Fostering safe learning environments for students and educators.

**Other Organisations:** Businesses of all sizes seeking to mitigate security risks and protect their employees.

For nearly 30 years, SecuriCare has been at the forefront of training innovation, empowering organisations and their staff to prevent and manage challenging and disruptive behaviours.

“We are dedicated to creating safer work environments, fulfilling duty of care and supporting families and communities”

# Our People



**Phil Hardy**



**Adrian Pannett**

## **Phil Hardy**

Phil has a passion for martial arts and opened a fitness club in the 80s. After training in the prison service, he transitioned to violence prevention training in secure settings. In 1995, he founded SecuriCare, delivering training across various sectors for 28 years. He's been involved in national working groups and is chairman of the Institute of Conflict Management.

## **Adrian Pannett**

Adrian has extensive experience in retail security and staff training. Since 1999, he has developed security programs for various industries and led SecuriCare's Airline training programs. He co-founded Elysium Supported Living in 2011, providing care to adults with complex needs. Since 2020, he has worked remotely with SecuriCare and in the Real Estate industry in the US.

## **Tanya Pannett**

Tanya is a highly experienced healthcare professional with a Master's degree in Applied Psychology. She has worked with SecuriCare since the early 2000s, providing professional oversight and guidance in risk management, training, and intervention. She is the co-founder and CEO of Elysium Supported Living Ltd and has experience in financial management, staff management, and business development.



**Tanya Pannett**



**Karl Blackwell**

## **Karl Blackwell**

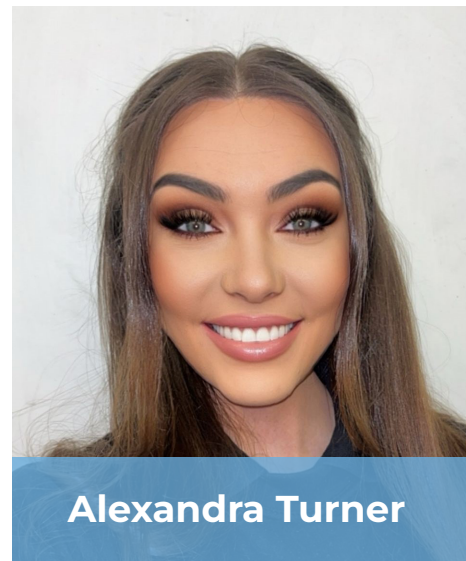
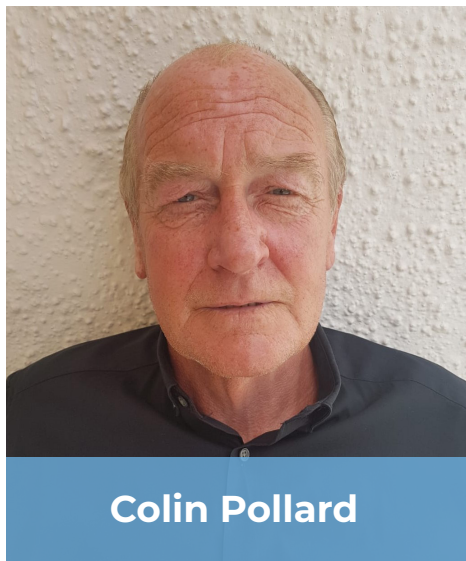
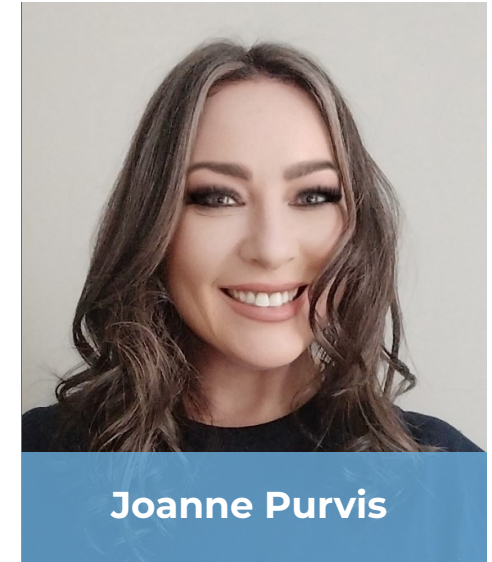
Karl is a security training expert with over 30 years of experience. He began teaching martial arts in the 1980s and later founded a personal safety training company. In 2006, he joined SecuriCare as a licensed trainer and has since become a Director, responsible for developing and delivering training across various sectors. In addition, he also designs custom courses and care plans, and manages customer relationships.

### **Trevor Platt**

Trevor has 10 years of experience as an Analytical Chemist and in Bookkeeping. He joined SecuriCare in 2019 and rose to Director in 2022. He's responsible for online learning, standards compliance, bookkeeping, website development, and training materials. He is renowned for his strong communication, attention to detail, and diverse skills in course development, compliance management, and system design.

### **Joanne Purvis**

Joanne began her career in aviation as cabin crew in 1998, progressing quickly to management level. She then switched to supporting people with learning disabilities, and in 2005, she joined SecuriCare, leveraging her experience to train across various sectors. Now a Director, Joanne focuses on preventing challenging behaviour in care and education settings and designing training for staff.



### **Colin Pollard**

Colin brings over 35 years of experience in security and training to his role as Director at SecuriCare. After 16 years in the Prison Service, he joined SecuriCare in 1999, where he has overseen the company's Internal Quality Management Systems and developed training programs for clients including the Home Office and Center Parcs. He's an expert in communication, leadership, business management, and compliance.

### **Alexandra Turner**

Alex has experience in care, travel, and training and she now delivers training across all sectors including Airlines, Security, Health and Social Care, and Education. She enjoys working in the area of Challenging Behaviour and Positive Behaviour Support, particularly in Health and Social Care, and Education. She's also a qualified First Aider.

# Our Franchise Proposition

## A franchise proposition where you will be trained by experts in the field of Conflict Management training

As part of this exciting franchise opportunity you will be trained by experts in the field of Conflict Management training – up to a Level 3 qualification (equivalent to an A-level), meaning you will become a professionally qualified trainer.

SecuriCare has developed leading-edge training materials in conflict management, lone worker personal safety, and physical intervention skills, which will become your core content. Moving forward there is often high demand for training in these areas.

You will be able to operate under the SecuriCare International brand and have access to their many years of expertise, resources, patented product ranges, and online training. Many clients require 'Train the Trainer' courses, which can create additional low-effort revenue streams for you. This includes the registration and certification of the client's internal training, annual refresher training for their trained trainers, and the potential for online learning.

Once you're established, you'll have the opportunity to help develop new learning resources and materials that add value to your training provision and support your customers and their staff in meeting their continuous professional development.

## Included within the franchise fee

- Expert mentoring as you work towards becoming a Level 3 qualified trainer
- Licensing rights to trade under the SecuriCare brand
- Launch marketing package using social media professionals
- Full training in every aspect of the role including:
  - How to engage with and pitch to potential clients
  - Tailoring training packages to audiences and budgets
  - Delivering material remotely
  - The product range available as extra income potential
  - How to retain clients over the longer term





# Financial Rewards

## A model with multiple revenue streams

Becoming a SecuriCare franchisee can offer you significant financial rewards, with your income projected to reach £90,000 by year 3 through various revenue streams:

1. As you learn and master a wider range of training subjects in the first 3 years, you can expand your service offerings into other sectors such as Education, Adult Care, or Local Authorities
2. Many clients require annual refresher courses or updates to maintain employee certification, which creates highly predictable revenue streams
3. As you build long-term relationships with clients you will create opportunities for new streams of revenue
4. Our online training courses can generate passive income for you, either as preparation for a client's staff before they attend a face-to-face course or as stand-alone learning
5. The passive income potential of online modules can grow steadily over time as the overall library of courses expands and attracts more users

Franchise fee: £18,000 plus VAT  
Plus £500-£1,000 to support year 1 marketing

## Examples of net profit before tax & National Insurance



Whilst projected £96k income by year 3 is achievable and represents the average training days that our current team achieves, it is possible to go beyond these numbers as demand increases. You can potentially expand your team or collaborate with another franchisee.

# SecuriCare

# Funding *your franchise*

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**For businesses trading**



**Loan term**



**No application fees**



**No early repayment fees**

## **100% Unsecured Government funding is available**

If you need access to external finance, we can help through our association with Lime Licensing Group and their contact with the Government startup loans scheme.

Funded through the British Business Bank, this is an unsecured loan, which can fund up to £25,000 per person involved in the business up to a maximum of £100,000. A key benefit of this type of funding is that it is unsecured, so your assets are always safe.

Alternatively, High Street banks - traditional lenders of startup capital - will usually lend up to 70% of the total investment required. We have a business plan template you can amend to help with any applications.



# Frequently Asked Questions



Q: What is the total investment?

A: Initially, the franchise fee (£18,000) plus a £500 contribution towards launch marketing of your territory. Over time you'll have the chance to increase your qualifications, however, these extra training costs will be more than offset by your projected return on revenue.



Q: Do I require physical office space?

A: No. Most of your work will be at your client's premises or via video calls. Typically, a home office is more than enough.



Q: Are there any circumstances that would exclude me from applying?

A: We will need to conduct an Enhanced DBS, and other fit and proper person checks.



Q: How long does Head Office support last?

A: Our support is available however long you need it; we want to help you to succeed.



Q: Can I sell my SecuriCare franchise in the future?

A: Of course you can, subject to finding the right buyer. If you decide to move on or retire, you'll be able to sell your franchise as a going concern rather than what you paid initially.

# Ready for a change **in direction?**



## These are the qualities that are ideal for a SecuriCare franchisee:

- Excellent organisation and communication skills
- Passionate about providing high-quality training
- A commitment to building relationships with the community
- Attention to detail and being part of the client's brand
- Interpersonal skills dealing with people of all walks of life
- Strong business and networking skills

### Worth a few mins chat to find out more?

Book a slot with our franchise consultant Rich Fisher by pressing the 'CLICK HERE' button and choosing a convenient time for a callback.

Or just contact Rich direct:

Phone: 07546 965358

Email: rich@limelicensinggroup.co.uk



**CLICK HERE  
TO BOOK A CALL  
AND FIND OUT MORE**



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