

**expectancy**<sup>®</sup>

*Natural therapies for natural births*

# UNIQUE BUSINESS OPPORTUNITY FOR MIDWIVES

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SET UP YOUR  
OWN MATERNITY  
COMPLEMENTARY  
THERAPIES BUSINESS



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## **Calling all midwives with a sense of adventure .....**

Are you a midwife who ...

- is keen to establish your own business, but not sure how to go about it?
- wants to help women achieve a satisfying pregnancy and birth experience?
- Is interested in offering complementary therapies for pregnancy and birth?
- is looking for a better work-life balance?

## **There's a huge demand from women for complementary therapies in pregnancy**

- It's estimated that over 80% of pregnant women use complementary therapies for relaxation and relief of stress, particularly as they prepare for the birth
- Increasingly, too, women seek natural ways of dealing with specific issues such as sickness, backache, breech presentation or avoiding induction of labour
- Many women have sufficient disposable income to pay for complementary therapies during pregnancy so they can have some "me time" and a "listening ear"
- Women are seeking services that give them what they want, often aspects of care that are not provided by an over-stretched NHS or are very limited

## **Make this *your* year: join Expectancy's growing team of midwives offering private services**

- We have a growing network of Expectancy-trained midwives wanting to provide private maternity complementary therapy services across the UK ... and we'd like you to join us
- You'll be your own boss, able to plan when and how you work, in a way that suits you, your personal and career plans
- We'll provide all the training you need, on complementary therapies and on how to establish, run and market your practice, with a follow-up service to help you along the way
- You'll be part of an established company with professional and business credibility and an international reputation for good quality educational provision emphasising safe practice
- We're sure you'll enjoy networking with a community of like-minded midwives, sharing a common philosophy, aspirations and experiences
- You'll also benefit from a range of other professional, academic and business-related services to help you develop your practice, including discounts on further training

## What is Licensing and how does it differ from franchising?

Licensing of a business is similar in principle to franchising but allows more flexibility.

**Franchising** enables a business owner to replicate and grow its business, with all franchisees (those who buy a franchise) being required to conduct their business in exactly the same way as the parent company. The best-known franchise is McDonald's, with every restaurant offering the same products and level of service, each being owned and managed by someone who has bought into the company. Within maternity-related services, you can purchase a franchise to teach specialist antenatal classes such as "hypnobirthing", "spinning babies" or baby yoga. This means you must conduct your classes in the same way as others offered by the parent company, but it can cause conflict for midwives who are constrained by the contract and prohibited from adapting the content to their own style.

Under a franchise, the franchisor (the owner or parent company) retains control of the brand and grants permission to the franchisee to use its successful business model and brand. In exchange, the franchisee pays the initial capital to open their business (ie another branch), helps to promote the brand and pays a franchise fee to the parent company. The franchisor supports its franchisees by providing training, "know how" and experience, marketing and other resources and skills. Licensing of intellectual property (IP) is at the heart of a franchise contract and includes "know how" and other confidential information, trademarks, logos and designs and copyrighted materials. Franchises are usually granted within a defined geographical area in which no other franchisee is permitted to trade.

An essential element of a franchised business (and a feature that distinguishes it from licencing) relates to the formalities involved in setting up a franchise. A franchise agreement will usually give the franchisor the ability to control precisely how the business is run. For example, a customer should expect a visit to any branch of McDonald's, worldwide, to be essentially the same. Any changes in the business format, its products, quality, marketing etc could damage the McDonald's brand and for that reason McDonald's franchise agreements contain very strict quality control provisions.

Buying a franchise can be *extremely* expensive. It costs between £400,000 and £800,000 to buy a McDonald's franchise, with at least 25% paid up front, plus a one-off franchise fee of around £30,000, plus training (compulsory but at your own cost, plus accommodation and expenses whilst doing so). You are also required to commit to a minimum 20-year term (with financial penalties for withdrawing from the agreement sooner). Once in business you have to pay monthly rental on the premises (owned by McDonald's and charged at between 10 – 18% of sales), plus a fee for the use of the McDonald's systems and processes, charged at 5% of sales, plus almost another 5% towards compulsory marketing. That is without paying for any staff, insurances, costs of food, power and all the other financial costs of running a business. Conversely, of course, given the huge investment, the desire for McDonald's to maintain its reputation and the huge popularity of its fast food, the return on investment can be enormous too – you can expect to earn up to £300,000 a year in profit.

**Licensing** enables the licensor (the owner) to retain ownership of its intellectual property while granting others the right to use it. The terms can vary considerably and there may be some overlap between franchising and licensing. In a licensing arrangement, a business owner with a known brand name issues a licence to third parties to deliver related products, either under the direct name of the parent company or in association with it. The licensor provides training, systems and processes to help

establish another business, whilst retaining its intellectual property rights, including ownership of the brand, its patents, trademarks, logos, “know how” and sometimes its systems and processes. The licensee who joins this type of scheme may be required to use the parent company name or may be given the option to use a business name of their choosing, with permission from the licensor.

Licensing is generally much less expensive than franchising and allows greater flexibility for the licensor to run their business how they wish. A defined geographical trading area is not usually part of the agreement. It is often seen as an easier route to starting up in business or may be a stepping-stone to purchasing a franchise. There is usually a licensing fee to be paid to start a licensed business, plus the cost of any necessary training and a regular administration fee to be paid. The administration fee may be a set amount or may be based on a percentage of your turnover. The term of the licence is also usually much shorter than a franchise. This means that buying a licence to run a business can be cheaper – but in turn, this poses the risk that licensors may be less committed since the loss is far less in the event that they withdraw from their contractual obligations.

### **Why has Expectancy chosen to offer a Licensed Consultancy scheme?**

Expectancy is the brainchild of Denise Tiran, who pioneered the subject as a specialist field within midwifery education and practice in the early 1980s and who is acknowledged as one of the leading international authorities in the field. She now has almost 40 years’ experience of working in this area, having run a BSc (Hons) degree in Complementary Therapies at the University of Greenwich, London, before leaving to set up her own education company, Expectancy, in 2004. Denise has sixteen years’ experience of running her own business, has taught over 3000 midwives on complementary therapies and treated almost 6000 women in her own clinical practice. Denise has won wide acclaim for her work including the Prince of Wales’ Award for Healthcare in London 2001, the Complementary and Alternative Medicine award for services to complementary therapy education 2010 and the Kent Women in Business Awards 2015. She was honoured in 2018 with a prestigious Fellowship from the Royal College of Midwives.

Expectancy is a limited company registered with Companies House. Denise’s co-director, Mark Huckle, is a “sleeping” partner whose expertise is in franchising and licensing. Mark is a highly successful businessman in his own right, with thriving businesses across several areas of the commercial sector. He provides business expertise and advice to Denise on the management of Expectancy.

Denise has built her international reputation on a strong commitment to safety, professional accountability and evidence-based practice in relation to using complementary therapies in midwifery. She has adhered to this philosophy tenaciously, sometimes at the expense of developing her own business further. Safety is fundamental to everything she teaches midwives and others, and this has added to her worldwide credibility in a specialism which still incurs scepticism and dissension amongst colleagues. Safety is the basis of her personal and company unique selling point (USP) and the message she imparts to every one of her students and Licensed Consultants. She is strongly protective of her intellectual property built up over a lifetime’s career, and the company name, logo and brand are trademarked to prevent others from using them without permission.

The decision to offer other midwives the opportunity to set up their own businesses under a licensing arrangement coincided with a trend amongst midwives in the NHS wanting to work part-time offering services such as antenatal classes in a freelance capacity. Sadly, this was partly due to their dissatisfaction with working in the NHS, with many feeling overworked, undervalued and burned out. On the other hand, these midwives still want to work with, and for, pregnant women and new mothers but want the flexibility to do it in their own way in order to achieve a better work-life balance.

However, the move from being in the somewhat protected environment of the NHS to being one's own boss is extremely daunting, and lack of knowledge and understanding of the commercial world can lead midwives to make costly mistakes, not only in terms of financial errors but also professional and legal ones. Denise therefore decided to offer a system for midwives to study complementary therapies whilst also learning about how to set up, manage and develop a private practice.

There were several reasons for deciding on a licensing system rather than franchising:

- It provides midwives with an opportunity to learn about both complementary therapies and about business matters to ensure the success of their businesses
- Expectancy's name and that of its owner, Denise Tiran, are well known, enabling midwives to benefit from an authority in both the professional, academic and clinical discipline of complementary therapies and in maternity-related business know-how
- It offers licensees more flexibility to run their private practices how they wish and to include services that may be different from those offered by another licensee
- It offers a means for midwives to move from the NHS at considerably less cost than attempting to set up a business entirely by themselves or by purchasing a franchise
- It allows midwives to set up their business in any geographical area
- It permits licensees to use their own business name and logo in association with Expectancy, using a special "Endorsed by Expectancy" logo on their website
- When joining the Licensed Consultancy, you enter into a legal agreement to establish a maternity-related business in association with Expectancy. The terms of the agreement allow for a shorter period of licensing, although midwives who join are encouraged to continue with the Licensed Consultant scheme for the duration of their private practice

## What's included in the Licensed Consultancy scheme?

<b>Initial professional and academic programme</b>	Diploma in Midwifery CTs OR one of our Certificate programmes: Midwifery Acupuncture, Aromatherapy, Clinical Hypnosis or Reflexology
<b>Business training module</b>	Monthly online sessions AND two Business Planning days
<b>Annual networking day</b>	Opportunity to meet other Licensed Consultants and share experiences
<b>Discounted courses</b>	20% discount on Expectancy courses after completion of initial course
<b>Entry on our website</b>	Opportunity to market your services, plus a link to your own website
<b>Use of Expectancy logo</b>	Our special "Endorsed by Expectancy" logo is specifically for our Licensed Consultants for use on your website and other marketing materials
<b>Professional "starter pack"</b>	Leaflets, posters, booklets and a USB with consultations sheets and other items for use in your private practice
<b>Support with marketing</b>	Ongoing online mentoring related to your business matters
<b>Individual mentoring</b>	Access to online clinical advice for your practice
<b>Closed Facebook page</b>	Opportunity to share information – for Licensed Consultants only
<b>Monthly online "LC Live"</b>	Monthly chat sessions by Zoom (similar to Skype)
<b>Professional services</b>	Confirmer service for NMC revalidation; optional clinical supervision Special discounts for accountancy services (fees payable direct); we also have access to legal and other business services you may need

## **Why join the scheme at the start of your Diploma / Certificate?**

We know it can seem like a lot of money to pay for the Licensed Consultancy when you already have the fees for your Diploma / Certificate programme to pay. However, in our experience, midwives who commence the Diploma or Certificate programmes with half-hearted ideas about setting up their own businesses often make mistakes and rarely achieve as much as those who commit right at the start.

We feel so strongly that you will gain more by joining the Licensed Consultancy scheme when you commence your complementary therapies programme that we have intentionally kept the fees manageable (only £1250 + VAT = £1500 on top of your Diploma / Certificate): if you choose to join the scheme later, there is a considerably increased fee (£3000 + VAT *in addition* to your programme fees).

Registering for the Licensed Consultancy at the start of your professional programme is designed to:

- facilitate your commitment to private practice and the money you've invested in yourself
- enable you to immerse yourself in the planning of your intended business, with business training acquired alongside the complementary therapies programme
- help you avoid the professional, legal, ethical and practical pitfalls of moving from the NHS to being self-employed
- join our community of like-minded midwives working together to enhance maternity care provision through a range of private services not generally available on the NHS
- allow you to commence your business under the Expectancy name and logo immediately on successful completion of your educational programme
- avoid a costly registration fee if you decide to join the Licensed Consultancy at a later date!

## **So ... what will it cost to become an Expectancy Licensed Consultant?**

- Expectancy charges a Registration fee which *includes* your initial training ie the Diploma / Certificate programme *and* the business training for your chosen level. Midwives starting in the 2020-2021 academic year will pay £1250 + VAT = £1500 in addition to the programme fees
- We ask for a £600 non-returnable deposit (£500 plus VAT); you pay the balance in instalments
- Once you complete your initial programme and commence trading, there is a monthly £30 (£25 + VAT) administration fee, with a minimum registration period of two years
- You should be able to recoup your investment within the first two years of your business - and don't forget, most of your initial expenses and costs can be off-set against tax

## Licensed Consultancy Fees 2020 - 2021

	Fees 2019-2020	Monthly admin. fee *
<b>Diploma in Midwifery Complementary Therapies (or two Certificate programmes)</b>	<b>£4500</b> (£3750 + VAT)	<b>£30</b> (£25 + VAT)
<b>Certificates in Midwifery acupuncture, aromatherapy, clinical hypnosis, reflexology</b>	<b>£3750</b> (£3125 + VAT)	<b>£30</b> (£25 + VAT)

### We hope we've got you interested ..... what now?

- If you're interested in joining our Licensed Consultancy, contact us for an application form for this fantastic business opportunity
- We strongly recommend that you arrange for a telephone discussion with our Chief Executive Officer, Denise Tiran, to help you decide if working for yourself is for you. Please email us on [info@expectancy.co.uk](mailto:info@expectancy.co.uk) to make an appointment for a mutually convenient date and time.
- Should you choose to join us, there will be a selection interview with Denise Tiran by Zoom, to ensure that you can commit the time, energy and academic rigour to the educational programme and that you understand the commitment you are making to the Licensed Consultancy scheme.

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