What Franchise

£3.99 | VOLUME 19 ISSUE 2 what-franchise.com

bfa advisor

LESSONS IN LEADERSHIP

THE HIDDEN STRENGTHS OF INTROVERTS



10-PAGE SPECIAL

EMBRACE DISRUPTION

How H&B franchises are driving growth in new areas

EXPERT ADVICE

NFL STAR BRANDON PARKER

Winning big in the UK's latest e-sport franchise

BURGER BOI:

"From Wolverhampton to the world, we're going global"

TikTok for business
Unlock the formula for viral success

Work from anywhere
Franchising your way to a nomad lifestyle

Franchising 101
7 crucial questions to ask before you invest

artichoke

INTERNATIONAL FRANCHISE SHOW LONDON ExCeL

12&13 APRIL 2024

SPONSORED BY | IFA INTERNATIONAL FRANCHISE ASSOCIATION | NatWest

@internationalfranchiseshow

@FranchiseShowUK

@TheFranchiseShow

The International Franchise Show



BRITAIN'S BIGGEST INTERNATIONAL FRANCHISE SHOW

250+ EXHIBITORS

11,000 VISITORS

60+ SPEAKERS

Head to: **www.thefranchiseshow.co.uk** to secure your ***FREE TICKET***, for stand enquires call Simon Chicken on **+44 (0)117 457 6035** or email: **simon.chicken@comexposium.com**

FREE

FREE TICKETS

#IFS24

BECOME YOUR OWN BOSS AND START YOUR FRANCHISE JOURNEY TODAY!

BECOME YOUR OWN BOSS

DISCOVER THE WORLD OF FRANCHISING

LEARN FROM INDUSTRY EXPERTS

INTERNATIONAL BRANDS ACROSS 25 INDUSTRY SECTORS

ENDLESS NETWORKING OPPORTUNITIES

thefranchiseshow.co.uk

FROM THE EDITOR



I'm writing my first editor's letter for *What Franchise* on a cold crisp winter's day in London. I've just got off the phone to NFL star Brandon Parker, who in contrast is sat in the morning desert heat of East-side USA, where he lives with his family. The Las Vegas Raiders lineman has invested in e-sports gaming franchise Valhallan which has coincidentally just hit the UK shores, via a master franchise deal (page 52).

Although Brandon and I live very different lives, we both know the trepidation of being a newcomer stepping into well-trodden territory - whether that's taking on the editorship of *What Franchise,* or becoming a franchisee for the first time - especially when you're on a mission to bring new ideas to the fore. In fact, that's exactly what our cover star Burger Boi has been trying to achieve on page 28, digging into the mouth-watering Californian smash burger trend to bring something new to the highly popular quick service restaurant (QSR) market.

We've also delved into the UK's health and beauty market – an industry worth £39.4 billion in 2022. There are certainly opportunities here, especially when we look at the tech developments in fitness and the addition of non-surgical cosmetic procedures to beauty services.

While this progression seems fruitful, it's been blighted in parts by repercussions from the pandemic, such as rising energy costs. It means keeping a sharp eye on industry developments is absolutely key to staying ahead here, as detailed on page 12.

Challenges will likely continue to crop up in 2024 for us all, but we've curated expert guidance to make new ventures feel a little less daunting – take Kevin Thackrah's run down of questions to grill franchisors on before investing (page 30); our guide to setting up a nomad franchise (page 40); how the winners of the BFA's 2023 awards are crafting stellar submissions (page 36); and why you need to stop doubting your abilities if you're an introverted entrepreneur (page 68).

Here's to a quietly confident year ahead.

Molly Raycraft

Editor, *What Franchise*
molly.raycraft@artichokehq.com

NEXT ISSUE ON SALE:

MAR 28 2024

@whatfranchise
linkedin.com/company/what-franchise
facebook.com/whatfranchise

what-franchise.com





EDITOR
Molly Raycraft
molly.raycraft@artichokehq.com

HEAD OF FRANCHISE DEVELOPMENT
Rachael Wenham
44 (0) 1323 471291
rachael.wenham@artichokehq.com

SENIOR ACCOUNT MANAGER
Millie Hall
44 (0) 1323 471291
millie.hall@artichokehq.com

ART EDITORS:
Sarah Barajas and Richard Allen

ACCOUNTS:
Artichokemedialtd@integral2.com

PUBLISHERS:
Joe Carter, Sam Reubin, Richard Stebbing

PUBLISHED BY:
Artichoke Media Ltd

INDUSTRY CONTRIBUTION WINNER
British Franchise Association Professional Affiliate and Supplier Awards 2019

artichoke

The views in this magazine are not necessarily those of the publisher. Every effort is made to ensure the veracity and integrity of the companies, persons, products and services mentioned in this publication, and the details given are believed to be accurate at the time of going to press. However, no responsibility or liability whatsoever can be accepted for any consequence or repercussion of responding to information or advice given or inferred. Copyright Artichoke Media Ltd.

CONTENTS

FRANCHISING OPPORTUNITIES

7 WORLD OPTIONS
The global shipping and fulfilment franchise is set for further expansion.

10 MOLLY MAID
This trusted cleaning franchise is looking for budding entrepreneurs.

28 BURGER BOI
The Californian-style smash burger business is hitting the UK.

35 MIDAS
A tech-focused vehicle repair franchise that's ready for the EV evolution.

45 JACKSONS FIRE & SECURITY
A tried and tested business model with a loyal franchise network.

50 ACTIONCOACH
Creating successful businesses through in-person and remote coaching services.

57 EXTRA HELP
A unique home care service bringing support to all.

63 PACK & SEND
A packing and shipping franchise opportunity with a wide range of services.

67 OVENU
A one-of-a-kind opportunity to tap into the oven cleaning industry.

75 PREMIER EDUCATION
This sports education business is offering a rewarding franchise opportunity.



INSIGHT, ADVICE, & FEATURES

8 IN THE KNOW
The latest stats and quotes from across the industry and what they mean you.

12 INDUSTRY ANALYSIS: HEALTH AND BEAUTY
How the H&B franchise landscape is shaping up for the months ahead.

18 DOWNLOADING... THE FITNESS FUTURE
Why technology is pivotal for capturing clients in a saturated market.

22 THE BIG BEAUTY BUSINESS
The rise of non-surgical cosmetic franchises – and whether they're worth your time.

24 WHY LITTLE PEOPLE MEAN BIG PROFIT
Unveiling the growth of children's activity franchises.

26 SIMPLICITY PAYS BACK
How franchisees can maximise online sales.

30 LISTEN UP WHEN STARTING OUT
The all-important answers to look for before investing.







36 HOW TO WIN A FRANCHISE AWARD
The BFA winners outline their formula for a successful submission.

58 *CLICK* AND *TICK*
Digital tools to save time and make more money.

60 WHAT'S IN STORE FOR 2024
BFA CEO Pip Wilkins talks to franchise leaders on their future plans.

64 TIME FOR CHANGE
Penny Hopkinson on why franchises need to accommodate younger generations more.

68 LESSONS IN LEADERSHIP
How being an introvert can win the hearts and minds of your team.

72 OUT OF OFFICE
Books and podcasts for a dose of business motivation.

INTERVIEWS

76 A DAY IN THE LIFE OF AN ARCHITECT FRANCHISOR
Meet Lisa Raynes, franchisor of Pride Road Architects.

78 FIVE MINUTES WITH...
Adam Burrows, MD of Pirtek talks about great leadership.

ON THE COVER

28 Burger Boi
The Californian-style smash burger business is hitting the UK.

40 Work and wanderlust
How to find a franchise that enables you to travel while earning

46 TikTok for businesses
Your guide to racking up followers and creating popular content for any business.

52 Brandon Parker
The NFL Las Vegas Raiders star talks e-sport franchising, overcoming adversity, and what's next.

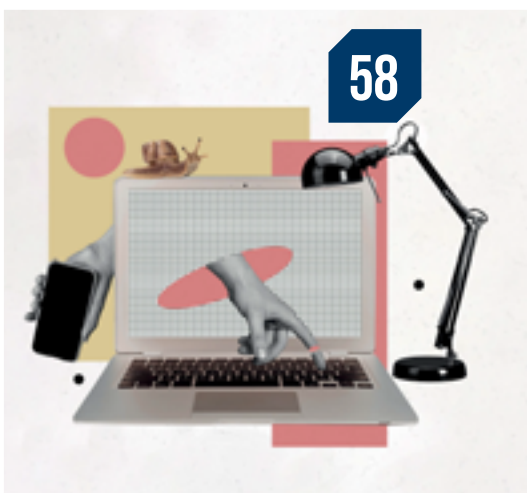












Non-Geographic

Run your business from any location and acquire customers from anywhere in the UK.

Residual Income

Generate a passive income through commission every time your customer makes a shipment.



Online & Low Overheads

Enable customers to ship through our online portal with just an phone and a laptop.

Over 10 Years Of Franchising Experience

Benefit from a proven franchise model with over 100 franchisees.



Conquering the global market

Fresh from signing deals in the US, Holland, Belgium, and Australia, Mike Gratton, MD at shipping business World Options talks franchise expansion in the UK

Shipping goods has always been a global focus for World Options. The franchise currently has a stronghold in the UK, partnering with carriers such as UPS, DHL, and FedEx to enable customers to send and receive parcels from around the world. Now, Mike Gratton, MD at World Options, says the business - alongside its franchisees - is looking to expand its focus even further, with rapid growth plans on the horizon.

What's the current World Options landscape?

Mike: Presently, we boast nearly 100 franchise partners throughout the UK. Our non-geographic franchise model welcomes individuals from all corners of the country.

Our ongoing focus involves identifying entrepreneurial, sales driven, or logistics-savvy individuals who can thrive by delivering exceptional customer experiences in our industry.

While our work from home structure with a residual income is an enticing proposition, aligning our proven business model with a franchisee's specific circumstances remains paramount. We have initiated targeted initiatives that identify and engage with the correct target audience, enabling our network to thrive.

Are you seeing a demand for services?

The courier services and logistics sector is booming right now and that looks set to continue, with the rise of ecommerce and expansion of international trade.

I'm pleased to report that we're experiencing robust double-digit growth this year. Our monthly shipment figures have consistently exceeded the previous year's, reflecting a positive trajectory.

World Options has seen a dramatic increase in individuals who want to invest in a proven business, while being their own boss in a thriving sector. So, there's demand from entrepreneurs as well as the customers they serve.

Our services span domestic and international channels, and our commitment to simplifying shipping for customers has removed common barriers.

You've recently opened global offices. How do you plan to expand further?

Our UK target aims for 30% year-on-year growth by collaborating as one cohesive network alongside our franchise partners. We intend to achieve this by attracting a wider customer base through our comprehensive B2B services. We're currently on track to smash this target.

Retaining our existing customers and introducing them to our full spectrum of services also empowers them to streamline operations and foster their growth.

Furthermore, we have master licensees in the US, Holland, Belgium, and Australia who are expanding with tailored service offerings in alignment with local shipping demands.

What are your ambitions for the future?

Our immediate goal is to double the size of the company in three years, in collaboration with our franchise partners. Our ambition is to become a solution-oriented leader in the logistics and fulfilment industry. We're committed to listening to our customers and investing in innovative solutions to meet their evolving needs as a SaaS based company.

Franchise Overview

WORLD OPTIONS

Established: 2003

Number of outlets: 95

Location: UK

Minimum capital investment: £35,000

Contact:
0333 090 6651

c.headington@worldoptions.co.uk

https://franchise.worldoptions.com



IN THE KNOW

Facts and figures from the world of business



NUMBER CRUNCHING

£78.8 BILLION IS THE PREDICTED CONTRIBUTION THAT THE PERSONAL CARE INDUSTRY WILL MAKE TO THE UK ECONOMY BY 2027, ACCORDING TO THE BRITISH BEAUTY COUNCIL - A SIGNIFICANT JUMP UP FROM ITS CURRENT CONTRIBUTION OF £24 BILLION. THIS IS IN PART DUE TO THE BOOM IN PERSONAL CARE FRANCHISES.



QUOTE ME ON THAT

"What I really find fulfilling is being involved in the development of the staff. There's nothing better than seeing someone buy one of our franchise territories after working here for 10-15 years"

Adam Burrows, MD of Pirtek (page 78).

HEALTH, BEAUTY, AND WELLNESS

In our special section starting on page 11, we explore the myriad of tempting investments, from high-tech gyms to specialist beauty treatments. For anyone looking to leap into franchising, this potentially lucrative industry provides entrepreneurs with compelling opportunities to tap into unwavering consumer demand. Watch this space as it grows...

"YOU CAN RUN THIS FRANCHISE FROM ANYWHERE"

In 2022, an estimated 35 million 'digital nomads' operated successfully worldwide. Some 66% of these happy travellers were running their own businesses while fulfilling their wanderlust.

Digital nomadism – a lifestyle that enables travel and work – is becoming more mainstream. Franchised brands provide many potential travelling business owners a flexible framework for success, especially in sectors delivering services such as web creation, marketing, business services, online sales, recruitment and online tutoring. Fed up with the British winter? Find out why Marietta Maidman, a franchisee with Not Just Travel, manages to live in Cyprus while running a UK franchise, and how you could do the same on page 40.





TRENDING ONLINE: FRANCHISES GOING VIRAL ON TIKTOK

In 2022, 82% of global internet traffic derived from video streaming alone. For businesses, this trend has led to a seismic shift in strategy, with brands capitalising on social and video marketing to increase brand awareness, improve engagement, and boost sales.

When it comes to viral videos, TikTok is the undisputed social media titan, claiming to have a monthly usership of 1 billion people. The platform attracts a younger crowd than its established social media rivals but offers a unique opportunity for small businesses to create fun and engaging content that resonates with customers in ways traditional corporate marketing simply can't compete. For many franchisors and franchisees, this creates an unmissable opportunity to connect with customers on an emotional level, a phenomenon we explore on page 46.

"I've explored lots of styles, from trending dances to lip syncing funny toddlers, but mainly the account is based on relatable parenting or teaching funny themes," says Anne-Marie Martin, CEO of Diddi Dance - a children's dance class franchise that has accumulated thousands of likes with its TikTok videos. In Anne-Marie's experience, TikTok offers tremendous potential for businesses and franchises, though she believes it's important to have a long-term perspective. "TikTok is now our biggest performing platform for growth," she says. "We have reached thousands of new customers nationwide, but it has also contributed to franchise recruitment too."



WHAT FRANCHISE MEETS BRANDON PARKER

I'm a big gamer. When the opportunity to take my first love and monetise it as a franchise owner presented itself, I just had to take it."

Brandon Parker has invested in 16 Valhallan locations across the US, contributing to a global gaming industry worth $2.7 billion and rising. In an exclusive interview on page 52, the NFL Las Vegas Raiders star explains how his lifelong passion for gaming is providing the perfect springboard to blend business with pleasure – not just for himself, but for a new generation of young esports players. Valhallan has also recently arrived in the UK, under a master franchise agreement with Dr. Amit Sra and Vivek Behl who have launched the country's first gaming arena in Ealing, London. The pair now plan to roll out the brand to other locations across the UK and are recruiting.

A DAY IN THE LIFE



Lisa Raynes is a domestic architect and the franchisor of Pride Road Architects – a female-focused business that aims to offer franchisees the flexibility that corporates don't. In our interview on page 76, Lisa describes the positive focus her franchise puts on empowering those who need to work outside the traditional nine-to-five and how the idea of a pride of lionesses provided inspiration for the brand name, proving how franchising can be the perfect solution for women in business.

Sweeping up records

Jonathan Holden, COO of Molly Maid, reveals the secrets behind the cleaning franchise's string of awards in 2023


Johnathan Holden

The general cleaning industry in the UK was estimated to be worth £6.8 billion in revenue in 2022, with that figure set to grow further, according to research from IBISWorld. One franchise tapping into this market is Molly Maid, a home cleaning service that celebrates its 40th business anniversary in 2024.

This past year, the brand received a trio of accolades including its fifth WorkBuzz 5-Star Franchisee Satisfaction Award, the Best Franchise Award in the management category at the British Franchise Association's annual conference, and a top 10 placement in *Elite Franchise*'s annual 100 ranking of UK franchises.

The company also hit new heights with annual sales, number of cleans, and number of franchisee weekly sales milestones. Jonathan Holden, COO of Molly Maid, digs into what's really got the business to this level.

What's helped franchisees succeed in what's been a tough year for many?

Jonathan: A major advertising and communication campaign was rolled out starting in January 2023, helping franchisees get off to a booming start to the year and this was carried forward throughout the year.

We funded an increase in paid search advertising for all franchisees, provided them with a gift to give all our customers, and undertook national advertising on Indeed, highlighting our best employer branding to help franchisees attract more staff.

How has cost-of-living and decreasing disposable incomes impacted you?

The short answer is: it hasn't. Coming out of COVID-19 and Brexit, there's a shortage of cleaners in the UK and more homeowners are turning to professional companies like Molly Maid to get their home cleaned.

Look on any community Facebook group and you'll see hundreds of posts from people looking for reliable housecleaning help. This is driving huge growth for our franchisees and we don't see this changing any time soon.

You've clinched numerous awards this year. Which one are you most pleased about?

That's like asking a parent which of their children is their favourite! They're all very special for different reasons. The 5-Star Franchisee Satisfaction Award is based on direct feedback from our franchisees, so having them so highly rank our support and everything that we do to help them is a huge source of pride for our entire team.

Being recognised as a Top 10 Franchise in the UK in the *Elite Franchise 100* reinforces that everything we're doing truly is best in class. To know that the systems and processes we follow and the initiatives we develop to drive our business forward are among the best in the UK brings a smile to our faces.

What do future plans look like for Molly Maid?

The size of our industry has more than doubled since 2020, we have the most talented franchisees and the best-known brand, so to say we're excited about the future would be an understatement.



Franchise Overview

Molly Maid

Year Established: 1984

Number of outlets: 67

Location of units: Nationwide

Investment range: £21,975

Minimum required capital: £10,000

Contact: Aaron Watson, awatson@mollymaid.co.uk 01628 583765

www.mollymaid.co.uk/franchise

A HEALTHY BUSINESS MODEL

Diverse, innovative, and much-loved by consumers – the UK health and beauty sector isn't going anywhere. We explore some of the most exciting opportunities available right now.



IN THE SPOTLIGHT:

12 Risk or opportunity?
Large profit margins, willing consumers, and big energy bills. We look at H&B industry data for answers.

18 High-tech fitness
How and why fitness franchises should adopt technology to appeal to next-gen gym-goers.

22 The beauty buzz
Are franchises offering Botox, laser, and IV drips really worth the hype?

How health and beauty franchises are getting back their glow

Shopfronts have shut and bills are rising but consumers are still buying and the sector is recovering, totalling £39.4 billion in 2022. We dig into the latest industry statistics



The health and beauty sector can be difficult to understand because such a diverse range of services sit under this umbrella. It encompasses anything from skincare products and cosmetic procedures to health foods and fitness establishments – all of which have many brands and multiple variations.

Overall, the sector seems to be recovering from the drastic decline it experienced in 2021 and 2022, when the pandemic forced salons, clinics, gyms, and shops to shut their doors. Now, both the beauty and personal care market and the health and fitness market are expected to see positive annual growth rates of 1.71% and 12.75% respectively between 2023 and 2028* - although notably fitness is bounding ahead of beauty here.

However, the markets have not returned to business as usual. During the pandemic, consumer demands appear to have reconfigured, with customers moving towards home gyms as well as ethical and premium products. This means brands that are able to embrace innovation and dig down into these latest trends will likely be best placed to contend among what is a saturated and competitive space.

As a result, potential franchisees should be careful that they're not blind sighted by the prospect of buying into an established and well-known brand based on reputation alone. For example, The Body Shop – a brand that has been franchising for more than 40 years – has just been sold to Aurelius for a fifth of the £880million price tag it had back in 2018. The business cited a 12% drop in sales, which is surprising considering its selling point is ethically sourced beauty products – but it's speculated that lack of innovation has failed to captivate a new generation of consumers.



Skincare and cosmetics

Skincare certainly seems a viable route into the health and beauty market, and one that consumers began prioritising over cosmetics during the pandemic, when social contact was limited. For example, premium skincare brand Aesop grew by an average of 40% between 2020 and 2021 – a time when many consumers were beginning to become cash-strapped.

This behaviour has stuck and despite decreasing disposable incomes, consumers are moving towards paying premium prices for good quality products, especially those that avoid harmful chemicals and are devoid of animal testing



– otherwise known as 'clean beauty' products.

We're also seeing social media 'skinfluencing' consumers from a much younger age, which has broadened the market. One such trend has been South Korean products – so much so that shops such as PureSeoul, GlamTouch, and Nature Republic have popped up across the UK. However, in terms of franchising, this landscape remains largely untouched.

Willingness to embrace higher priced skincare echoes an increase in the consumption of non-surgical cosmetic procedures such as Botox, filler, and UV vitamin drips. These services can carry a big return on investment, but its success has been marred by conversations around their safety and threats of additional regulations around who and where these treatments can be administered. (Kimberly Kelly investigates how beneficial these services can be under a franchise model on page 22).

Currently, regulation around procedures like Botox have been instated in reaction to its popularity. For example, in 2022, it became illegal to administer fillers and Botox to under-18s, after The Department of Health estimated around 70,000 minors were receiving the treatments each year. As of December 2023, there's still no qualification standard for this type of cosmetic treatment.

It means that if you're looking to invest in a franchise in this space, you must not only do your due diligence in terms of a brand's training programme and reputation, but also anticipate future industry changes to which you will be required to adapt.

Hair and beauty salons

Traditional hair and beauty salons continue to be one of the most popular retail spaces on the high street, and although town centres have not weathered economic downturn well, those offering personal care services seem to have a level of buoyancy. In fact, during the first half of 2023, barber locations increased by 304 units, nail salons grew by 142 units, and beauty salons expanded by 130 units, according to a report by Local Data Company.

However, hairdressers have seen a significant decline, with 414 units disappearing from the sector in the same six-month time frame. The cull is largely believed to be a repercussion of the pandemic's enforced closures combined with mounting energy costs, which are making it difficult to retain profit margins alongside price tags that consumers are willing to pay.

In 2022, The British Association of Beauty Therapy and Cosmetology (BABTAC) found 94% of its members had experienced a considerable increase in utility rates over the past 12 months, with 40% seeing their costs double, and 10% triple. More recently, a Uswitch survey found that energy bills alone accounted for 40% of the total costs for UK beauty, hair, and spa businesses.

It means that while demand is certainly there for beauty salons, it's wise for potential investors to work out costing beyond those incurred from franchise agreements, especially if you're intending to open a physical location. Regardless of the turbulence in the market, there is a legitimate opportunity here when it comes to consumer demand because people tend to pay for smaller niceties during difficult times – a term called 'the lipstick effect'.

One opportunity that continues to rise in popularity, partly due to its lower overheads, is mobile and at-home services, which enable franchisees greater flexibility by avoiding reliance on having a shop. It does however mean either opening your home to clients, or travelling to clients, which comes with separate challenges.

There are currently franchises recruiting with more flexible models which enable investors to scale to the challenges of the market. For example, Mooeys offers three separate investment packages for franchisees, one of which is a mobile operation. The business has also diversified its offering by selling MOOSKIN skincare products – leaning into its cow-print

"Willingness to embrace higher priced skincare echoes an increase in the consumption of non-surgical procedures."





aesthetic. The franchise's approximate investment is £55,000, with 60% of this provided through funding.

Elsewhere, Headcase Barbers requires around £40,200 in minimum investment with third party funding support. Tan & Deliver asks for between £30,000 and £100,000 depending on investment package, while Toni & Guy asks franchisees for a £96,000 minimum investment.

Essential health services

Private baby scanning businesses have faced growing demand for services, accompanied by industry criticism. In 2020, the British Medical Journal reported that 250 private ultrasound clinics had appeared on high streets in recent years. These brands enable mothers-to-be to have additional ultra-sounds on top of the ones they receive on the NHS, as well as take home keep-sakes from the experience – coining the service 'souvenir scanning'.

While investing in this space could be fruitful, it's worth investigating the industry criticism surrounding lack of qualified sonographers to understand where brands sit in this conversation. For example, Hey Baby 4D specialises in non-diagnostic pregnancy scans and screening tests which are carried out by qualified sonographers. The business estimates its minimum investment is £15,000+VAT with £250,000 in annual revenue by year two.

Meanwhile, Numi Scan does offer diagnostic scans such as vascular, general medical, and gynaecological with sonographers similarly registered with the Health & Care Professions Council. The brand estimates a minimum investment of £25,000 with an ROI and yearly revenue of £240,000 after two years.

While franchises that require qualified professionals, particularly in the medical space, may appear off-limits, they are often still accessible to willing investors. This is because franchisees can take on a management role while recruiting qualified staff to carry out the day-to-day services.

However, this does bring the challenge of recruitment into the fold, something that can be difficult when hiring incredibly specialised skills - although there is a rising trend of medical practitioners opting to work for private establishments over the NHS. In other cases, it may be that a franchise brand is looking exclusively for health professionals hoping to open a business.

Some areas of healthcare are particularly strong for franchise models. For example, in optometry and audiology franchising is commonplace, which could be a good area of investment if you're looking to tap into a specialised field. Currently, Boots Opticians is recruiting franchisees with a start-up cost of £30,000, according to the BFA.

Gyms and health clubs

The number of gyms and fitness centres in the UK has been on an upward trajectory since 2011. However, that sharply decreased in 2021 when the pandemic put an end to many gym goers being able to use their membership, causing locations to shut. Since then, we've began to see that number clamber up again, with research house Statistica forecasting 3720 gym locations open across the UK in 2022.

This growth has been evident across the franchise landscape, where multiple brands have conducted large scale recruitment drives and expanded rapidly in the past 12 months. For example, Anytime Fitness, which has a minimum investment of £122,000-£187,000, opened four locations in its last quarter of 2023.

Players from outside the UK have also been eager to capture the market, with Australian brand Studio Pilates opening its first franchise branch in Exeter under the ownership of Felicity Kelly - a move that reportedly saw her earn £40,000 in the location's first 30 days of trade. The business has since opened more branches in locations such as North London, Birmingham, and Leeds, and has an investment range of £250,000-£350,000.

However, despite the recovery of gym memberships across the UK, formulas that were tried and tested before the pandemic may not be indicative of success if brands aren't able to adapt to market demand. There were significant behavioural changes in fitness consumers during the pandemic – as was also seen in the beauty sector. For example, in 2020, weight bench and stepper sales increased dramatically by 6500% and 4130%.

DRIVALIA

Car Rental Franchise Opportunity

Drivalia Network Expansion

Drivalia, a leading car rental company, has achieved significant growth by establishing 10 franchise locations in the past six months.

Acquired by Credit Agricole Auto Bank in 2021, Drivalia has revolutionised the car rental landscape, emphasising quality, cost-efficiency, and exceptional service. Offering diverse mobility solutions ranging from short and long-term rentals to innovative subscriptions services.

Presently operating in 13 European countries with 34 strategically positioned locations across major UK cities and airports, Drivalia aims to double its network to 60 locations by 2024. This expansion plan involves strategic partnerships, particularly with independent car rental companies, but also looking at car dealerships, parking operators, and leisure facilities.

What Drivalia Can Offer You:

- A fleet of ready-to-rent vehicles
- In-store setup, complete with branded desks, IT equipment, broadband connectivity, signage, and a bespoke rental system software
- Effective advertising via Drivalia's platforms and major brokers
- Sales training, ongoing support, and dedicated regional management
- Exclusive territory rights to maximise your business potential

Partnership Benefits: Your Success, Our Success

- Zero set up fees in most cases, ensuring a cost-effective entry into the car rental industry
- Fleet ownership and operation by Drivalia
- A robust revenue stream directly to your business through various sales channels, including vehicle rentals, vehicle upgrades, protection packages, additional drivers, and unlimited mileage options
- A revenue-sharing model based on vehicle utilisation
- The full support and backing of Drivalia UK, as well as the strong foundation of Credit Agricole Auto Bank, providing you with financial stability and credibility

The success of Drivalia's franchise model is evident through the opening of eight new franchise locations across the UK in the last six months. Research Garage Group in Nuneaton was the first partner, with Managing Director Ian Rawson-Mackenzie stating that *"The support provided by Drivalia has been exceptional, and we have no complaints. If your dealership has the necessary space, you should definitely consider looking at this as your next revenue stream"*.

For further information contact:

Franchise Manager - Duane Murray
Email - uk.franchise@drivalia.com



© 2023 Drivalia UK Ltd. Registered UK Office 250 Bath Road, Slough, Berkshire SL1 4DX

THE NUMBERS

5.5
MILLION PEOPLE PARTICIPATE IN FITNESS CLASSES IN THE UK

1.71%
ANNUAL GROWTH IS EXPECTED IN BEAUTY AND PERSONAL CARE

12.72%
ANNUAL GROWTH IS EXPECTED IN HEALTH AND FITNESS

94%
OF BABTAC MEMBERS EXPERIENCED CONSIDERABLE INCREASES IN UTILITY RATES IN 2022

250
PRIVATE BABY SCANNING BUSINESSES OPENED IN THE UK



aren't able to adapt to market demand. There were significant behavioural changes in fitness consumers during the pandemic – as was also seen in the beauty sector. For example, in 2020, weight bench and stepper sales increased dramatically by 6500% and 4130%. While terms such as '32kg kettlebell', 'free exercise classes', and 'online workouts from home' were all among the highest growing search terms, according to Statistica.

It means that consumers are more likely to be looking for fitness experiences that incorporate this home equipment, which leads to pressure on fitness brands to provide services beyond the four walls of their establishment or give way to brands like virtual cycling service Peloton.

We've already began to see franchises adapt to these demands. For instance, US franchise Crunch launched a subscription service providing access to online work out classes, which has enabled it to upsell to its gym members as well as capture a market of home-based exercisers that would otherwise remain untapped.

Examples such as Crunch's use of a digital platform raise a vital consideration around how technology can be applied to enhance the membership experience and continue to attract a broader target audience. (Efe Otokiti investigates how technological advancements are morphing the fitness industry's future on page 18).

Looking ahead, it means that gym brands will have to decide how they wield technology to their advantage. That could be by enabling gym members to integrate their fitness wearables and trackers with treadmills, providing apps, experimenting with exercise in VR and the metaverse, or conducting health screenings using specialised diagnostic technology. For potential fitness investors, these developments mean that you should be asking about a brand's future ambitions in adapting to the changing market, as well as seeking to understand how a franchise model has performed so far.

It's also worth mentioning that in the UK alone there are more than 5.5 million people participating in fitness classes – and these don't necessarily have to be run-of-the-mill sessions. Alternative classes such as aerial trapeze, hula hooping, and pole fitness are gaining traction.

Plus, the growth of children's activities (as Andrew Walters investigates on page 24) has created more demand for exercise sessions aimed at children. The big draw here is that youth-targeted activities are often not heavily reliant on expensive equipment and therefore these franchises come with much smaller overheads. For example, Rugbytots requires a minimum investment of £10,000. Meanwhile, BabyBallers requires £4,500, and swim school Puddle Ducks requires £24,000.

**Sources: BABTAC, BFA, British Beauty Council, British Medical Journal, Statistica, Uswitch*

"Formulas that were tried and tested before the pandemic may not be indicative of success if brands aren't able adapt to market demand."



The UK's most trusted clearance company

We are pioneers in the industry with sustainability, carbon reduction and customer service as our core values.

Delivering award-winning clearance services for residences, retail establishments, and businesses, supporting clients across various industries.

---

justclear.com/franchise

Or call us at **0345 319 8000**

H&B SPECIAL

Downloading... the fitness future

Technology such as AI, metaverse, and IoT are powering a personalised experience within and beyond the walls of gym franchises

WORDS: EFE OTOKITI



Today's fitness industry is a far cry from what it was 10-20 years ago. Long gone are the days when gyms were spaces exclusively for the hyper-health-conscious or muscle-bound. Nowadays, the simple truth that some form of regular exercise is essential for a healthy, happy life is widely embraced.

Gyms have seen their membership numbers continue to rise over the decade, with 10.3 million people (15% of the UK) now active gym members. Demographics have also shifted, with women outnumbering men.

However, society's greater appreciation for health and fitness isn't the only thing driving membership numbers – technology has given fitness franchises the ability to significantly widen accessibility and engagement with their services. For many, tech has become a powerful way to differentiate a brand from the competition.



There are so many routes to go down here: from gyms ensuring their services are compatible with wearables and fitness apps so activity can easily be tracked – whether at the gym or at home – to fully integrating services with the metaverse or powering bespoke services through AI.

As such, the fitness industry is embracing technological innovations and using them to reshape and optimise the sector as a whole – which means exciting opportunities on the horizon for franchisees.

The evolving state of the UK fitness sector

Fitness was heavily impacted by Covid-19 lockdowns – with one report estimating UK gyms lost around £3.1 billion between 2020 and 2021. However, franchises have used technology to recover and thrive by rapidly adapting to shifts in the market and customer needs.

"The fitness industry's dynamic relationship with technology extends back to the days of VHS and DVDs featuring our favourite celebrities," says Kevin Yates, COO of Snap Fitness. "However, the Covid-19 pandemic prompted a seismic shift in how traditional gyms and health clubs incorporate technology into their operations."

For many individuals, the pandemic highlighted just how important exercise was to health and wellbeing, regardless of whether a gym was physically accessible. So, for franchises and entrepreneurs in the fitness industry, this became a time to use creativity to overcome these challenges.

"10.3 million people in the UK are gym members"

"We've always been big believers in using technology and innovation to elevate a class experience beyond just an interaction between a teacher and a student," says Max Henderson, co-founder and CEO of Hotpod Yoga. "[With technology] we were able to deliver something multi-sensory, unique, and immersive."

Technology has knocked down the gym walls over the past few years. For example, the NHS' *Couch to 5k* app gamifies cardio and encourages people to go running for the first time. Meanwhile, virtual reality (VR) game *Beat Saber* in the metaverse similarly achieves this by challenging players to slice digital blocks in half with lightsabers, leaning from side to side and squatting to duck under obstacles – which really builds up a sweat.

Considering this year saw the UK fitness industry market value reach an all-time high, according to the annual State of UK Fitness Industry Report, it's clear the



embrace of technology has had a positive effect on the sector.

"The current fitness landscape is marked by a prominent trend – integration," says Yates. "Fitness clubs are now offering a seamlessly connected fitness experience, using technology to comprehensively support their members across various aspects of health."

Since for a large chunk of gym goers, technology is now inextricably linked to exercise, franchises have to make careful choices about their investments. As CEO of Les Mills Media, Jean-Michel Fournier puts it: "Millennials and gen Z are the 'anywhere and everywhere' generation, who now make up 80% of the fitness market. This generation of 'digital natives' has grown up with technology seamlessly integrated into their daily lives, so they have evolving needs for their fitness experiences."

Whether that's in the form of integrated apps to help gym goers track and link their efforts across equipment and locations, or by exploring new ways to ensure patron safety. For example, some gyms are using UV lamps with quartz anodised reflectors that are capable of removing 99.9% of all bio-contaminants in air conditioning units and swimming pool filters, which shows great potential for further development.

The choices franchise owners make today will have a dramatic impact on their success in the coming years.

How tech is shaping fitness franchises

Technology is driving growth in the fitness sector in a myriad of ways. "Gyms and fitness clubs are exploring innovative technological applications, such as virtual reality (VR) workouts, DNA and epigenetic testing for personalisation, and smart equipment with IoT connectivity," says Daniel Herman, founder and nutritionist at Bio-synergy.

"These advancements create immersive, personalised, and interactive fitness experiences, motivating users to stay committed to their goals. Gamification features in fitness apps add a competitive edge, enhancing engagement and enjoyment."

Personalisation of fitness is a growing trend for franchises looking to really differentiate their offerings. "When we assess a new client, we explore every aspect of their lifestyle and collect more than 150 data points – no one else does this," says Nick Mitchell, global CEO and founder of Ultimate Performance. "This enables us to build a bespoke system that then allows us to create personalised plans unique to every client."

New developments in AI mean the ability to create such bespoke services can become more accessible to smaller franchises – but the value of AI in gyms runs even deeper. "By deploying AI, gyms can liberate their talented staff from routine processes, allowing them to invest more time in personalised member interactions," says Yates. "This shift enhances face-to-face engagement, contributing to an enriched overall brand experience."

Ultimately, whether a gym decides to simply make services more digitally interactive or has aspirations to build a brand new type of gym in the metaverse, the most important thing is to start thinking about it now. And that begins with considering what your strengths are and how you can use technology to amplify them.

The future of the fitness sector is in the tech realm – and it's down to each franchise to plot their own path there.



CRUNCH® FITNESS

RAPIDLY GROWING ACROSS THE GLOBE

Be a part of the hottest & fastest growing full size fitness franchise.

- Most competitive & progressive model in the $32 billion fitness industry
- Recognized for 2021 Most Profitable Franchise Satisfaction Award
- Highly recognizable fitness brand with a 30-year history
- Over 1,400 franchise rights sold
- One of the largest member bases in the worldwide fitness industry

International markets selling quickly. Inquire at crunch.com/franchise for more info. Or, email John Merrion at john@crunchfranchise.com to learn more about available territories.

Entrepreneur FRANCHISE 500 FASTEST GROWING FRANCHISE 2022

Entrepreneur FRANCHISE 500 RANKED 2022

Entrepreneur FRANCHISE 500 TOP GLOBAL FRANCHISE 2022









No judgement here

Crunch Fitness says everyone is welcome as the franchise taps into a diverse, billion-pound global industry

The importance of physical wellbeing and an increased desire for a healthier lifestyle are driving global growth across the fitness industry, with its current value sat at $96.7 billion (£77.6 billion) worldwide, according to Deloitte. Within this is Crunch Fitness, an established fitness franchise based in the US, which aims to operate at the forefront of industry innovations by prioritising inclusivity and making serious fitness fun.

AN INCLUSIVE PHILOSOPHY

Crunch's mission is to enhance people's lives by providing an affordable, high-quality fitness experience in a welcoming and non-intimidating environment. The brand's "No Judgments" philosophy sits at the heart of efforts to create a space where people of all fitness levels feel comfortable exercising.

This inclusivity has enabled Crunch to capitalise on the people attracted to fitness in recent years, beyond traditional gym enthusiasts. Now the franchise has more than 2.5 million members globally, with its membership encompassing a range of people.





"Crunch Fitness has more than 2.5 million members globally, with its membership base encompassing people from all walks of life"

The brand has particularly appealed to millennials and Gen-Z consumers who not only represent Crunch's fastest growing age bracket, but also tend to highly prize the brand's DE&I initiative.

PROVIDING CHOICE

Strength and high intensity interval training are the most popular health club activities among 18–34-year-old Crunch members. As such, the franchise has invested in curating a variety of experiences geared towards consumer needs. This includes offering numerous weights over 68kg, best-in-class equipment, a functional turf area, HIIT work-out classes and personal training.

Going forward, Crunch Fitness hopes to elevate its variety further by expanding its hybrid fitness experience - something that was first prompted by members who couldn't work out at the gym during the pandemic.

So far, Crunch has launched Crunch+, a digital platform that provides on-demand and live-stream workouts for days when members aren't able to get to a physical gym location. Here, subscribers pay £5.57 per month to access a plethora of virtual classes such as HIIT, sculpt, yoga, cardio, Tai Box, Pilates, and meditation.

Franchise Overview

Crunch Fitness

Established: 1989

Locations of units: Over 1,400 franchise rights sold

Contact: John Merrion - sales@crunch.com

Number of outlets: 450+ worldwide

Min required capital: £550,000

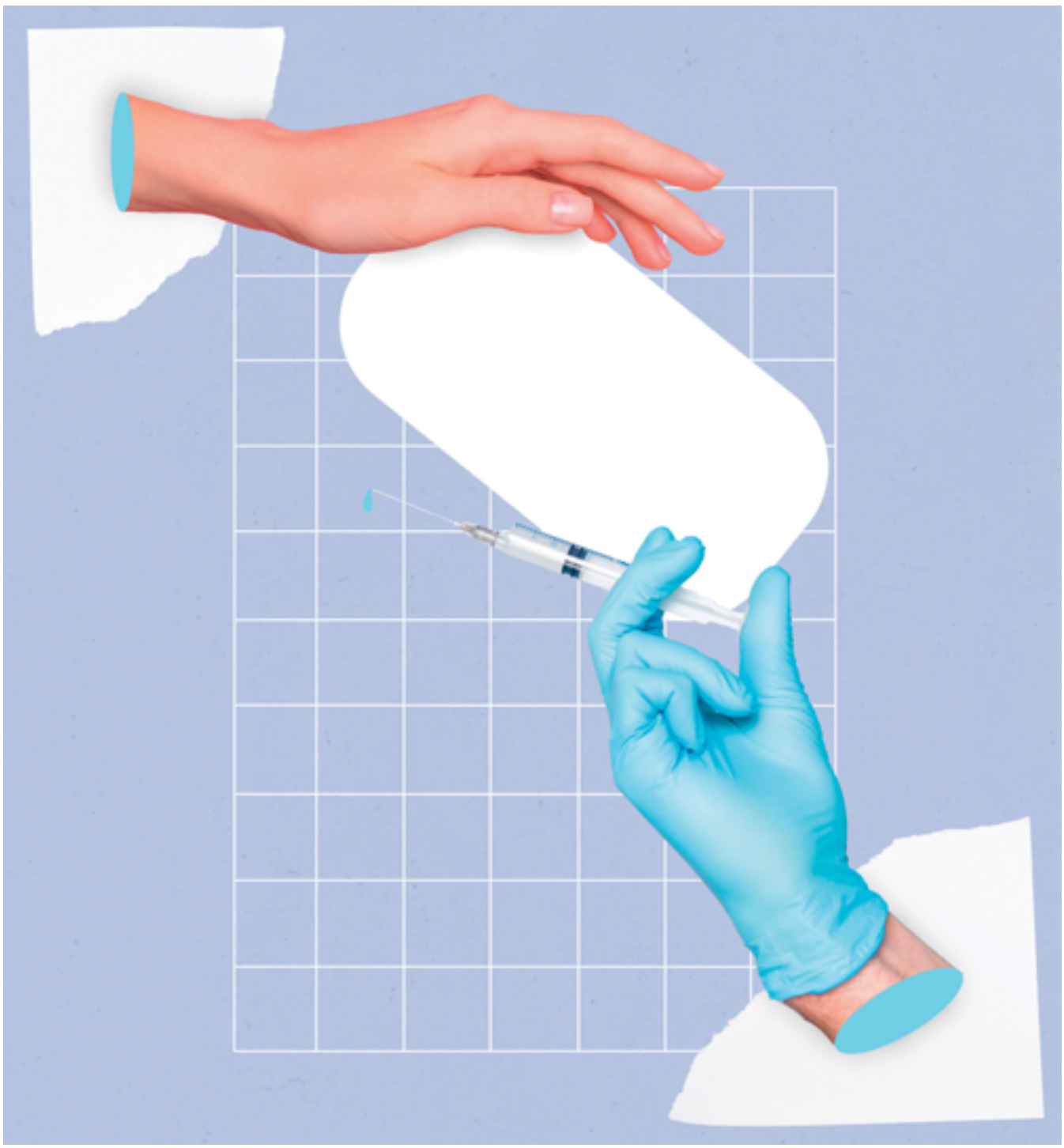
crunch.com/franchise

H&B SPECIAL

The big beauty business

Non-surgical procedures and premium skincare come with large margins. But are they really worth franchise investment?

WORDS: KIMBERLY KELLY



Non-surgical beauty treatments are becoming increasingly popular with consumers, bolstering big growth in the sector. Currently, according to the British Beauty Council, the personal care industry contributes £24.5 billion to the UK economy - a figure that Digital Aesthetics expects to reach £78.8 billion by 2027.

This economic growth is no doubt fueled by the increased variety of beauty treatments on the market, combined with consumer willingness to spend more on looking and feeling good. For instance, a classic manicure may set a customer back by £30, but a round of Botox could be billed at £300.

While treatments such as injectables can be deemed a medical procedure, regulations enable qualified beauticians to administer these, which has opened the market beyond clinics. In turn, the sector is a stomping ground for small and medium-sized businesses competing for a much larger slice of the pie.

The busy nature of the space has made franchising an attractive option for entrepreneurs to go-to-market with an established brand from day one. The support and financing on offer usually means franchisees feel much more comfortable navigating the landscape of non-surgical treatments while also feeling confident in capturing footfall.

No beauty experience, no problem

Rapid expansion across the beauty sector means that brands are recruiting franchisees at pace. In fact, UV health company Get A Drip says it's currently receiving 200 new franchisee applications per month from entrepreneurs. It's also reaching out to investors via networking events, social media, and word of mouth.

This includes Joel Holder, a Get A Drip franchisee. "I've always wanted to own my own business helping people while making money at the same time," he says.

Although not from a clinical background, Joe received training about UV drips and says he's seen the product attract around 70% repeat business. "People tell me daily how much we transform their lives in a positive way. There's nothing better than that, which is why I'm completely committed to the cause."

Lack of medical or beauty qualifications has been a big criticism to follow the expansion of non-invasive treatments – with incidents of treatments gone wrong hitting the headlines, and governmental discussions around bringing in further regulations.

However, franchises have the resources and scale to offer training in-house, which means treatments can be administered in a safe and controlled environment – which isn't necessarily the case for those without support of an established brand. Many franchisees also take on a business management role, which means they oversee operations as opposed to being on the ground providing services.

> ***"People tell me daily how much we transform their lives in a positive way. There's nothing better than that."***

"Some franchisees have done beauty so they can jump in and treat if they need to, but it's not an absolute necessity," explains Jenny Bartlett, head of franchisee recruitment at Laser Clinics UK. "It's more about just making sure that you're overseeing the business and managing the customer journey without necessarily having to do the treatments yourself."

An injection of success

Working under a recognised beauty brand is a big sell-in for entrepreneurs hoping to compete. It means that franchisees have established products, tried and tested routes to market, but also trusted contingency plans when things don't quite work as expected.

"I think around 90% of franchisees succeed because they've got proven business models. Whereas 90% of brand-new companies fail," says Richard Chambers, founder and CEO of Get A Drip. "Investing money is hard work. You may want to be your own boss, but that doesn't mean you have to invent everything from the ground up."

This support was a big draw for Karen Hargreaves, Manchester franchisee of skincare brand Guinot. While working in marketing across the Middle East and Asia, she realised the beauty boom was big enough to prompt a career change. Back in the UK, she retrained and opened an independent store before making the decision to invest in a franchise brand.

"I feel I get a bit of both worlds," says Karen. "I get Guinot head office support and I get all the expertise, but I get to run my own business. Very importantly the Guinot business model, like any franchise, works. If you follow it, that's when you get your growth."

Capturing disposable incomes

The beauty industry was one of the hardest hit during the pandemic, with doors shutting on premises up and down the country. The impact resulted in a 45% decline in turnover in 2021, according to the National Hair and Beauty Federation.

More recently, with disposal incomes decreasing, there's a drop in consumers funding their regular beauty services, let alone investing in those at the higher end of the price spectrum.

However, Get A Drip franchisee Joel says the financial outlook has been incredibly positive – having tripled his revenue over the course of a year. The franchise claims franchisees tend to achieve return on investment withing 1.5 years, with some franchisees breaking even within a month.

Guinot franchisee Karen has encountered a similarly resilient financial outlook, despite the plummeting economy. She has currently seen a 22% growth in revenue this year and is expecting this to rise significantly during the Christmas sales.

"[The industry] is not going to go into decline anytime soon," she reassures. "So, I do believe there's absolutely a strong foundation of a business in beauty."

Why little people bring big results

From swimming and language learning to performing arts and day care, Andrew Walters and The International Franchise Show team dissect the behemoth that is the children's activity industry

The children's activity sector is one of the fastest-growing parts of franchising, with concepts of all shapes and sizes sweeping the globe. This includes youth sports, language learning, performing arts, general education, STEM learning, outdoor play, nurseries, baby and toddler classes, and swimming to name just some.

The sector continues to expand in the UK, proving to be consistently resistant to economic turmoil and recessions. For example, spending on children's activities has grown by a further 7.8% over the past 12 months, with an average monthly spend of £35 per activity.*

So, what's fuelling this expansion?

The increasing dependence on technology has caused children in many households to remain at home, glued to their electronic devices. Activity franchises are counterbalancing this trend by appealing to parents, carers, and guardians who feel that children's activities get them out the house and are a good source of 'edutainment' – a blend of educational skills and childhood fun.

There's certainly a growing market to capitalise on here, and we're already beginning to see this come to fruition. In 2020, the number of children aged under 16 years increased by 8%, amounting to a population of 12.7 million in the UK. There are currently more than 5000 franchisors with around 40,000 franchisees vying for the attention of this population.

Why are people investing right now?

Children's activity businesses are growing in popularity among franchisees looking to invest. The examples of success coming from the industry are certainly attractive with brands such as Water Babies, Tutor Doctor, Stagecoach Performing Arts and Puddle Ducks all ranked in the *Elite Franchise Top 100* in 2023.

The autonomy and flexible working hours that usually come with these business models are a



"In 2022, the children's activity sector was worth £17.7 billion to the UK economy"

big appeal, especially when many choose to start a franchise to earn a second income or find work that can fit around their lifestyle.

Sometimes children's services can be dismissed as quaint, warm, and fuzzy. But it's actually big business. In 2022, the sector was worth £17.7 billion to the UK economy, according to the Institute of Children's Activity Providers (ICAP).

Many franchise owners in this space have grown sizable, thriving businesses that make financial returns which are just as significant as the emotional rewards. In this industry, doing good and running a profitable business definitely aren't mutually exclusive.

There's usually a lower risk associated with investing in a children's activity franchise compared to starting your own business from scratch; the benefits of brand awareness and stress-tested lesson plans provide an enormous head start. That's often the case in comparison to other types of franchises too because franchise fees remain typically lower, while overheads and fixed costs are usually minimal. Essentially, it means children's activity businesses are more accessible to willing investors than in other sectors.



"Many franchise owners in this space have grown sizable, thriving businesses that make financial returns which are just as significant as the emotional rewards"

Finding funding and meeting legal requirements

There are so many great reasons to take on a children's activity franchise, but the most obvious one is having a real desire to work with young people. Therefore, make sure that your selected franchise brand aligns with your passions and values, as you'll be investing a lot of your time, blood, sweat, and tears into the business.

You'll also want to consider cost, the funding that's available, and the demographics of your franchise, whether it's an easy area to break into, where your competitors operate, and market size. You'll be able to access funding from major banks or via government startup loans.

Moreover, you need to consider the legalities of entering into a franchise agreement. You can find support with this every step of the way from many established banking and legal organisations.

There are also legalities to consider with regards to safeguarding and child protection; these are paramount in all brands. There are mandatory training requirements, and all franchisees and staff will also need to be enhanced DBS checked. This is relatively straightforward and doesn't make the process much more difficult or time consuming.

Often responsible franchisors will also provide access to any training and resources you may need, so even if you haven't experience of running a business yourself yet - or find the idea of sales, marketing, or finances to be daunting - they will have your back.

On the 12th and 13th of April 2024, The International Franchise Show in partnership with Kindling Franchise Consultants will host the Children's Activity Franchise Pavilion. This provides a platform for more than 20 of the top brands in the children's activity sector and showcases the most incredible opportunities on offer within the industry.

Free tickets are available at: www.thefranchiseshow.co.uk/



THE AUTHOR

Andrew Walters, founder of Kindling Franchise Consultants, is recognised as one of the UK's most respected experts in children's activity franchising. He has collaborated with the International Franchise Show to shine a spotlight on the underrepresented, but highly exciting franchises that are making waves.

www.kindlingfranchise.com

**Internal data from Franscape*

Simplicity pays back

Customers must be able to enjoy a seamless online payment experience for franchises to maximise sales during a cost-of-living crisis, advises Scott Dawson

With many franchisors anxious that inflationary pressures of 2023 will continue into 2024, a prime objective this year should be ensuring the customer's purchasing experience is as seamless as possible to ensure a completed transaction. Challenges at the checkout often lead to fallen sales, with payments systems frequently being too intricate. Therefore, it's critical to select a payment service provider (PSP) that simplifies processes and empowers you to thrive by easily adapting to the ever-evolving online landscape.

Potential losses due to complexity

Payments are not a straightforward case of moving money from one bank account to another. Any transaction not completed by physical cash goes through several different entities and a series of checks before it's complete.

Franchisors must consider consumer behaviour in the payment process, among other factors, taking into account that payment chains can be even more complex in some industries. Take travel companies, for example, with transactions likely to include cross border payments. This often means complying with regulations for different territories, managing exchange rates, and more.

The intricate nature of payment systems can have devastating consequences for franchisors if they don't manage them appropriately. Here are some of the risks we see most often:

- **Deferred payments:** some payments are taken days, weeks or months in advance of the customer receiving their product or service, such as in the case of travellers making hotel reservations. Customers could have months in which they can change their mind about completing the purchase, and there's also the potential that the intended goods or services won't be available after the extended wait, significantly increasing the likelihood of chargebacks.
- **Shopping cart abandonment:** 70% of customers abandon their shopping carts, adversely affecting conversion rates and leading to lost sales and reduced profitability. While it's not the only reason, an overly complicated payments process could be driving many of your customers away.
- **Chargeback woes:** the chargeback process, with its long timeframes and potential for fraud, can lead to financial losses for merchants who are unprepared or ill-equipped to handle them.



Streamlining the process

To combat the detrimental effects of complexity, franchisors should consider implementing the following strategies, which not only simplify the payment process

"An overly complicated payments process could be driving many of your customers away"



but enhance overall efficiency and customer satisfaction.

• **Prioritise simplicity:** when selecting a PSP, give preference to those that offer streamlined integration, transparent pricing, and robust verification. Simplified integration not only saves valuable time but also conserves resources, while transparent pricing ensures full awareness of costs, leading to a more predictable financial outlook. Robust verification processes enhance security, instilling confidence in consumers and helping deter fraudulent activities that could jeopardise the integrity of transactions.

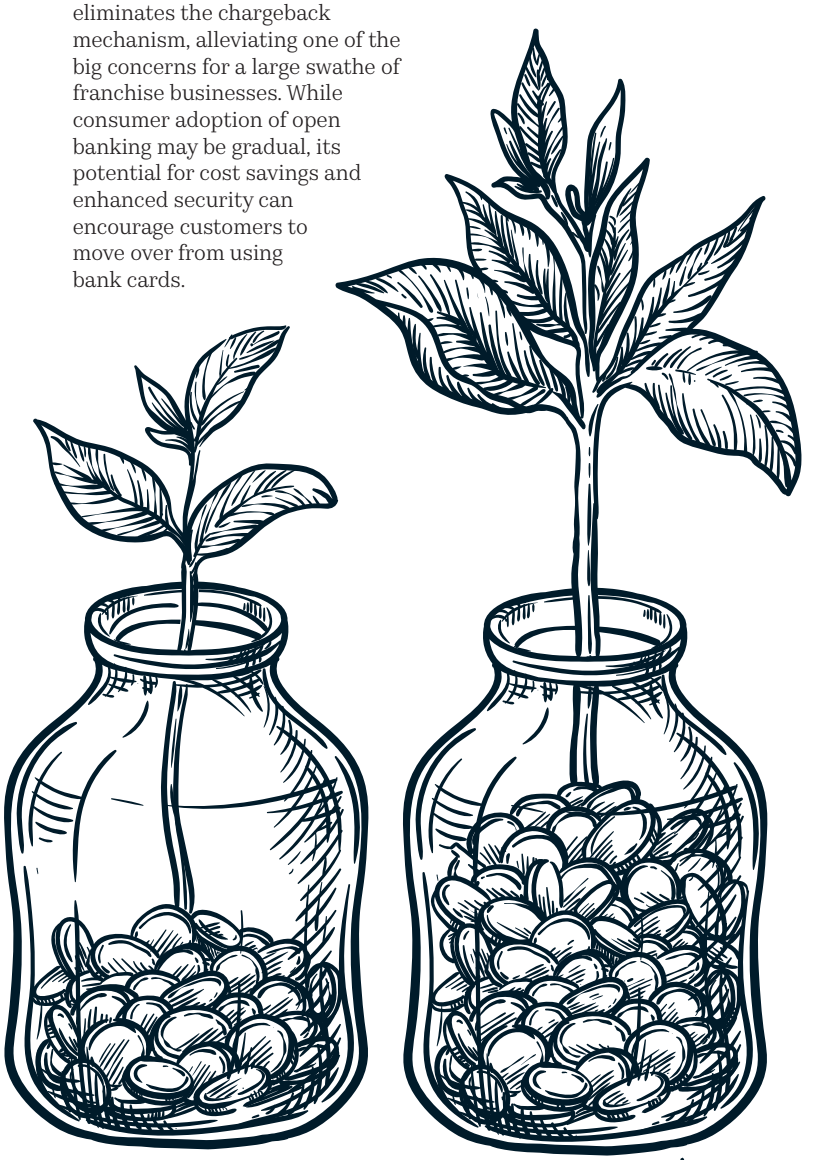
• **Open banking:** embracing open banking protocols is a strategic move towards simplifying payment procedures and reducing overhead costs. Open banking not only reduces costs but also eliminates the chargeback mechanism, alleviating one of the big concerns for a large swathe of franchise businesses. While consumer adoption of open banking may be gradual, its potential for cost savings and enhanced security can encourage customers to move over from using bank cards.

• **Customised payment systems:** tailoring payment systems to address the specific challenges faced by your customers is a highly effective approach. Customisation can significantly reduce chargebacks and their associated costs, ultimately simplifying your payment processes and ensuring your business can adapt to the unique demands of your industry.

Payment gateways

Your PSP of choice should ideally also provide a payment gateway combining the essential functions necessary to manage transaction flow, including accepting and routing payments, reporting and analytics, account and subscription management, and more. This entails greater convenience, since you only need one service provider overlooking all the major operations.

It's also advised to pay attention to additional payment methods provided by your PSP, such as ApplePay, open banking options, etc. Offering ones that are familiar to your customers helps to build trust, increasing brand loyalty and improving conversion rates.



Mastering your payments

Selecting the right PSP is paramount for franchisors aiming to simplify their payment systems. As global challenges such as high inflation rates continue to impact consumer spending power, businesses must focus on delivering a seamless and secure payment experience to customers willing to invest in their products or services.

By choosing a PSP that emphasises simplification through ease of integration, transparent pricing and robust verification, merchants can streamline their payment processes, enhance security, protect against fraud, and ultimately elevate customer satisfaction.

The complexities associated with payment transactions can be detrimental to franchisors, but by making informed decisions and embracing simplicity within payment systems, businesses can ensure a seamless experience for their customers and thrive in the fiercely competitive and fast-evolving ecommerce landscape.

"70% of customers abandon their shopping carts, adversely affecting conversion rates"



THE AUTHOR

Scott Dawson is head of sales and strategic partnerships at DECTA, with over 20 years' experience in the payments industry.

DECTA provides end-to-end payment infrastructure and bespoke-as-standard solutions aimed at making payments accessible to everyone. Headquartered in the UK, with offices around the world, its seven core products have seen merchants worldwide harness the technology, resulting in more than £1billion in transactions globally. To learn more, visit decta.com

Smashing industry norms

Burger Boi is leaning into a 'Cali-vibe' culinary concept to serve British diners with a modern experience that goes way beyond its menu



Franchise Overview

Burger Boi

Year Established: 2021

Number of franchised outlets: 16

Location of units: Birmingham, Wolverhampton, Shoreditch, Manchester, Coventry, Northampton, Gloucester, Leicester, Derby, Dudley

Investment range: £150k+

Minimum required capital: £ 50k+

Contact: franchise@burgerboi.co.uk

www.burgerboi.co.uk

In 2021, Surj Bassi opened the doors to Burger Boi in Wolverhampton – the first location of what would later become many. The brand aimed to lean into a premium and innovative concept using fresh ingredients.

At the heart of its offering was the Californian 'Cali-Vibe' smash burger – a relatively new trend within the burger market which consists of multiple thin patties smashed together between a burger bun and smothered in relish and other toppings.

Burger Boi proved an instant hit, becoming the highest grossing brand on UberEats in Wolves outside of national chains. It was this early success that quickly solidified the idea of expanding the business across the UK using a franchise model.

In 2022, six Burger Boi locations opened, with another eight locations joining the portfolio in 2023 and more in the pipeline for 2024. The big ambition is to have more than 50 locations across the UK by the end of 2026, which has propelled a rapid recruitment initiative.

So far, Burger Boi has been feeding the burger-lovers of Wolverhampton, Birmingham, Coventry, Gloucester, Leicester, Derby, Dudley, Northampton as well as Manchester and London.

SIGNATURE DISHES

Innovation has always been a defining characteristic in Burger Boi's brand, and it's a trait that's been applied to the culinary team's approach in the kitchen. The team continuously experiments to concoct new flavour combinations and capture the latest trends in the ever-evolving food landscape. This results in new menu additions throughout each quarter, as well as revisions throughout the year.

Burger Boi has a particularly big focus on presenting unexpected combinations and bold flavours, such as its signature 'Triple Cheese Boi' burger and its 'The Bad Boi Hot Mess' loaded fries. Other menu items comprise smashed burgers, buttermilk fried chicken, breakfasts, shakes and an extensive range of vegan and vegetarian options such as deep-fried cauliflower and plant-based burgers. However the menu is changed every quarter to maximise customer engagement.

CREATING A CULTURE

The Burger Boi team aim for the brand to be a symbol of modernity in the QSR space, by embracing contemporary marketing trends and curating locations that go beyond serving food.

The team point to the business' flagship Northampton restaurant as a prime example of this focus. The 40-seater eatery plays host to games such as air-hockey and racing to amplify the customer experience by encouraging visitors to stay and socialise.

> "Burger Boi franchisees earn a gross average of £15,000 to £20,000 in sales per week."

Social media has also played a pivotal role in enhancing Burger Boi's influence and reaching wider communities. Feeds are regularly flooded with snapshots of towering burgers, dripping with sauce, and piled high with fresh, vibrant ingredients.

AN ECO-FRIENDLY FOCUS

In an era where sustainability is at the forefront of consumer consciousness, Burger Boi has embraced eco-friendly practices, particularly those involving recyclable and bio-degradable packaging – something that more than 60,000 UberEats reviews have commented on. The brand is committed to sourcing locally whenever possible, reducing its carbon footprint, and exploring innovative packaging solutions.

THE UK AND BEYOND

Plans for Burger Boi's expansion currently extend beyond the UK, with ambitions to bring elevated comfort food to new markets, in both urban centres and quaint suburban neighbourhoods. So far, overseas locations are already confirmed in Canada and Dubai for 2024.

As part of this worldwide expansion, menus will undergo localisation – still combining Burger Boi's taste for bold flavours but also accommodating regional consumer preferences.

FRANCHISE MODEL

Franchisee recruitment is a big focus for Burger Boi as it aims to reach its goal of establishing more than 60 locations over the next few years. Prospective franchisees undergo a rigorous selection process, ensuring that they share the brand's values and commitment to quality.



Those that pass this process and invest, go on to receive a comprehensive training programme alongside tools and support which are designed to maintain the integrity of the brand. Ultimately, the goal for Burger Boi is to replicate its experience consistently across all franchise locations, irrespective of geographical differences.

For franchisees the experience includes support in the initial setup phase and in day-to-day operations as well as ongoing assistance in various business areas such as marketing, supply chain management, and customer service.

A collaborative approach between the Burger Boi team and franchisees aims to foster a sense of community, creating a network where experiences and best practice are shared.

Regular meetings, in-person and virtually, provide a platform for franchisees to connect with each other and the corporate team. Burger Boi believes this set up enhances the success of individual franchisees while contributing to the overall growth and resilience of the brand. So far, franchisees earn a gross average of £15,000 to £20,000 in sales per week.

LISTEN UP WHEN STARTING OUT

There are seven important questions you must ask before building your franchise empire, says Kevin Thackrah. Are you ready to hear them?

Franchising always starts by conducting thorough research and enquiring into potential franchise opportunities. It's often here that you reach your first significant milestone – a face-to-face meeting with your potential franchisor and their team.

The goal of this meeting is to ascertain whether their franchise really is the one for you and vice versa. For instance, are you aligned in terms of knowledge, experience, attitude, and culture?

It's crucial to compile a list of questions that you intend to have answered during this first meet because the more organised you are walking into this meeting, the more sure you will be coming out of it.



1 Are there other people in the franchise network who are generating the sort of income that will support my desired lifestyle?

The appeal of franchising is often the combined financial and lifestyle advantages it offers entrepreneurs – particularly those with families. Different franchises attract people with varying goals and experiences.

Enquire about franchisees in similar living situations and understand how much income they've successfully generated. If you find these franchisees are achieving your financial aspirations while maintaining a similar lifestyle to yours, the franchise could be a good fit.

2 Are there any franchisees with similar skills who are operating successfully already?

Look for franchisees who have similar skillsets to you and ascertain whether they're thriving in the network. If they're doing well, it's a good indication that your expertise can be leveraged to achieve similar positive outcomes.



"A franchisor who proactively monitors trends and implements changes can equip franchisees with current strategies"

However, regardless of skillset, be mindful that most franchises will provide the relevant training to ensure every franchisee starts off on the right foot. For example, at Petpals, we encourage everyone with a passion for pets to consider us a viable opportunity. Beyond this, we tailor training and support to individuals, who come from a range of previous careers.

3 How does the franchise stay up to date on industry trends and adapt accordingly?

Ask about the franchisor's approach to staying on top of industry trends and adapting the business model accordingly. Their response should demonstrate awareness of market dynamics and readiness to innovate.

A franchisor who proactively monitors trends and implements changes can equip franchisees with current strategies that align effectively with evolving demands. By actively evaluating the franchisor's approach early on, you can understand whether they're forward-thinking, which is a vital trait for sustaining success within a franchise.

4 What kind of ongoing support is available to franchisees once they're up and running, and how is it provided?

Ongoing support shows a franchisor is responsible and will be committed to your success beyond the initial setup phase. This approach ensures consistency among franchisees, establishes a foundation for knowledge sharing, and cultivates a community that encourages collective growth.

Many franchisors organise regular conferences where franchisees, head office members, and others in the network come together to share insights and collaborate on strategies that foster growth and success.

5 Are there seasonal demand fluctuations for services?

Demand fluctuations for certain services are expected and vary depending on industry. Ask the franchisor if there are any seasonal trends in the industry which can help you plan for busier or slower periods as well as make

JOIN THE BURGER REVOLUTION

THE UK'S FASTEST GROWING PREMIMUM BURGER CHAIN

WHY BURGER BOi?

- Premium offer
- Innovative menus
- Compelling store level economics
- Multiple day parts
- Bespoke ingredients
- Experienced operating team
- Sustainable packaging

WHAT WE ARE LOOKING FOR?

- People who operate restaurants and whose ownership is intimately involved in the day-to-day details
- Those who focus on the long-term growth of their people



16 LOCATIONS

& MORE COMING SOON!

Coventry | Castle Bromwich | Derby
Dudley | Gloucester | Harborne
Hockley | Longbridge | Leicester
Manchester | Northampton
Scott Arms | Shoreditch
West Brom FC | Wolverhampton
Wylde Green



SERVING UP GREAT QUALITY SMASHED BURGERS, BUTTERMILK FRIED CHICKEN, BREAKFASTS & SHAKES.

BURGER BOi IS WORLDWIDE!

We are going live in Canada & Dubai with our first stores opening very soon!

JOIN THE CALI VIBE

Speak to us today or email franchise@burgerboi.co.uk

"If a franchisor readily connects you with existing franchisees it shows they are confident in their system"

informed staffing and marketing decisions early on.

Understanding how a franchise capitalises on specific seasonal trends will provide you enough evidence to gauge the franchise's adaptability and resilience. Furthermore, establishing customer loyalty and retention rates will give you an idea of the franchise's ability to build long-lasting client relationships, regardless of seasons.

6 What territory rights will I have?

Enquire about territory rights to understand your designated area's market landscape, competition, and growth potential. This means you can begin planning operations within a defined scope and align your strategies with specific market conditions and opportunities.

Knowing the exact market size and identifying the customer base will help assess the franchise's viability in your chosen location. It's also worth noting some franchises provide exclusive operating territories, which means franchisees within the network aren't competing with one another.

7 Can I speak to current franchisees?

Consider asking to speak to a new and an established franchisee to gain a better perspective of the business. While quizzing the franchisor is essential, speaking with existing franchisees will show you the day-to-day challenges and benefits within the network.

Long-standing franchisees can share insights into the business' practical aspects, helping you assess the alignment between your expectations and the actual responsibilities. Meanwhile, conversations with new franchisees can reveal the effectiveness of the franchisor's training and guidance in the start-up process. If a franchisor readily connects you with existing franchisees it shows they are confident in their system and committed to open communication.



YOU'VE MADE YOUR DECISION AND COMMITTED TO THE FRANCHISE. NOW WHAT?

Crafting a comprehensive business plan is the next crucial step. This plan serves as a roadmap, guiding you through the intricacies of operating your chosen franchise. Creating a business plan for many franchisees, especially those new to the industry, can be daunting. However, it's a vital tool for success.

- **Outline the unique aspects of your chosen franchise and detail your strategy for success.**
- **Consider factors such as market analysis, competition, and your target audience.**
- **Specify your short-term and long-term goals.**
- **Define the key performance indicators to gauge your progress.**
- **Save as a living document: easily accessible and regularly reviewed.**

While a franchisor may provide a framework for your business plan, it's crucial to personalise it based on your territory, skills, and goals. Seek outside consultancy if needed, especially for financial projections and market analysis.

A well-rounded business plan covers economic forecasts, marketing strategies, operational procedures, and contingency plans. It should be adaptable, accounting for seasonal fluctuations and industry trends.

Refer to your business plan consistently, updating it as needed and aligning your actions with the outlined strategies. This forward-looking approach, combined with ongoing support from the franchisor, positions you for a successful journey within your chosen franchise.

Remember, a well-crafted plan enhances your understanding of the business but also serves to set aspirations.



THE AUTHOR

Kevin Thackrah is the director of Petpals, the UK's longest-established multi-service pet-care franchise. Petpals has a tried and tested business model which is fully supported by a nationwide network of franchisees.

MIDAS, the world leader of fast car maintenance.

Winner of the gold award of the International Brand of the Year by the European Franchise Federation, is searching for master franchisees all around Europe.







MIDAS

For more details please contact info@midasint.com

On track for success

Electric vehicles, diagnostic software, and tech experts... mechanics franchise Midas is preparing for the EV evolution

The mobility industry is changing drastically. Electric vehicles (EVs) with high-tech software are coming into favour with consumers, having been heavily backed by incoming regulations which promote net zero.

For vehicle repair and maintenance companies, such as Midas, this shift means that services need to begin accommodating digital innovations in the mobility space. However, despite these new complexities, consumers still expect rapid and intuitive services. In response, Midas is creating sustainability within its business model across three focus areas.



1. ELECTRIC EXPERTISE

Midas expects 30% of vehicles to be electric within 10 years, due to a rise in sales. This change will reduce demand for traditional maintenance services linked to internal combustion engines and increase activities concerning high-voltage batteries.

Those that venture into the EV sector will be big winners, with around 50% of car aftersales expected to link to electronics as opposed to traditional mechanics. Midas is among these frontrunners, having deployed technical bases which enable experts to diagnose issues and load new software into vehicles remotely.

2. HIGH-PERFORMANCE TOOLS

Running a rapid maintenance centre requires the use of high-performance tools throughout operations. Initially, customers are looking for easily bookable appointments and accurate estimations online, without needing to know anything about mechanics. Smart tools digitally enable this by identifying vehicles, the parts to be replaced, and where these parts can be sourced.

Once the vehicle is in the workshop, it's possible to make a precise diagnosis of the vehicle's condition and return it to the customer. Tools are also able to keep track of customer satisfaction, monitor information on the internet, and use all databases to maintain repeat business. These tools can play an important role in implementing sustainability within a business model, and as such, Midas has developed a whole series of proprietary tools to support its processes.



3. A NETWORK OF SUPPORT

Innovating in isolation is not conducive to ensuring a franchise develops in the right direction. This is why Midas' highly experienced team works alongside master franchisees to launch and monitor the business throughout the master franchise agreement.

For example, the team supported Caetano Group, the Portuguese master franchisee, for 200 days during its first two years in order to ensure a successful launch. Midas continues to provide this support at a rate of 50 days per year.

Franchise Overview

Midas

Established: 1956

Number of outlets: 2000 in 20 countries

Locations of units: Europe, Africa, Middle East, America, Oceania

Min required capital: Master franchise - £1-3 million

Contact: Laurent Pommier, international development director: Lpommier@midasint.com

www.midas.fr

How to win a franchise award

Industry awards can come with morale-boosting trophies. But entering them requires devoting time to applying– so how can you ensure you make the most of your submission?



The end of awards season is usually marked by a stream of LinkedIn posts boasting of big wins at industry events. These posts often rack up high engagement – and rightly so. Winning at these awards, especially those that receive numerous applications, isn't easy.

Your brand must stand out to the judges in the submission process and will often be assessed against a set of criteria. It not only means you must have done great things in your franchise but have also written a convincing submission that makes that clear.

It's also important to remember that entering industry awards is often an investment of time and to give your brand the highest chance of seeing a return, a submission will need some dedicated focus on crafting the right narrative.

With this in mind, we spoke to some of the winners of the British Franchise Awards – one of the biggest industry events within the UK – about what they did to win, what their advice is for becoming a winning business, and whether the award has benefited them.

"Stick to the company values and morals"

Franchisor of the Year – Lifestyle: Extra Help

The financial effects of Covid-19 are still visible throughout business. However, for Extra Help, a care franchise, operating successfully in turbulent times is not an unprecedented situation.

"I set the business up 13 years ago in 2010 on the back of the last recession," says founder and award-winner, Claire Robinson. "Although it's sometimes been a tough journey it's one I've absolutely loved and the icing on the cake now is working alongside my daughter Sarah Sanders."



It was during the pandemic that Claire decided to join the British Franchise Association, and consequently entered the awards – winning franchisor of the year for lifestyle on her first try. "We were absolutely delighted to be finalists and to win was absolutely amazing," she says.

Claire now hopes to use Extra Help's winning status to elevate the brand above others in the care sector – an industry not short of franchises – as well as continue the business' growth. "Winning this award will set us apart from our competitors, the win is for the franchise as a whole, the franchisees, the home helpers, everyone is absolutely delighted."

However, she also reassures that even winning businesses make mistakes along the way, which shouldn't perturb franchises from trying their hand at awards in the future. "Setting up a franchise isn't easy," she says. "I've made lots of mistakes along the way."

When faced with difficulties she recommends staying focused on



putting one foot in front of the other. "Keep believing, when times are tough do what you need to do to survive but keep pushing forward," says Claire. "Stick to the company values and morals, and most importantly enjoy the journey."

"Focus solely on your business, not what competitors are doing"

Franchisor of the Year – Gold: Agency Express

Sometimes the draw to entering an industry award can be to highlight projects that have gone on throughout the year. For Agency Express, an estate agency board service franchise, it was the implementation of a QR code system called AgencyQR which enabled those on the ground to turn their boards into active lead generators for minimal cost. A new Keysafe Partnership was also introduced to diversify the franchise model and increase revenue.

Throughout the award process Agency Express highlighted the results it had reaped for its activities. "We increased our rates to clients by more than 10%, enabling our franchisees to comfortably balance their businesses in a challenging economic picture," says Ben Brookes, MD at Agency Express.

Although the results have been impressive this was a big project and the franchise did face challenges. "Any technology changes you introduce to your business will cost twice as much as you expect and take twice as long to implement as you have planned," explains Ben.

The project had required patience from the team, who were dealing with technological advances within the business for months on end. However, Agency Express won gold for its efforts which has provided confidence and credibility to staff members as well as the wider industry.

"There's no doubt the win has already had a positive impact on the mindset of our staff and existing franchisees, but also the number and quality of prospective franchisee leads we are receiving," says Ben.

It's very easy to become distracted by what competitors are doing and attempt to replicate their success, especially when it comes to award entries. However, Ben advises that it's best to not compare and rather concentrate fully on your franchisees. "Focus solely on your business and don't be led by what competitors and peers are doing," he says.

"If your network is healthy, happy, and productive then the ideas will flow, and success will be baked into your future."

"Give it everything you've got and don't give up"

Best Next Generation Franchisee – Brandon Akerman, Chips Away

Brandon Akerman invested in car repairs franchise Chips Away at just 21 years old. Within the first six months he transformed his man in a van operation into a car care centre. Now, at 24 years old he has a team of five covering two territories – an accomplishment that's not been easy.

"There's been so many times when I've thought being self-employed and building a business isn't worth the struggle," says Brandon. "I could go and get a standard, safer graduate job but every day I've continued to wake up, come to work, and keep building my business."

It's an admission that not all franchisees would be willing to make on account of feeling vulnerable but it's this rollercoaster ride and perseverance that Brandon leaned into when entering the awards. "I think we won based on being relatable, business isn't always easy and is a real up and down journey," he explains. "I think maybe the judges appreciated the progression of the business but also my personal goal of being able to buy my first home off the back of starting a franchise."

The award win has already had a positive impact on lead generation – an aftereffect that Brandon hopes will continue. "The

press releases have led to a few more customers trusting us with their cars and hopefully that'll continue into next year."

He advises those franchisees looking to follow in his award-winning footsteps to keep going: "You only fail when you stop trying so just give it everything you've got and don't give up."

"Don't assume because it hasn't yet been done, that it can't be done"

Special Judges Award – Angelina Mouralidarane, Iceking

Evidence of a franchise's innovation and agility is often greatly appreciated by judges, but this can be difficult especially for established businesses that have accepted practices. "This is not often experienced in mature brands where you follow a well-defined playbook that has evolved over time," confirms Angelina Mouralidarine, commercial director at Iceking Group.

With the fridge-freezer franchise, she recently won the Special Judges Award– an achievement Angelina puts down to the brand's ability to be bold and challenge accepted norms within franchising, which has ultimately led to growth over the past 12 months.

One such activity involved partnering with flagship brands which were able to bring new formats to the franchise network. "It's a strategic partnership that requires a greater involvement from franchise partners than traditionally expected in mature franchised brands," explains Angelina. "Innovation and a true entrepreneurial mindset is required to launch these initiatives successfully for well-established businesses in the UK."

Iceking's win has resulted in a big dose of positive affirmation for the team, but Angelina also hopes it will provide confidence to other operators within the network to be bold and trust that success can come, even in the early stages of pioneering. The key, she says, is using your business' core values as a Northern star.

"Align all that you do with your core values and structural foundations to allow you to build at a pace you set," Angelina recommends. "Don't assume because it hasn't yet been done, that it can't be done."

"Build your support network inside and outside the business"

Best Lifestyle Franchisee – Jen Fisher, Mini First Aid

Jen Fisher became franchisee of Mini First Aid Sussex during the pandemic, as a mother to one young child and with a background in social work. "These were by no means ideal circumstances," she says. "I was determined to carve out my own path and work with the highs and lows of my business."

Sharing this journey with others enabled Jen to overcome these difficulties by building a support network and beneficial connections within the local community. It's this approach that Jen highlighted in her now award-winning submission for the first aid education franchise.

"My application focused on the growth and success that my business has achieved without compromising class quality and the potential for future growth too," she says. "I talked about building a bonded and passionate 'Team Sussex' who share my goal, values and vision which has helped me expand my franchise territory twice and increase the range of classes offered."

Naturally, Jen hopes that her win will encourage more people to take up first aid classes. But beyond business growth, she hopes that her achievement will encourage other women not to limit themselves. "Being able to do the school runs and having a positive community impact are important to me and I absolutely believe I can combine these with a successful business," she says.

Having a supportive infrastructure has been vital to



Mini First Aid Sussex becoming a winning business – not only on the grounds of idea sharing and morale-boosting, but also in enabling flexibility.

"Build your support network inside and outside of your business," says Jen. "When my mum was diagnosed with sepsis, my trainers stepped in to cover my classes. When I'm stuck in traffic, friends or family have collected my daughter," explains Jen. "I've been able to help my trainers, friends, and families during their emergencies in return."

"Recruit staff and franchisees based on values"

Best Leadership and Culture – Revive!

Revive!'s business values which include integrity, outstanding customer service, technical excellence, and unity were set out more than 20 years ago. However, they have remained the lynchpin of the mobile repair franchise throughout the decades and were a big focus in the business' recent award submission.

"We won the BFA's leadership and culture award and our entry really focused on three pillars: how our values are embedded in our culture, how we have invested in our people, and how this has influenced our business results and those of our franchisees," explains Cathryn Hayes, franchise director at Revive!

The award has contributed to achieving ambitious growth plans; Revive! has more than 50 franchisees and around 200 mobile smart repair technicians in the UK, with further expansion on the cards.

"The external impact provided through coverage of our win helps to reach both our existing prospective franchisee database and also brings us to the attention of others who might not know us," says Cathryn. "And internally, the win has made our franchisees and our head office staff really proud to be a part of the Revive! success story."

Most company's outline values but these need to be respected and understood by teams if you stand a chance of having a winning culture. "This isn't 'fluffy' stuff, just words on a page, they need to mean something," says Cathryn. "Deliver on those values, make them part of your business culture. Recruit staff and franchisees based on the values too and embed them in everything you do."

"Develop a unique brand and customer experience"

Best Emerging Franchisor – Canopy

Canopy decided to take on the traditional nursery sector by offering something new and reassuring to modern parents– not an easy task. However, the franchise abides by the mantra 'never be average', which has seen the business hit new heights with its most recent award.

"We are cultivating a fresh, aspirational new nursery which performs above and beyond the current boundaries of a 'traditional' nursery," confirms Lynne Newman, business development director at Canopy.

The franchise's submission focused on the innovations it had rolled out under the brand. "We have developed our own early years curriculum called the Canopy Code to develop skills that children need in order to develop lifelong learning; Curious Explorers, Inquisitive Thinkers, Independent Learners and Confident Communities," says Lynne.

The franchise also highlighted 'Canopy Cares' which aims to firm up sustainable practices and continue to drive sustainability strategy forward. "This was reinforced by feedback from the first Canopy franchisees who are now running the nursery of their dreams, combined with an overview of their performance results," says Lynne.

She says the win has already raised the profile of Canopy within the franchising industry. It's now hoped this will lead to growing awareness and trust in the business model as well as the brand which strives to be individual.

"Develop a unique brand and customer experience. Only recruit franchisees who 'get' your vision and then train and support them to deliver it," says Lynne.

"I think we won based on being relatable, business isn't easy and a real up and down journey"

2023 BFA HSBC BRITISH FRANCHISE AWARD WINNERS

Franchisor Awards

- Franchisor of the Year – Gold – Agency Express
- Franchisor of the Year – Silver – Driver Hire
- Franchisor of the Year – Bronze – InXpress
- Franchisor of the Year – Lifestyle – Extra Help
- Leadership and Culture – Revive!
- Brand Awareness – Water Babies
- Emerging – joint winners Canopy and Rise
- Trailblazer - Water Babies

Franchisee Awards

- Lifestyle – Jen Fisher, Mini First Aid
- Next Generation – Brandon Akerman, Chips Away
- Community Focus – Diljit Brar, Costa Coffee
- Trailblazer – Siva Kugathas, ServiceMaster Clean (Contract Services)
- Single Brand, HSBC Best in Class, Multi Unit – Suhail Rehman, Home Instead
- Multi Brand, HSBC Best in Class, Multi Unit – Raja Adil, The Adil Group
- Special Judges Award – Angelina Mouralidarane, Iceking
- Franchisee People's Choice - Siva Kugathas, ServiceMaster Clean (Contract Services)

WORK AND WANDERLUST

Safaris in Tanzania, beach days in Thailand, and all-year sunshine in Cyprus... Linda Whitney meets the franchisees seeing the world's wonders while making a living

WORDS: LINDA WHITNEY



How would you like to roam the world while still making money?

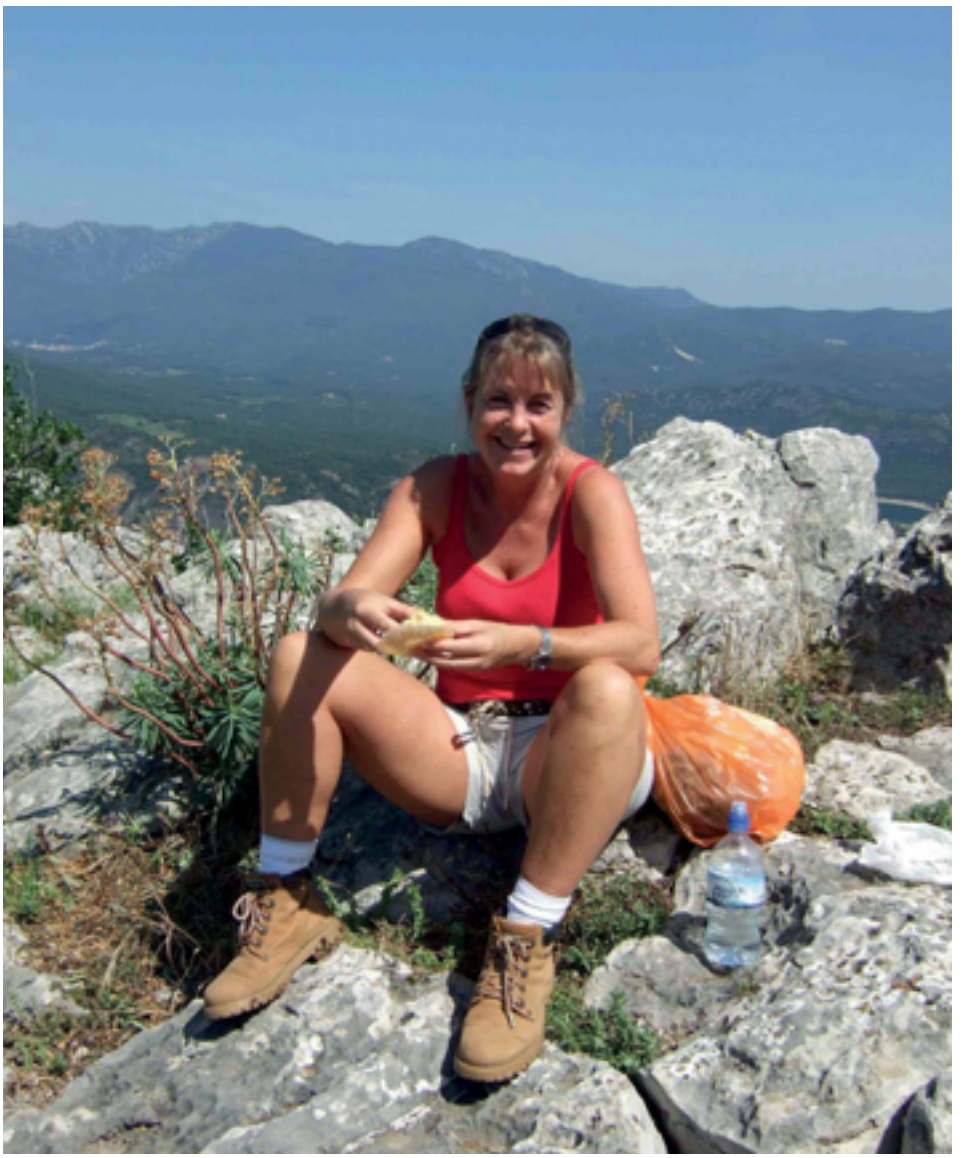
This sounds like a dream reserved for A-listers, but with the right kind of business, anyone can do it. Over the past few years, digital nomadism – a lifestyle that enables travel and work - are becoming much more mainstream. In 2022, there were estimated to be 35 million digital nomads operating worldwide.

I count myself among these as a freelance journalist working while travelling between Europe and Turkey. A lack of distractions means you're more focused on work but also have time to really enjoy life.

Most of this nomad population work in IT (19%) while the second most popular field is creative services (10%). However, there are also plenty of people in education and training, consulting and research, sales, marketing, PR, finance and accounting.

Many franchise models in these industries can be run from anywhere as long as you have access to your laptop, smart phone, and decent wi-fi.

In fact, 66% of all digital nomads have their own businesses - some of which will almost certainly be franchises. So, what are you waiting for?



Marietta Maidman, franchisee with Not Just Travel

There are 35 million digital nomads worldwide and 66% of them are business owners

Becoming a digital nomad with a franchise

If you've been enticed by digital nomadism, the first place to start is to find a franchise that can be run from anywhere. Look for those that you can run on your own, delivering services such as website creation, marketing, business services, online sales, recruitment, or online tutoring. Some management franchises, where you manage the business and employ a team of people to deliver the services in the UK, may also be suitable.

Make sure the business you choose inspires you – travelling while running a business can bring extra pressures so you must love the brand enough to persevere in tough times.

Also be prepared to put in time before you hop on a plane. Every franchise requires training and a franchisor will often want to be assured that you can run the business profitably before you leave the UK.

Practical aspects

When travelling, communications becomes all-important, which means it's essential to choose the right communications package for you. For example, if you don't ensure international calls are covered within your package, you could receive an expensive bill.

Many hotels offer free wi-fi (check the reviews first though – some charge and in others the connection is very poor), and some city centres also offer free public wi-fi access so you can work in the park. Cafes regularly offer wi-fi access to paying customers, but this can get expensive as they often expect you to buy multiple drinks.

Many mobile comms providers shout about their roaming packages which charge a few pounds daily but even £5 a day adds up to about £150 a month, and some have call and data limits. Check what's on offer by using comparison sites like MoneySupermarket which offers a good summary of roaming charges. If you shop around, you may find business deals.

Visas

Of course, going abroad throws the question of visas into the mix. A standard tourist visa will usually grant you 90 or 180 days in a country, but whether you're able to work within this time will be dependant on the country, so check the rules.

In response to the growing rise of working tourists, many countries are now administering Digital Nomad Visas, which may give you the right to stay longer while earning money. The site Global Citizen Solutions details the 43 countries offering digital nomad visas as of late 2023.

Tax

If you're away longer than 183 days in one tax year, you'll lose UK tax residency which means you could be liable to tax in the country you are in. Once you've worked out where you're planning on heading, conduct some research around tax laws as they vary drastically between regions.

Finally, don't forget you need international travel and health insurance (some bank accounts provide this) and the capacity to make international payments.

"Charges for international payments in terms of fees and exchange rates on most standard UK bank cards can be high"



Taking multiple short trips

"My favourite place so far is Tanzania, where I took a safari, and there were elephants and zebra strolling around our jeep," says Abbie Akinfenwa. She's the Loughton, Essex franchisee with Pink Spaghetti, a virtual assistant service, but combines running her business with around eight overseas holidays a year.

This year she's been to Switzerland, Singapore, Thailand, Canada, the USA, Zanzibar and Morocco, juggling sightseeing with working on her laptop. Abbie has 21 clients, of which around nine require daily tasks such as emails, but mainly she provides monthly social media posts for them all.

"I never go anywhere without good wi-fi, and my trips are around 10 days or less. I'm always available on email and don't make phone calls unless it's essential. I limit my services so as to avoid very techy or financial tasks while abroad and if I need to speak to someone I call on Zoom," she says. "WhatsApp is brilliant too."

Currently, she has a team of three part-time staff working from home in the UK to help her.

"I don't think working from abroad costs any more than in the UK, and I'm just as efficient – in fact I find that I'm more focused – and it doesn't affect my income. It works for me," says Abbie.

Setting up residency abroad

Marietta Maidman used to work in the cruise sector but now she runs her own travel business as a franchisee with Not Just Travel. She started the franchise when she lived in Portsmouth but now lives in Cyprus where she can still run her business as usual. On the wet and windy November day I called her, it was 28 degrees in Cyprus, which makes it easy to see the appeal of working abroad.

"You can run this franchise from anywhere," says Marietta. "Cyprus is two hours ahead of the UK, so I have time to plan my day. I specialise in sustainable travel, so I like to research sustainable hotels and relevant travel offers for my clients and arrange



Marietta Maidman, franchisee with Not Just Travel

marketing personalised to them."

Marietta uses a Voice over Internet Protocol (VoIP) service to call clients at a monthly cost of £12. There are no call charges and clients calling her Portsmouth number are seamlessly forwarded to her mobile, regardless of her location. "They don't have to pay for an international call, and they can't tell that I'm not in England,"

Marietta has international roaming installed on her mobile phone and says: "Despite Brexit, this is still available at the same rates as in the UK." For local calls she has installed a Cypriot eSIM card on her phone which costs just £4 a month plus call charges.

For international banking she uses a Revolut prepaid banking card, that allows her to run accounts in both Sterling and Euros, with good exchange rates and standing order facilities. "If you're working while travelling, charges for international payments in terms of fees and exchange rates on most standard UK bank cards can be high."

Marietta has a temporary residence visa for Cyprus, which means she can pay tax in Cyprus rather than the UK.

Splitting time between residencies

Gary Keating started business coaching with franchise, ActionCOACH, in Bristol in 2016. However, in winter he works from his house in Thailand.

"I spend approximately six to nine weeks in Thailand with my family. We recently bought a home in Croatia and spent four weeks there in the summer," he says.

"Our general manager Jodie keeps things running in Bristol when I'm abroad, but as 90% of coaching is done via Zoom, it gives flexibility to coach anywhere in the world.

"The time difference is the only challenge. With Thailand there's quite a big time difference, but luckily I'm a night owl and will be coaching until 2-3 am. It means I can spend the morning in my pool, smoking a cigar or meeting up with friends," says Gary.

He advises others who are considering becoming digital nomads: "Find a place that you can see yourself being permanently. Thailand is a home from home. I have all my home comforts there - and always make sure there is good wi-fi."

"I don't think working from abroad costs any more than in the UK, and I'm just as efficient – in fact I find that I'm more focused – and it doesn't affect my income"



JACKSON
FOR FIRE & SECURITY SOLUTIONS

The UK's ONLY fire and security management franchise opportunity

Providing commercial customers with a complete package of fire and security solutions to keep their people and premises safe.

- ✔ Recession resilient with constant demand
- ✔ No previous industry experience required
- ✔ Work from home opportunity
- ✔ Comprehensive training package
- ✔ Bespoke marketing launch pack



DOWNLOAD OUR PROSPECTUS TODAY

Find out more today:
T: 01352 865 040 E: franchise@jacksonfire.co.uk W: franchise.jacksonfire.co.uk

MOLLY MAID

NUMBER 1 HOME CLEANING FRANCHISE

Join the UK's #1 Home Cleaning Franchise

We help you to be in business for yourself, but not by yourself. Joining MOLLY MAID means you will be part of the 2.7 billion growing industry and receive over 40 years of experience in the home cleaning business with a proven system that works. You will be supported every step of the way to help you succeed.

For more details on how you can start your own MOLLY MAID franchise visit our website on **www.mollymaid.co.uk/franchise**

Or contact Aaron Watson Director of Business Development on joining the UK's leading home cleaning company.



Telephone: **01628 583765**
Email: **awatson@mollymaid.co.uk**



Funding the first franchise

"My main objective was to pay the money we borrowed back within the initial 12 months, and that was achieved."

In 2014, Lee Fowler took the plunge in becoming Jackson Fire & Security's first ever franchise. Since setting up shop in Wirral, he's since seen financial success, prompting his decision to renew his agreement.

How did you find out about Jackson?

Lee: I started off as an engineer in the fire and security industry and then moved to Jackson Fire & Security as a project manager. When they decided to create a franchise network, I expressed an interest, and we went forward with plans to launch the first franchise within this.

What did initial operations look like once you were up and running?

I started off running the franchise from home with a small storage area at the front of my premises. The main benefit of being able to start off from home is the flexibility it gives to your day-to-day life. From day one of running the franchise, I've felt in control of my business and family life.

Where did you get the funding?

I funded the franchise fee by borrowing money off my dad, who is also a partner in the business. My main objective was to pay the money we borrowed back within the initial 12 months and, that was achieved.

What's been the biggest challenge as a franchisee?

Getting the right people for the job. It's taken time but I've built an excellent group of engineers that I trust to provide excellent customer service. It's a nice feeling to give the engineers the opportunity to flourish and I can concentrate on building the business.

What's the best thing about being a franchisee?

The main part of my role that I enjoy is meeting new clients and giving them professional advice on their fire and security. As the first franchisee, I also enjoy seeing the network grow and evolve getting the right people in the right place to benefit everyone.

What does a typical day now look like for you?

Firstly, I put the kettle on. Then I'll check the diary and my emails for any emergency work that needs dealing with on the day. I'll make sure the engineer has got sufficient stock and the jobs are booked in. I can then concentrate on making sure we're up to date with servicing schedules and any extra work quotes that our customers are waiting for.

Have you received wider support?

The support gained from running a Jackson Fire & Security franchise is second to none. If anything needs resolving or any information is required, the team at head office is always on the end of the phone to help you out. You never feel on your own and you always feel supported.

Franchise Overview

Jackson Fire & Security

Established: 1991

Number of outlets: 13

Locations: North Wales, Northwest England, Yorkshire, Teesside, Cambridge, London, Surrey and Kent

Min required capital: £40,000

Contact: Rachel Evans: 01352 865 040 franchise@jacksonfire.co.uk

franchise.jacksonfire.co.uk



How to make your business go viral on TikTok

Record, edit, post. Is a couple of quick videos all it takes to achieve what your marketing campaigns can't?

WORDS: LORENNE BROGAN



Social media has become an essential tool in the marketing process over the past decade. Now, consumers are essentially using apps like TikTok, X (formerly Twitter), and Instagram as search engines. For some, these platforms have supplanted more traditional research methods such as looking things up on the internet, or more archaic still: opening a book. Instead, consumers are opting to watch short videos detailing everything they need to know in less than a minute.

In 2022, 82% of global internet traffic derived from video streaming alone. So, it comes as no surprise that businesses are beginning to lean into video marketing to increase brand awareness, improve engagement, and boost sales.

Why is TikTok trending?

TikTok is a short-form content platform that encourages viewers to consume a large amount of micro content, mainly video clips as short as three seconds long.

The TikTok algorithm crafts a specific 'For You' page tailored to every user's individual preference, which likely feeds the consumer's desire to actively scroll through a never-ending stream of these video clips. There's also a TikTok shop function which enables businesses to sell their products via the app.

Essentially, TikTok has fast become a social media titan, claiming to have a monthly usership of one billion people. As a result, businesses are beginning to capitalise on this fact.

Language learning app Duolingo has experienced incredible success on TikTok, going from 100,000 followers to 7 million and accumulating 147 million likes from its multiple viral videos, according to Sprout Social.

Duolingo started out by regularly posting a variety of content, ranging from language tutorial videos and on-trend content, to ultimately featuring 'Duo', the company's green owl mascot - a humorously threatening figure who forces you to complete your daily lessons. The education brand hasn't shied away from light-hearted content, which has established Duolingo as a firm favourite on TikTok and racked up a decent following.

Is this really the right place for franchises?

It's important to understand who you are creating content for if you're to successfully market your franchise or business on TikTok.

Recent research has found that 70.2% of all TikTok adult users are between 18 and 34 years old, with the largest proportion of users aged between 18 and 24. Users aged 15-25 also grew by a staggering 180% during the pandemic alone.

It's evident that TikTok has a proportionately younger audience, so it's necessary to consider whether targeting these demographics is worthwhile for your brand. Even so, there's plenty of examples where unexpected businesses have gone viral in circles and benefited greatly from the engagement. For example, The Hoof GP, a cow hoof trimming company, has managed to rack up 588.8k in followers by posting videos of the procedures.

In fact, TikTok says 37 per cent of users have bought something while on the platform, and there's nothing to say that younger users won't recommend your product or service to someone they know.

The business impact

Naturally, large consumer franchises will always have a good chance of global reach on TikTok. However, that doesn't mean that smaller franchises can't accomplish the same engagement. As it stands, TikTok appears to be a fairer playing field, where big budgets aren't necessary for small businesses to be picked up on the algorithm.

"We have reached thousands of new customers nationwide, but it has also contributed to franchise recruitment"



HOW TO CREATE VIRAL CONTENT

- **Analyse trends**
  Become an avid TikTok user. Find out what's trending and put your own spin on it.
- **Tailor your content to each social media platform**
  Although content can, and should, be reused and cross-posted, marketers must create or edit their content to fit the requirements of each app for the best chance of engagement. All apps have their own algorithms, so a long-form video that worked well on YouTube won't succeed on TikTok.
- **Don't be dry**
  Create entertaining and original content that sets you apart from other businesses.
- **Keep posting**
  It's important to post several times a week and make videos in a variety of different styles until you find what works.
- **Measure**
  Once you begin posting, keep checking your analytics. This will give you a clear idea of what appeals to your audience and what doesn't.



"I've explored lots of styles, from trending dances to lip-syncing funny toddlers, but mainly the account is based on relatable parenting or teaching funny themes," says Anne-Marie Martin, CEO of Diddi Dance, the children's dance class franchise that has accumulated thousands of likes with its TikTok videos.

In Anne-Marie's experience, TikTok offers tremendous potential for businesses and franchises, though she believes it's important to have a long-term perspective. "TikTok is now our biggest performing platform for growth," she says. "We have reached thousands of new customers nationwide, but it has also contributed to franchise recruitment too."

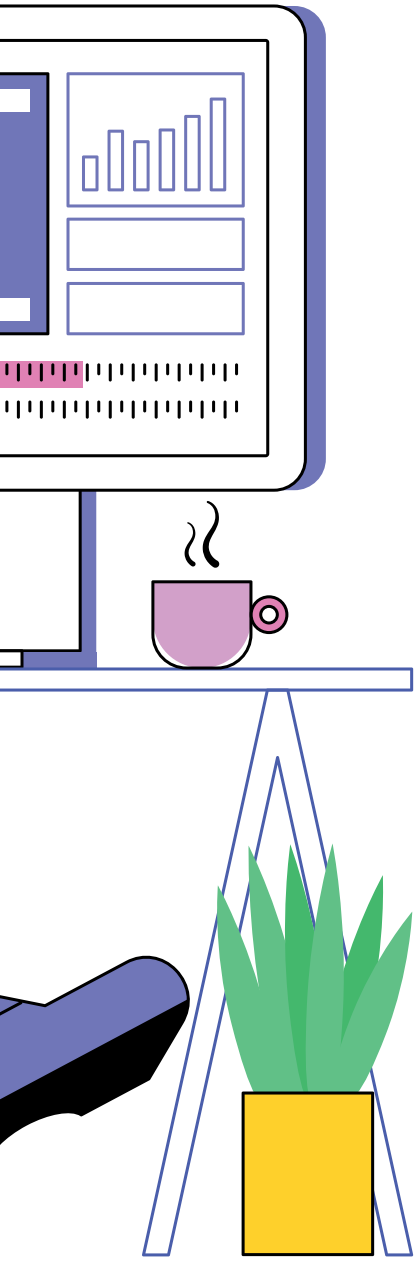
Is virality really what you want?

It can take some time before a video goes viral, but the key is consistency and quality. Posting three to five videos per week has proven to be successful for steady growth, and ensuring that your content is engaging, creative, and authentic is essential.

Interacting with your audience in the comments and responding to their feedback can also massively increase the chances of hitting the TikTok algorithm jackpot, though there's still some luck involved. Timing also plays a role - posting during peak hours and days means you have a higher chance of reaching your target audience.

Some businesses achieve overnight success on TikTok, while for others it may take months or longer. Regardless, it's essential to focus on the long-term growth of your TikTok presence and to continue engaging with followers.

Ultimately, aiming for virality alone isn't a sound marketing strategy. Instead, it's a consistent coherent social media presence that will inevitably lead to steadily growing numbers.



Planning content

The content itself is really at the heart of what it takes to go viral on TikTok. While there's an array of video formats that can gain popularity, it's content that responds to the latest trends which tend to do especially well.

"I spend a lot of time on the app consuming content," Anne-Marie explains. "I see what's trending and what's relatable for our market, watching to see what's popular and then creating something similar. You can check your analytics, see what hits best, and create more of that."

TikTok massively encourages users to participate in trending challenges, dances, and sounds, thriving on creativity. On the flipside, overtly promotional content doesn't always gain the same level of interaction.

Instead, it's important to create entertaining, genuine content that resonates with your audience. "Create content you enjoy, because the more you do the more it will show," Anne-Marie advises.

Users often want to hear about all the finer details of your business and get a true feel for your brand, rather than watch a generic advert. This means behind-the-scene glimpses, insights into company culture, and stories about your brand's journey are likely to resonate.

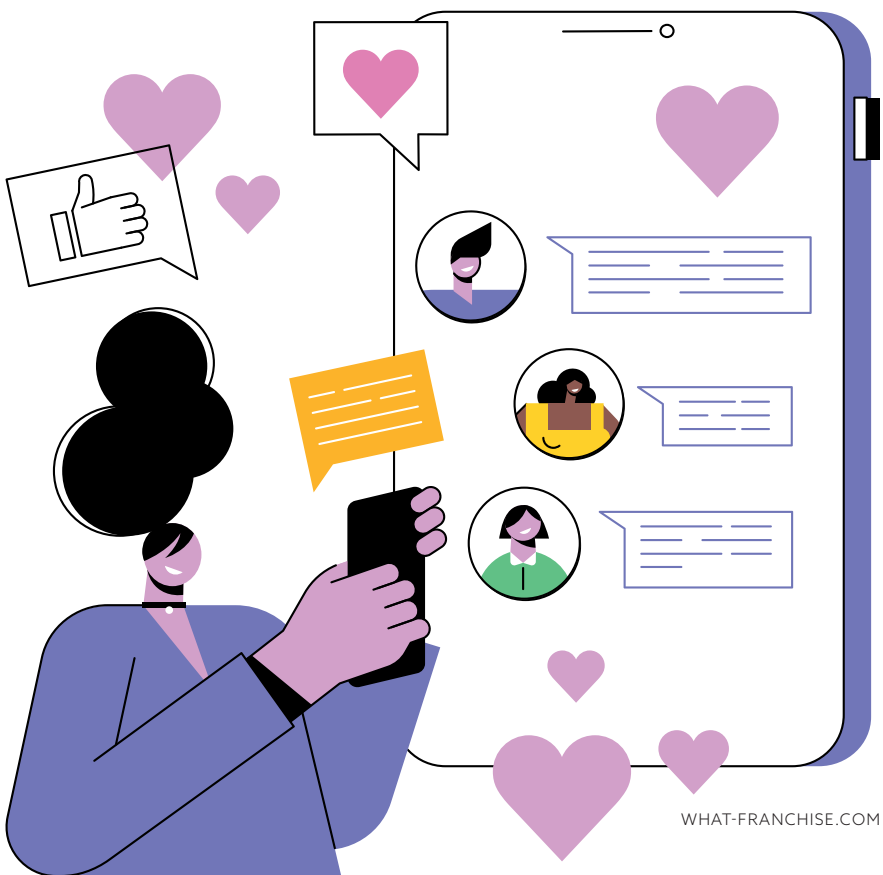
Demonstrations, how-to guides, and informative videos related to your industry can also help to establish your brand as an expert and provide value information.

There are also many businesses on TikTok that have thrived on creating educational content. For example, Kris McLernon from Wilkins Chimney Sweep produces videos about his daily life at the franchise, sharing fun stories to engage his audience while also providing safety tips.

Ultimately, building a loyal following and achieving significant results may take time but using TikTok consistently will make it worth your while. TikTok's algorithm can catapult your content to viral status quickly, and engaging with your user base will enhance brand awareness, connecting you to a new generation of consumers.

CASE STUDY: DIDDI DANCE TALKS TIKTOK

- **Diddi Dance has reached 61,000 followers on TikTok since CEO Anne-Marie began posting.**
- **The most popular video shows Anne-Marie lip-syncing along to a funny toddler video as she demonstrates the type of dances on offer in her classes.**
- **This video has 22.8k likes, 200 saves and 30 shares.**
- **Comments are extremely positive and upbeat and mention how rewarding this job looks.**



Springboard to success

Coming from a thriving franchise background, ActionCOACH Jeff Williams is perfectly primed to help other franchises unleash their full potential



Jeff Williams

After decades of success as a franchisee and franchisor with lawn treatment business GreenThumb, Jeff Williams sought to embark on a journey just as rewarding. When it came to growing a new career, his mission was to cultivate businesses to support a flourishing community. He wasn't sure how best to share his expertise, so when he unearthed the franchise opportunity at ActionCOACH, he began to see business coaching as the solution to planting him firmly in his community while reaping the benefits of a healthy income and work-life balance.

TURNING PASSION INTO POTENTIAL

The pandemic hit Petpals, a pet care service franchise, hard, wiping out 90% of their business almost overnight. Despite the sudden drop, managing director Kevin Thackrah and his team worked tirelessly to bring the company back to its pre-Covid status. It was following this period of intense focus on daily operations and recovery that Kevin turned to ActionCOACH, seeing their services as a springboard to elevate the franchise to the next level.

Founded in 2001, Petpals was launched with the aim to deliver the highest standards of ethical pet care – from dog walking to pet taxis. Since launching, Petpals has grown into a multi-award-winning business operating in over 150 locations across the country. On the route back to recovery, Kevin encountered ActionCOACH through a British Franchise Association (BFA) pandemic advice surgery and was immediately intrigued by the support it could offer to both him and his business.

"The first time I met Action Coach Jeff Williams, he was presenting a BFA webinar in 2020 for franchisors looking to bounce back from the pandemic. I remember what he was saying really resonated with me, so I contacted him right after the session," says Kevin.

A FRESH PERSPECTIVE

What resulted from the initial contact with Jeff was Kevin joining a group coaching session, before moving onto one-to-one sessions. "I wanted to achieve a change of emphasis from just a lifestyle to a management model franchise," says Kevin. "With Jeff's help, we really went about defining what that entailed. We talked through refreshing Petpals' vision, mission, and values, supporting this new direction for both our existing and prospective franchisees.

"I've been managing businesses for over 40 years, so I know I'm pretty good at what I do but sometimes you need fresh perspectives from external sources. Jeff was exactly that. He encouraged me to ask questions or frame my mindset in a way I might previously not have done in my day-to-day activities. Jeff also made me accountable for my progress which gave me the extra motivation to keep going in the right direction."

TRUSTING THE TEAM

Kevin valued the coaching so much, he decided to include his senior management team in the development process. "I deliberately took a step back to let them develop and I'm so pleased to see how far they've come," says Kevin. "Like many business owners, I was working in the business and not working on the business, so feeling able to leave my team to take accountability for the day-to-day delivery of their areas of the business has been great.

"Now, with thanks to Jeff's coaching and the fantastic abilities of my team, we're managing our franchise network much more proactively. This has resulted in franchisees feeling they're getting more from us, and I know they'll continue to deliver an excellent service."

Kevin didn't just think he and his team could benefit from coaching, he came to a clear realisation that ActionCOACH's expertise would offer substantial support to both his new and existing franchisees. "Petpals offers so many opportunities to be a financially rewarding business for our franchisees and an enjoyable experience for animal lovers. We're a lot more than just our original dog-walking service, having developed many more service lines.

"So, I decided to offer ActionCOACH support to every new franchisee, funded entirely by us for the first three months. One of the first new franchisees to benefit from working with an Action Coach was James."

James Callow launched Petpals



Petpals out on service

"After engaging in some productive and in-depth sessions with Jeff, I felt I could better control my business and had a much clearer grasp on how to grow it"

Crawley in early 2023 and has experienced one of the fastest-growing Petpals franchises in recent times. "Kevin told me he was providing me with three months of fully funded independent business coaching which I knew would be a great help to me as I was just starting out," James says.

"I wanted a deeper understanding of business development. After engaging in some productive and in-depth sessions with Jeff, I felt I could better control my business and had a much clearer grasp on how to grow it. His advice worked – I was able to triple my turnover from day one to six months in."

LOOKING TO THE FUTURE

For Kevin, the true value of coaching lies in gaining a clear understanding of his and Petpals' future objectives. "I think we're all singing from the same hymn sheet in where we want to go," he says. "Our focus right now is on the recruitment of new franchisees who want to build a team of pet carers to offer a full range of services and make a real difference to their communities. We've always provided a strong support team at head office but the addition of an Action Coach at the start of their business is proving an exciting proposition for our prospects.

"In terms of my future, even though I love running Petpals, I have the luxury of being able to step back when I want to. We've reached a place where I don't need to be as deeply involved and I'm happy to leave the business in the capable hands of the team. Jeff's involvement has had such a positive impact on Petpals, and I know the business is set to lead the way for years to come."

THE COACH'S PERSPECTIVE

"When Kevin got in touch, I knew I could use my expertise in franchising and in developing leadership teams to support his vision for a transformation for the brand. I could tell Kevin was an outstanding businessman – he wasn't afraid to embrace working with a coach, seeing it as an opportunity rather than a weakness. His decision to fund coaching for their new franchisees is better than any Google review I could have asked for!"

Franchise Overview

Action COACH

Established: 1993

Number of franchised outlets: 200+

Locations available: Across the UK

Investment range: £69,000 initial investment

Minimum required capital: £30,000 working capital

Contact: freedom@actioncoach.com

franchise.actioncoach.co.uk

PLAYING THE LONG GAME

NFL star Brandon Parker is using his 'next play' mentality to secure his post-football career in e-sports franchising

WORDS: MOLLY RAYCRAFT



"I'm a big gamer. When the opportunity to take my first love and monetise it as a franchise owner presented itself, I just had to take it," says NFL star, Brandon Parker.

Usually, he'd be wearing a Las Vegas Raiders jersey, having just got back on the field after recovering from an injury. However, today's his day off and he's opted for a Valhallan branded t-shirt – merchandise from the e-sports franchise in which he's invested.

Valhallan trains children in competitive gaming, hoping to help them climb onto the million-dollar career ladder, or at the very least gain some useful skills such as teamwork and hand-eye co-ordination. Each location has a gaming arena (rows of desks and monitors) which are accompanied by experienced coaches ready to help players navigate their way through the various gaming leagues.

The arena is reminiscent of Brandon's own childhood and its nostalgia is what clinched the deal for the NFL player in 2023, after he travelled to Valhallan's initial locations to see the franchise in action. "The kids gaming looked exactly how I used to look when gaming with my friends," says Brandon. "I knew right then, I wanted to be a part of it."

Since then, Brandon has invested in 16 Valhallan locations across the US, as part of investment group ESA Holdings. "Gaming is a $2.7 billion global business, and it's going to continue to grow," he says.

The industry's anticipated longevity is a contrast to that of most NFL careers, which tend to have a harsh expiry date. "The NFL stands for Not For Long," Brandon laughs. "I've been really blessed to have played for six years now. So, once I have to close this chapter in my life, I'm hoping to pick up gaming more."

It means that once Brandon retires from American football he'll be able to increase the amount of time he's investing in building Valhallan. But for now, it's a balancing act whereby time on the franchise is flexed around the NFL season and the Raider's training schedule.



"You might have a bad play but you always have to be looking for the next play until that final whistle blows. You always have to be looking for the next point."

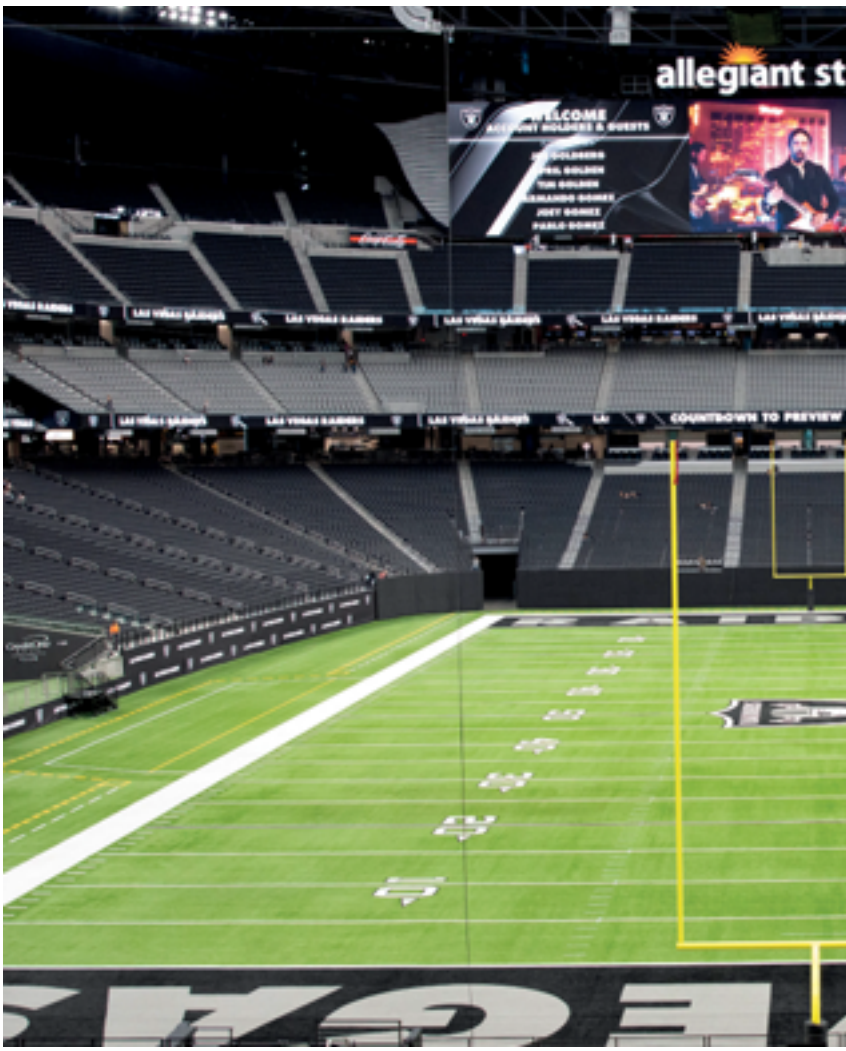
"I've got to give a lot of credit to my team," he says. "Building a healthy, supportive team helps you more than you could ever imagine."

'The team' includes CEO Morris Jackson, and COO Ben Arave, as well as Dominique Parker, who's not only the CMO but is married to Brandon and has continued to be a source of motivation on account of her business tenacity. "She's the one that's going into different cities, looking at different locations, and trying to really help advance things," he says. "In the meantime, it's allowed me to focus on football."

Husband and wife duos aren't uncommon in the franchising space, however they can bring a unique dynamic to business ownership which requires different considerations. "Don't let your work life creep into your personal life," Brandon advises. He says acknowledging one another's stress and tiredness is important, particularly after a rough day.

However, working together has been a major benefit as Brandon and Dominique have a much more honest view of each other's stress levels and can look after one another accordingly.





Raider mentality in business

Brandon's other team is, of course, the Las Vegas Raiders. While their main focus is American football, the squad has been known to talk business, with many fellow players also investing in brands that will secure their futures beyond NFL.

It's a wise move, but not one Brandon had initially considered while reading engineering at North Carolina A&T State University. "I've never really had an entrepreneur business mindset," he says.

However, he's found that on the NFL field and in the changing room he's picked up valuable skills and curated a mindset that's enabled him to succeed in the franchising space, while also understanding the value of gaming.

"I'm on the grid every day, going up against the man in front of me. I'm trying to sharpen my axe to get ready for game day and put out a beautiful product in the same way these gamers are online," he explains. "It's all competitive, just because it's not physically competitive doesn't mean it's not intense."

It's this pressure to dominate and compete that Brandon has wielded to define his own business approach within Valhallan. "There's always sharks trying to eat the bigger fish and if you're not willing to be aggressive and stand out in your business, you'll be put down," he says.

Much of Brandon's approach has derived from the ambition to win in NFL. Yet the offensive linesman has been injured twice in short succession, which has provided unexpected training in dealing with business failure.

"I'm definitely no stranger to adversity. What I like to adopt is the next play mentality," he says. "You might have a bad play but you always have to be looking for the next play until that final whistle blows. You always have to be looking for the next point."

This next play mentality was particularly useful in the early stages of setting up new Valhallan locations – one of the biggest learning periods for any new business owner.

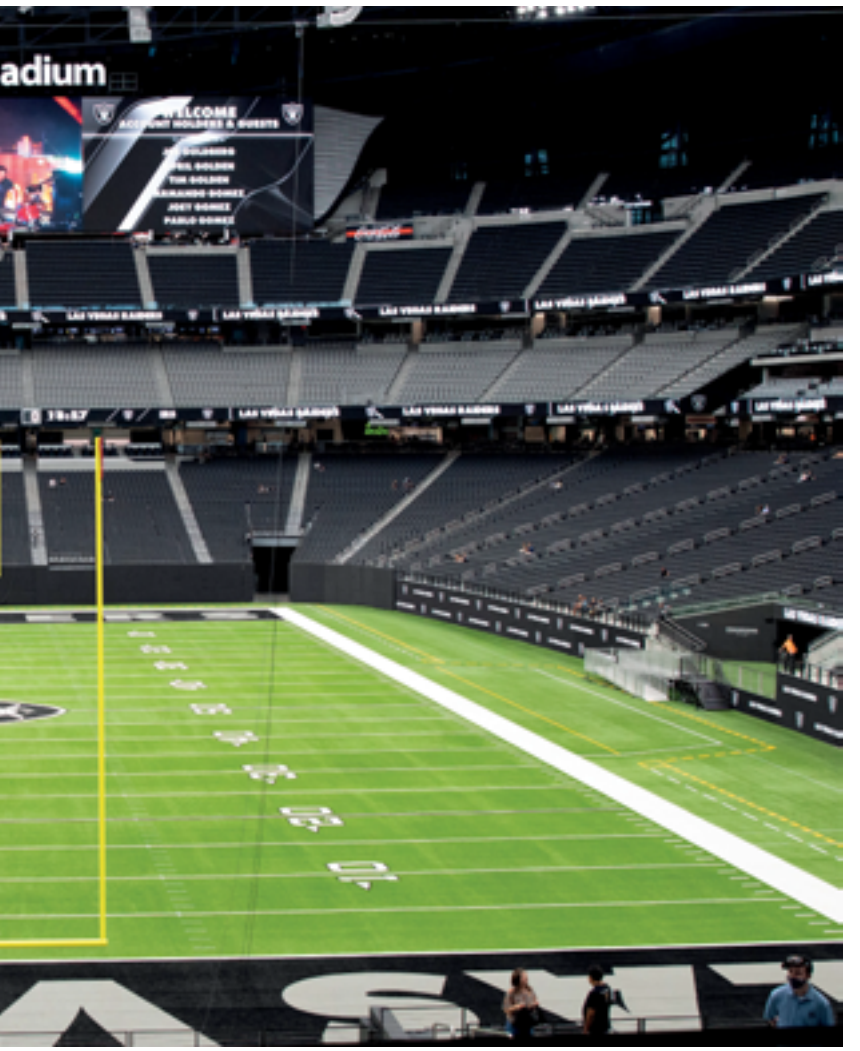
"It's never going to be as good as you think it is and it's never going to be as bad as you think," says Brandon.

In the beginning there were things that didn't go 100% right but these moments have been some of the most important in Brandon's franchising career. "It's helped us so much," he says. "Now when we start making future locations, we know exactly what to do, what not to do, how to do it, when to do it, where and why."

One of the key learnings Brandon has taken away from franchising so far is the importance of having access to industry experts – something that's commonly afforded to new business owners under a franchise model. "It's definitely helped to have somebody on the team who's the 'grey hair' if you will: somebody who has taken those lumps and bruises and can guide you," he says.

The NFL player predicts that he may one day become the grey hair of the team, with ambitions to expand his franchising portfolio further. This will likely include a coffee shop or wine bar, as wife Dominique has ambitions in the food and beverage space.

"When the opportunity to take my first love and monetise it as a franchise owner presented itself, I just had to take it."



Selling the dream of pro-gaming

Professional gaming has grown astronomically over the past decade. Video games have become a career for the small top percentage of players who are able to win tournaments (which come with big cash prizes) as well as reap the financial benefits of sponsorship. Some countries have even curated their own e-sports teams, with select players such as South Korea's Faker (Lee Sang-hyeok) gaining a dedicated fan following.

"They have to put in the work like a regular job, but some of these people are clearing six, sometimes seven figures just playing the game they love and being elite at it," says Brandon. "I just want people to think, why can't that be me?"

This year, famous pro-gamers are believed to have earned millions, according to Statistica. N0tail (Johan Sundstein) has racked up $7.18 million, JerAx (Jesse Vainikka) has earned $6.48 million, and ana (Anathan Pham) has gained $6.02 million.

It's the salaries of these pro-gamers that's finally shifting parent's perception of video games away from the idea that children are festering behind screens in their rooms – a viewpoint that Brandon admits his own parents had. "My parents would say I spend so much time gaming, it's only right that I take it and apply it to business," he says.

Brandon's main role now within Valhallan is chief gaming officer – a title many young gamers surely aspire to. Essentially, it means ensuring the brand develops alongside the fast-changing trends of the gaming industry.

"You can have the games that you offer at the start, but four or five years down the road, there might be a new kid on the block that we need to offer. We need to keep moving with everybody else," he explains.

For Brandon, staying on top of gaming trends involves watching big tournaments such as Mortal Combat and Rainbow Six, as well as checking in on what people are streaming on Facebook and Twitch.

> ***"There's always sharks trying to eat the bigger fish and if you're not willing to be aggressive and stand out in your business, you'll be put down."***

The NFL player also points to X, formerly known as Twitter, as evidence of the dedicated cult following games such as Call of Duty (Brandon's favourite), Fortnight, Overwatch, Ultimate, League of Legends, and VALORANT rack up. The platform hosts communities of fans exchanging strategies and news of updates online. Valhallan is tapping into this dedication as much as possible.

However, the professional gaming space is a competitive one – not everyone will make it, nor does everyone want to play in such a capacity, which Valhallan has accommodated by providing a focus on fun and education alongside career ambitions.

"You're teaching problem solving skills and anger management because sometimes it does get a little bit frustrating," says Brandon. "Sometimes you're teaching team building skills, problem solving, hand-eye co-ordination, and fast decision making."

However, regardless of the educational and career benefits, Brandon believes that happiness is always at the centre of the franchise, which is important.

"It's the kids that make it exciting," he says. "Seeing the joy they have on their face is what I had my whole childhood."

Reversing the UK pro-gaming deficit

Pro-gaming is popular in the UK, with London hosting tournaments that draw in big crowds. However, earlier this year the country's only dedicated Call of Duty league team moved its base to the US – the current hub of pro-gaming – leaving the UK in a pro-gaming deficit.

Valhallan is moving into this gap, having just signed a master franchise agreement with Dr. Amit Sra and Vivek Behl who have just launched the country's first gaming arena in Ealing, London. The pair now plan to roll out the brand to other locations across the UK, harnessing the popularity of video games, the increasing aspiration to become a pro-gamer, and demand for dedicated youth e-sport education programmes.

"Gaming is a $2.7 billon global business and is continuing to grow"

Nine out of 10 children in the UK currently play video games, according to Ofcom. Amit and Vivek plan to capture the attention of this population. "In the UK, where a significant number of young people are actively engaged in video games, there's a prime opportunity for entrepreneurs who share our vision to tap into this demand," says Amit.

National contributions to the pro-gaming industry are noted by those who follow e-sport. Currently, the US (3,731) has the most competitive players worldwide. China (1,710), Brazil (1,380), South Korea (1,041), and France (1,020) also have significant pro-gaming populations.

If Amit and Vivek can cultivate the next generation of pro-gamers under the Valhallan brand, the UK could find itself among the top five countries to contribute competitive players.

However, for the meantime the duo is investing time in building locations in areas such as Manchester, Essex, and West London as well as recruiting franchisees who can help them expand.

"This is a pivotal and exciting time for us," says Vivek. "Along with the experts we've forged collaborations with, our collective knowledge and shared passion for youth e-sports is crucial for driving the need for dedicated arenas across the country. We're well positioned to bring Valhallan to new communities in the UK."

VALHALLAN'S GAME COLLECTION

- Fortnight
- Ultimate
- Overwatch 2
- VALORANT
- League of Legends
- Apex Legends
- Rocket League
- Super Smash



Vivek Behl and Dr. Amit Sra

Caring for the community

Homecare doesn't need to stop with the elderly. Extra Help franchisees are winning big with the brand's diverse client base

Claire Robinson founded Extra Help in 2010 to provide home help services to the elderly, new and working parents as well as busy professionals.

Since then, the business has aimed to fill a gap in the market for more inclusive care services – a strategy that has recently clinched Extra Help its first BFA award as 'Lifestyle Franchisor of the Year'.

Extra Help's business model has been set up to cater to multiple demographics and varying needs, with this ethos extending to franchisees as well as clients.

Franchisees can choose their working hours, which means they have the flexibility to fit work around other commitments and build a lifestyle they want.

Aside from the social benefits, Extra Help has so far proven to be financially resilient. The business was borne out of the 2008 recession and weathered the more recent pandemic which has resulted in big franchise growth.

Extra Help is now looking to take this expansion further by continuing franchisee recruitment, with the promise of low overheads and established business systems.

> "Extra Help grew its number of franchisees during the pandemic"



Franchise Overview

Extra Help

Established: 2010

Locations of units: Nationwide

Contact details: info@extra-help.co.uk

Number of outlets: 33

Min required capital: £10,000 + VAT

www.extra-help.co.uk

EXTRA HELP
a helping hand

EXTRA HELP **franchisees receive a package that is packed full of benefits:**

- ✓ Up and running immediately
- ✓ Own exclusive territory
- ✓ Operations Manual
- ✓ Comprehensive training
- ✓ Ongoing support
- ✓ Access to Facebook group
- ✓ Telephone number
- ✓ Email address
- ✓ Web page
- ✓ Database management system
- ✓ Social media advice and more.

EXTRA HELP is a franchise network that operates in a rapidly growing, recession-resilient market. We provide home-help and domestic services to many different types of people, including the elderly, new parents and working professionals.



Could you be our next franchisee?

EXTRA HELP is currently searching for caring and highly motivated franchisees to join our growing network. If you'd like to find out more, please contact our franchise team today.

01752 905790 | info@extra-help.co.uk | www.extra-help.co.uk

Click and *Tick*

Free and low-cost apps to complete every business owner's checklist

It doesn't take much convincing to use a new software in your day-to-day work life when it cuts down time.

However, despite the satisfaction of discovering a new business efficiency, proceed with caution when downloading one of the many productivity tools available online.

It's easy to be taken in by promises of time reductions or good ideas in principle, only to find it just adds extra steps to the process. Take your time to consider what could truly benefit your business, and when it might be best to stick to the tried and tested.

Here, we round up some of the free and low-cost tools available on the market to make your decision easier.

Project management

Project management tools can be incredibly useful in having visibility over a campaign or simply keeping track of all your tasks (and their progress) in one place. Often, these platforms enable you to create kanban boards, customisable lists, and interactive calendars as well as tag people in tasks.

There are plenty of tools available, most of which are free to individual users or small teams. Although some will require payment to unlock premium features or enable larger groups to collaborate. Popular options include Trello, Asana, MeisterTask, ClickUp, Basecamp, Zoho Projects, ProjectManager, Wrike, Freedcamp, and Hive.

Customer relationship management

Keeping up to date with clients is vital, especially when it comes to understanding when they're looking to buy and when you last spoke to them. Although CRM platforms tend to come with a subscription fee, there are free and low-cost options, that are suitable for small businesses or those looking to scale at a later date.

These will usually provide functions such as contact management, lead tracking and sales pipeline management but will have a limit on contacts and users. For example, HubSpot CRM and Insightly CRM allow up 1000 free contacts. Other options include Salesforce Lite, Freshdesk CRM, Vtiger CRM, Sugar CRM, Bitrix 24, Zoho CRM, and Mible CRM.

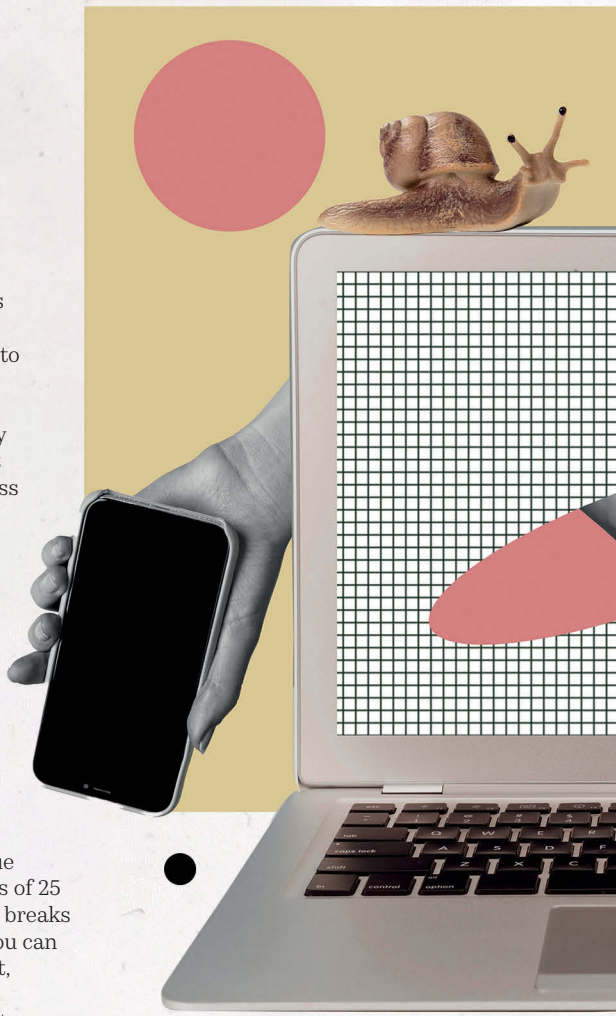
Time tracking

There are two types of time management tools available to business owners. The first helps to track time spent on tasks, which helps to invoice clients correctly and create reports that show where the business is prioritising time. Platforms for these activities include Toggl, RescueTime, TimeCamp, Timely, Hubstaff, Everhour, DeskTime, and Workpuls.

The second use helps to maintain your concentration with brain-friendly focus methods such as the pomodoro technique (working for increments of 25 minutes, with 5 minute breaks in between). For this, you can use apps such as Forest, TomotoDo, BeFocused, FocusMate, Focus Booster, TimeTune, and Any.do.

Productivity

Tools such as digital collaborative notebooks and automated booking assistants can be useful, especially for those working remotely. Platforms such as Evernote, OneNote, Miro, Notion, Obsidian, and Logseq enable users to jot down their thoughts in a never-ending multi-media notebook, which can be searched,



"Take your time to consider what could truly benefit your business, and when it might be best to stick to the tried and tested"

shared, and categorised – ideal if you have a lot of ideas to keep track of.

Meanwhile, you can set up a booking system by using apps such as Calendly, YouCanBook.me, Setmore, Bookafy, Doodle, TimeTree, BusyCal, and Spark Calendar. This allows colleagues and clients to book directly into your calendar based on your available times,

It's worth mentioning that apps such as Awesome Screenshot can also capture your entire screen or website in one image, making it easier to document large files and websites.

Design

Creating graphics and editing photos may not be part of your everyday job, but when running a business, you're bound to come across a few design-related tasks. There are plenty of free or low-cost tools aimed at novice designers, which include Canva, Photopea, Inkscape, Blender, and Pixlr.

If you're also in the market for free stock images try Unsplash, Pexels, Pixabay, Gratisgraphy, Burst, Life of Pix, and Stockvault. However, always remember to check each image's copyright usage before downloading.



PAUSE BEFORE DOWNLOADING: ASK THESE QUESTIONS

- **What is my biggest productivity concern?** Identify the largest drain on your time and introduce one new tool to your daily routine. Beware, if you try to overhaul your entire day-to-day process with multiple new apps you're much more likely to give up completely.
- **What do the reviews say?** Sometimes an app can look amazing and promise to change your working life forever, but the reviews can paint a different picture. Look out for those that report bugs or difficulties with user experience.
- **Is this app really free?** Sometimes apps will look free but will run an incredibly limited service unless you pay to unlock all features. Understand what comes at an additional cost and weigh up whether the free services and still worth it.
- **How tech-savvy am I?** Be realistic in your digital abilities. If you're not going to have a lot of time to learn, you want to look out for tools that are intuitive and easy to use rather than specialist.
- **What's my learning style?** Understand how you most effectively process information. For example, are you a visual person that needs to see tasks mapped out on a board or calendar? Or are you someone that prefers numbered lists or audio? Choose a tool that aligns with your learning style.

2023 FOUNDATIONS PAVE WAY

FOR 2024 SUCCESS

As the year draws to a close, experienced franchisors reflect on 2023 and their hopes for 2024

If you had been at the glittering 2023 BFA HSBC British Franchise Awards in November, you would be in no doubt as to the strength and resilience of the UK franchise sector in 2023. Preceded as it was by the BFA's annual conference, where franchisors spoke about their business successes (and some failures), the mood was unmistakably upbeat and the passion in the sector was as evident as ever.

So what can we learn from 2023 that we might take forwards into 2024 to keep on that upwards trajectory? We asked some of our BFA franchisors to tell us about their year just gone and what they would like to see in 2024 for their businesses and the country as a whole.

Social media breakthrough

Amrit Dhaliwal, CEO of domiciliary homecare franchise Walfinch says: "2023 was the year Walfinch discovered social media in a big way. We've worked incredibly hard on our brand exposure with videos, podcasts and all manner of social content and activity to engage and promote the brand. Originally, we had found the digital marketing space was flawed for franchising and there was a massive opportunity to leverage what we were doing well and so we created a cost effective in-house digital marketing department for our own franchisees. Watch this space for how that develops into the broader market for 2024!"

Professionalising the care industry

Aside from honing their digital marketing skills Amrit and his team have also been working hard at 'professionalising the industry'. Amrit explains: "As a home care franchise, we've worked to professionalise the care role to help with recruitment, for example. In addition, we brought in some big hitting senior level staff to professionalise our management team even further for the benefit of our franchisees. It's all about doubling down and doing everything even better with the best people."



Unit level economics

So, what's next for Amrit and his team? "We believe 2024 will be the year of enhancing 'unit level economics' across the franchise industry. Franchisees must make a good profit and as franchisors we have a duty to help them deliver. We have a new Financial Director joining us to help our franchisees really get to grips with the nuances of their figures and improve profitability at every level. We will be ramping up this approach even more next year."

Support and training processes review

Former concert oboist, who studied at the Guildhall School of Music and founder of children's music franchise Monkey Music, Angie Coates reports: "2023 has been a busy year at Monkey Music. Earlier in the year we reviewed our support and training processes, having recruited new members of our team, while also utilising more online, ongoing training opportunities. This created a more cohesive and streamlined way of working as a head office team, and with our franchise network. Currently we're looking at new ways to simplify our customer booking journey which will also make life much easier for our operational and marketing teams. Alongside that we've been working hard on our digital marketing and video content; an absolute must for any franchisor these days."

Recruitment success

And what of recruitment and her network? Angie says: "We've recruited some really strong new franchisees this year,



some of whom started talking to us before Covid. Like all businesses, our franchisees have had to work hard to deliver an outstanding service to customers, at a time when consumers are looking for value for money despite rising costs, but of course, we've been there to support them every step of the way."

A return to face-to-face meetings

Ed Reid is the Managing Director of TAB (The Alternative Board). He reports that he and his network have been enjoying getting back to 'face to face' meetings in 2023: "I've loved how appreciative everyone appears to be about the true return of 'in person' business. Clearly Teams and Zoom will continue to play a useful role, but here at TAB we've made a real effort to re-introduce more of the best kinds of interaction within our franchise community and with our clients, face to face."

Understanding AI...for better or worse

As he puts the virtual communications to one side, Ed admits he's not entirely convinced by the growth of AI in 2024 either: "There's clearly so much potential for game-changing progress, but most of the entrepreneurs we're working with are balancing that with a fear of the unknown, and the possible disruption it could cause for how they operate, and what their competition could be doing to get ahead. The answer has to be taking a proactive stance to increasing our understanding of it through experts and not just burying our heads in the sand and pretending it's not happening. Because it very definitely is."

Economic stability

And what are Ed's hopes for 2024 for his business and network? "We're expecting to see franchise enquiries pick up and would very much like to see a fall in inflation to more 'normal' levels and a consensus that the future direction of interest rates will be downwards (even if it takes time for that to happen) as it would help boost confidence for business owners and investment should pick up again."

BFA support

The world may be a fast-paced place in 2024, but one thing that never changes is the support franchisees can rely on from their experienced BFA franchisor, who in turn will rely on us to keep them up to date with our full educational programme. For self-employment the 'safer' way, consider joining a franchise and 'Discover your tomorrow' with the BFA.



THE AUTHOR

Pip Wilkins QFP is the CEO of the British Franchise Association. The association's aim is to help people 'Discover your Tomorrow' through franchising. They educate their 1,500+ members via their Academy and host the annual BFA HSBC British Franchise Awards.



AMRIT DHALIWAL

"Originally, we had found the digital marketing space was flawed for franchising and there was a massive opportunity to leverage what we were doing well and so we created a cost effective in-house digital marketing department for our own franchisees."



ANGIE COATES

"Currently we're looking at new ways to simplify our customer booking journey which will also make life much easier for our operational and marketing teams. Alongside that we've been working hard on our digital marketing and video content; an absolute must for any franchisor these days."



ED REID

"We're expecting to see franchise enquiries pick up and would very much like to see a fall in inflation to more 'normal' levels and a consensus that the future direction of interest rates will be downwards (even if it takes time for that to happen) as it would help boost confidence..."

30+ Years Of Trading History

Start Your Business With This Proven and Unique Business Model

- Resilient and High Growth Market
- No Direct Competitors
- Territories across the UK
- BFA Full Member
- High Margin Transactions
- Repeat B2B & B2C Customers





Download Brochure



Success in transit

Graeme Rhodes, head of marketing at PACK & SEND, breaks down the benefits heading your way as a franchisee

The demand for global parcel shipping is expected to reach 266 billion annual parcels by 2026, according to Statistica. PACK & SEND, a courier franchise, is tapping into this growth by offering services that enable customers to send the weird and wonderful – think huge antiques and race cars – to more than 220 countries around the world.

Why do you consider PACK & SEND a good investment?

Graeme: We service gaps in the logistics market which other companies are unwilling or unable to address. This includes offering solutions for customers who have complex or difficult packaging and freight needs.

At the heart of this opportunity is a business that can securely pack and safely send items that are fragile, large, awkward, or valuable. Our customers range from private individuals to global brands.

PACK & SEND has been trading in Australia since 1993, with our first UK service centre opening in 2009. Ultimately, it means our franchise opportunity provides an established business model which differentiates the brand and succeeds in the UK, just as much as it does in its original market.

What support do you provide to franchisees for a successful launch?

The support starts before a franchisee's service centre opens. This includes advice on selecting the perfect premises and how to hire a team.

In the first year, we match marketing spend and guarantee a minimum number of sales leads.

There's also a PACK & SEND advisor on site when the business starts trading as well as ongoing back-up through our intranet, management reviews, and regular franchise partner events.

What do you look for in franchisees?

PACK & SEND is first and foremost a people business which prides itself on delivering unparalleled customer care and providing solutions for customers with complex or difficult packaging and freight problems. It's critical every franchise partner we take on understands and empathises with this.

To ensure a good fit, we have a structured and considered approach for selecting franchise partners and are very clear on the skills that we love to see in applicants. These include sales and customer service, attention to detail, listening skills and confidence in basic computer applications.

However, no previous experience in the logistics industry is required and full training is given to every successful applicant.

What kind of backgrounds do PACK & SEND franchisees usually come from?

Our franchise partners come from a range of backgrounds, but they're all comfortable in a sales environment, share a passion for people, and have a desire to deliver world-class customer service.

Hearing from our franchise partners directly is the best way to find out what it's really like to own a PACK & SEND service centre, and successful applicants will be required to speak to them before securing a franchise license.

Franchise Overview

PACK & SEND

Established: 1993

Number of outlets: 21

Locations of units: UK and Ireland

Min required capital: £30,000 - £35,000

Contact: Richard Cage, richard.cage@packsend.co.uk

www.packsend.co.uk/uk-franchise-opportunities/



It's time for change

Millennials and gen z are becoming the majority in franchising - it's time to adjust processes to suit them, says **Penny Hopkinson**

Have you noticed a difference in demographics within food and beverage, fitness, child and education, home services, and pet care franchises? Their owners are no longer just middle-aged veterans but ambitious gen Z and young millennials.

Some 18% of all franchisees are under 30, according to the BFA's 2018 franchise survey. In the coming years, young millennials and gen Z will also comprise a growing workforce in the estimated 48,600 franchised units across the UK.

Franchising offers built-in corporate support, flexible operations, and accessible technology systems with low start-up costs. It's an attractive option for younger entrepreneurs seeking alternative career paths outside the corporate world.

However, younger franchisees and their teams have markedly different motivations, expectations, and working styles compared to older generations. By aligning with these needs, franchises can thrive with millennial and gen Z owners.

These youngers franchisees highly value collaboration, continual learning, and meaningful work where they feel their contributions have purpose and impact. They expect useful knowledge and insights to be shared openly across franchise locations and teams rather than in isolated silos. This generation wants to reinvent the wheel together rather than individually.

As their workforce share expands, established veteran franchisors must understand how to better connect with younger franchisees and their team members, who will soon be a majority.

Here are some key strategies franchisors can employ to engage and motivate the next generation:

Move away from corporate ladders

Emphasise skills and lateral career development opportunities rather than traditional upward corporate ladders. Provide access to virtual and self-paced training options which align with digital learning preferences. Consider job rotation programmes which allow employees to gain experience in multiple roles to combat boredom and build well-rounded expertise. Implement mentorship programmes which pair younger team members with experienced franchisees for advice and guidance.

Lean into the growth mindset

Structuring promotions as milestones along a growth journey helps reinforce continuous learning. Traditional promotions are often seen as singular events - you work for a number of years and then move one rung up the ladder. This doesn't align with desires for constant learning.

Instead, franchises could reframe promotions as milestones which recognise progress versus endpoints. This ties to the growth mindset. For example, a team member could get promoted to customer services manager as a milestone. However, they would still receive coaching and training to build skills in new areas, which empowers workers to keep developing rather than plateauing in a new role.



Publicly celebrating these milestones also gives peer recognition and motivates others to develop skills for their progress. Plus, tying promotions to ongoing growth trajectories better aligns with desires for continual development and sidesteps perceptions that promotions equal the end of learning.

Embrace digital alternatives

Fully leverage popular digital platforms and social media which millennials and gen Z already use for communication, training, and multimedia content delivery. Equip them with data-driven decision-making tools and autonomy over tech-based processes.

For example, reformat old training manuals into interactive online portals with engaging video tutorials, social discussion forums, and microlearning apps. Create systems where employees can provide real-time input on new technologies or digital marketing campaigns.

Curate a culture of inclusivity

Promote transparency in business challenges, strategy, and performance metrics. Regularly invite input and feedback at all levels to build an inclusive culture. Run regular collaborative meetings and roundtable discussions to give teams a voice and visibility into franchise matters. They help surface concerns by enabling open discussion and feedback.

Empower younger franchisees to participate in annual strategy planning workshops. Connect individual tasks and franchisee contributions to bigger company goals and community impact. Publicly highlight local franchisees making a difference to showcase their impact.

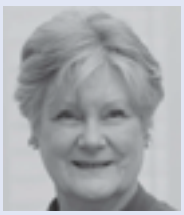
Reimagine the operations manual

Rebrand the traditional operations manual into a dynamic digital knowledge-sharing environment where franchisees and team members can openly share ideas to improve practices on a continual basis.

Replace dense text-heavy guides which won't be read with digestible multimedia content and two-way collaboration apps. Empower franchise teams to help evolve standards based on actual operational insights. Create feedback loops and version control so best practices spread quickly across units.

This proactive approach pays dividends for both parties. Franchisors receive the benefits of fresh innovations and renewed energy from highly engaged younger franchisees and their teams. Younger franchisees enjoy ample opportunities to continuously develop skills while actively shaping franchise systems and processes to optimise performance. Their increased engagement and sense of purpose also reduce costly turnover.

The generational shift in franchising provides an ideal opportunity for established brands to tap into younger franchisees' passion and entrepreneurial spirit. Embracing their bold new perspectives can help reinvigorate even mature franchise models while simultaneously fulfilling the needs of these new small business owners. Adapting to new viewpoints and working styles ensures franchise brands will continue to thrive well into the future.



THE AUTHOR

Penny Hopkinson is the author of *Manual Magic: Create the Operations Manual Your Franchisees Need to Succeed* and founder of Manual Writers International®.



Ovenu - The UK's original oven valeting franchise.

- No experience necessary - in depth oven valeting and business operation training
- Recession proof business
- Enquiries from day one
- Exclusive territory
- Bespoke, unique cleaning products generating spectacular results
- Van based = low overheads
- Get involved from £7,400 + VAT
- Family run since 1994
- Continuous specialist support







TRUSTIST 5.0 / 5.0 ★★★★★ 42375 Customer Reviews

Instantly benefit from 40,000+ client reviews & testimonials for our specialist service

ovenu® oven valeting service

Call us on

01189 743911

or visit our website

Work and live well

The eco-friendly oven cleaning franchise Ovenu is leaning into automation so franchisees can earn big while living life



Barrie Neilon (Ovenu Winchester)

Many industries in the UK have been hit by the public tightening their purse strings to ensure financial stability. In fact, during the first six months of 2023, hospitality, retail, manufacturing, construction, and real estate accounted for 57% of all administrations, according to public record data.

However, domestic cleaning appears to be thriving, with professional oven cleaning service Ovenu seeing a 10% increase in enquiries in the first half of 2023. A recent marketing initiative also generated more than £250,000 in bookings from existing clients for thirty Ovenu franchisees.

It shows that while people are cutting back on luxury expenses, professional oven cleaning is still a necessary household outgoing for many, as has been the case throughout Ovenu's thirty years of operation.

> "A recent marketing initiative generated more than £250,000 in bookings from existing clients."

A FLEXIBLE FRANCHISE

Modern, busy lifestyles and never-ending to-do lists leave many of us wishing for more hours in the day, especially when there's little flexibility in the nine-to-five regime. Ovenu has prioritised the work/life balance of franchisees by ensuring its network has total control of their schedule.

"The freedom to manage my own bookings around my personal life has been terrific. No more missing the kids' sports days or Christmas nativity plays," confirms Ryan Penniston, franchisee at Ovenu Bracknell and Maidenhead.

A huge factor in this is Ovenu's CRM system which all franchisees use to manage their businesses more efficiently. Communications to clients are automated, including booking confirmations, reminders, and receipts. This negates the need for hours spent manually emailing clients or printing and posting reminders and invoices.

"Having a system in place that takes care of all your admin is just brilliant," says Barrie Neilon franchisee of Ovenu Winchester. "It stores all my data safely and securely; something that my clients are legally entitled to.

"All of my job appointments are stored electronically in a system that I have access to 24/7 for 365 days a year, on any device. I don't need to waste time sending things out manually as our system does it all for me... giving me a great work/life balance."

OVENU'S MISSION

Restricted earnings coupled with increasing bills and little time to prioritise life over work are a problem for many of us. While nothing in life is guaranteed, Ovenu's tried and tested business model and continued support is aiming to offer hard working individuals the security of constant client demand for its premium service.

> "Ovenu had a 10% increase in customer enquiries in the first half of 2023"



Left to right: Julie (Ovenu Lichfield), Andrea (Ovenu Warrington), Anna (Ovenu Burton), Jackie (Ovenu Codsall)

Franchise Overview
Ovenu

Established: 1994

Number of outlets: 120

Location of units: UK & Australia

Investment range: £12,400-£28,000 +VAT

Minimum required capital: £7,400 + VAT

Contact: franchise@ovenu.co.uk

www.ovenu.co.uk/oven-cleaning-franchise/

EMBRACING THE UNDERESTIMATED

Shhh... Flo Weber-Zuanigh explains why introverted leaders can bring results you'll want to shout about





More than 56% of people are introverted, according to the MBTI (Myers–Briggs Type Indicator). Other sources say it's 40%. You get the gist; you're surrounded by a lot of introverts.

However, the business world is geared towards extroverts. You must be visible, loud, and capable of networking to succeed. This can be extremely draining for someone who gains energy from quieter settings.

For introverts, it means that the working world often forces them to go entirely against their nature or temporarily morph into someone they're not comfortable being. While this may seem like a hindrance, there are many aspects of business where introverted people are likely to be the best candidates for the job.

For example, introverts are likely to excel in creating trustworthy relationships, extending empathy to co-workers, practising deep listening, and making measured, thought-out decisions. These qualities not only contribute to effective leadership but also foster a work environment that values authenticity and long-term success.

If businesses can create environments that harness these introverted characteristics and place less emphasis on traditional means of success, they'll unlock a much more harmonious and productive workplace.

What is an introvert?

Being an introvert can bring a unique set of strengths to leadership. Introverts often possess qualities such as deep introspection, thoughtful decision-making, and a keen ability to listen actively. Their inclination for focused, detail-oriented work allows for strategic thinking, and innovative problem-solving.

Introverted leaders can create inclusive team cultures by recognising and respecting diverse communication styles, fostering an environment where every team member, whether introverted or extroverted, feels valued for their individual strengths.

"Introverts are likely to excel in creating trustworthy relationships, extending empathy to co-workers, practising deep listening, and making measured, thought-out decisions."

The introverted leader's capacity for empathy, creativity, and authenticity contributes to a leadership style that inspires collaboration, continuous learning, a positive workplace atmosphere and ultimately a growing business.

Fostering a sense of inclusion and belonging

Adapting workplace processes to cater for introverts and extroverts is a diversity, equity, and inclusion topic. Ultimately, it's about ensuring everyone feels a sense of belonging within the workforce. It's exclusionary if the only way to be recognised and thrive is to showcase traditionally extroverted behaviours.

Management training often provides information on how to lead staff members with differing personalities or neuro-divergent needs, and many of these teachings can be applied to benefit neuro-typical introverts. (Although, ensuring that introverts are given a voice is rarely a direct topic of conversation, especially in service-driven industries where staff are expected to appear social, and outgoing.)

Some businesses will bolster practices by creating a platform for employees to share anonymous feedback or voice questions they wouldn't feel comfortable raising otherwise. Essentially, it's about finding the right methods of communication, so introverts can contribute without feeling immense stress.

Dropping the extrovert mask

Putting on a mask and pretending is common in business but very exhausting. This could mean acting like you enjoy chit chat or attempting to be extroverted in your networking.

While it may reap results in the short term, this pressure to conform to extroverted norms usually leads to burnout and a sense of disconnection from your authentic self.

Instead, it's important for introverted leaders to recognise the value in honouring their natural tendencies and finding ways to navigate the business world authentically.

For example, prepare ahead of time for certain meetings and networking events so you find a way to engage that feels authentic to who you are. This could involve asking yourself questions such as:

- Would you prefer to intentionally listen through a meeting and keep your questions to the end rather than succumb to the pressure to interject?
- Would scheduling some five-minute breaks throughout a social-heavy event be helpful in giving you time to breathe?

It may also be beneficial to prioritise and be selective with the events you decide to attend. There's no point involving yourself in more interactions than you have the energy for.

Instead, embracing introverted strengths, such as active listening, strategic thinking, and deep reflection, could be what differentiates you as a leader who brings a unique and valuable perspective to the table.

Essentially, if you're an



introvert you must let go of the pressure to act as an extrovert. Achieving this can be a massive game changer for energy and stress levels.

One way to begin owning who you are is to be vocal about it. There's so much power in letting people know you're an introvert. Some of the things you do or say will suddenly make a lot more sense to other people and they'll likely approach you in a way that suits your working style.

Setting boundaries with colleagues

There's a lot to be said for managing expectations and doing that as early as possible.

Once you're clear on what works for you as an introvert, you'll be able to set clear boundaries with others. For example, that might mean limiting meetings to a maximum of 45 minutes to ensure you remain fully present and focused while also having time to recharge.

Establishing these boundaries manages your time effectively as well as proactively preserves mental and emotional wellbeing. This intentional approach allows for more meaningful contributions during meetings, as introverts can bring their focused attention and thought-out insights to the table.

Moreover, establishing boundaries communicates a sense of self-awareness and authenticity to colleagues, which fosters a culture that prioritises wellbeing and nurtures valuable contributions from all team members.

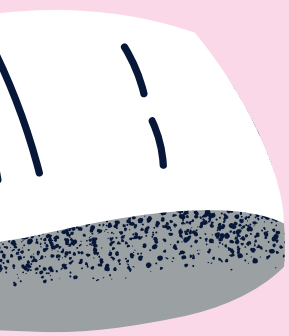
When it comes to communication, don't hesitate to use a combination of written methods (emails, reports, decks) to share your ideas and guidelines in a way that requires less effort and energy from you, while also remaining open for feedback.

Written communication can allow introverted leaders to express themselves thoroughly with the benefit of providing others with a reference point, which ensures an employee's social tank doesn't deplete too quickly.

Small group events or even one-on-one interactions can also leverage your strengths. These settings can be more conducive to meaningful discussions and allow introverted leaders to connect more deeply with team members or clients.

It's opportune to recognise the strengths of your team members and delegate tasks accordingly. You can empower others to take the lead in areas which may require more extroverted qualities, fostering a well-balanced and collaborative work environment.

Conducting personality tests can be a useful way to discover more about your team, as long as these are voluntary and it isn't the only method used to understand someone and their needs. Although two introverts may be very similar according to a Myers-Briggs test perspective (MBTI), their personal values, lived experiences, needs and wants can be quite different.



USEFUL RESOURCES

- *Quiet: The Power of Introverts in a World That Can't Stop Talking* **by Susan Cain**
- *The Introvert Advantage (How To Thrive In An Extrovert World): How Quiet People Can Thrive in an Extrovert World* **by Marti Olsen Laney**
- *Introverted Leader: Building on Your Quiet Strength* **by Jennifer Kahnweiler**

Leading by example

Introverted leaders are in a fantastic position to help fellow introverted colleagues to nurture their voice and home in on skills such as deep reflection, careful analysis, and a focused approach to problem-solving.

Facilitating an environment that values diverse communication styles, rather than just big meetings, is one step to cultivating a fairer playing field for introverts. But emphasising the importance of active listening among all staff members will be highly beneficial to ensuring that everyone's perspectives are acknowledged and respected.

Listening and being quiet are really underestimated in business. In many industries, it's all about jumping into action and coming up with solutions. Yet, a better and smarter solution often presents itself in quiet introspection.



THE AUTHOR

Flo Weber-Zuanigh is a diversity and inclusion consultant, a certified coach and a facilitator who supports organisations in their diversity and equity initiatives and policies as well as delivers talks and workshops.
www.diversityintheboardroom.co.uk

OUT OF OFFICE

Looking to start the first quarter of 2024 with a bang? We've rounded up some inspiring resources to get you started

THE INFLUENCER WE'RE FOLLOWING FOR A DAILY DOSE OF BUSINESS ADVICE

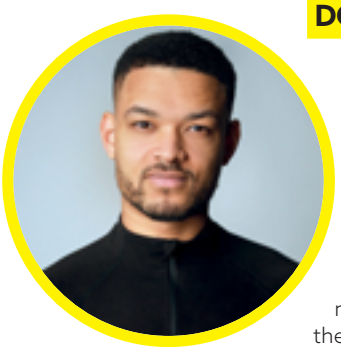


Photo: © Olivia Spencer

STEVEN BARTLETT

It's hard to miss entrepreneur Steven Bartlett, founder of Third Web, Flight Story, and Social Chain. You may have seen him on Dragons' Den where he's taken up the role as the show's youngest ever investor. Or it might be on his podcast 'Diary of a CEO' which has invited many well-known names to have a candid conversation about their rise to business success. (Sidenote: we recommend his episode with Karen Brady). Maybe you've also read his debut book *Happy Sexy Millionaire* which became *The Sunday Times Best Seller*. However, this quarter we're keeping an especially close eye on Bartlett who has just released his second book *The Diary of a CEO: The 33 Laws of Business and Life*. His approach has fluidity to it and is a refreshing reminder that you needn't follow the paths that have come before in order to unlock your full potential as an entrepreneur.

PODCASTS



A PODCAST FOR PARENTS

BUMP TO BUSINESS OWNER WITH CAROLINE MARSHALL

A majority (85%) of women leave full time employment within the first three years of having a baby, according to That Works for Me. *The Bump to Business Owner* podcast is a direct response to this stat, aiming to provide women with support as they build businesses that fit around motherhood. Hear from Caroline Marshall, founder of VA agency Upsource, as she talks to fellow businesswomen and mothers who have navigated the challenges and reaped the rewards of owning a business while raising a family. Expect discussions on maternity leave, setting boundaries, making mistakes, and everything in between.



MUST LISTEN EPISODE

The Guinea Pig Generation with Steph Douglas, CEO of Don't Buy Her Flowers

A PODCAST FOR WHEN YOU'RE ANXIOUS ABOUT NETWORKING

FINDING BEAUTIFUL STRANGERS WITH ABBY WALLACH



A big part of business is relationships, and conversations with customers are a mainstay of beauty franchises across the world. Cue Abby Wallach, who has dedicated several decades to working in the beauty and media industry. During her career she's spoken at length with Hollywood's A-Listers and industry insiders to business powerhouses and everyday people. In her podcast, *Finding Beautiful Strangers* Abby offers words of wisdom from these encounters and outlines the role these connections have played within her own career.

MUST LISTEN EPISODE

Ultimate Pivot – Going Walmart Big with Fragrance

BOOKS



A BOOK FOR THINKING ABOUT THE FUTURE

Tech for Good: Solving the World's Greatest Challenges by Marga Hoek

Businesses are expected to take more responsibility in working towards ESG goals, both from a consumer expectation standpoint and regulatory one. Marga Hoek's latest book *Tech for Good: Solving the World's Greatest Challenges* delves into the role that fourth industrial revolution technologies will have on solving the big issues, such as climate change, biodiversity loss, and poverty. Within this Hoek looks at the role businesses can play in seizing opportunities, making purpose-driven decisions, and unlocking new markets, while presenting 75 business case studies to really illustrate the point.



A BOOK TO INSPIRE AMBITION

21st Century Business Icons by Sally Percy

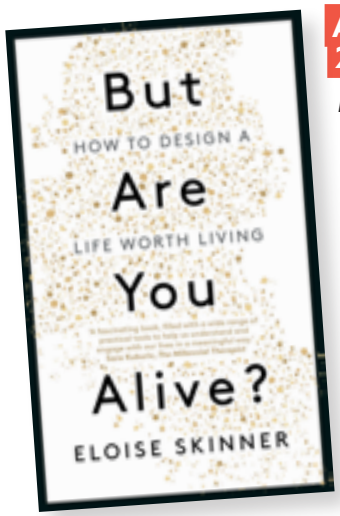
Jeff Bezos, Satoshi Nakamoto, Whitney Wolfe Herd, Melanie Perkins, Nthabiseng Mosia – all these names have come to epitomise success (and in some cases, controversy). However, while they may be business figures that have it all, not all started off that way. Journalist Sally Percy's *21st Century Business Icons* serves as a reminder that these people had to overcome challenges in competitive markets with innovation, determination, confidence, and funding. Percy examines 21 names from sectors such as tech, retail, and banking, giving us a glimpse into their strategies and the insight they can offer business and society.



A BOOK FOR SETTING 2024 GOALS

But Are You Alive? by Eloise Skinner

It's so easy to slip into automatic mode during your career and in your personal life. However, Eloise Skinner, entrepreneur and teacher, questions if you're really making the most of the experiences and opportunities that life has to offer. *But Are You Alive?* draws on Skinner's background as an existential psychotherapist to bring readers a variety of exercises to feel more present, focused, and fulfilled. While there are plenty of lessons that can be applied to your personal life, there are also exercises that focus on curating a career that you feel is truly worth having.





GOT A PASSION FOR SPORT? AND A HEAD FOR BUSINESS?

Premier Education



THEN JOIN THE UK'S NO.1 PROVIDER OF SPORT, PHYSICAL ACTIVITY AND CHILDCARE FOR PRIMARY AGE CHILDREN.

Our unique, established franchise model has brought success for almost 25 years.

With industry leading services and resources, you'll be well placed to have a positive impact on children through physical activity in your community.

For more information, or to see our franchising packages, visit: www.premier-education.com/franchising

Trustpilot 4.7 / 5

Based on over 20,000 reviews

awards finalist

£500K

2 out of 3 franchisees turned over more than half a million pounds last year.

90%

of our franchisees turn over more than £250,000 a year.

£2,000

is all you need to begin franchise ownership.

Kickstarting success

Premier Education reveals why business and sport are the perfect combination for aspiring franchisees

The UK is experiencing rising levels of inactivity among children. Since 1999, Premier Education has been tackling this by partnering with schools, community venues, and national governing bodies to deliver engaging P.E. sessions and childcare. With 100+ active territories nationwide, the brand hopes to grow further by providing aspiring franchisees with five key drivers for success.

1. FIRST-CLASS SUPPORT

A top quality support programme is essential to help franchisees see maximum impact within their business. This can include an in-depth training programme, hands-on expeirnece with established franchisees, bi-weekly support webinars, updates on tools and systems, and a frequently updated newsfeed. At Premier Education a 14 month training programme starts from the moment you begin franchising.

"At Premier Education, 90% of franchisees turned over more than £250,000 last year."





2. AN ESTABLISHED, RECOGNISED BRAND

Franchises can offer a reputable and solid foundation for new business owners to build upon. For instance, Premier Education franchisees find reassurance in the brand being the first organisation in the sector to receive full British Franchise Association (BFA) membership. Partnerships with Sainsburys, the LTA, British Gymnastics and a Department for Education steering group have similarly bolstered confidence. Plus, Premier Education was recently named a 'Franchisor of the Year' finalist in the 2023 BFA HSBC British Franchise Awards, as well as placing in Elite Franchise's Top 100, creating further industry credibility.

3. SUSTAINABLE, LONG-TERM PROFITABILITY

Some business models in franchising enable franchisees to generate greater ROI with each successive territory they take. In fact, it's not unusual to receive support in creating a long-term business plan for expansion with the aim of driving a turnover that surpasses seven figures. At Premier Education, 90% of franchisees turned over more than £250,000 last year and continue to see year-on-year growth. Two-thirds of franchisees turn over more than £500,000 each year and 33 per cent are set to turn over £1m+ by the end of this business year.

4. A PASSION FOR ACTIVITY

Only one-in-five children in the UK are currently getting 60 minutes of daily physical activity. By franchising with a brand like Premier Education, you'll be able to provide children with opportunities to get active, as well as build a viable career.

5. AN INCLUSIVE, SUPPORTIVE COMMUNITY

Becoming a franchisee can be a more accessible route to business ownership. For example, franchisees at Premier Education include people like former schoolteacher Alistair Hudson. He now works a flexible schedule and helps 10,000 children get involved in sport and physical activity weekly. In his words: "It's been the best decision I ever made."

Franchise Overview

Premier Education

Established: 1999

Locations: Nationwide

Min required deposit: £2,000

Number of franchised territories: 108

Investment range: £14,995 – £24,995

www.premier-education.com/franchising

A DAY IN THE LIFE OF...

AN ARCHITECT FRANCHISOR

Lisa Raynes is a domestic architect and the franchisor of Pride Road Architects – a brand that aims to offer franchisees flexibility

INTERVIEW BY MOLLY RAYCRAFT









THE TYPICAL DAY

Lisa lives in Gatley, South Manchester with her husband, three children, two dogs, one cat, and for a short time last year – a Ukrainian family. While working from home, Lisa strikes a balance between architectural jobs which see her in client meetings, drawing, and making visits to properties, alongside franchising tasks which include recruitment, operational development and franchisee support.

***Lisa*: I set up on my own in 2010 after having my third child.** I was made redundant after the financial crash because 50% of all architects lost their jobs so I had to set up on my own out of necessity. I realised that architecture is particularly difficult for women because there's a long hours work culture. We're usually the first people to go in a recession because of part-time and flexible working. Now, a full day concept design workshop at Pride Road is five and a half hours, so it fits with school.

At 6.45, I wake up and have a quick shower and then take the dogs for a walk. It's nice to be out and have a bit of fresh air. At around 8.00, I like to clear the kitchen just to have some control over my environment. I work from home so I'm usually at my desk and ticking off some of the stuff on my to-do list before I start meetings. That might be paying bills, responding to a quick email, or doing a bit of social media marketing.

I'm still working as an architect, so my room is covered in drawings that I need to process and send over. Because we're a franchise, we've got a very formulaic way of working in terms of process. We have a one-hour online consultation with our clients to take a brief and then we offer a paid piece of work which is a hand drawn concept design workshop. We do extensions and loft and garage conversions, so we go to a client's house for half a day which is three and half hours and

"My perfect franchisee is any architect who struggles to find a better kind of work life balance especially around family demands"

usually equates to £450. A month later we have a follow up meeting to see what's right.

I also have franchise tasks. We're just developing the CRM a little bit more to make improvements for everybody. I go through stages of nurture and growth – I'm currently in a recruitment stage. I'm at the start of planning 2024's calendar and we've got plans. My future ambition is growth, growth, growth! I love it when all the franchisees meet up because there's just so much energy in the room and we often have CPDs and we'll just throw really challenging questions at the suppliers.

After a long day, I usually start cooking tea for the kids (I've got three kids) or I might take the dogs for a walk. If it's a particularly busy time of year then I might have some evening appointments with clients. Today one of my franchisees is on her way to see me. She's going to be staying over and we're going to be hanging out which is nice.

A PRIDE OF ARCHITECTS

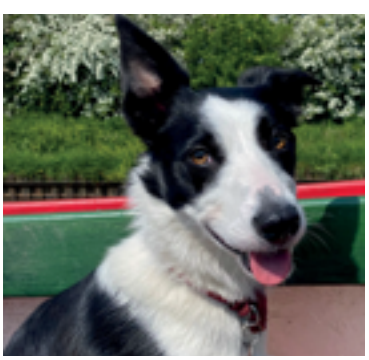
Pride Road Architecture faces different challenges to the 'typical' franchise. Franchisees must be qualified architects which immediately narrows the recruitment pool.

However, Lisa has been able to attract four franchisees, and has ambitions to grow this further, with her positive focus on empowering those who need to work outside nine-to-five. In fact, the idea of a pride of lionesses provided inspiration for the brand name.

My potential franchisees are architects, so I attend a lot of architect events. My perfect franchisee is any architect who, after spending a minimum of seven years training to qualify, now struggles to find a better kind of work life balance especially around family demands.

The word architect is a protected term. You have to be fully qualified in the UK to practice. I've been affected by Brexit because before we recognised European architects in this country and now we don't. For one of my franchisees Magda, she qualified in Poland and was actually my pilot franchisee – she wouldn't be able to do that same journey today.

I just love developing confidence in women; teaching them how to 'do business'. The confidence is amazing. We learn together because you've always got to learn in our industry to be on top of legislation.





GET TO KNOW...



Lisa is a positive force, creating a more inclusive space for architects in the industry, while also adding a more specialist option within franchising.

Anything you can't work without?
Coffee

What's your greatest fear?
Seaweed

What's your current state of mind?
Positive, we've just gone through a recruitment drive.

Where would you most like to retire?
We've got a canal boat, so we want to spend three years on the boat travelling around.

Your favourite possession is?
Air pods

What qualities do you most admire in yourself?
Confidence, resilience, and problem-solving.

What quality do you value most in your friends?
Loyalty and the ability to make me laugh.

What talent would you most like to possess?
Sing

What's your favourite meal?
Eggs royale

Guilty pleasure?
Married at First Sight

A film you watch over and over is...
I don't watch films over and over again.

Your favourite song is...
'I Am Woman' by Helen Reddy

Q+A

5 minutes with...

ADAM BURROWS

The MD of hydraulic hose servicing franchise Pirtek UK&I explains his take on relationship building and problem-solving within franchising



I graduated from the University of Essex with a degree in Business and Accountancy. Like many 21-year-olds, I wasn't entirely sure of what career I wanted to pursue. I ended up falling into the engineering industry and was lucky enough to get a job for a large MRO supplier called ERIKS which works across Europe.

I had massive opportunities to develop my softer skills and ERIKS supported me through my MBA. They put me on development and training courses which really opened my eyes to the different areas of business other than sales and operations.

I then joined Pirtek as a sales director and have been here for six years. Initially, Pirtek was growing business system sales, which meant working alongside suppliers, end user customers, and national account customers.

I'm now the MD for the UK and Ireland at Pirtek which means holding key relationships with our franchise network.

What have you found most fulfilling about your latest role?

What I really find fulfilling is being involved in the development of the staff. There's nothing better than seeing someone buy one of our franchise territories after working here for 10-15 years. It shows that they're so comfortable within Pirtek that they think their next journey isn't to work somewhere else, but to buy into the business and become a franchisee.

We're a large business now. We have 86 locations across the UK and Ireland and 40+ franchisees, some of which have more than one territory. But what I found when I joined Pirtek is that everyone's in it together.

We actually have a lot of people in our network that have been here for 20-25 years and have taken on five or six different roles in their time. Seeing those people come through the business is a really nice feeling. We'd say it's kind of like a family feeling in a large business.

The day-to-day stuff varies. We are a support function, which can mean something happens at 9:00am on a Monday that's essential for us to jump on, which takes you away from the day-to-day stuff you've got planned for the whole week. The variety is probably the most interesting part because there's no dull moment.

What have been the biggest challenges you've encountered?

The post-Brexit trade complexities, adapting to change of regulations, addressing workforce shortages, economic uncertainties.

I think the challenge for most franchise businesses in the UK at the moment is finding staff to fill the roles that we need them to fill.

It's also probably worth mentioning that technology is a big challenge and a massive opportunity for all businesses and franchising. It's how you take that







new challenge or threat and deploy that into your business? For example, we talk about AI.

How can this adapt our business and how can we continue to develop technology to the benefit of our customers and network?

I think a challenge in the past has also been about knowing who to speak to and how to gather information. When I first joined Pirtek, there wasn't many places to find out about franchising or to know who to speak to about getting involved in franchising.

Obviously, some large organisations have got involved. But I think more people are now willing to have conversations about why to get involved in franchising and what the benefits of franchising are.

What's your best advice for aspiring business leaders in the franchising industry?

I think for me effective communication to all stakeholders in the organisation is essential. Everyone should be empowered to add value to the business, try new things, and have the responsibility to make decisions.

We try to follow the mantra: 'fail fast, learn fast'. For example, just because an initiative didn't work last time, doesn't mean it won't work in the future. Time changes the outcome of an initial idea, and often the idea and concept you had at that point in time was the right idea. It was just deployed at the wrong time. Franchisees are actively encouraged to test the water, see what things look like, evaluate and then choose their direction. I think it's key.

Franchising often gets entrepreneurial individuals who want to push, build, and grow their own business. Take those ideas and nurture those individuals as that idea will become a benefit for the wider network. It's not about suppressing those ideas or believing that you can't do that because it doesn't fit the model. Sometimes it's about sitting down and thinking how does that work for the overall business? How can we take it and develop it and make it better for everyone?

Some of our best ideas within Pirtek come from our franchise network. These franchisees live and breathe the brand, and they often come up with simple ideas that aren't often thought about from the franchisor level. The other franchises are probably having the same issue and suddenly that idea becomes a large initiative within our network.

So last week, we were in Ireland with all the Irish franchisees who came together to talk about the business, how it's performing, technology enhancements, areas for the next year. It just gives the opportunity to the franchisees to get together, talk about their challenges, and how they're overcoming it and share best practice and success stories. I think that's really key for our business, especially within franchising. It's about keeping that motivation.

I think a softer skill that I've learned throughout my career is also dealing with people. Everyone is different. Everyone has different desires and ways of dealing with certain situations. Being able to talk to people with a human element and dealing with problems in a professional manner, but also dealing with people individually, is important.

"I think the challenge for most franchise businesses in the UK at the moment is finding staff to fill the roles."



POPPIES
CLEANING SERVICE

The UK's No.1 Cleaning Franchise



"It's fantastic to be a part of a franchise that's solely driven by helping franchisees build a successful and in-demand service to our communities"

LOW SETUP COSTS - ONGOING TRAINING AND SUPPORT
QUICK BREAK EVEN POINT - PROVEN DEMAND AND GROWTH

By joining our Poppies family, you will be surrounded by experienced people, many having spent several decades in the domestic cleaning franchise, following the same model you will use. You will be joining a successful business built on trust and integrity.

SCAN THE QR CODE TO DOWNLOAD AN INFORMATION PACK NOW

01695 667766

www.poppies-franchise.co.uk

Franchise Overview
Poppies

Established: 1984
Number of outlets: 24
Locations: UK
Investment range: £18,999+VAT
Minimum required capital: £18,999+VAT
Contact: recruitment@poppies-franchise.co.uk
www.poppies-franchise.co.uk



Dusting off redundancy to build a business that shines

Rob Piper decided to start his own venture with cleaning service franchise Poppies after losing his job in 2010. More than a decade later, he reflects on his success

Rob Piper is a self-confessed people-person. For almost two decades, his natural flair for communication, employee engagement, and customer service saw him excel within Sefton's Education Authority.

Tragically, government funding cuts brought an abrupt end to his career in 2010. However, determined to turn things around, Rob opened Poppies Liverpool in 2011. Now, the cleaning service franchise affords freedoms that have quite literally changed his life.

"Being made redundant is like having the rug pulled out from under your feet," says Rob. "I already knew about franchising and the more I thought about it, the more it appealed. I could really see the benefit of investing in a 'business in a box'. I didn't have to invent anything, training is given, and you're supported from day-one by head office."

FINDING A FRANCHISE

Rob decided to prepare for his new adventure as a business owner, having decided that franchising was the right option for him. He quickly began researching Poppies' values and found that they aligned with his own.

"I made up my mind almost straight away that this was what I was going to," says Rob. "I knew that I would excel and that I could create a personal business that supports my passions and others in my local community. I was sold."

A DECADE OF SUCCESS

Rob began running his new Poppies branch from the comfort of his own home during the first few weeks of launching. However, he quickly moved into his own office in the heart of South Liverpool, following rapidly increasing customer demand.

Success has continued throughout the decade that Poppies Liverpool has been running, with the business' first-ever client still a loyal customer. Now, Rob is planning to step back from the company with the support of his office manager. It means he can truly take advantage of the freedoms franchising offers.

"I've built the business to a point where I have the reassurance that things will run smoothly even if I'm not there," says Rob. "And that's because I can place my trust in the office team – they're amazing. The scope of freedom that Poppies has given me has been life changing."

"Being made redundant is like having the rug pulled out from under your feet. I already knew about franchising and the more I thought about it, the more it appealed. I could really see the benefit "

What Franchise

Seeking the perfect business opportunity to achieve financial independence and personal success?

Look no further than what-franchise.com



FIND HUNDREDS OF FRANCHISES LISTED

Explore an extensive catalogue of top franchises from all sectors and investment levels

EXPERT INSIGHTS & RESOURCES

Gain valuable knowledge from industry experts, success stories, and insightful articles that will empower you with the know-how to make informed decisions.

Scan the QR code to find out more

what-franchise.com

Call us at **01323 471911** or email us at **rachael.wenham@what-franchise.com**

AMIGOS™

BURGERS & SHAKES

BURGERS



FOR AMIGOS BY AMIGOS

100% ANGUS BEEF

Craving the freedom to be your own boss and create your own success?

Amigos is the most successful independent burger brand in the UK - selling more fresh-off-the-grill, gonna-need-anther-napkin meals than any other, having grown 200% in the last 5 years.
Now as an enterprising foodie franchisee, you could get your own bite of our brand and a growing market worth £20bn.
Spend your days bringing people something they really want!

Contact franchise@amigosburgersandshakes.com



WHY I CHOSE NOT TO GO IT ALONE...

Gary Keating
ActionCOACH Bristol

"I could've set up the Gary Keating School of Business and taught and coached on what worked 5, 10, 15 years ago, but I would've been failing my clients. The ActionCOACH system gives me and my clients what works now AND what will work in five years' time. The system has made ActionCOACH Bristol the go-to place for business growth that creates prosperity and employment in our community."

Gary works four days a week in his business and appreciates the half-way house between retirement and franchise ownership that he's created for himself. He still escapes the English winters by flying to his family villa in Asia, but continues to enjoy his 7 figure coaching business and leads his team of coaches and managers via video conferencing.

As a Franchise Partner you'll get...

- Your own 1-2-1 mentor to help you turn your £69k investment into a £1 million a year business
- The support and camaraderie of over 200+ like-minded people
- A coaching system guaranteeing success for your clients and yourself!
- A defined territory of 10,000 active businesses
- Over 50 days of training and support available to you & your team each year

DISCOVER MORE

Visit **franchise.actioncoach.co.uk**
or call the UK Support Team on
01284 701648

elitefranchise 100 TOP FRANCHISES 2022 FRANCHISOR OF THE YEAR

FINALIST The Best Franchise Awards 2022 Business to Business Category Sponsored by LLOYDS BANK

2023 5 STAR FRANCHISEE SATISFACTION ★★★★★ Winner for 11 consecutive years

ActionCOACH BUSINESS COACHING