

What Franchise



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TOP TIPS FOR
MANAGING
YOUR MINDSET

POWERLIST

FRANCHISEE OF THE YEAR



DC THOMSON

INVEST IN THE FUTURE
WHY EASYSTORAGE IS
TIPPED FOR SUCCESS

BFA
AWARD
WINNERS
REVEALED

Real life

I started as a kitchen porter and now I own a global business

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FROM THE EDITOR

This is our final issue of the year and it really is an appropriate finale to 2022. What better way to wrap up the last 12 months than by revealing our franchisees of the year in a hotly anticipated power-list where we celebrate those on the front-line and at the heart of all the action?

We asked franchisors to nominate their franchisees with the 'X-Factor' and we were astounded by the response. Our power-list reveals many incredible entrepreneurs who have not only withstood storms such as COVID-19, but have also managed to thrive in one of the most challenging times faced by our industry in recent years.

From dealing with heart-wrenching and incredible loss through to massive career changes and successes, the journeys of those on our franchisee shortlist certainly make for compelling reading.

Such as the story of Laura Barley, who lost her husband to meningitis. Laura was mum to a one-year old little boy and working as a police officer at the time of her husband's passing. She told us: "I knew I couldn't continue being a police officer because I couldn't dedicate myself to it". Instead, Laura searched for an alternative and more flexible career path that would allow her to be there for her son. In the summer of 2021, Laura launched Alchemy VA franchise from her home in Glasgow, the virtual assistant concept being an ideal fit for those remote working.

People are forefront in our minds this issue and we also reveal the franchises who put their workforce



front and centre. We find out more how this employee-centric approach benefits their business.

December and January are notoriously difficult months for many in the industry, and as such our lifecoach expert has a whole range of top tips on how best to manage your mindset in tricky times.

From all the team at WF, have a wonderful festive period with your friends and family.

To your success,

Nadine Hawkins

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KEEP UP WITH THE CONVERSATION

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Staff stressed over cost of living

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High street not dead, just changing

People are more interested in service-based offerings than in retail outlets



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A model for squeaky clean success

Inspired to find a better work-life balance, Rob and Gill Dawson joined Molly Maid – one of the world's largest professional home cleaning franchises

Gill Dawson started her Molly Maid Franchise in Burton upon Trent in April 2017, with husband Rob joining in 2019. Since the pandemic, the couple have more than doubled their turnover, including achieving the top sales growth leader in 2022 with annual sales growth of £190,000. They say their results are down to teamwork, hard work and the explosive growth in the domestic cleaning industry.

Why did you choose to start a Molly Maid franchise?

GD: Having a young family, we wanted something that would fit around them and allow us to be there for school pick up and activities, things that parents working full time miss. From our perspective, if you are going to be a franchisee, then you want to be with the best in the industry, which Molly Maid clearly is. Finally, we wanted something that couldn't be replicated online or replaced by technology, and coupled with the fact 95 per cent of our revenue comes from repeat customers, this business model ticks all the boxes.

How has Molly Maid helped you take advantage of the booming demand from new customers?

RD: The support from Molly Maid has been invaluable in helping us navigate the events of the last few years. They were always one step ahead in terms of future planning, identifying opportunities and reassuring us we would bounce back even stronger. The Homesafe cleaning system launched at the perfect time to reinforce our brand and take advantage of great market conditions and we have just ridden this huge wave of customer demand since then.

Is the cost-of-living crisis impacting the growth of your business?

RD: We have naturally seen a few more customers cancelling but enquiries



from new customers have remained really strong and our sales growth has continued through October, November and December of this year, which surprised us a bit.

What is the one piece of advice you would give to someone wanting to start a Molly Maid Franchise?

GD: If you are buying into the Molly Maid franchise model, you are buying into a tried and tested formula with decades of experience in the home cleaning industry. All the tools are there to make your business a success. You may think you know better but stick to the plan!

What has been the biggest challenge in establishing the business?

GD: Staff recruitment in an ever-changing economic climate remains a challenge, especially post-Brexit and pandemic. But the Best Employer branding Molly Maid

launched in March 2022 has really helped us to stand out from the competition. Again, Molly Maid always seems to be ahead of the curve in providing tools to help us respond to market conditions.

Where are you hoping to take the business next?

RD: Our aim now is to become the largest revenue-generating Molly Maid franchise in the UK. This would see us achieve weekly sales nearing £20,000 or more than £1 million per year.

What have you learned that has been crucial to the success of the business?

GD: Never take anything for granted, don't dwell on mistakes or disappointment and don't get too carried away with your success. Hard work and determination will prevail.

How much of a challenge has it been and was that in line with your expectations?

RD: We didn't go into this thinking it was going to be easy and you have to put in the work. Running a business is hard but ultimately extremely rewarding. Especially when you earn the incentive trips Molly Maid puts on. We've been to Venice, Athens and most recently, Rome.

At a Glance Molly Maid

Established: 1984

Number of franchised outlets: 70

Location of units: Across the UK

Investment range: £18,975

Minimum required capital: £8,000

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

www.mollymaid.co.uk/franchise/

Bring a taste of Greece to your business

Having taken the country by storm with its hearty and nutritionally-balanced Greek-inspired food, Taka Taka is now looking for UK franchisees

Taka Taka is a fast-growing chain of Greek street food restaurants in the UK. It is a fast, casual brand that has seen immense success with its healthy and nutritionally-balanced approach to traditional gyros, souvlaki and pita wrap. Taka Taka's food is not just inspired by authentic Greek food, it's as close as you'll get from outside Greece. From the gyros meats to marinade and olive oil, Taka Taka's signature provisions are sourced directly from Greece.

WHY TAKA TAKA?

The Greek and Mediterranean menu is one of the healthiest in the world and this blends in well with the growing trend for healthy and vegetarian-based food. This exactly sums up Greek street food and the reason why it is placed second or third (depending on survey) in the list of most popular street food.

Taka Taka has been in the business for over 25 years now and is still making and selling the highest quality of healthy Greek/Mediterranean food very profitably.

Greek street food is part of an industry worth around £19 billion which means Taka Taka's potential is vast. The brand has

“Taka Taka is all about delivering the same taste you would get from a small village in Greece”



served its apprenticeship over these 25 years running its own restaurants in the UK, and before that, in Corfu. Taka Taka has made mistakes and matured through broken nails and gritty determination, becoming a very profitable business and looking forward to moving to the next step of its expansion – franchising.

THE SECRET INGREDIENT

Taka Taka offers a sincere and honest Greek hand – come and see, smell, touch and taste Taka Taka – and you will be impressed.

The freshness and quality of food are what make all the difference – from the hand-made pita bread directly from Greece and the Corfu-sourced olive oil, through to the high-quality meat with 95 per cent fillet, down to the smallest details such as the feta cheese, yoghurt and haloumi, freshly delivered to the Taka Taka stores daily. Taka Taka is all about bringing the Mediterranean to its own restaurants and delivering the same taste that you would get from a small village in Greece. Over recent years, Greek cuisine has soared in popularity – alongside its ever-popular Italian and Spanish counterparts, food lovers have immersed themselves in all that Greek dishes have to offer.

As IBISWorld data reveals, the UK's takeaway and fast food market is worth around £19 billion right now. It's a whopping industry, which has grown exponentially in demand since the pandemic.

READY TO OWN A TAKA TAKA?

Taka Taka wants people who are looking for the challenge of being their own boss with the umbrella security of successful business support. Business and F&B experience is useful but not essential. What is most important is commitment and drive to succeed together with plenty of energy to work in the Taka Taka outlet.

At a Glance TAKA TAKA

Established: 2012

Number of franchised outlets: 2

Location of units: England

Investment range: £120,000-£300,000

Minimum required capital: £70,000

Contact: Andrew McNair, a.mcnair@takataka.co.uk
takataka.co.uk/franchise

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Business networking as a win-win-win

Nigel Brookes, CEO of Business for Breakfast UK, explains how the brand improves the value of its franchises and supports like-minded individuals

All you need to make a franchise succeed is the drive, grit and determination to implement the model”, words I lived by when I bought my first franchise years ago. Now, as part of the first UK-founded business networking franchise, I’ve come to learn that running a business or franchise is not solely about succeeding, however you define success: money turned over, profits reached, or longevity of the business. Being an entrepreneur is about building something to stand back and be proud of.

The great thing about running a franchise like BforB is that we can look at the box and constantly consider what can we put into it to make it more valuable. It isn’t enough that our members continue to pay, or our franchisees renew at the end of their licence term which causes us to grow.

If lockdown has taught me anything it’s that people look for value, they don’t shop on price alone. To be a truly great opportunity we have to think about where the most value is, and how do we deliver that to our franchisees and members in the UK and abroad. So how do we put more value in the BforB box?

BUILDING THE PERFECT SCENARIO

By developing a system to give-give-give we have found a way for our colleagues to market their franchises where not only do we get brand awareness and promotion to grow, but our customers get the same benefit at the same time as an extra added value. We’ve looked at our licence fee and made it more accessible to new franchise partners to get started so more of the profits go towards starting with a strong foundation, meaning more businesses can be a part of a growing network and benefit.

As our UK franchise product/service provides what every business needs – more business – we have developed an end-to-end system of generating



qualified leads for our start-up franchisees to manage and own, thus extending their reach meaning more customers take advantage of our forums to access to what they need: other businesses locally to integrate into their supply chain.

By thinking about what would benefit and add value to our clients and our team of franchisees, every addition or change we make to the franchise opportunity we are stepping more towards the perfect (for us) win-win-win scenario.

IT IS ALL CONNECTED

Our franchise model is that unless our franchisees are making money, we don’t

make money; unless our customers make money, our franchisees don’t make money, as we are all linked, we need to have that as the basis for our strategy. We have broken from the idea of sales for the sake of sales.

Our network is made up of like-minded individuals all supporting one another to grow and develop. As the headquarters and beating heart of that UK operation, we have to accept the responsibility to feed, develop and drive that culture in 2023 as we continue to grow our franchise across the UK and globally.

At a Glance BUSINESS FOR BREAKFAST

Established: 2001

Location of units: UK and global

Investment range: £15,000 + VAT

Minimum required capital: £25,000

Contact: franchise@bforb.co.uk/
enquiries@bforb.co.uk, or call 0330 118 8980

The gold standard in fire and security

Andy Moore, franchise manager at Jackson Fire & Security, talks about the values central to the brand's operation and fundamental to its success

HOW IS JACKSON FIRE & SECURITY NURTURING ITS COMPETITIVE ADVANTAGE?

AM: We are uniquely positioned as the 'one and only' fire and security franchise in the UK. We are very responsive to legislative change, so we retain our gold standard industry accreditations. It's these accreditations that allow us to bid for local public sector contracts with councils and local schools, in addition to national contracts providing extra revenue to our franchisees.

DESPITE THE CURRENT ECONOMIC CHALLENGES, WHY IS JACKSON FIRE & SECURITY A LUCRATIVE BUSINESS MODEL?

AM: The business model is largely recession-proof, we saw growth during the lockdown, proving that the demand for our services is high and the quality of our work is exceptional. Our gold standard accreditations keep us at the forefront of excellence when we are servicing and installing systems across the country.

We are a national network of local people, providing best-in-class service to all our customers. It's our best-in-class attitude, coupled with our community approach, that set us apart from other national companies. We service and take pride in serving the communities where we sit.

Our customers are safe in the knowledge that we are only a phone call away should they experience any problems, we don't operate from a central location somewhere

“It's our best-in-class attitude, coupled with our community approach, that set us apart from others”

in the UK where it's potluck who turns up and when. The relationships we build are central to our operation and fundamental to our success.

WHAT ARE THE TOP TRAITS YOU ARE LOOKING FOR IN A JACKSON FIRE & SECURITY FRANCHISEE?

AM: I want winners, I want people who are service oriented, hardworking and who want to make money. Our offering is such a fantastic proposition it would be wasted on someone who isn't in it to win it.

HOW DO YOU SUPPORT FRANCHISEES TO GET A REPEAT BASE OF CUSTOMERS?

AM: We have a wide-ranging marketing launch plan and ongoing continuing support that provides our branches with a steady stream of business opportunities.

Our field support team are there to help them make the most of the business opportunities as well as mentoring our people through the initial period to maximise their growth plan. Our quality and compliance team keeps them ahead of any legislation changes and ensures our branches are operating at the highest possible industry standards. Our finance department handles customer payments for our branches so our teams can focus on our customers and the service they give, ensuring an extremely high level of customer retention.

HOW IS THE DEMAND FOR FIRE AND SECURITY INDUSTRY SERVICES LIKELY TO CHANGE IN THE FUTURE?

AM: It's difficult to see a time when demand for our services will drop. It's prudent to remember that every single commercial



property is legally obliged to have a level of fire protection, no matter how big or small the operation. Equally, many companies cannot get insured without a comprehensive security system in place like CCTV, door access, intruder protection etc.

The demand for a national network of local people providing a best-in-class service to all our customers is only going to grow.

At a Glance Jackson Fire & Security

Established: 1991

Number of franchised outlets: 10


Location of units: North Wales, North West England, Yorkshire, Teesside, Cambridgeshire, London and Surrey

Investment range: £40k

Minimum required capital: £40k

Contact: Andy Moore - franchise@jacksonfire.co.uk
jacksonfire.co.uk/franchise

FRANCHISEE OF THE YEAR 2022



Celebrating those at the heart of it all – the franchisee. Nominated by you, these powerhouse entrepreneurs have not only withstood the challenges of COVID-19 but have brought something extra to their role and sector

Moving forward

Since opening his Wilkins Chimney Sweep franchise during the COVID-19 pandemic, Kris McLernon has grown his business exponentially



Name: Kris McLernon
Organisation: Wilkins Chimney Sweep
Years trading: 14 months

Kris McLernon spent 14 years serving in the Armed Forces, working as a recovery mechanic for REME before venturing into the franchising business. He came to be interested in chimney sweeping after his father suggested the idea over Christmas drinks.

Kris says: "I finally did the research into becoming my own boss and decided to try

out chimney sweeping with the attitude of 'nothing ventured, nothing gained.'"

He joined Wilkins Chimney Sweep mid-pandemic in September 2021 and has achieved great success in a short period of time. From October 2021 to October 2022, his business had a 76 per cent increase in turnover and is already halfway up the franchise performance leader board, having overtaken franchisees with much more experience.

Hard work pays off

Despite his success, Kris acknowledges that the work isn't easy. He explains: "Long hours spent on your knees, straining your back, fighting with fireplaces that were never designed with cleaning in mind are probably the hardest parts of this job. It takes a special someone to not throw in the towel after days or even weeks of constant problems."

Kris' time in the military provided him with the grit and determination needed to work in such a challenging role. He says: "My military experience has taught me how to be flexible when things change last minute. How to be disciplined no matter how difficult a situation is, and to do the work properly without taking shortcuts."

"The army helped me realise that no matter how grim a time, it always ends up getting better so long as you keep moving forwards and keep your chin up."

"I decided to try out chimney sweeping with the attitude of 'nothing ventured, nothing gained'"

In March 2022, Kris won the 2022 Scottish Ex-Forces in Business Awards, and he has proven to be innovative in his ability to market his business. He isn't afraid to put himself out there for his brand by creating videos on social media about his business.

"I enjoy making the videos," he explains. "Some are educational, most are a bit of fun or showing people what I can do as the public don't know much about what a chimney sweep does. I make these videos to show more than just a chimney sweep 'sweeping'"

Where's it going?

Kris' figures have helped to boost turnover from £258,000 in 2021 to £302,000 in October 2022. He began generating referrals from the start, with family members and friends.

Kris has been successful with his business in Lanarkshire and plans to expand. He says: "I plan to take over Scotland as the chimney sweeping service that everyone talks about." He also hopes to take on an employee and put another van on the road soon.



GET TO KNOW

Biggest lesson you've learnt is... to create plenty of 'me time'. Having time to process what the week has thrown at you is important.

Advice I live by... an old army saying: 'Work hard, play harder.' I sweat it out through the week, but prioritise 'me time'.

Thriving in adversity

A pandemic certainly wasn't on Hammad Cheema's Visiting Angels business launch plan, but he rose to the challenge to become an industry leader



Name: Hammad Cheema (42)
Organisation: Visiting Angels
 West London
Years trading: 1.5

When it comes to challenging times to launch a franchise in the care sector, it doesn't get much worse than right at the beginning of a global pandemic.

Hammad Cheema received the licence for his Visiting Angels franchise in West London just three days before the first lockdown in 2020, which not only overturned his launch strategy but created unprecedented challenges for even the most experienced business owners in the sector.

"We were unable to market the business through the usual channels," explains Hammad, who formerly worked in the banking sector. "Instead, we had to find other opportunities and accept there would be slower business growth during the first six months of lockdown. Rather than following the traditional marketing channels, we allowed our name to spread in the community and amended our marketing strategy to encompass more digital. We focused on doing the right thing for the circumstances, such as delivering groceries to vulnerable people,

taking cakes and pastries to hospital wards for NHS staff, and leaving our business cards. We let people know we existed, and we supported and helped the wider community where we could."

Hammad has demonstrated that franchisees can achieve massive success in the most difficult circumstances by being both resilient and proactive. By reapproaching his marketing strategy and bringing an in-house digital marketing specialist into the team, Hammad made sure he was always in the right place at the right time, and has reaped the benefits of adopting a rigorous, thorough and devoted approach.

Exceptional standards

Smart social strategies might help spread the message, but Hammad's success is primarily down to one vital factor – he defines what it takes to maintain exceptional standards in care for the elderly and vulnerable. Hammad won Visiting Angels' coveted International Franchisee of the Year award in 2021, and since has risen to higher levels in ensuring the delivery of his services is not only acceptable but industry-leading. This is reflected in his most recent financial performance, which saw him run a 133 per cent profit margin while turning over £1.3m.

With 77 care providers and 65 clients, Hammad has been a key figure in the London community for spearheading a new approach to high-quality, attentive care. With one of the larger teams in the Visiting Angels network, Hammad is a key driver for supporting the franchise in its pursuit of becoming the UK's go-to employer of choice in the care sector.

"Going above and beyond lies at the core of our ethos," says Hammad. "The sector has received bad press for providing poor care to the elderly and vulnerable, so we put our caregivers front and centre as the face of the company. We make sure we look after them, so they in turn give the best care to our clients. It starts with recruitment and selecting the right individuals – filtering out those who are truly passionate about care. And then we ensure they're happy and motivated in their work by understanding what they need and want. Focusing on our

staff in this way means they go above and beyond, leading to better care and happy clients."

Hammad's approach to recruitment and investing in people has resulted in a devoted and expert team, which is reflected in the quality of care that is delivered in his communities as well as their devotion to Visiting Angels as their employer.

"It has been a wonderful experience being an Angel at Visiting Angels West London," says Alinne Gerbase, homeware assistant at Hammad's West London branch. "It's fundamental to promote a high quality of care supporting individuals' needs, wishes and beliefs; and it is much better to fulfil this goal when you feel supported by the company you work for. Thanks, Visiting Angels for allowing me to value our service users."

"We let people know we existed, and helped the wider community where we could"

Empathetic approach

Hammad understands fully how difficult it is for families to look after someone who's vulnerable. He has deep empathy for his community and understands his duty to support these people. His empathy spills into his team and the wider franchise community, and he regularly encourages his caregivers to do that little bit extra for clients at every opportunity, even if it occasionally means losing out on money.

Franchisees reach out to Hammad for advice on business and he's always happy to take on the extra responsibility – his contribution and expertise can now be seen throughout the Visiting Angels UK network. He takes regular opportunities to share his own experiences which have been incredibly positive in helping other franchisees, especially those who are new to the network.

“Before they join, head office refers enquiries to me so I can give them a completely transparent picture,” says Hammad. “I’m careful to share the challenges as well as the benefits,” he points out.

“After they’ve signed, I continue to share what I know – from business strategies to setting up an office and team. Sharing helps me to grow too and we reach out freely to each other. It’s not one-way traffic – we all share knowledge and advice with each other across the network.”

Community matters

Hammad has instilled a real sense of community and family into the running of his franchise – vital qualities for franchisees to possess in the domiciliary care sector. He has constantly strived to go above and beyond to make as many connections as possible, partnering with Age UK and other local charities in order to run dementia seminars for the community.

“We do lots of community engagement work and connect with non-profit organisations, like Age UK, to provide winter galas and tombolas for everyone in the community, not just our clients,” he explains. This allows any elderly person who needs assistance and advice access to his franchise, an empathetic approach to business, which has been consistent from day one.

Hammad truly believes in Visiting Angels’ mission of wanting to change the face of care in the UK. In an industry rife with complaints and criticism, Hammad has given great attention to why this is, and he looked at what more can be done for the faces of the industry – caregivers.



GET TO KNOW

Professional strengths

An ability to step back from daily operations and look at the bigger picture is so important.

Proudest achievement

When we started the business at the beginning of the first COVID lockdown, there were significant challenges. I’m proud that we grew the business against adversity to achieve the biggest franchise growth at Visiting Angels.

To new beginnings

A former police officer, Laura Barley, overcame great personal hardship and loss to launch Alchemy VA in Scotland



Name: Laura Barley (42)
Organisation: Alchemy VA Glasgow
Years trading: 15 months

Laura Barley was a police officer and a mother to a one-year-old son when her husband unexpectedly passed away from meningitis.

"I knew I couldn't continue being a police officer because I just couldn't dedicate myself to it the way that you have to," she explains. "I looked for suitable alternatives so I could be there for my son."

A new path

Driven by the desire to create a flexible and fulfilling career to secure both her and her son's futures, Laura embarked on a new path by choosing to launch an Alchemy VA franchise from her home on the outskirts of Glasgow in the summer of 2021.

"To me, it made business sense. The way things shifted because of the pandemic to remote working; I could see how much value a virtual assistant could bring," she continues.

A perfect match

With people being accustomed to remote working, COVID seemed to affect Laura's business positively. Founder, Suzy Sanders, set her up with her first client and through referrals, Laura had a full roster in no time and shortly needed to hire an associate.

She had consistent growth in her first 12 months, even recouping her initial investment and turned over her previous annual salary in just five months. "Alchemy's values align with mine," says Laura. "I am an organised person and do well under pressure and that has worked well for me so far."

A cause close to the heart

Amongst being a doting mother, a strategic partner to her clients and continuing to invest in her development, Laura also found the time to fundraise for a cause close to her. This October, she put her organisation skills to good use for an event that generated over £2,000 for

Meningitis Now in memory of her late husband for their 10th wedding anniversary.

"Raising awareness of meningitis, particularly in adults, is just as important to me as raising funds. It's not in many people's awareness that meningitis can affect adults. Meningitis Now carries out vital research, campaigning and support work all contributing to its vision of a future where no one in the UK loses their life to it," she explains.

So far Laura has raised close to £25,000 for the charity and although looking at taking a hiatus from fundraising, she can't be kept away. Laura says: "I love the whole arranging aspect and bringing everybody together and keeping my husband's memory alive.

"My son is eight now, so he can get involved and he appreciates it a bit more. It was nice for him to see his dad's friends there and know that his dad was loved."

To the future

Laura has already taken the Alchemy VA brand to Scotland and continues to contribute to its evolution and expansion. Although gaining clients has never been an issue, given the virtual nature of the business, she does point out that the brand is not particularly well known in the country.

"I am looking to address this through networking and one of my goals for next year is to promote the brand a bit more in Scotland. I am hoping to bring on someone soon to free me up to do this," she explains.

GET TO KNOW

My idea of success is...
happiness.

My proudest business achievement...
is starting this business on my own but with support (from the franchisor).

My motto is...
know your worth.



“Life’s about we, not me”

The epitome of a fantastic franchisee, Chris Wyle is a driving force for success in the Pitman Training Group



Name: Chris Wyle (44)
Organisation: Pitman Training
multiple locations
Years trading: 5

Chris Wyle is the sort of franchise partner that any franchisor would be proud to have in their network.

Ambitious, collaborative, generous, and pragmatic, he epitomises the full gamut of personal qualities and skills required to lead any franchise to succeed. Not only does he own eight Pitman locations (he has a clear plan to build his portfolio to 10), but he supports his fellow partners to achieve the same level of success.

The 44-year-old, who lives with his wife, Gemma, two sons and dogs, loves snowboarding and travelling in his spare time, but with his multiple training centres and volunteered responsibilities (he’s a magistrate, church leader and regularly volunteers at Job Centres to help people with their career prospects), it’s hard to imagine how he fits it all in.

“It’s really important to pay back to society,” he says. I think anyone who is able should contribute in some way. That’s why I sit as a magistrate – it’s good for my professional development too, as I get constructive feedback from my peer group, plus I set a good standard for my children to follow.”

Chris says his motivation to volunteer in the community is to try and help people to be happy and give them hope. “Life is about

balance,” he adds. “If you push too hard in one direction, you won’t get fulfillment until you operate outside of yourself and your own interests. Life is about we, not me.”

People over profits

A former regional manager at a large building society, Chris has successfully scaled his Pitman Training franchises and benefits from stable profit. Committed to the progression of his centres, he always re-invests a large proportion of his revenue rather than extracting the maximum amounts for himself, seeing the longer-term benefits of re-investing and speculating for the future. It’s this kind of business acumen, combined with his inspired leadership and community involvement, that helped him to win a Great British Franchise Award in 2022.

“If you want to work in a silo, franchising is not for you – it’s all about the power of the group”

But Chris is more than a fantastic franchise operator. He cares about people, putting the interests of his staff, his colleagues, and his customers before his own. He knows that by “doing the right thing”, even if that means spending money to solve a problem or taking a decision to protect the brand, will ultimately stand him and his business in good stead. He’s good at following the franchise model and adopting best practices, but by that same token, he is not afraid to challenge decisions and suggest alternative ideas.

“You don’t always have to agree, but take a view and land at a good solution,” Chris points out.

Pillar of community

Despite being extremely busy managing his eight locations, over 25 staff, and thousands of students, Chris still finds the time to support the objectives of Pitman Training Group. And he does this without being asked and without the expectation of being reimbursed. He is always happy to talk to

prospective franchisees or support new franchisees and stands as franchise partner rep, taking responsibility for collaborating with the franchisees in his region and finding out what they feel could be improved.

“Usually, Paul Lewis (MD of Pitman Training) puts me in touch with new recruits,” Chris explains. “I make a validation call, either by video, phone or in person, mainly because I know what it’s like when you start out with a new business. You’ve taken out the lease on a new office and you get the ‘it’s real, now’ feeling. If I can share my knowledge to help them succeed, I will.”

Chris is happy to help the business wherever he can. For instance, when a fellow franchisee was admitted to hospital, Chris stepped in to babysit her location. “There were no personal rewards, but I would have appreciated the same if I was in her boat,” he says. “Also, it helps build relationships across the network and raises my profile in a positive way – and who doesn’t want a good reputation?”

“That’s what I like about franchising – it’s collaborative. If you want to work in a silo, franchising is not for you – it’s all about the power of the group.”

GET TO KNOW

How do you define success?

When you lift both yourself and your community. Zig Ziglar: “You can have everything in life you want if you will just help other people get what they want.”

Proudest achievement

Building the business to where we’ve got it, from just me on my own in Birmingham to a team of 25.

Personal motto

It’s about we, not me.

“We’ve got to find a little bit of glitter in the grey”

Entrepreneur Asha Richardson owes both her financial and creative freedom to franchising



Name: Asha Richardson (28)
Organisation: Razzamataz
 South Lakes
Years trading: 2

At age 26 and with just 35 students, Asha Richardson took over Razzamataz Penrith and knew quickly that she wanted to expand. Two years later, she has opened two more schools and has over 300 students.

I worked for Razzamataz in 2018 as a drama teacher and very quickly I wanted to be more involved and find out what other opportunities there were. Soon after, the school I worked at came up for a resale opportunity.

I’ve got two little babies, and both have their own health problems. They were both born very early. After having my first baby, I thought: ‘I can’t have another one.’ If I was in a normal nine-to-five job, I would never have been able to do it. But because I’ve gone into franchising and built the school up, and tapped into our head office’s manager training, I could set things up to run while I went on to have my second

baby. I’m grateful that I found franchising because without it, I wouldn’t have the family I’ve got today.

With my second baby I was in and out of hospital for four months, but the business still grew despite of this because of the structures that we already had in place. I can make it work for both me and my family. And since becoming a franchisee of Razzmatazz, I’ve got my financial freedom back. I’ve also got creative freedom.

The most difficult part of the job is working all the hours under the sun.

Yes, I’ve got time back. But also, whenever I’ve got a free moment, I’m thinking: ‘What can I do for Razzamataz? What can I do to build my business?’

Also, it’s learning not to take everything to heart and remembering it’s a business. Performing arts is my love and my passion, and if I could let everyone come for free, I would. But that’s not how it works. I reached out to the head office when the time came to put my fees up because I found it to be a tricky situation. Everything’s going up, the last thing I want to do is charge parents more. But the head office helped me, and we’ve come out the other side. When I put my fees up, I didn’t get one complaint.

COVID was tricky. I took over in July 2020, so it was mid-pandemic. For the young people that we’re working with, mental health is so important. And now we have the financial crisis, which is challenging too.

My proudest business achievement is having a member of staff, who joined me on a three hour a week contract. Within six months she was working 30 hours a week for me and now she’s just opened her own Razzamataz school. She was inspired by what I did, and I said: “Right, come on. I’m going to hold your hand; you can do this.” She’s just ending her first term and already breaking even. This has changed that young lady’s life and I know she’s going to go on to succeed.





“I’m grateful that I found franchising because without it, I wouldn’t have the family I have today”

People are there to help you. If I was struggling with something, I’d sit at my computer and get so frustrated. Whereas now there is always someone willing to help – another franchisee or head office.

The best advice I got was from my mum. She said, a smile costs nothing. It’s important to me that we do as much as we can for free because every child needs to be able to access what we offer. And so, the more I build my business, the more money I have to be able to offer free opportunities to others.

I took over with 35 students and one school two and a half years ago. I’ve now got three schools and 300 students. Our growth has been quite phenomenal, but that’s been testament to the hard work of the team. I’ve got a manager in place now and it’s just been amazing that I’ve been able to give her a full-time role because where we are, in rural Cumbria, there aren’t a lot of full-time positions within this industry.

So long-term I’d love to be able to create another full-time position for someone and open another school in the territory next to me.

GET TO KNOW

My idea of success is...

achieving the goals that I’ve set out. For me, if my family is happy and getting my time and my business is running profitably then I’m successful in what I’m doing.

My motto is... ‘Life isn’t a dress rehearsal, it’s the real thing’. We’ve got to use every single day and make the most of every single day.



“Our values and aspirations align”

Kristy Roff and Suzanne Evett exemplify why communication is key when running a business with a friend



Name: Kristy Roff (44) and Suzanne Evett (46)

Organisation: Get Ahead Berkshire, North Hampshire and Surrey

Years trading: 3

After being friends for 15 years, Kristy and Suzanne from Get Ahead got into franchising and have enjoyed amazing success. In fact, they've delivered over £100,000 income, a massive 50 per cent increase from FY21 to FY22.

Introduction to franchising

Suzanne: Kristy and I have known each other for 15 years now. We'd worked in separate businesses, but always talked about work and counselled each other through work issues. Then five or six years ago, we decided that we wanted to start working together.

We had looked to going into running an outsourcing agency. When we knew what we wanted to do, we started very actively looking to start our business. We started following some of the franchises to find out what they were, what they were doing. And Get Ahead just really stood out to us.

Your business strengths

Kristy: Our values and aspirations align, and our skill set is complementary.

Suzanne is very operational. She has a background in corporate HR and had been a very successful virtual expert for six years or so. Then my sales and marketing experience helps us think about new business generation and how to grow.

Get Ahead as an organisation

Kristy: For us, it's about being able to be fully autonomous in our own local region and to have control over our business as we want to grow it. We don't have the constraints of a target or pressure from an external source, it's fully under our control. But we still feel very much part of the team. It's nice to feel valued as part of the wider network as well.

Suzanne: Get Ahead gives us the best of both worlds.

Most difficult part of the job

Kristy: It's something we say to all our clients. It's about time, managing the workload and distributing our own efforts internally.

“We don't have the constraints of a target or pressure from an external source”

Biggest challenge facing the industry

Kristy: On the commercial side, it's about demonstrating that we are a valuable option to clients over and above going direct to an independent virtual assistant or to an offshore solution. Often an objection we have is a client saying they could go direct to somebody and pay less. So pricing has been key.





Suzanne: From my side, it's ensuring that our resource base is what we need it to be. Post COVID, there's been a real influx of independent freelancers and a lot of people who didn't want to go back to the office started working for themselves. That has brought in competition within the freelance market. But the work that we have done to give a really robust, secure onboarding process to ensure we have professional, skilled, referenced, insured experts, just allows Kristy to go and do her part of the job really well because she knows she can trust the resource base that we've put in.

An important business lesson

Suzanne: You just learn all the time. For us in partnership, it's all about

communication. That's probably what I've learnt the most about.

Kristy: I think it's about being honest and transparent with each other and having processes and a good set up. Just making sure that the business runs as it should so you're not constantly chasing your tail. We're fortunate that Suzanne has great operational skills, so we're very systematic.

Looking to the future

Kristy: For the next five years, we want to just put everything into it and grow. Then within five to 10 years, we want to be at a point where we can generate more of a passive income. We can step back a little bit and start relinquishing some of our day-to-day duties to some other resources. But in order to get to that point, we need to grow the business.

GET TO KNOW

My motto is...

Suzanne: to be authentic and open.

Kristy: to stay positive and if you can't be positive, don't go to the negative.

Best piece of advice I live by...

Suzanne: Think before you speak.

Kristy: Get in your mind what you want to achieve.

“You can’t buy trust”

From dedication and compassion through to resilience and business acumen, Henryk Matysiak and his son Alex tick all the boxes for successful franchisees



Name: Henryk and Alex Matysiak
Organisation: Jackson Fire & Security Sheffield
Years trading: 3

A former firefighter with three decades of experience, Henryk launched his Sheffield Jackson Fire & Security franchise in October 2019 and had only six months of trading before the pandemic hit. Despite the challenges, he has grown rapidly to become one of the most successful franchisees in the Jackson Fire network.

Employing the right team, including bringing his son Alex into the business as an operations director, has now proved pivotal to the business and paid its dividends.

Pillar of success

Trust is the glue that always keeps the two together – and the virtue they encourage the most in their business.

“You can’t buy that,” says Alex, who has spent more than 10 years in construction. “We both know what we can do so we don’t get involved too much in what each other’s strong points are.”

Henryk adds: “The fire service was fantastic grounding for management, health and safety, managing paperwork and budgets. I’ve managed lots of people at large incident and fire stations.”

Henryk and Alex know that great leaders always put the needs of their team first, so they want their employees to feel incentivised

but also valued. They regularly let the team finish early on Friday and take them out for food and drinks in Sheffield.

Actions speak louder than words

The duo has also sponsored a number of local football clubs but it’s their response to the Ukrainian humanitarian crisis that showcases their compassionate nature the most. Since the war in Ukraine started, Henryk launched a charity called United for Ukraine and within three weeks was collecting and transporting essential clothing, goods and medical supplies to Ukrainian refugees in Poland and beyond.

“I decided I wanted to take a van across to Poland to my relatives so they could distribute it and the response was magnificent,” he explains. “If we were at a nine-to-five job, I wouldn’t have been able to do that. I brought a lot of my business contacts and management skills to United for Ukraine.”

Henryk set up 15 donation centres across South Yorkshire and within a week they’d received enough donations for an articulated lorry to be sent over.

Due to the incredible amount of fundraising and commitment, Henryk has

also won the Community Hero Award at the Proud of Barnsley Awards 2022.

Learning curve

Running Jackson Fire Sheffield has not only been a life-changing opportunity for Henryk and Alex, but also a place for personal growth.

“I can do a lot more than what I thought I could,” shares Alex. “My son was diagnosed with leukemia 12 months ago. To come through that and to grow and to do what we’ve done with the business in that time has taught me a lot about myself to be honest. That’s the best lesson.”

GET TO KNOW

The best piece of advice we live by is... if you treat people properly, they will react accordingly.

Our plan for the future is... to keep growing and become the main name in fire and security in South Yorkshire.



Making a difference

Erin Wattam talks expansion plans, the importance of structure and support and why, if you love what you do, you're winning at life



Name: Erin Wattam (30)
Organisation: BabyBeats and Mindful Movers Wakefield West
Years trading: 5



Erin Wattam, from Baby Beats, has managed to grow her business all whilst looking after a new-born baby and during the COVID-19 pandemic.

I've been a fitness instructor for 10 years now, so I've always had a passion for health and wellness. I was working in a gym where BabyBeats was running and that's where I found out about it. I got to see the classes and see the difference that it made to people's lives as well.

I love being a part of people's maternity leave and just being a part of those special moments and memories. I think it's a real honour to be involved in such a special time in people's lives. I really believe in the message and what BabyBeats stands for.

The most difficult part is when you have big, huge challenges such as COVID. It completely changes the way that you have to work. It was hard being in an environment where you weren't one-to-one with people.

During COVID we went virtual. I started doing classes through Zoom, which is amazing because we were so lucky to have it and to be able to do something like that.

But I had to change my mental approach to how I did things. Luckily, it worked, and we got to meet more mums because it didn't matter where in the world you were.

The franchisor helped by having the structure and support if you were struggling with anything. There is always someone to speak to who has a successful plan and business. They can advise you and ask: 'Have you tried this? Have you done that? This really worked for so and so.'

We all just really support each other as well. If anyone ever has a question, they'll get five different answers back from different instructors in the UK, which is nice as well. When you are working on your own, you don't get that.

If you put the hard work in, the rewards will come at a later time. I felt that when I first set up, I was working really hard, and not really hearing any noise. But then suddenly, it starts to trickle in. People tell other people how amazing your classes are and how much they love them.

I've now qualified to do the Mindful Movers classes, as well as BabyBeats, which are from preschool

up to early years. It means we can take classes to schools now. My plan is to be doing a couple of Mindful Movers classes alongside my BabyBeats and maybe do lots of workshops for sports days and sports weeks. I want to just keep growing as a business. I'd also like to branch out into prenatal classes so that I can take a mum from being pregnant all the way up to having an eight-year-old.

GET TO KNOW

Idea of success

Enjoying what you do. I don't think it comes down to how much you're earning. If you love what you do, then you win at life.

My motto

Smile every day, even if you don't feel like smiling.

“I love that I’m making a difference to lives”

Award-winning franchisee, Julie Houston, is making the care sector a better place for her own family and the wider community



Name: Julie Houston (57)
Organisation: Right at Home UK
Years trading: 5

“People could die if you made the wrong decision. Not only were you worried about yourself and your own family, but you also worry about your staff, the families and your clients.”

More recently, the cost-of-living crisis has introduced recruitment and staffing challenges across the sector, with the cost of petrol skyrocketing and some staff leaving to work in care homes. Despite these struggles, Julie’s resilient nature and close connection to her clients, along with the hard work of her incredible staff, has meant that she has continued to succeed and thrive as a franchisee. She had a rolling turnover of £1.8m over the past 12 months.

Making a difference

Though the care industry has its difficulties, Julie explains how fulfilling

it is to have a meaningful job after working in various careers. “I love that I make a difference to people’s lives,” she says. “There are a lot of challenges, as in any business, and some of them quite significant. But the reward is knowing that you’re making a difference to people’s lives every day.”

Julie’s empathetic nature means that she struggles to find a good work-life balance, as her staff and clients take priority above all else. “Whatever job I’m doing, it doesn’t matter what it is, I’m going to give it everything I’ve got,” she says. “When you run your own business there are times when you have to drop everything that’s personal and just get on with it.”

Julie now manages to find time for herself away from work, and that is largely due to having a great team in place.

Julie Houston has a background in banking and business, but she decided to move into the care sector after struggling to find the right support for her father-in-law after he was diagnosed with dementia. She says: “It was just a complete shock to the system. We tried to keep him at home and to find a company like Right at Home (RaH) that would look after him, and we just couldn’t.”

After taking redundancy from her banking job and looking for a meaningful project, the stars aligned when Julie came across Right at Home. With her personal desire to improve care for vulnerable people and her business-savvy background, she knew that it was the right thing to do.

Overcoming challenges

Julie is now the third biggest operator in the UK network and has even set up a second territory in Lymm & Warrington South, but the journey to success hasn’t been without its challenges. The COVID pandemic placed the country’s most vulnerable people in a position of need greater than ever before. “It was a challenging time for us,” Julie explains.





“Whatever job I’m doing, it doesn’t matter what it is, I’m going to give it everything I’ve got”

Teamwork makes the dreamwork

Being successful involves relying on the people around you. Julie says: “I’ve got a fabulous team of managers. The whole crux of things is having a stable management team who you can trust, and I can do that.”

Looking back to when she set up her first Right at Home franchise in North Cheshire & Leigh, Julie reflects on the importance of having a good system of operation in place from the get-go. “The biggest

lesson, I would say,” she advises, “is to get your processes set up to start with so that when you do start to grow, your process is solid, and nothing gets missed.”

Next steps

Despite the challenges of the past few years, Julie hasn’t let that slow her down. She organised the Northern Right at Home Owners Forum and is part of the franchise’s maximisation programme to expand her territories to

help provide care in other areas of need. Julie says: “We’re just getting the staff in place and getting them all trained up, but it’s looking really positive and we’ve got a lot of clients. We’ve got a lot of people waiting for care.”

She believes that franchising is a great opportunity for anyone, though she would love to see more women involved in franchising.

“I think it naturally lends itself to the management skills of women, especially people who have been involved in business before,” she says of Right at Home. “I would really love to see more women start to consider different types of franchising at all levels.”



GET TO KNOW

My motto is...

Stay positive through adversity. Keep your mindset positive and treat every challenge as an opportunity.

Advice that I live by...

Put some time in your diary to just reflect and clear your mind of all the noise. You have to work on yourself as well as the business.

A profitable business with heart and soul

Piyush Gupta left a corporate career to be more in control and to give back to society. He's achieved all this, and a whole lot more



Name: Piyush Gupta (55)
Organisation: Tutor Doctor
 Peterborough, Huntingdon
 and Stamford
Years trading: 6

Piyush Gupta is driven by social action and truly improving the lives of students in need – it lies at the heart of his achievements as a Tutor Doctor franchisee and why, at the time of going to press, he was in Orlando, Florida at the annual franchisor conference being awarded Franchisee of the Year, a recognition that spans the entire international Tutor Doctor network.

With over 20 years' experience in finance and management before he began his journey with Tutor Doctor, Piyush has successfully built and scaled an incredibly successful business with heart and soul. However, the greatest satisfaction comes from the impact he has made on the lives of young people in Peterborough and its surrounding area.

"I love to pop into my local youth centre, run by Young People March, to have a chat, share a laugh and a joke. Personally, nothing gives me a kick like when a young person who wouldn't engage at first, wouldn't

sit at a desk or speak, shows me their artwork," he enthuses.

COVID effect

Piyush has been working alongside Young People March since the beginning of the first lockdown in 2020 and throughout that time has built a bespoke and supportive learning environment in the charity's well-equipped facility. With Young People March, Piyush has gone above and beyond for students who are out of the mainstream education system in a bid to reinspire their love of learning, integrating arts and crafts, design and tech and glass engraving into regular education.

"Social action comes through the nature of running a Tutor Doctor business," explains Piyush. "During COVID, students lost confidence in education, and couldn't access the resources needed for home education. Schools and local authorities started working with us and through one-to-ones with young people, we breathed life back into education. We bent over backward to match the right





tutor to individual circumstances, working with Young People March and Little Miracles in Peterborough to further engage with young people.”

People business

Piyush’s business revenue has grown over 100 per cent in the last year alone and in the first quarter of 2022, his franchise ranked number two for revenue – not just in the UK but for the whole global Tutor Doctor network. Together, Piyush and his team are helping hundreds of families to recover from the impact of the pandemic on their academic lives and beyond.

Firmly focused on continually developing his offering and strengthening the delivery of the service his business provides, Piyush’s team has built valuable partnerships with local schools and community youth centres. This long-standing drive to support the local community proved instrumental in Piyush’ success in the wake of the COVID-19 pandemic, as the team pivoted from tutoring private clients to delivering education to those in need and helping to address the learning loss from the pandemic.

“The impact of COVID on our business was immense,” he says. “When exams were cancelled, 40 to 50 per cent of our clients dropped out in two weeks.

“We used our accreditations to pivot our sales to provide a B2B service. Through partnerships with schools, centres, and the local authority, we were able to access looked-after and SEND children, continuing with their education where there was no provision and acting as a stop gap for schools. We educated where there was no provision.”

“Through one-to-ones with young people we breathed life back into the education sector”

Striving for success

Piyush’s successes have been determined by always asking himself ‘what more I can do?’ and he demonstrates, daily, that he always strives for better.

Collaborating and partnering with youth charities and schools has been a huge contributing factor to this success, and also seen his business become the main education provider locally to children in care or not in education.

“This work with SEND and looked-after children has continued since COVID,” he continues. In fact, close to three-quarters of our work comes through schools and the local authority, working with SEND students and addressing needs that schools can’t meet.”

Collaborating closely with Tutor Doctor head office, Piyush delivered over 11,000 hours of education in various capacities in the last academic year and his approach to finding innovative ways to become a trusted pillar of his community is now the blueprint for the entire network.

Family affair

Piyush’s team now consists of around 75 tutors, and his wife has joined as a fellow

director after a career in education. Even Piyush’s eldest son worked for Tutor Doctor in his gap year, handling social media and digital marketing among other important tasks.

“We’re united as a family in our common purpose, explains Piyush. “At Tutor Doctor, the mission is changing the trajectory of students’ lives. It’s not always about achieving results in the traditional sense, such as improving grades. When I walk into the youth centre and young people, who didn’t engage or trust me at first, smile and show me their work with pride written on their faces... you just can’t beat that feeling!”

GET TO KNOW

Professional strengths

I’m good at the business side of things, but I also have empathy and people skills.

Proudest achievement

Positive reviews on Google, some of which are two pages long – and winning Tutor Doctor’s Franchisee of the Year 2022.

Best piece of life advice?

Consider those less fortunate. My father used to say: “I used to fret I had no shoes until I met someone with no feet.”

“I find my job really rewarding”

Kevin Riley opened an ActionCOACH franchise in 2019 and has had a positive impact on his community and clients



Name: Kevin Riley (49)
Organisation:
 ActionCOACH Warwick
Years trading: 4

After his travel company closed in 2017, Kevin Riley worked as a consultant and was looking for work when he came across ActionCOACH on LinkedIn in February 2019. He says: “When I saw the advert, it was something I’d always wanted to do, to help businesses that were struggling, and I thought I could help them through the mistakes that I’ve made.”

It didn’t take long for him to get started – only two weeks after seeing the advert, he had begun training and had purchased the franchise in Warwick. He explains: “One of the main selling points for me was the promise of a strong sense of community and support from ActionCOACH.

“I coach franchisors and I coach franchisees, and I think it’s brilliant for people who want to go into business because it gives you the framework.”

ActionCOACH Warwick now has several awards under its belt, including winning

the HSBC British Franchise Association Franchisee of the Year Awards’ Community Hero Award in December 2020 and the Great British Franchisee of the Year award in 2022.

Client and community support

Through ActionCOACH, Kevin has had a huge impact on the local community and his clients doing what he loves. His franchise has created 154 jobs in local businesses, and 44 of his clients recorded their personal best trading months during the pandemic.

It’s not about the money for Kevin, but rather helping to create positive changes in his clients. He says: “I find my job really rewarding. We’ve helped someone drop their hours from 112 hours a week to 50 hours a week.

“We’ve helped someone else go from £150,000 turnover to a year, to £4m this year. Those are two of the extremes, but just the change we see in people and the amount of





employment that's happened is so rewarding."

Kevin's mission is to create profitability and freedom for everyone, and his team shares his vision. He inspires change and belief in each of his coaches and clients, and he has trained his team to give without expectation of return. His priority is to be there for his clients and provide the best service possible.

Charitable deeds

Kevin's own turnover is projected to increase to £1,233,005 this year, rising from £713,619 in 2021, but his focus has always been on helping others. The COVID pandemic caused some panic, as there was the fear of losing business and people couldn't talk in person.

In response, Kevin gifted over 750 coaching sessions to support businesses, helping them to navigate the complexities and resulting in huge growth overall due to client referrals.

He explains: "I was gifting around 20 hours of my time each week. We felt that the

"You've got to be yourself, have your own integrity and bring yourself to focus"

community needed it. There were people that didn't know what to do.

"We went to all our clients, and we said we will coach you, no matter what. It was a tough time, but we made a difference to a lot of people."

To support his clients through the pandemic, Kevin hosted weekly webinars for everyone and doubled the time that he spent with anyone who contacted his team. His dedication to his clients did not go unnoticed. Within a year, his franchise's turnover had trebled, and he continues to give back to his

community by offering a free year of coaching to one charity every year with the aim to teach them to run like a typical business.

What's next

Kevin believes that the best way to approach being a franchisor is to trust your instincts and make your own path.

He says: "Focus. Don't listen to everybody else – set your own way. You've got to be yourself, have your own integrity, bring yourself to it and focus." He also takes advantage of the many master classes and training modules that ActionCOACH offers to learn as much as possible.

Kevin has big plans for the future. "My vision is to change the lives of a billion people," he says.

"We've got two other coaches now, so three coaches make a massive difference to our community. I'm not really interested in how much money we make or the size, just that if we transform a lot of people's lives, we're doing it right."

Kevin's approach to business is to be personal and real, to connect one-to-one with his clients. He inspires others as a coach and always has time for his community.



GET TO KNOW

My idea of success is...
helping others.

Your affirmation is... to say that I am the father to well-rounded, happy children. Not successful, but happy.

The quest for success

Although an experienced entrepreneur, Raza Ali says that being a Dallas Chicken franchisee has only upped his business game



Name: Raza Ali (32)
Organisation: Dallas Chicken
Manchester City Centre
Years trading: 1

Opening a new restaurant in Manchester's bustling nightlife hub, The Northern Quarter, is no mean feat. But Raza Ali of Dallas Chicken forged ahead and has achieved a week-on-week growth in sales since opening just over 13 months ago.

I've been in the restaurant business for five years with a couple of my own restaurants. But I wanted to improve my experience as a restaurant owner and learn more, so I started looking for a franchise. That is when I found out about Dallas Chicken.

I live in Manchester and there are a lot of different franchises, but I was looking for something new to bring here. A friend knew about a Dallas Chicken shop in London, so I went to check out a few and really liked them. Even more so when I met with the manager and franchise owner in-person. He was great at explaining things and I found the environment friendly. After that, we decided to do business together.

Dallas is very well organised and whenever I need something, I just ask and get an answer promptly. Also, they have a system in place for everything, like how to maintain staff, how to serve customers and how to improve the hygiene ratings. They really have it all covered.

The most difficult part of my job is maintaining the same quality all the time. In the food industry, you really must do things perfectly every time. A

customer can come in everyday, and you serve them perfectly, but the one time you give them something different, they may leave and never come back.

In this business, it's vital you give 100 per cent quality, 100 per cent of the time. You can't ever be at 50 per cent, it must be perfect every single time.

The challenge nowadays is prices, with everything going up. I have to keep a balance between what I'm buying and selling. I can't exaggerate the prices too much – don't be too expensive but don't be losing either. It's really difficult for everyone at the moment for that exact reason.

Dallas is always on top of everything. They have people working deliveries and call us every week or every couple of weeks to ask if we need anything. Or they call if they see a decrease or increase in the business. They track if we are doing well or not and share how we can improve, which really helps me a lot.

The most important lesson I've learnt so far is to do everything properly. We have many systems in place – for cleaning, maintaining standards, the staff we need and so on. It's really improved my experience having so many systems and programmes in place.

GET TO KNOW

My idea of success is... working hard. I lived in Italy and had a great social life there, but to achieve things in business, working hard is so important.

Advice I live by is... I listen to everything – all advice. Whatever I can do to improve and help me, I'll take it.



Rapid expansion

Anna Muskett-Quirke achieved great success with her first clinic based in Luton, and she is repeating history at her second location



Name: Anna Muskett-Quirke (50)
Organisation: Laser Clinics UK
Luton and Milton Keynes
Years trading: 2

A nna Muskett-Quirke opened her first clinic in Luton in 2020, and it is one of the franchises highest-performing and fastest-growing clinics.

Laser Clinics is a global aesthetics company with a mission to offer laser, skin and injectable treatments which are effective and accessible to all genders, skin tones and types. It launched in the UK in 2019 and now boasts 48 clinics nationwide.

Starting off with just two therapists, Laser Clinics Luton now delivers over 20,000 treatments per year and had over 30 per cent growth in its second year of operation.

Anna says: "Luton exploded. That's all I can say. We just weren't expecting it. We obviously hit the mark at absolutely the right time and provided a product that was needed."

Anna attributes her success to client satisfaction and word-of-mouth referrals, with clients leaving great reviews and recommending the clinic to their friends. She ensures each member of her team knows the processes of the clinic and encourages them to come up with initiatives, to benefit both themselves and the clients.

She explains: "Luckily, I'm a fast learner and was able to build a fantastic team around me very quickly."

Expanding into new territories

Anna's first clinic was so successful that within a year she was able to open a new clinic in Milton Keynes.

She notes: "Our first clinic was incredible. In the third month, I thought, this is a replicable model. I have the energy, the drive, and the enthusiasm; I've managed to build a great team and I wonder if I could do it again if I took some of them with me?"

The Milton Keynes clinic isn't far behind Luton in terms of success, as it has delivered 19,500 treatments in the past year and experienced double-digit growth in its second

"I'm a fast learner and was able to build a fantastic team around me very quickly"

year. Anna now has a team of 25 therapists across both clinics.

Anna says: "Six months in, Milton Keynes has gone brilliantly. We're absolutely delighted with the client base we've been able to build and we're not far behind Luton.

"That's phenomenal, and a testament to the brand, the services, and the offerings, as well as to my team and the exceptional customer service they deliver."

Future growth

Anna continually strives to improve her clinic operations. She ensures each member of her team knows the processes and she leads by example, listening to her staff and clients and making sure that her customers are happy.

The success of her second clinic means there is room for expansion. She explains: "Our rooms are booked back-to-back in Luton, and here in Milton Keynes I have two laser rooms, also booked back-to-back, so I'm already looking at a third."

Anna has built a strong team in both her clinics and has created a collaborative and fun culture that prioritises its clients. She is well respected within the network and is the go-to person to ask for advice and guidance.

GET TO KNOW

My idea of success is...

achieving positive outcomes for all – the business, clients and employees.

My motto is... energy, drive and continual innovation.



“I’m learning to remove that invisible ceiling”

Jennifer David managed to grow her franchise business despite COVID. She attributes it to hard work and a positive outlook



Name: Jennifer David (49)

Organisation: Debutots Finchley, Hampstead and Muswell Hill

Years trading: 15

Jennifer David, from Debutots, faced the COVID-19 pandemic head on and with impressive speed managed to convert her in-person classes to virtual whilst retaining over 75 per cent of her customers. She has now increased her turnover by 38 per cent in the equivalent month before COVID hit. Jennifer was also the first in her network to establish a lucrative partnership with a high-profile private members club, generating an income stream and exposure to a new group of potential customers for party bookings and holiday camps.

Introduction to franchising

It was about 15 years ago and at the time I had two young children. I had a real love of drama and storytelling and working with children, and I wanted to have my own business. But because my kids were so young and I didn't feel like I had that

much business experience, I started researching franchises on the internet and came across Debutots. I went to meet the founders and it just seemed like a perfect fit.

Best part about being a franchisee

I love that the Debutots network is flexible. For example, one of my colleagues decided they wanted to start doing intergenerational sessions, and it was taken on board by the franchisor. Now it's rolled out across the whole network and it's something that I really love doing.

Most difficult part of the job

I don't really have difficult parts anymore. When I first started, it was difficult because I had a blank timetable and there were a lot of phone calls, with me trying to get classes started, dealing with rejections, and with people not interested on the phone. So that was probably the hardest thing at the beginning. Now I really enjoy my work and I can't believe I'm getting paid for this.

“You have to develop the attitude that you're going to keep doing the best that you can do”

Achieving your business goals

Charlotte (founding director) is very encouraging and she's understanding when it comes to personal circumstances. I had to take some time off at the beginning of this year and she literally just picked up my business, took over the management of staff and classes and kept it going seamlessly. When I was ready to come back in, I didn't even feel like I was on the back foot, I just hit the ground running.

Biggest challenge facing the industry

The amount of competition. When I first started there was much less competition and then it grew and grew. But I've always just kept my head up and kept looking straight ahead. You have to develop the attitude that you're going to keep doing the best that you can do, and trust that your customers will value it and that they'll stay with you.

COVID-19 pandemic

We worked as a team to perfect the online model. Lockdown happened on a Friday, and we had online classes running by Zoom by the Monday, it was that quick. I managed to convert all my parent and child classes online as well, so they worked really well. I would film a class every week and then we'd send that out to people as an option to watch with their children. And it was a family thing because my husband filmed the class, my younger daughter pressed play and stop for the music game. My elder daughter did my makeup and my son edited it every week. It was really nice.

During the pandemic we also supported children's hospices with free access to our online content for their families. We have maintained these relationships and now delivering a free session once a month, in-person, to a local hospice.

Future plans

Just to keep growing. I'm learning to remove that invisible ceiling that I sometimes impose. Also, having to step back from my business earlier this



year really gave me faith in my team of practitioners and in the idea that other people can keep it going. It doesn't always have to be me. For instance, I had established a development role for my most senior member of staff who was able

to take over observations of other staff and liaise with settings and parents. Given the additional training and closely working with this staff member, she was able to take charge of a holiday camp and fully deliver.



GET TO KNOW

My idea of success is... doing what you love to your best ability.

My proudest business achievement is... working with charities and being able to share my love of storytelling with families who really benefit from it.



The go-to brand for storage

easyStorage has an affordable and flexible storage solutions for every customer with a technology drive and highly-efficient business model



“Costs are kept to a minimum so that storage is well-priced and delivered with efficient service”

to how easyJet made air travel more affordable to more people and facilitated huge growth in the airline sector.

In 2018 easyPods were launched in the UK. A mobile storage solution that takes the “rooms” (easyPods) directly to customers on specially adapted vehicles, rather than customers having to arrange to transport their items to a facility and unload themselves. easyPods are stacked in the storage facility in a modular system, maximising the use of space and increasing efficiency which means lower prices for customers. Customers access their storage like traditional self-storage by visiting the facility where their easyPods can be placed right next to their vehicle making loading and unloading easy. No need for lifts, corridors and trolleys!

THE NEXT STAGE OF GROWTH

easyStorage now has almost national coverage by a network of easyStorage franchisees although there are still some territories available in the Midlands, North of England and Scotland. The easyStorage franchise has been recognised in 2022 by the HSBC British Franchise Association as an award-winning franchise and has achieved Top 50 status for the fifth year running in the Elite franchise Top 100.

easyPods provide a great solution for many customers but easyPods are not right for everybody. If you require regular access such as running an e-commerce business or need to store stock or building materials or even a classic car, then a different solution is

easyStorage was founded in 2017 by Tim Slesinger, Nigel Dawson and Halim Boumadani with the vision to become

the go-to brand for storage in the UK and Europe. easyStorage, which is part of the ‘easy’ family of brands, best known for easyJet, entered the market with a new and innovative approach to self-storage with ambitions to make storage more affordable and accessible to customers.

The self-storage market has seen a huge growth over the last decade with occupancy rates continuing to increase and revenue growth of nine per cent for the past 12 months. However, compared to the US, the UK market is still in its infancy with usage of self-storage being ten times less. The Cushman and Wakefield self-storage annual report predicts that

the self-storage market will rise from £27 billion in 2018 to £35.5 billion in 2024.

STORAGE MADE EASY

Being part of the easy family of brands gives franchisees an instant advantage. People recognise the brand and trust it for its value and service. That’s a key factor for anyone needing storage and the power of those four letters is evident in the business growth. By providing a well-priced, technology-driven and highly efficient business model, easyStorage can offer storage for up to 50 per cent less than its competitors. What’s exciting, is that easyStorage is not just set to benefit from the growing self-storage market but has the opportunity to grow the market further by providing a more affordable solution to a wider audience, similar

needed. No surprise, as the go-to brand for storage, easyStorage has the perfect solution. easyContainer is the next stage of the company's growth in the UK market. Having run several pilot sites, easyStorage is now ready to launch a new easyContainer franchise opportunity in January 2023 with a plan to open 300 easyContainer sites across the UK.

A typical easyContainer site has between one hundred and five hundred easyContainers and allows 24-hour drive-up access for customers. easyStorage has developed its own software platform that manages its customers' accounts, recurring payments and site security which all feeds back to a central command room at their Uxbridge HQ. Using technology, costs are kept to a minimum so that storage is well-priced and delivered with efficient service as you have come to expect from any easy brand.

WHY STORAGE IS AN EXCITING BUSINESS

Storage is the original subscription business that builds a recurring monthly revenue in a fast-growing market that's still in its infancy. Once a storage facility is full, your monthly income is guaranteed. The business is scalable so as your franchise matures you can grow your portfolio by adding new sites.

An easyContainer franchise virtually runs itself so requires a light touch from the franchisee making it ideal to run alongside other businesses.

“easyStorage has developed its own software platform that manages customers' accounts, recurring payments and site security”

THE EASYCONTAINER FRANCHISE

The role of the franchisee is to ensure that site standards are maintained and to be a point of contact for customers. Sometimes customers want to view a site before booking so the franchisee will meet and greet and be an important link in the sales process.

easyStorage offer a ten-year franchise agreement and help new franchisee locate suitable sites and manage the planning process. Minimal capital is required as easyStorage provides the storage containers on a rental basis as required to meet the growth of the business and install the technology to run an unmanned site. The central control room monitors the storage facility and works with a local security company to protect the site.

Anyone considering a franchise with easyStorage will benefit from substantial investment to date in technology, service development and the brand.

The new support centre in Uxbridge is home to the easyStorage training academy where franchisees attend regular training to develop their skills and learn best practices. Momentum in the business is driven by an ambitious and determined management team with a wealth of storage,

marketing, technology, operations and franchise experience. The easyStorage board comprises top industry leaders with impressive track records with well-known brands. Apart from being the creator and owner of the easy family of brands, Sir Stelios is an active shareholder in easyStorage and a keen brand advocate.

This is a great opportunity to join an established, award-winning brand. The typical investment required is £40,000. If you would like to learn more about the easyStorage easyContainer franchise opportunity visit [easyStorage.com/franchising](https://www.easystorage.com/franchising).

At a Glance easyStorage

Established: 2017

Number of franchised outlets: 26

Location of units: UK

Investment range: £40,000 - £80,000

Minimum required capital: £40,000

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easyStorage.com



POWERBRANDS

WHY TEAMWORK IS CRUCIAL FOR SUCCESS

PEOPLE HAVE ALWAYS BEEN THE MOST IMPORTANT FACTOR IN BUSINESS SUCCESS, BUT FOR MOST OF THE RECENT DECADE YOU'D NOT KNOW IT - UNTIL NOW

WORDS BY LINDA WHITNEY





Suddenly the 'lean business' model and the 'gig economy' are not working so well as, post-pandemic, many people won't put up with poor pay, long hours and rubbish working conditions.

ONS stats show that though the number of vacancies fell in August to October 2022 by 46,000 on the total from May to July, the number of unemployed people per vacancy still stood at one. This is "unchanged from the previous quarter and indicative of a tight labour market," the ONS says.

TREND INEVITABLY AFFECTS FRANCHISES

Hospitality and catering, care and retail are sectors which lend themselves to the franchise model, and franchises are having to grapple with recruitment problems. Anyone considering buying a franchise now – whatever its sector – needs to be looking at the bigger picture as regards recruitment. Investing in a

"Anyone buying a franchise now needs to be looking at the bigger picture as regards recruitment"

franchise that involves employing staff without considering the recruitment situation risks landing the new franchisee with a problem from day one.

WHAT YOU SHOULD BE ASKING NOW

Ask how franchisors are treating their employees, what steps they are taking to boost recruitment, and what they do to boost retention. In addition, talk to a selection of franchisees, and even front-line employees, to find out how franchises treat their people.

CARE CRISIS

In the care sector, Amrit Dhaliwal, chief executive of the Walfinch homecare franchise, believes that

metrics can help franchisees with the current challenge of carer recruitment. "At Walfinch we have metrics which can tell franchisees how many calls it takes to recruit a carer and how many interviews it will require to recruit a successful candidate," he says. "This can indicate how effective an individual franchisee's recruitment efforts are and provide a morale-booster for the franchisee during the search for the right person. If they know it will take on average six interviews to find the right candidate (despite carer shortages, we are very selective) they will know that as the number of interviews moves closer to six, the chances are greater that they will find the right person."

“Managing is more than just the staff rota. It’s about motivating the team to reach the goals of the store”

RAIYAN RUZLY, BURGER & SAUCE BIRMINGHAM

The employee’s view

Raiyan Ruzly is the store manager for Burger & Sauce’s restaurant in the Bullring shopping centre, Birmingham – all while working towards his ACCA accountancy exams.

Raiyan first discovered Burger & Sauce as a customer. He says: “I loved the freshness of the food, and Burger & Sauce seemed like a cool brand, so I applied to become part of the team. I enjoyed the vibe, it’s busy, fun and everyone is great to work with.”

Raiyan’s hard work meant he was quickly promoted to supervisor and then store manager in October 2021. “What began as a part-time job is now full time and I thoroughly enjoy it! I’m still studying in my spare time as it’s my dream to become an accountant, but Burger & Sauce has offered me progression and job fulfilment which was quite unexpected.”

Raiyan works closely with franchisee Kamil Munir who owns the franchise for the Bullring plus a further four Burger & Sauce locations due to open soon.

“The best thing about my role is that it pushes me to see what I’m capable of,” confirms Raiyan. “Management is more than just the staff rota. It’s about motivating the team to meet the goals of the store, operations, ordering, chasing marketing flyers, right through to organising building maintenance. For the everyday stuff, the buck stops with me!”

“Managing the store has given me so many new skills which will support me whatever direction I choose to take in the future.”



WORST SECTORS FOR RECRUITMENT

In **social care** staff vacancies rose by 52 per cent to 165,000 unfilled posts in 2021-2022, the largest annual increase since records began in 2012.

If the social care workforce grows in line with projections of the ageing population, the number of posts needs to increase by about 490,000 to 2.27 million by 2035. (*Skills for Care report, published October 2022*).

The **retail** sector accounts for one of the highest totals of vacancies, at 100,000, around 10,000 more than before the pandemic. It’s not just shop staff: the industry faces a shortage of HGV drivers and warehouse workers, and workers are no longer willing to work the unsocial hours that many retailers require (*British Retail Consortium Retail Jobs report, published September 2022*).

In **hospitality**, record staff shortages are causing hospitality to lose £21 billion in trade, according to a joint survey by *UK Hospitality, the British Institute of Innkeeping and the British Beer and Pub Association*, published in June 2022. One in three businesses in the sector are being forced to close one or more days a week because of lack of staff.

Eight out of 10 operators with vacancies are struggling to fill front of house roles, 76 per cent are looking for chefs and 67 per cent for kitchen porters. Even managers are in short supply, with 53 per cent of operators looking for assistant managers.

ONS figures released in September 2022 found that 37.4 per cent of businesses in accommodation and food services were having issues recruiting enough skilled staff, according to digital marketing agency Koozai.

“The retail sector accounts for one of the highest totals of vacancies”



TIFFANY MEACHIM, WALFINCH MANSFIELD

Caring for carers pays off for Tiffany

Tiffany Meachim, franchisee and managing director of the Walfinch homecare franchise in Mansfield, has a raft of measures in place to make her care team feel happy and valued.

"When we write vacancies we use terms like 'shopping assistant' and 'independent living assistant'. It describes the actual work better than the word 'carer', and we have found it works well. We recruit through the Indeed website and renew our ads each Friday because we have found that puts us back at the top of the list."

She also offers flexible hours, and gives referral bonuses to existing team members who refer a candidate who is subsequently taken on.

"We also offer a 30p an hour uplift to team members who complete all of their shifts in one month, offer free vehicle MOTs for everyone on the team, and we are looking at introducing a salary sacrifice scheme to help them pay for vehicles more easily," says Tiffany.

There are also awards for carer of the month (£50) and regular excellence awards, and Tiffany pays for her team to go on outings and for regular meals out.

Tiffany says: "Our carers tell me they enjoy it and feel valued and looked after. I'm sure it contributes to our success in recruitment and retention."

Caremark has invested in an app called Connecteam, which is being rolled out among its franchisees' care teams. With a workforce of over 7,000 and 115 franchise offices, the company wanted an easy to use, informative, and effective, modern 'mobile intranet' for all staff.

Joint CEO David Glover says: "Our care assistants are the lifeblood of our business and I wanted to ensure they receive the exact support they need, be that training, access to documents or a place to chat with peers, as well as feeling valued, engaged and part of one big national team."

At the same time, he feels that the ability to listen to the workforce is paramount to being in touch with both staff and customers. "Our care teams meet with our customers on a daily basis, and I wanted to provide them with a platform to give feedback and to share ideas directly with me and our franchise owners. This will enable us to adapt where relevant, in order to provide our care teams with the best possible working environment, whilst also aiding in recruitment and retention," he says.

PROMOTION OPPORTUNITIES

Anthony Round, franchise director at the Burger & Sauce franchise, says:



"The ability to listen to the workforce is paramount to being in touch with both staff and customers"



SARAH CREASE, CAREMARK LIVERPOOL

Spreading staff happiness with an app

Sarah Crease, registered care manager at Caremark home care franchise in Liverpool, says that after 15 weeks of use the Connecteam app has helped make the care team happier.

"Staff members who go above and beyond in a particular month are mentioned on the app's news feed, so everyone recognises them as our Care & Support Worker of the Month, which is very rewarding," says Sarah.

She adds: "There's a refer-a-friend scheme, which means that through the app staff can refer someone they know and receive £50 each once the referred employee completes 12 weeks in their role and gains their care certificate."

The app is also used to welcome new staff and mark the birthdays of team members, and there's a monthly raffle run through the app. "The more hours you do the more chances you have to have your name drawn. This is then posted on the news feed, so it's quite fun," says Sarah.

Staff find it easy to use. "Once you do something the first time then you can do it again without instruction. Staff find the app easy to navigate, and they all use the chat function, which is extremely useful," Sarah says.

"We encourage our franchisees to select the best candidates, and then to support, train and help nurture their career goals. Franchisees are not seen as an owner, but as a mentor to deliver career opportunities. It means everyone benefits, so the brand grows more smoothly and successfully."

He adds: "The investment in time and effort involved in really getting to know staff is worthwhile, because staff can start to think of it less of a job and more of a career. For example, we offer opportunities for promotion. Capable staff know that as we expand there will be manager roles coming up and we help train them for those jobs. All our managers have come through this system. Keeping great team members is as important as recruiting new people."

CHANGE STARTS WITH FRANCHISEES

At fast-casual German-inspired street food franchise brand Döner Shack, co-founder and managing director Sanjeev

Sanghera believes a complete change of career perception is essential.

"The perception of a career in hospitality is still largely negative," he says. "The industry needs to address these poor and inaccurate slants, particularly among young people. Restaurants can offer diverse and increasingly desirable skillsets which can mean an attractive, lifelong career path."

Franchisees are essential to this, he adds. "It is vital to create a positive workplace culture in your restaurant that improves teamwork, raises morale, increases productivity and efficiency, while enabling growth and development. The culture of any business comes from the top down, so restaurant owners should model the behaviour and approach to work that they would expect from their team and agree the tone from the outset."



THE OVER-50S: POTENTIAL NEW FRANCHISEES

Many over-50s have realised that they're a long time dead. They have determined to make the most of their life and that doesn't include working for someone else. The Office of National Statistics (ONS) reported that there were an additional 386,096 economically inactive 50 to 64-year-olds in May to July 2022 than in the pre-COVID period December 2019 to February 2020. These people are neither working nor looking for employment, with retirement being given as the main reason for their decision to leave work. Many cite health concerns, but leaving a stressful, long-hours job may help solve those.

However, the cost of living is rising. What happens when these people find that they can't get by on their savings and private pensions? Many won't want to go back to working for someone else, even assuming against employers are willing to take them on.

For them, the solution could be setting up their own business, perhaps with a franchise. These people have plenty of work and life skills – franchisors are likely to welcome many of them as new franchisees.

THE AUTHOR

Linda Whitney writes about franchising for the Daily Mail, What Franchise and many other publications





Emma & Alex Glass
easyStorage franchisees - Thames Valley

New Franchise Opportunity with easyStorage

This year a new franchise opportunity is being launched giving you the opportunity to be part of the iconic easy brand. Building on the success of the easyPod franchise launched in 2018, easyContainer is a new concept from easyStorage providing a great opportunity to build a recurring income in a fast-growing market. Opportunities available nationwide.

To learn more, visit [easyStorage.com/franchise](https://www.easystorage.com/franchise)

easyStorage®



BURGER & SAUCE

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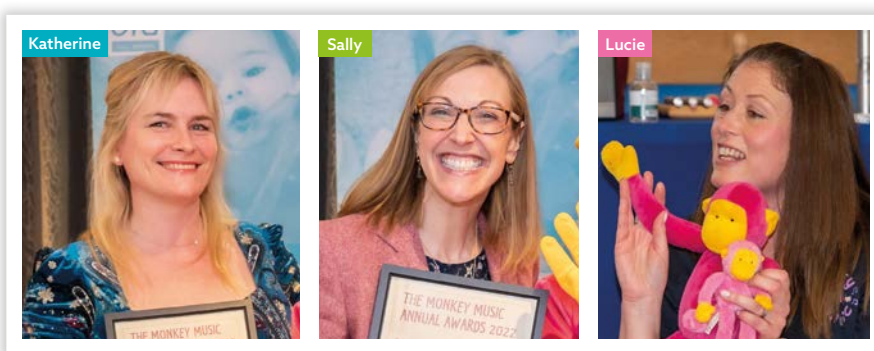
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Tuning into the sound of success

With six Monkey Music franchises between them, Katherine Watmough, Lucie Jennings and Sally Williamson discuss their journey into franchising



Lucie: How did you two end up owning franchises?

Katherine: I was first violin with the London Philharmonic Orchestra but the travel demands weren't fair on me or my children. A friend ran a Monkey Music franchise and suggested I look into it.

Sally: I had been in pharmaceutical marketing for 17 years and had just had my second child. I needed a change and wanted a job that fitted around my family. I'd taken my kids to lots of franchise classes and when I did my research Monkey Music stood head and shoulders above the rest. What about you, Lucie?

Lucie: I co-ran a post-production business in London but while on maternity leave, I was in a Monkey Music class daydreaming that maybe I could run a franchise – I've never looked back.

Katherine: So, what do you think makes a good franchisee?

Lucie: Skills from a previous career are definitely assets, but to run a successful franchise I think character traits like energy, enthusiasm, organisation, drive and persistence are more important.

Sally: Absolutely. The great thing about buying into an established franchise group is that you don't need to be the complete package. The

business model should already be proven and there should be plenty of training and support provided by the head office to help fill the gaps in your skills or knowledge.

Katherine: I agree. Building your franchise is a full-time job and having the brand, product, training and support already in place means that you can dedicate your time to growing your customer base and delivering the product.

Katherine: I wasn't tempted, but did either of you consider setting up your own business from scratch?

Lucie: Not really. Although I had experience running a business, the relative security of buying a franchise appealed. 80 per cent of start-ups fail within five years. Buy into an established franchise and that figure is far lower. As Sally said, you start with a proven business model, an established brand and lots of tools, training and support. With Monkey Music there's also a network of franchisees sharing best practice, and they've an established relationship with a bank which helps with financing.

Sally: After speaking with Kat, Monkey Music's business support manager, I realised how much support a good franchisor provides to its franchisees. Without all that support I think it would be almost impossible to flex

work around my other commitments. It was certainly a key factor in my decision to buy a Monkey Music franchise.

Lucie: The flexibility is brilliant. And even though I put in a lot of hours, it doesn't feel onerous because it's on my terms and it is for my family. So, what advice would you give someone thinking of buying a franchise?

Katherine: Work hard and smart and the results won't be far behind.

Sally: Do your research. Not all franchises are created equal. You, Lucie?

Lucie: It's a big leap but undoubtedly worth it!



At a Glance Monkey Music

Established: 1993

Number of franchised outlets: 50

Location of units: Nationwide

Investment range: £13,975+VAT

Minimum required capital: £3,000

Contact: Kat Foster-Jenkins 01582 766464 or
Kat.Foster-Jenkins@monkeymusic.co.uk

www.monkeymusic.co.uk

When the coach and the client Klyk

With the help of ActionCOACH UK, Arif Hussein put the roots in place to develop a more profitable business that also makes a greener world

Simon Ellison launched ActionCOACH West Herts in 2018 building a team of business coaches and subsequently investing in ActionCOACH West Dorset in 2021. His team including Lorna Smith has allowed him to concentrate on executive coaching whilst growing a business making a significant impact in two areas of the country.

Arif Hussein's sustainable technology company, Klyk, had been achieving solid growth but despite this achievement, he felt more could be done to unlock his company's potential. After meeting his local business coach firm at a BNI event, Arif began the process of putting the roots in place to develop a more profitable business that also makes a greener world.

"In 2021, I decided to start working with the team at ActionCOACH West Herts," he explains. "Initially, I worked with head coach Simon. Then I transitioned to working with Lorna. What stood out about the team was they matched my ambition and ethos for the business. I knew through our partnership we would unlock more potential growth and, as a result, make a difference to the planet."

RENEWING ENERGY IN THE TEAM

"One area I needed support in was bringing the team closer together," Arif adds. "We doubled our turnover in 2021, and I wanted to ensure our key principles and ethics stayed in focus. As the company grew, I felt we were struggling to maintain the same cohesiveness and impact as when we were a smaller unit.

"With leadership and communication training, Lorna helped me understand why certain outcomes weren't being achieved. By understanding a range of communication styles, I realised I could change these outcomes by



Lorna Smith with her Action Coach, Simon Ellson, at the BizX awards after winning Green Company of the Year

addressing the situation differently. This had an immediate effect as my team started responding in a positive way to our interactions."

OPTIMISING YOUR ENERGY

With the strategies Lorna has helped Arif put in place, Klyk is aiming to reach a £1 million turnover by the end of 2022. Arif and his team's efforts in supporting the economy-wide net zero transition have been recognised nationally.

"We recently won Green Company of the Year at BizX, the national business forum and awards attended by over 1,000 British and European companies," Arif says. "To receive this kind of

acknowledgement is incredible. We've seen phenomenal success with Lorna – she's given us the confidence to believe we can do even more to make a greener world in the future.

"I think an Action Coach is a great resource to help your business. A lot of my entrepreneurial friends use coaches, which is why I gave it a go in the first place. As the sole founder of Klyk, having someone to speak to who can hold you to account is invaluable."

THE COACH'S PERSPECTIVE

Since joining the ActionCOACH West Herts team, Lorna has been creating a dramatically improved life for their clients whilst supporting franchise partner Simon Ellison to build a thriving coaching firm.

"It's an absolute pleasure working with Arif," shares Lorna. "Seeing how far he has brought this start-up business through a number of challenging times is fantastic. His resilience and ability to make quick decisions is what's moved this business forwards. It's a brilliant business with so much more to come and I'm really pleased and proud to have been a small part on their journey."

If you want to build a business with scalability and longevity, make a difference in your local community and you're the kind of person who:

- A)** loves learning and developing yourself;
- B)** has enjoyed success in your career or sport; and
- C)** is willing to invest if you see substantial rewards can be made...

then find out more about becoming an Action Coach by watching the overview video at actioncoach.co.uk/franchise.

5-Star satisfaction, awards and rewards

ActionCOACH franchise partners have rated their franchise above average in every category – from rewards and culture to training to support

Of you're thinking about investing in a franchise, you might want to consider the views of people who have already invested before looking at anything else. There are only four elite franchises who have been rated 5-Star for Franchisee Satisfaction every year from 2013 to 2022 – ActionCOACH, TaxAssist, Right at Home and Puddle Ducks – leaving them with 50 stars and 50 reasons for a potential franchisee to invest.

The latest results have been published from WorkBuzz, an independent company who has gathered feedback from over 300 franchise brands for its annual Franchisee Satisfaction Benchmark Survey since it launched in 2011. For an incredible



10th consecutive year, ActionCOACH franchise partners have rated their franchise above average in every category from rewards to culture and from training to support. This also led ActionCOACH to be shortlisted for Franchisor of the Year at the bfa Best in Franchising Awards.

THE TEAM AT THE FRONT AND CENTRE

Ian Christelow, chairman at ActionCOACH UK, said: "I feel honoured to be part of a company with such a wonderful team. It is only through the collaborative nature of our UK support team, franchise partners and their teams that we have been awarded this prestigious 5-Star Franchisee Satisfaction status for the 10th year running. This award is another step towards reaching our goal for 100 per cent of business owners to know about ActionCOACH and the valuable work we do by 2029."

Julie Wagstaff, managing director at ActionCOACH UK, added: "ActionCOACH thrives on positive word of mouth in the business community and building a team of delighted franchise partners is, and needs to stay, front and centre of everything we do. They have all bought

in to our culture of teamwork and abundance, getting a buzz from helping others succeed."

ENJOY THE AWARD-WINNING STREAK

That's not the only recognition the franchise received this year. For the 14th consecutive year, ActionCOACH's UK team walked away from the ActionCOACH Global Conference with the award for Team of the Year. With a presence in over 80 countries, ActionCOACH hosted this year's conference on the tropical island of Maui, Hawaii. Having won the award an astounding 13 times, the 7,000-mile journey could not stop the UK ActionCOACH team from bringing it home once more.

James Burke, who has been an ActionCOACH franchise partner since 2018 won two awards at the same conference. He explains: "The growth of ActionCOACH as a brand is a direct reflection of the team and their abilities, and it is only with ActionCOACH's immense success as a franchise that I now have two global awards and six national awards under my belt."

Also a finalist for the Franchisor of the Year Award in the Virtual Franchising Awards 2023 and No.6 in the Elite Franchise Top 100 list, ActionCOACH will end the year on another high. To join the winning team visit actioncoach.co.uk/franchise.



At a Glance ActionCOACH

Established: 1993 in Australia, 2001 in the UK
Number of franchised outlets: 200+ in the UK
Location of units: UK
Investment range: £69,000
Minimum required capital: £20,000
actioncoach.co.uk/franchise

The virtual restaurant revolution



Why ghost kitchen franchises are evolving as fast as the technology enabling them

In the last few years, we've borne witness to huge changes in the QSR industry. Thanks to advancing technology and the growth of third-party on-demand food delivery platforms – accelerated by the pandemic – the order-in culture is booming. This, in turn, has enabled an explosion of virtual brand restaurants and ghost kitchen spaces.

A virtual kitchen is a delivery-only model which eliminates the eat-in option for diners and focuses purely on off-premise sales channels. Let's say you already own a restaurant and want to introduce a new brand to your customers. Starting up a new brand with new premises is time-consuming, not to mention expensive. Instead, you can opt for a virtual restaurant that runs from the same kitchen as your existing traditional restaurant – a digital-only storefront serving customers with a delivery-exclusive menu.

London-based Peckwater Brands, founded by Leo Bradshaw and Sam Martin, helps restaurants to maximise their full potential by offering delivery franchises to already-operational kitchens.

“Peckwater acts as a partner to existing commercial food preparation sites, including restaurants, cafes, bars, hotels, pubs and more,” explains COO and co-founder, Sam. “We allow businesses with the surplus capacity to increase revenues by offering secondary menus through our virtual food brands. Through delivery aggregators, businesses can increase order volumes and generate additional revenue by accessing wider customer segments. Our support with marketing, customer analysis, and point of sale (POS) integration allows these businesses to become more profitable while still fulfilling their existing obligations.”

Peckwater currently owns and operates more than a dozen brands in the UK with international expansion plans into Europe, US and the MENA region already underway. Their approach is to tailor the brands they already operate in each country and create new brands to appeal to the food tastes and trends of the local consumer. And speed is key. They are able to identify areas for potential expansion and then rapidly prepare a host kitchen to be running a new brand within a matter of days.

“Our proposition is appealing to hospitality businesses because our virtual food brands can be integrated so swiftly and easily into existing kitchens, making growing at scale possible and accelerating revenues and profitability,” continues Sam. “We are not hampered by the expensive and time-consuming process of setting up new ghost kitchens, as the host kitchens we work with are already fully equipped, staffed and operational.”

“Our partners typically operate between one and three of our virtual food brands from their kitchens, depending on their capacity and capability. We select food brands that are optimised for the individual host kitchen: it is important to be aligned in terms of the necessary equipment and core ingredients so that adjusting to the new menu takes as little training and extra materials as possible.”

Ghost kitchens

Ghost, or dark, kitchens are another strand of the virtual kitchen concept. They don't even need an existing brand from which to launch, as they can offer a delivery-only menu to their target consumer from a delivery-optimised kitchen space designed to cut unnecessary costs such as premium-location rent. There's no storefront to host customers, and your location can be easily set up in a small commercial kitchen space or on third-party premises alongside

“Virtual food brands can be integrated swiftly and easily into existing kitchens, making growing at scale possible”

other virtual kitchen brands. But established brands can use them too, to gain presence and brand awareness in new geographical markets.

WoWorks is one brand that's utilized the ghost kitchen concept to gauge the level of interest in outlying markets and gain exposure for future franchise development. Brian Farris is chief development officer. "We have been fortunate to find great partners who represent the brands in the same consistent manner as our traditional locations," he says. "They offer a limited menu, based on shared ingredients alongside our proprietary ingredients, to guests through 3PD vendors. Guests can browse our menus through the 3PD sites for delivery and have a WOWorks brand experience without needing a bricks-and-mortar store to fulfill.

Brian cites that the main benefit of this strategy is the gained brand awareness in markets that may not be established already. "Our goal is for the continued growth of the brand, whether it be via traditional locations, or outlets for our menu items and name. This method helps with our distribution efficiencies and costs for all the locations. Lack of brand awareness can be a drawback, but thankfully, we have not seen this as a detriment as everyone loves a good salad, acai bowl, falafel, etc," he adds.

Future of QSR

Time moves rapidly in the QSR market and Taster Brands is not only turning the traditional restaurant model on its head, but it's evolving the dark kitchen model too. "Unlike traditional restaurants, we obsess over the delivery channel," says



"The delivery channel is extremely competitive so it's only the best brands that stand out"

CEO and founder Anton Soulier. "Everything we create is designed to be delivered – from our packaging through to the perfect blend of flour in our pasta that means dishes can withstand travel."

The entrepreneur credits the virtual kitchen concept as a key player in the evolution of how we eat – especially during the pandemic when restaurants were able to invest in extra kitchen space to expand their delivery offering. "Taster has evolved beyond this model," he continues, "and we want to shine a light on our operations and have a more direct relationship with consumers rather than being 'dark' or hidden. For example, 100 per cent of our franchise partners run click & collect, and an increasing number operate fully Taster-branded sites on busy high streets.

"Our model is a new take on the traditional franchise model – the McDonald's or Domino's of the world – and we partner with entrepreneurs and business owners who really recognise the growth in the delivery market. With low set-up costs, we

can create a supercharged, profitable business for the right partner and our commitment to training and support also means that we can scale without compromising on quality."

And this model is proving successful. In five years, Taster holds the seventh biggest market share on delivery in France and Belgium after major players like KFC and Burger King.

Partnering with a leading TV chef and household name, Jamie Oliver, Taster has launched Pasta Dreams, a forward-fronting collaboration with a bold Italian-themed menu and strategy designed to challenge customers' preconceptions of delivery food.

"At Taster we are creating 'foodie delivery food' – designing innovative menus with world-class chefs and creators, then expanding via our network of franchise partners," continues Anton. "We launched Pasta Dreams initially from two pop-ups – one in the centre of London's Soho and another in Paris. This is the beginning of a long-term partnership plan to expand Pasta Dreams across the UK and France, followed by other European countries. We've just launched our first site outside of London with a partner in Bristol who currently runs two Taster brands and is now adding Pasta Dreams as a third."

Staying on top

The challenge for all virtual brands to succeed is visibility. "The delivery channel is extremely competitive so it's only the best brands that stand out to consumers," says Sam. "We're tackling this by partnering with world-class foodies and chefs like Jamie Oliver, as well as developing more direct-to-consumer channels such as click & collect."

Anton Soulier adds: "Food brands with on-site locations have the benefits of visibility and high-street credibility, while our virtual brands can only be found on third-party aggregators. This is not a problem for us, however, as our online visual branding, customer analysis and the quality of our food brands give us all the credibility and reach we need in the digital age."



ZERO WASTE FOR MAXIMUM PROFIT

The cost-of-living crisis has prompted some franchisees to save energy and cut waste

WORDS BY LINDA WHITNEY

Many franchises have worked out ways to save money and energy use at the same time – a win-win for franchisors, franchisees and their staff. Choosing the right franchise means saving money on energy bills now and in the future and helping save the planet. If finding a franchise that is reducing carbon use – even aiming to reach net zero – is not on your list of franchise requirements, add it now.

Here we look at some inspiring stories of franchisees who have adopted clever energy-saving initiatives.

LOOK AT THE SECTOR

Businesses that involve driving to customers' locations are likely to incur more fuel costs than businesses run from your own home. Typically, mobile franchises supply franchisees with customer booking and route planning software, so they use the most fuel- and time-efficient route.

Franchises that can be run from home are also likely to involve lower energy costs than those that mean operating from premises, such as a shop, restaurant, showroom, or workshop. If you are running a business from home, you can claim some or all of the energy costs, such as lighting and heating, for rooms you use solely for business as expenses in your annual accounts.

TECH SAVES MONEY AND THE ENVIRONMENT

Many franchises have adopted new energy-saving initiatives only recently, which means that statistics about the resulting cost savings are not available, and franchisees are not yet ready to talk about any savings that they are making.

However, the Cafe2U mobile coffee and café services franchise started thinking about this three years ago, for sustainability reasons, and can now talk about the financial savings for franchisees.

Martyn Ward, chief executive at Cafe2U UK, says: "Our vans were formerly all diesel-driven and had diesel generators to power the café equipment inside, but we have been changing over to new all-electric vans and they have revolutionised the business."

Initially Cafe2U started replacing the generators with lithium-ion (li-ion) rechargeable batteries, but then looked for all-electric vans that were driven by li-ion batteries, too.

"We found we were almost ahead of the automotive market and had trouble finding mid-sized, all-electric vans. Finally, we got some of the first available in the country. It's a good thing we bought quite a few because the waiting list for all kinds of electric vans is now huge," says Martyn.

The vans cost £60,000 plus VAT and Cafe2U offers franchisees a monthly leasing arrangement to pay for them. "They are about £10,000 more than the old diesel vans but the repayments are only about £150 more than they were for the diesels, and franchisees are saving much more than this amount on the cost of fuel and servicing," adds Martyn.

An overnight home charge allows the vans to cover about 140 miles a day (though franchisees

"We have been changing over to new all-electric vans and they have revolutionised the business"



AMANDA AND STEVE, CAFE2U

Saving cash – and the environment

In November 2020 Amanda Lawrence invested in a Cafe2U mobile coffee van and café franchise, serving the Braintree area. As a former banker, she had an eye for finance as well as a concern for the planet.

"The franchise was a resale and included an eight-year-old diesel van equipped with a diesel generator to drive the café equipment," says her husband Steve, who left his bank career to join Amanda in June 2021.

"It saves us about £350 a month in fuel costs compared to the old diesel van," says Steve. "Even at current electricity prices, charging both batteries nightly

costs about £180 a month, and because the electric engine has no clutch, gearbox or exhaust, there's a lot less to go wrong, so it saves us hundreds of pounds on repairs and replacements."

Steve adds: "We love it, and so do our customers. One battery drives the van and the other powers the coffee machine, refrigerator and freezer, the heated oven and the lights. There's no noisy diesel generator and no fumes, and one overnight charge delivers more than enough power to get the van through our 45-mile round, delivering coffee and food to 25-30 local workplaces."

The van livery highlights the fact that it's all-electric, which customers like, and Steve adds: "The cost savings mean we have not had to put up our prices to cover the increase in fuel costs."

typically do 30). "It's attracting franchisees and customers, because they are increasingly prioritising sustainability, and fuel prices are soaring," explains Martyn.



FUEL SAVINGS FOR FRANCHISEES

David Truby, managing director at lawn care franchise Greensleeves, says: "The fuel-saving initiative that we are offering to new franchisees is 100 per cent about saving money."

A van-based franchise, Greensleeves is offering to cover fuel costs for new franchisees for the first year, when fuel consumption is likely to be higher as they visit new customers and move around more than they will once the business is established.

"This is not some distant refund we are proposing - we will take off the cost of first year of business fuel from the franchise fee, if requested," adds David.

He estimates that this offer will save incoming franchisees £2,000 in their first year, but it only applies to the first five franchisees that sign up before the end of 2022.

SAVING MONEY FOR STAFF AIDS RECRUITMENT

In-home care franchise Visiting Angels has introduced e-bikes to





LEFT TO RIGHT: DAISY (CARER), DAN ARCHER, AND JOANNA (CARER)

its care team. It is offering the low-emission, alternative form of transport as a choice for carers throughout the network, as one way to address carers' concerns about the cost-of-living crisis. "With the cost-of-living crisis having a significant impact on the financial wellbeing of those working in the care sector, it was our duty to introduce a form of low-cost transport to support carers," says Visiting Angels' managing director Dan Archer.

Visiting Angels is rolling out an e-bike scheme

across its network.

"As a carer-centric company, we listen to people who are keen to work for Visiting Angels but, in this case, feel they are unable to because they don't own a vehicle or are concerned by record fuel prices," says managing director Dan Archer. "Providing this little extra pedal power to our teams is going to make a big difference."

VISITING ANGELS

Pedal power puts care givers in the driving seat

He adds: "This isn't about saving money. We wanted our carers to be able to work without the need for a car or the costs associated with running one. These e-bikes open up the career opportunity for those who don't drive or have access to a car."

Ultimately the move will benefit Visiting Angels franchisees because it will help address the carer recruitment shortage. "More carers mean more care provided, this is a case of extra revenue generated rather than costs saved," Dan says. "We were listening to our carers when the fuel prices started to bite and we wanted to find a way to help. This initiative means we're leaving more money in the pockets of our carers rather than cost saving as a business."

"You can tell quite a lot about a franchise's commitment to making a difference by looking at its investors"

DON'T LET ENERGY BILLS DETER YOU FROM STARTING A BUSINESS...

The Energy Bill Relief Scheme (EBRS) for non-domestic customers means almost all businesses can get discounts on their energy bills. You don't have to apply for this: reductions are applied automatically by suppliers. Reductions are the same regardless of the supplier, but bills will still vary according to energy use.

AN EXAMPLE

A medium-sized restaurant uses around 3.5 MWh of electricity and 4 MWh of gas each month. They are on a variable contract, giving them a current monthly energy bill of around £3,600 per month. As they are on a variable contract, they can receive support up to the maximum discount (£345/MWh for electricity and £91/MWh for gas). Applying the maximum discount rates means that their monthly energy bill reduces by over 40 per cent.

Visit gov.uk for more information on this scheme

CHECK THE COMMITMENT OF FRANCHISORS

Whatever the project, check the franchisor's commitment – and what franchisees think of it.

"You can tell quite a lot about a franchise's commitment to making a difference to the planet and people's wellbeing by looking at its investors," says Othman Shoukat, managing director at the Creams Café franchise. He explains: "In December 2020, Pistachio Holdings and co-investor Salonica Maroon acquired a majority stake in the business. Salonica Maroon is a social impact fund, focussed on assuaging societal ills. We care about the future of our people and our planet. This doesn't detract from us maximising financial returns and, in fact, good environmental, social and governance (ESG) policies enhance financial returns."

“Despite rising costs, consumers are still spending more with brands they perceive as authentically sustainable”

ASK ABOUT PRACTICAL MEASURES

If a franchise that you are interested in does not explain in its brochures and on its website the measures it is taking on energy-saving issues, ask directly what it is doing, how this saves money for franchisees and how that benefits any staff. Franchisors should have ready answers to your questions because energy bills will impact your future profits, and indirectly will affect the returns for the franchise as a whole.

Ask to speak to franchisees in the network to discover first-hand how the franchise's energy-saving initiatives have benefited them. Have franchisees saved money or otherwise benefited from advice or help with energy-saving and cost-cutting initiatives from the franchisor?

CREAMS CAFE

Practical steps to sustainability cut franchisees' costs



Andy Malthouse, construction director at Creams Cafe, says the dessert franchise is looking at sustainable ways to affect the environmental and energy efficiency impacts of its branches.

“Any difference we can make will have a positive effect on the environment but also help to reduce energy consumption in our restaurants, reducing our franchise partners' ongoing running costs,” he says.

“For instance, we consider whether we can achieve the same lighting levels in our locations using more energy-efficient products. Our new Creams Cafe soon to open in Manchester's Arndale Centre uses a different fitting with a greater reflective bezel around the lamp, producing more light.

“This allows us to leave more space between light fittings and so reduce our lighting by about 10 per cent. The lighting is on dimmer switches, so we have the option to adjust the strength depending on environmental changes. Back-of-house, all our lights are on movements sensors so only come on when needed.”

All sorts of other considerations go into making Creams' locations energy efficient. Andy says: “If a unit has a high ceiling, we'll put in a lower suspended ceiling in the back-of-house areas, significantly reducing the space we need to heat or cool. Back of house, we fit hygienic wall cladding and if we've dropped the ceiling height, we need less of this product too. That also means less adhesive, lower transport costs and so on – it all makes a difference.”

He adds: “We only use shopfitting companies that can demonstrate they have a genuine commitment and interest in reducing our carbon footprint.

“Currently, we are re-writing our works schedules to reinforce these considerations even more. This is the start of a longer road of developments and it will be 12 months before we have definitive feedback on it, or an accurate figure on energy saved and costs reduced. Our focus is primarily on sustainability – but we feel a financial benefit will ultimately follow from good practices.”

He adds: “Any business which is unwilling to understand its impact or unwilling to communicate key ESG considerations to consumers, will harm the overall sustainability of the hospitality sector.”

A MARKETING OPPORTUNITY

Most franchises that are adopting more sustainable ways of working are shouting about it to customers. This can bring business benefits, because market research shows that consumers, even while looking to save costs, are still spending

more with brands they perceive as authentically sustainable. For a prospective franchisee, this puts a tick in the sustainability box, adding to the attraction of the franchise.

THE AUTHOR

Linda Whitney writes about franchising for the Daily Mail, What Franchise and many other publications.



“The best thing about what I do? Inspiring the next generation”

A Stagecoach franchise unlocked hardworking Hannah James' true potential in business, enabling her to expand rapidly into new territories



very best in their students. Stagecoach schools provide a thriving, nurturing, and supportive environment for creative learning, which is just one of the reasons why more than 55,000 children flock to classes worldwide every week.

Today, a network of more than 300 franchisees operates over 3,000 schools and classes globally. Through an exciting and varied framework of teaching and development, franchisees have helped to unlock the potential of more than one million students since Stagecoach opened in 1988.

“I had the opportunity to take over Stagecoach Wolverhampton a couple of times, but I wasn't ready to step away from teaching,” Hannah continues. “When the chance came up for the third time, I'd been working freelance for a few years, writing dance curricula for schools, and training primary school teachers. I'd already left my role at the college after finding it difficult to fit the hours around my son, Lewis. The timing just seemed right and Stagecoach head office ensured I was confident enough to step into the role, helping to develop my skills so the transition was smooth. I knew it was my time – I felt fully prepared to step away from teaching in the classroom and look at my work from a management perspective.”

BUSINESS SUPPORT

“Stagecoach usually advises new owners to shadow existing franchisees to get to know the business, but I had been there for 15 years and I knew a lot already. It was only the business matters that I needed to get to grips with. I had already worked with a lot of the students and parents throughout my time there, so that made it easier for them to adapt to me taking over.”

All new franchisees are given comprehensive training and industry-leading support in marketing, customer

nce a Stagecoach Performing Arts student herself, Hannah James went on to buy the very same franchise that she once attended.

Starting her career as a Stagecoach franchisee and Principal in September 2017 unlocked the potential that Hannah always had for business ownership, as well as inspiring others. Over the course of five years, Hannah has invested in two additional neighbouring territories. And the mum of two is clear about what motivates her to succeed.

“I want to instil a sense of confidence in my students that I believe grows from encouraging them to pursue their dreams, whether they have a natural ability to perform, or just enjoy being in the arts. Performing was a passion of mine from a very young age. I was a student at Stagecoach from the age of 12 and also loved going to my dance classes. I knew, even then, that I wanted to take it further.

“After I left school, I did a dance degree at Liverpool John Moores University, coming back home to the Wolverhampton every

weekend to teach at my old Stagecoach school, because I loved it so much. I finally moved back after uni, which is when I set up my own company. Performance has always been – and will always be – a huge part of my life and my career.”

Hannah set up Reflections Dance Company alongside working for Dudley Borough Council, visiting schools to deliver dance development projects. “That's when I fell into providing higher education,” she explains. “I taught an A-level in Dance at Stourbridge College for six years, while teaching at Stagecoach and running my dance school. I've always had a tie to Stagecoach and I knew in my heart that I would end up back there full-time one day – it was just a matter of time.”

PROVEN MODEL

For over 30 years, the proven Stagecoach model has been refined in order to become one of the U.K.'s leading performing arts opportunities. Franchisees build a team of equally passionate and enthusiastic teachers, all qualified to bring out the



service, I.T. and business development. Stagecoach's tried-and-tested structure enables franchisees to play to their strengths, providing the best possible environment in which to succeed.

"I went into the training feeling very confident, and the support from head office was great. I felt like part of a much bigger picture, and it prepared me for everything to come. It was the biggest learning curve I've ever had," admits Hannah, who took over officially as principal in September 2017.

"Stepping up from teacher to principal was great, but there was still a lot to learn, so I spent the first year making sure that the basics were right and recruiting more students to my school. When my school was full, I launched another Further Stages class in September 2018, discovering that the more time I invested in the franchise and explored my interest in business growth, the more student numbers and enquiries increased. The results were speaking for themselves. The business was going from strength to strength, and so in September 2019, I purchased a second territory, this time a greenfield - Stagecoach Dudley."

OVERCOMING CHALLENGES

But just six months after the launch of her new business, the pandemic caused the overnight closures of both of Hannah's territories. With a young son to care for and the support of her partner, Rich, Hannah leapt into action - devising an entire online portal of supportive materials for her students and a schedule of virtual sessions.

"I also took full advantage of the online resource that head office devised,

"Through an exciting and varied framework of teaching and development, franchisees have helped to unlock the potential of more than one million students since Stagecoach opened in 1988"

called Stagecoach Home. Parents were so appreciative of the virtual outlet and the fact we were providing a lifeline for children stuck at home with only online studying and calls with friends and family to keep them occupied. The demand was so high for this virtual alternative to standard sessions that I was able to invest in a third territory, Tamworth, six months into the first lockdown. By spring 2021, I was able to welcome students back to all three schools, and get back to doing what we do best - inspiring children to reach their own potential through the power of immersive performing arts."

For Hannah, who welcomed her second child - a little girl called Ada - in January 2022, the future looks exciting.

"Despite the obvious challenges caused by the COVID-19 pandemic, I feel like I've come out the other side in a good position. I've got off to a great start with 124 students across my Dudley and Tamworth schools and have been able to maintain the initial increase in student numbers at Wolverhampton.

"My family has grown and so has my business, but I've not had to make any significant adjustments or compromises to

my lifestyle. Lewis was already four when I invested in my first territory, but even with a newborn in tow, I'm able to oversee the sessions at the weekend and manage the admin around nap and feeding times. My plan for the next year is to invest in expanding the reach of my Dudley school and continue to offer my students the incredible opportunities I had access to as a Stagecoach student myself. For me, that's the best part about doing what I do - inspiring the next generation."

At a Glance Stagecoach Performing Arts

Established: 1988

Number of franchised outlets: Over 300

Location of units: U.K., Canada, Australia, Germany, Spain, Malta & Gibraltar

Investment range: £18,000 - £500,000

Minimum required capital: £9,000 + VAT

Contact: franchiserecruitment@stagecoach.co.uk
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FRANCHISING BLOCKBUSTER



Discover the entrepreneur's answer to retail franchising in the convenience sector

The five pillars of convenience retail

Slashing through the competition with its lucrative business model, One Stop Franchise supports both new and existing retailers looking to build a brighter future



One Stop Franchise is the ambitious entrepreneur's answer to retail franchising in the convenience sector.

Growing rapidly after its inception in 2014, the Tesco-owned franchisor made its position in the industry known by achieving "Best Emerging Franchisor" at the Grocer Gold awards shortly after its launch.

One Stop Franchise is not a one-size-fits-all model. It is a model built working in close partnership with the right retailers. One Stop Franchise recognises that for this type of partnership to be mutually beneficial both parties must be driven by success. They work with a roster of the most ambitious retail entrepreneurs many of which are members of The Association of Convenience Stores (ACS). With a growing number of multi-site retailers nationwide and highly successful single-store businesses, as a retail expert with decades of experience, One Stop Franchise is in the perfect position to support both new and existing retailers looking to build a bright future for themselves and their families, backed by a reputable brand.

In December 2022 One Stop Franchise opened its 300th store with The Wilson Group. The site was the Wilson's 18th One Stop store. When asked what attracted Daniel Wilson to One Stop Franchise, he said: "For me, five main pillars stand out..."

"The wide support is in place to ensure each franchisee never feels alone on their retail journey again"



- An increase in sales and profit through marketing-leading promotions, Own Label products and their 'Selected By Tesco' range...
- An increased quality of life through time-saving and multi-site supported technology...
- A £50,000 investment in each new stores refit...
- The sharing of expert retail knowledge from our dedicated business development manager...
- A supply chain that works for us."

One Stop Franchise confidently boast the benefits they provide, which are outlined in further detail below.

1. AN INCREASE IN SALES AND PROFITS

Slashing through the competition with market-leading promotions, Own Label



products and the recently released 'Selected By Tesco' fresh range, which highlights great quality Tesco-brand fresh products available in stores, One Stop Franchise takes a clinical approach to increasing sales, footfall and basket spend in each of its stores.

Fresh deliveries are available six days a week, with ambient deliveries available on three. With three distribution centres in prime locations across the UK, and a network of retail insight backed by Tesco, One Stop Franchise provide a solid infrastructure to their retailers.

Marrying customers' adoration of products with a consistently stocked store encourages customer loyalty, establishing



“One Stop franchisees can invest their time elsewhere, whether that be with their families or into their hobbies”

the franchisees’ business as a destination store in the local area and spearheading both short-term and long-term success.

2. UNRIVALLED £50,000 INVESTMENT

One Stop Franchise offers a lucrative £50,000 investment into the refit of each store opening. This guarantees its retailers are launching businesses on strong foundations and ensures that each new store is always to the highest standard, with new fascia, technology, store-layout and equipment.

3. A BETTER QUALITY OF LIFE

Through One Stop Franchise’s innovative back-office EPOS technology, franchisees cut down the time required to run

their store. They can also manage their store remotely. Consequently, One Stop franchisees can invest their time elsewhere, whether that be with their families, into their hobbies, or into focusing their efforts on their ambitions to expand business and become a multi-site retailer.

4. ACCESS TO STATE-OF-THE-ART STORE DESIGN AND LAYOUT

With by-weekly planogram and point-of-sale refreshes, One Stop Franchise ensures that the latest seasonal promotions are always brought to the forefront of their franchisee’s customers’ attention. Striking point-of-sale is the key to ensuring that market-leading promotions are always highlighted, which in turn increases the basket spend within their retailer’s stores. Each store is designed with the customer in mind.

5. A SECOND TO NONE SUPPORT NETWORK

Through their own dedicated business development manager and access to the helpful Franchise Action Line, franchisees always have a channel for support with any decision or query they may have with their business. The wide support is in place to ensure that each franchisee never feels alone in their retail journey again.

Daniel concluded: “I’d recommend One Stop highly to any independent retailer

looking to explore the idea of franchising or looking for a fresh start. There have been so many success stories, and judging by the current trajectory, it only seems to be up from here.”

One Stop Franchise have expressed their intention to continue their exciting growth plans, finding likeminded and ambitious retailers to join their franchise model and enjoy mutually beneficial success.

WHAT ARE THE REQUIREMENTS?

To qualify for One Stop Franchise, you must already own a site or have identified a site to purchase which is larger than 1,000sq ft, already have or be prepared to own an alcohol licence and must not be a petrol station.

If you are interested in becoming One Stop Franchise’s next success story, you can use the contact details below.

**At a Glance
One Stop Franchise**

- Established:** 2014
- Number of franchised outlets:** 300
- Location of units:** United Kingdom
- Investment range:** £50,000
- Minimum required capital:** A store / suitable premise.
- Contact:** 01543 363 003 / joinus@onestop.co.uk
- openaonestop.co.uk**



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The layers of the franchise agreement

What type of franchise agreement are you looking for? Novuna Business Finance unpacks all the options

There are many layers to franchise agreements offering flexible options to franchisees. Over time, you can either peel these layers away or you can add new ones. Here are all four types of franchise agreements available to you as a franchisee to help you shape your goals for now and the future.

SINGLE-UNIT FRANCHISE AGREEMENT

Typically (and perhaps sensibly, if this is your first time as a business owner), this is where you would begin your journey as a franchisee. A single-unit franchise arrangement is when a franchisee is granted an individual unit (or location) to operate the desired franchise. This arrangement allows you to learn the ropes and become accustomed to the business, the franchise model and running your own business.

MULTI-UNIT FRANCHISE AGREEMENT

Over time, you may see your single-unit franchise business grow in accordance with your business plan. You are confident and experienced at running your business and ready to take the next step. Your franchisor may recognise this too and grant you the right to operate another (or several) unit(s).

This is considered a multi-unit franchise agreement. It is often a preferred agreement type for franchisors once you've proven yourself as a franchisee, as there is less risk associated with an individual already operating successfully as a franchisee. More franchisees are expanding than ever before according to bfa research, with over a third of UK franchisees now operating as multi-unit franchisees.

AREA DEVELOPMENT AGREEMENTS

This is an agreement where the franchisor grants you the right to operate multiple units exclusively within a specific region over an allocated amount of time. To secure these



rights, you'd pay an up-front development fee and a franchise fee per unit.

Where an area development agreement differs from a multi-unit franchise agreement is the timescale, scale and the financial rewards. An area developer is 'bulk-buying' franchise opportunities within the territory and despite an initially large investment, they would be provided with financial incentives each time they open a store. They are allocated a period of time to achieve these goals, whereas a multi-unit franchisee would be able to scale at their own pace.

MASTER FRANCHISE AGREEMENT

Also referred to as 'sub-franchising', a master franchise agreement is not too dissimilar to an area development franchise agreement, with a few caveats; a master franchisee will take on many of the obligations of a franchisor (like training and support) and will also be able to sell franchises to other people within their allocated territory over an agreed amount of time.

This type of agreement requires

a tremendous degree of trust by the franchisor. To reach this agreement, the franchisee would need to be highly knowledgeable of the brand, experienced in area development and running multiple businesses – all while maintaining a great relationship with the franchisor.

Remember – franchising, like most businesses, is a marathon, not a sprint. Build your portfolio one step at a time, reflect and iterate your personal and business goals. The options available are there to accommodate your ambitions, however big or small.

At a Glance

Novuna Business Finance

Novuna Business Finance are experts in delivering funding solutions to franchisors and franchisees across a range of industries in the franchise sector

Contact: franchising@novunabusinessfinance.co.uk
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8 TIPS FOR MANAGING YOUR MINDSET

You don't need to be a superhero or even a psychic to master your mindset – it just takes practice and a bit of patience



The benefits attached to investing in a franchise are endless. You join an established brand, get unlimited support from your franchisor and have access to a proven business model. However, like all businesses, franchising comes with its fair share of challenges, disappointments and adjustments that we have to overcome. But learning to manage your mindset will help you keep your emotions in check. It will also allow you to make better decisions and gain a healthier perspective on your business, ultimately leading to success.

Your mindset is an attitude that includes your beliefs about yourself, your talents and what gets realised in your life. Put simply, our mindset is the lens through which we view the world we live in and our experiences in it. And because how we view ourselves can significantly impact what we achieve in life, managing our mindset is essential when looking to run a thriving franchise business.

From a franchising perspective, a good mindset will enable you to learn from your mistakes, develop resilience and embrace new challenges. On a personal level, a good mindset will help you be more alert, have less stress and be at a lower risk of depression and other mental health problems. Learning to be the master of your mindset really has no downside!

According to Carol Dweck, professor of psychology at Stanford University, there are two basic mindsets: fixed and growth. In a fixed mindset, people believe their qualities are fixed traits and, therefore, cannot change. These people document their intelligence and talents rather than working to develop and improve them. They also believe that talent alone leads to success and effort is not required.

Alternatively, Carol believes a growth mindset is one where we think we can improve our abilities and create success by working hard, practising and learning. With a growth mindset, we decide to take on new challenges even if there may be a risk that we might 'fail'. When we have a growth mindset, we

“Use self-talk to trick your mind into thinking of yourself as another person, giving you distance from your hardships”



embrace failure because we know that the end result is that we always learn from the lessons. This is where franchisees should aim to get to when it comes to mindset.

Whether you are starting your first franchise or you are an experienced industry professional with multiple territories, managing your mindset into a growth one is crucial and will help you overcome obstacles you may face when learning something new or developing a new skill.

Jenine Butroid, CEO of Supporting Minds, shares eight tips to manage your mindset and help you overcome any difficulties you may face managing your franchise.

1 Identify the thoughts you want to change

No matter how well your franchise is performing, everyone experiences discouraging thoughts or emotional setbacks from time to time. For example, you could be breaking network records for sales, but if you recently experienced a life-challenging event such as the loss of a family member, you may struggle to maintain control over spiralling thoughts or your overall mindset.

My advice would be not to panic. Intrusive thoughts are normal and something everyone has to deal with at some point in their lives. While they can be distressing, they often pass quickly, especially when you don't engage with them. By identifying specific thoughts and patterns, you are one step closer to dealing with them.

2 Embrace unwanted thoughts

As human beings, we are designed to avoid pain, so it is only natural that we would want to avoid upsetting thoughts and feelings. However, by doing this, we are only letting these unwanted thoughts gain control. Instead, we need to accept them.

This is equally true of your franchising journey, which can be filled with challenges and opportunities, so it is vital to become more resilient and streamline the approach you take to delivering your services. Like with all businesses, it is common to experience the occasional 'no', which can often leave you feeling disheartened or rejected. However, a crucial element to building a successful franchise is to be able to take the rough with the smooth.

So, remember to constantly remind yourself that 'There's only so much I can do, but giving up isn't the answer'.

By acknowledging these feelings, you can confront them and remind yourself that you're not to blame for a customer not needing a product or service. Keeping the situation in perspective can help you manage your worries about it happening again, instead of letting fear hold you back from finding someone new.

3 Be your own biggest fan

Self-talk is another excellent way to alter your mindset, and how we talk to ourselves matters. Instead of having negative thoughts, turn them into positive thinking and actions. Try to think about the specific situations where negative thoughts most often appear, so you can then view them more clearly and gain a greater perspective on how your feelings cause emotional reactions.

Using self-talk helps trick your mind into considering yourself as another person, giving you the distance from your own hardships. It might feel a little awkward at first, but this cognitive reappraisal strategy is a great way to observe situations from a different point of view.

4 Focus on the positives

Focusing on the positives in life is another excellent reframing strategy that can help you regain control over your mindset. This doesn't mean pretending there's nothing wrong, ignoring problems, or failing to consider helpful solutions. Instead, it involves putting a more positive spin on your negative thoughts. Say someone just cancelled an appointment with you last minute. Sure, it isn't very pleasant because you had geared your day around it, but now you have free time to get some admin done or start a new task, which means you will be able to get home earlier than normal.

"Write your problem down, as putting those feelings on paper allows you to acknowledge them somewhat indirectly"

5 Visual scene

Guided imagery is a meditation technique where you visualise positive, peaceful scenarios to promote a calmer state of mind. To do this:

- Get comfortable and start taking deep breaths. You'll want to keep breathing just like this as you create your visual scene.
- Try and create a scene in your mind by thinking about something that brings you peace.
- Picture yourself wandering through the scene you've created, mindfully noticing your surroundings and taking in every detail.

● Keep breathing slowly, letting the peace of the scene wash over you and help you relax.

I recommend spending 10 to 15 minutes enjoying your image. Once you feel calmer, you might have an easier time maintaining a relaxed state and regaining control over your thoughts and overall mindset.

6 Write it out

Writing things down has always been a great way to help focus our minds. Although it's a simple act, writing down a thought is often enough to reduce the negativity behind it. Of course, writing your



“Our mindset is the lens through which we view the world we live in and our experiences in it”



problem down is directly challenging and accepting distress, but putting those feelings down on paper allows you to acknowledge them somewhat indirectly.

7 Meditate for your mind

Meditation is a great way to accept unwanted thoughts and help us gain control of our minds. Meditation helps you learn to sit with the thoughts you don't want. You notice them, but then you let them go, which helps loosen their hold over you. And just like that, you've regained some control. The more you meditate, the easier it becomes to let unwanted thoughts drift past.

There are tons of additional benefits attached to meditation, too. It can relieve the intensity of negative emotions and stress, which is perfect after a long stressful day. As well as this, meditation boosts resilience and compassion.

8 Therapy works wonders

It is no surprise that learning to control your mind is sometimes easier said than done. This is why you should seek professional support for any mindset that affects your professional and personal relationships and overall wellbeing. A therapist can help you identify underlying issues and explore potential solutions. Therapy also offers space to practise the tips above.

I recommend looking for a therapist who offers cognitive behavioural therapy, mindfulness-based cognitive therapy, acceptance and commitment therapy or psychodynamic therapy. These approaches are specifically designed to help people get better at accepting, challenging and reframing unhelpful thoughts and taking control of their mindset.

And finally...

You don't need to be a superhero or even a psychic to master your mindset – just practice and a bit of patience. By following these tips, you can learn to effectively manage your mindset, which in turn will benefit your franchise. But remember, seeking out a therapist is essential if you continue to have difficulty regaining control.

THE AUTHOR



Jenine Butroid is the founder and CEO of Supporting Minds, a counselling service providing a range of professionally recognised training and therapy services.

Founded in 2014, the business is making talking therapies accessible through a range of affordable, quality services.

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BFA HSBC BRITISH FRANCHISE AWARDS 2022

WITH THE RECENTLY REVEALED WINNERS ANNOUNCED, WE PAY HOMAGE TO THE INCREDIBLE ACHIEVEMENTS OF THE FINALISTS



The British Franchise Association is proud to showcase some of franchising's best performing franchise brands in 2022 across multiple areas of business. The past few years have presented our industry with challenges we could only have imagined, but franchising has continued to prove its resilience, allowing many businesses to rise above those challenges and continue to thrive. Competition in this year's awards

has, as always, been fierce so this year's finalists truly represent excellence in franchising. Entering an awards programme is not just about the possibility of winning a trophy. It encourages a brand to evaluate their business and gives them a perfect opportunity to reflect on the year's successes, setbacks and achievements. The rigorous judging process for the bfa HSBC British Franchise Awards is one built around the high standards at the heart of the bfa and our influence across

the franchising industry. These stories of strength, resilience and triumph are shared here in this booklet so we can celebrate the amazing achievements of our members together!

- Pip Wilkins, CEO

Visit the full Best in Franchising article by following this link: <https://tinyurl.com/bestinfranchising>



ACTIONCOACH

FRANCHISOR OF THE YEAR FINALIST

"We're delighted to be a finalist for the bfa HSBC Franchisor of the Year Award. In light of recent events, the ActionCOACH team has come together to support, collaborate and make sure help is at hand. Through initiatives like our Big Friday Finish sponsored by Santander and gifting our 30X for business video series to Vodafone's 400,000 business customers, over the last year we've continued to help businesses emerge from pandemic challenges and contend with continuing economic trials. It's an honour to be recognised

for the support we give, structures we have in place and future plans for the business and our franchise partners," - Julie Wagstaff, Managing Director of ActionCOACH UK.

According to ActionCOACH franchise partners, however, the biggest returns are the personal 'thank you' they receive from their clients. What's more, the recognition they get for the difference they make in their local economy is also a massive bonus, as business growth fuels more jobs, time, security and financial freedom for families.

To read the full article, visit thebfa.org





AUTOSMART

INTERNATIONAL SUPERBRAND WINNER & FRANCHISEE NEXT GENERATION FINALIST

Autosmart International was established in the Midlands in 1979 and is now the UK's largest manufacturer of professional vehicle cleaning products to the trade.

They now have 160 showrooms and full coverage in the UK and Ireland and nearly 150 showrooms around the world in our various export markets including France, Sweden, Germany, Holland and Australia.

CHRIS ASHTON - INTERNATIONAL SALES DIRECTOR

"I'm absolutely thrilled that we have won the award for International Superbrand. This is testament to the hard work and continued success of our franchisees and employees especially during the last few years that have seen Brexit, Covid and the situation in the Ukraine put incredible pressures on our supply chain. Receiving this level of recognition from our peers in the Franchise Industry is a real honour."

Autosmart also had franchisee Josh Jillians, shortlisted for the

Next Generation Franchisee Award.

"In 2018 I became Autosmart's youngest ever franchisee at just 24. I'd saved up some money from my six years in the IT industry to put a deposit down on a house and I used this combined with Autosmart's Easy Start Loan Scheme to purchase the Maidstone franchise.

Just over four years later I've turned round an under performing business which has helped me to achieve my personal goals including stepping on to the property ladder. I'm now reinvesting in the business with a new warehouse and showroom to drive yet further growth.

I am over the moon to be a bfa Finalist! My Business is growing from strength to strength and I was so surprised to be recognised by such a fantastic award!"

To read the full article, visit thebfa.org



CAREMARK

FRANCHISEE COMMUNITY FOCUS FINALIST

“Being a bfa awards finalist means so much – we are honoured! And, being a finalist in the Community Focus Franchisee Category is the icing on the cake for us and our team. It’s recognition for the work we do outside of our business. As business owners, it’s acknowledgement from the giant that is the bfa, that our vision and our projects are really having an impact on our community. It’s also about our whole team being recognised for the time and effort they put in too. Our team are unquestionably amazing and being finalists is a chance for the light to shine on them.

We run events like our Memory Café and sponsor the Resource programme because we genuinely and sincerely want to help people improve their lives. Our Memory Cafés are places where those with cognitive impairment can come and enjoy time in their community. We see and hear singing and laughter and we feel the joy in those that attend.” Emily & Richard Magrath

To read the full article, visit thebfa.org

EXPENSE REDUCTION ANALYSTS

INTERNATIONAL SUPERBRAND FINALIST



For more than two decades we have worked tirelessly to continuously improve the systems and support we provide to franchisees, so to be recognised for these endeavours is both rewarding and humbling.

We entered these awards because we’re passionate about the power of franchising and setting the benchmarks for others to follow. Franchising empowers people to take control of their lives, building a business they are proud to call their own, often to the benefit of local communities.

After opening for business in 1992, ERA has grown through franchising to a network of over 700 cost consultancy business owners across more than 40 countries. Our franchisees are the driving force behind ERA, generating a collegiate atmosphere that helps to push each of us forward together – allowing every franchisee to enjoy the benefits of operating their own business, with high income potential, as part of an award-winning international brand.

To read the full article, visit thebfa.org

PITMAN TRAINING

DIGITAL TRANSFORMATION FINALIST

Pitman Training merge heritage with digital excellence.

It is fair to say that due to Pitman Training's heritage, they are most widely recognised for their original provision of shorthand courses. With 180 years of training experience and its UK-wide provision through its franchise network, over the past 18 months, they have worked tirelessly to transform Pitman into a dynamic 21st-century training provider. So far, the results of its digital transformation have been incredible.

This work has been recognised by making the shortlist for this year's bfa HSBC Digital Transformation Franchisor of the Year award. Because of the fantastic efforts from Pitman's head office team, their franchise partners are in the best possible position to deliver an exceptional service. Expanding their digital support team, lead-generating digital assets work alongside digital marketing campaigns to drive customers to training centres resulting in franchise partners saying these are the best marketing resources they have ever had.

To read the full article, visit thebfa.org



DRIVER HIRE

FRANCHISOR OF THE YEAR SILVER WINNER & FRANCHISEE NEXT GENERATION FINALIST

Driver Hire is delighted to be shortlisted as a finalist for the prestigious bfa HSBC Franchisor of the Year award.

Our business has been named a finalist in 14 of the last 17 years; however, this doesn't mean we're any less excited this year. It seems clear the quality and range of franchise businesses in the UK is improving, so we know that competition is strong.

Driver Hire regularly enters these awards for perhaps three main reasons:

Firstly, the award recognition helps Driver Hire reach an

audience of potential business owners, who might not be aware of our business (helping new franchisees join, and existing franchisees sell). Secondly, it contributes to a feeling of pride across our network – it feels good to be part of an award-winning business. Thirdly, from a commercial perspective, we're sure this external endorsement helps our network win business, attract candidates, and even help attract new employees.

To read the full article, visit thebfa.org

EASYSTORAGE

EMERGING FRANCHISOR WINNER & DIGITAL TRANSFORMATION FINALIST



With Tim's extensive experience building the largest document storage business in Eastern Europe and Nigel's 35 years in franchising, it was no surprise that the idea was born to create the "go to brand" for storage back in 2017. This became the perfect opportunity to create the "Gold Standard" in franchising from the ground up. Key to this concept was creating a brand that epitomised low-cost and convenient service - naturally "easy" was the perfect fit.

Having secured the worldwide rights to easyStorage, the business was launched in 2018 in a dusty office in north London with two laptops, a mobile phone, and a kettle. The first customer, Eunice, was a steep learning curve for both Tim and Nigel, which was invaluable in establishing concept. It was clear that customers loved the service, brand and the value

for money it represented, and the business started to grow, with each van following the tradition of being named after their first customer.

From the beginning we set ourselves extremely high standards, the British Franchise Association is the pillar that supported our ambition to become the Gold Standard in franchising. To be recognised with an Emerging Franchisor award is a testament to the hard work and dedication that has built the brand to date, putting us one-step closer to that goal. The awards motivate our team to continually improve and to reach our ambitions, which is why it was important that we pit ourselves against our peers in the bfa HSBC Franchise Awards.

To read the full article, visit thebfa.org



GUARDIAN ANGEL CARERS

NEW DIRECTION FRANCHISEE FINALIST

Guardian Angel Carers was set up 10 years ago by two-times winning Olympic sailor, Christina Handasyde Dick MBE, to provide outstanding, compassionate home care in the comfort of your own home.

Our home care services cater for many needs. Options range from assisting with light household duties to more specialised care related to conditions such as dementia, cancer, reduced mobility and frailty. We are a team of highly motivated people united by a desire to be an industry leader in Home Care. Knowledgeable, supportive and dedicated, we turn that vision into successful businesses.

To read the full article, visit thebfa.org

LITTLE KICKERS

INTERNATIONAL SUPERBRAND FINALIST

Little Kickers give your children a positive introduction to sport by teaching high quality football skills in a friendly, pressure-free environment. It's the perfect way to ignite an enthusiasm for sport that will stay with them for life.

Our focus is very much on fun - we provide a national network of informal yet professionally run training classes where enthusiastic boys and girls are given a helping hand to stand on their own two feet.

We teach the fundamentals of football in a fun learning environment through a series of games using our tried and tested structure. Children receive quarterly badges which highlight the key physical, cognitive and football skills they are exposed to in our programme.

To read the full article, visit thebfa.org

Little Kickers



HOME INSTEAD

LEADERSHIP & CULTURE WINNER, HSBC BEST IN CLASS FRANCHISEE FINALIST

Home Instead is proud to have been recognised for not one, but two awards at the bfa HSBC British Franchise Awards.

The company stood out in the **Franchisor Leadership and Culture** category and franchisee Suhail Rehman for the Best in **Class Multi-Unit Leader** award.

Director of business development at Home Instead, Ruth Brown commented: "We are thrilled to have been recognised in these awards for both our leadership as a franchisor and for an outstanding franchisee, Suhail. The franchise industry is incredibly supportive and we are delighted to be alongside such successful and hardworking franchise peers."



"I also know what we do at Home Instead is life changing and life affirming - not only for our clients and their families, but for our franchisees too, who are inspired by the positive impact of the service they provide."

Home Instead provides bespoke, high-quality homecare to older people in their homes. Each office is owned and managed by people who share the company vision and values and have a genuine desire to offer the very best care support for their clients.

Owning a franchise is a hugely rewarding career move and none more so than in the care sector and the opportunities to grow a successful and rewarding franchise with Home Instead are huge.

To read the full article, visit thebfa.org

MONKEY MUSIC

FRANCHISOR OF THE YEAR
BRONZE WINNER, LIFESTYLE
FRANCHISEE & NEW DIRECTION
FRANCHISEE FINALISTS

Monkey Music classes first opened in 1993 in London but their popularity and demand across the UK led to the company being franchised in 1998.

Today, nearly 50 franchises operate at over 300 locations across the UK and every week more than 12,000 families attend our classes.

A Monkey Music franchise is an opportunity to work for yourself, whilst being supported by a team of specialists sharing an integrated approach to providing the best franchise support at Head Office - you will find them friendly and approachable too!

"To be a finalist in the bfa awards is a great feeling! For me, personally, as founder and CEO of Monkey Music, it's recognition that the instinct I had 30 years ago has paid off. At that time, there was a gap in the market for babies and young children to learn through making music so I wrote an original curriculum and established a company that would give young families the opportunity to learn together whilst having fun." - Angie Coates, founder of Monkey Music.

"I am delighted to be a finalist at this year's bfa HSBC Franchise Awards. It feels amazing to receive recognition for the hard work, not only myself but my whole team put in to make Monkey Music Vale of Glamorgan & Bridgend and Monkey Music Cardiff a success. I hope it raises awareness of my Monkey Music journey over the past 15 years and inspires others to follow their dreams, work hard and reap the rewards. Dream, believe, achieve as they say!" - Emma Loyns, Monkey Music Franchisee

"I'm thrilled to be nominated for this award. Not only does it feel great to be recognised for my hard work but it also affirms to me that I definitely made the right decision in leaving the corporate world to set up my own business! This has enabled me to run a business about which I am extremely passionate, at the same time as giving me the lifestyle of flexible working and being my own boss that I craved." - Sally Williamson, Monkey Music Franchisee

To read the full article, visit thebfa.org





MCDONALD'S RESTAURANTS

NEW DIRECTION
FRANCHISEE WINNER

"Before becoming a McDonald's franchisee, I was working for global IT organisations - I had a successful career, but with kids came a need for more flexibility. I was still very ambitious, I wanted to develop and inspire people, but felt it was time to take charge of my destiny and spend more time with the boys.

After lots of research, I felt that McDonald's stood out and I applied. After a rigorous selection process I was invited to start the training programme to become a franchisee. I acquired my first restaurant in 2017 in Wembley.

Fast forward to now, it's been an incredible journey so far. The business has grown from one to seven amazing restaurants across Wembley and Harrow in north-west London. Our annual turnover exceeds £25m and we employ 750+ people across the different communities."

To read the full article, visit thebfa.org



PUDDLE DUCKS

FRANCHISOR OF
THE YEAR FINALIST

Puddle Ducks was founded in 2002 by Jo Stone and Tracy Townend after spotting a gap in the market for high quality children's swimming lessons.

Today we teach over 25,000 babies and children to swim, be safe and develop water confidence right across the country via a network of dedicated franchisees.

We have a very clear mission, vision and set of values that is at the heart of everything we do. Everyone who works with us and for the Puddle Ducks brand has a passion for swimming, an ambition for growth and a commitment to become experts in every aspect of their business.

To read the full article, visit thebfa.org

RAZZAMATAZ

LIFESTYLE FRANCHISOR OF THE YEAR & LIFESTYLE FRANCHISEE WINNER



Razzamataz Theatre Schools is a performing arts school franchise focused on excellence in training and creating amazing opportunities. Established in 2000 by Denise Hutton-Gosney, Razzamataz achieved national recognition in 2007 after Denise appeared on BBC's Dragons' Den and won investment from Duncan Bannantyne.

Today, Razzamataz is a multi-award-winning franchise with approximately 60 schools. Many of our franchisees run multiple schools and their expansion has enabled them to build a hugely rewarding and financially successful business. The Razzamataz journey can be from birth in our Tiny Tots class through being a successful business owner as a franchisee in your seventies. Razzamataz strives to build strong connections with industry experts in the world of performing arts. We regularly host masterclasses with the stars of stage and screen, bringing the world of show business to children living in the cities, suburbs, and rural locations. Razzamataz continually looks to the future and how to support the next generation of franchisees. Through our newly launched Training Platform, we believe that we are helping to shape the future of the theatre school industry and providing a clear route to business ownership. Denise continues to be instrumental in seeking out new opportunities for Razzamataz and ensuring the current franchisees have full support and access to training and mentorship. But the one thing that makes us unique is that when you join our network, you join our Razz Family. And like all families, we want to make sure everyone is having fun, everyone feels seen, everyone feels supported and everyone reaches their full potential. Being part of Razzamataz means making wonderful memories, whether that is performing at Disneyland Paris, on

a West End stage or celebrating with us at one of our unique Conferences, we are immensely proud of what Razzamataz offers our franchisees, students, and local communities.

To learn more about Razzamataz, visit thebfa.org



SHUTTERCRAFT

LEADERSHIP & CULTURE FRANCHISOR FINALIST



We are incredibly proud, and very excited to be a finalist for the Leadership and Culture bfa HSBC award this year. The award is so important to us as we are passionate about building a positive culture within both our head office team and within our franchise network.

It's fantastic for the head office team and the franchisees to be recognised for their hard work in building a positive environment and community to work in.

The well-being and support of our team and franchise partners alike is of fundamental importance to us. We are fully invested in continuing to build and grow a nurturing environment that encourages growth and success. We know that this area of the business will be ever evolving, and we are committed to build upon our success so far.

To read the full article, visit thebfa.org

REVIVE! AUTO INNOVATIONS

FRANCHISOR OF THE YEAR GOLD WINNER AND BFA STAR PERFORMER FRANCHISEE FINALIST

The bfa HSBC awards are undoubtedly the Oscars of franchising and we are very proud to have been awarded the Franchisor of the Year Gold Award this year, after winning Silver in 2020 and being shortlisted a number of times over the years.

We've always had big plans for Revive! although our ambitions seemed far away when we first launched with a handful of vans and staff. We now have 200 skilled technicians in vans, with an extensive national account programme, strong and consistent growth, and top ratings from our customers, franchisees and our staff.

Over the last few years, we have really focused on helping our franchisees through the pandemic, and then back to building their businesses and look after their customers. It has been a challenging time for everyone but we have come through, with our network intact and stronger than ever. Entering these bfa awards was a great opportunity to think about everything we do for our franchisee network, as we don't always realise what

we have achieved. Just writing our awards entry reminded us of all the fantastic things we do for our franchisees and the impact our support has on their businesses.

To read the full article, visit thebfa.org



STAGECOACH

LEADERSHIP & CULTURE
FRANCHISOR FINALIST

"We are proud of the efforts and new initiatives we have implemented over the past year," says Andy Knights, CEO. "Entering the leadership & culture category of the bfa HSBC British Franchise Awards is another way of celebrating how we as a Franchise business are recognising and embracing the diverse backgrounds of the people who make up the Stagecoach community and how we all weave our ethos and guiding principles through our work.

"This year, we captured the essence of our business in a publication called "The Stagecoach Way" in collaboration with creative arts educators, Dr Ally Daubney and Alita Mills. This book has enabled us to share the philosophy, ethos and processes that define our work across the performing arts. It was created to ensure every Stagecoach student experiences the same fun and engaging environment wherever they are in the world and to empower our franchisees to run their schools with our shared Stagecoach culture and values."

To read the full article, visit thebfa.org

STARBUCKS

HSBC MULTI-UNIT LEADER FRANCHISEE WINNER

Queensway Coffee Houses (a subsidiary of family-run Queensway Group) was born seven years ago when we acquired 13 stores from Starbucks. I left my career in management consulting to join my family business and take on running a business for the first time. Today, I am proud to say that we are a trusted growth partner of Starbucks, operating 23 stores, employing over 300 people, with a strong pipeline to more than double our portfolio in the next two years.

When considering entering this award, I did so on behalf of everyone who has been a part of this journey and Queensway Coffee Houses' success including my family, colleagues, mentors, suppliers, landlords, HSBC, and Starbucks. It's not often that we stop to reflect on our achievements and enjoy showcasing them externally, applying for this award felt like a great opportunity to do just that! "

To read the full article, visit thebfa.org



SWIMTIME

DIGITAL TRANSFORMATION FRANCHISOR WINNER

Becoming a bfa HSBC Franchise Awards winner has been an exciting time for the Swimtime team. We are proud to be recognised for the digital transformation we undertook and it has had a very positive impact on our team.

Swimtime entered the Digital Transformation category to share our story and experience, to encourage other businesses to recognise that change, though painful at times, is necessary to take the business to the next level.

So what is our story? In 2016 Swimtime was an analogue business. The management of thousands of customers was driven by a slow, outdated platform giving customers limited flexibility and choice.

For the business to grow, morale to improve and profit margins to increase, something had to change! The digital transformation of Swimtime began in 2018 with the roll out of Swimcloud, a revolutionary management platform that digitises what was traditionally a labour-intensive business model.

To read the full article, visit thebfa.org



THE PURPLE HOUSE CLINIC

COMMUNITY FOCUS FRANCHISEE FINALIST



We entered the bfa HSBC Franchise Awards Community Focus category, as we wished to highlight the meaningful difference we are making in people's lives in Glasgow and the surrounding areas. Our clinic offers a wide range of services, helping people with mental health difficulties through the provision of specialised therapies and psychiatric services. We also provide expert diagnostic services for developmental disorders, including working in partnership with two NHS boards in Scotland to support these assessments.

Being a finalist means our hard work and dedication to creating an expert-led service is being recognised at a national level. That gives us enormous pride. The experience so far has been very positive, from the social media recognition to the warm panel reception when presenting and being interviewed. All of this has very much felt like a community experience in itself and made the process very enjoyable!

To read the full article, visit thebfa.org



TUTOR DOCTOR

FRANCHISOR OF THE YEAR FINALIST

Since our launch in the UK in 2009, we have strived to the best. Being named a finalist for the bfa HSBC Franchisor of the Year Award is great recognition of that - both as a franchisor, but also our franchisees, who pour their hearts and souls into delivering the best personalised tutoring and impacting the communities they serve.

Franchising, and the opportunities it provides to people from all walks of life, is exceptional. Nowhere else will you find a higher level of community and collaboration for the greater good - brands and individuals champion one another, share knowledge and experience and work tirelessly to achieve the very best results for their networks. This is an industry which, quite literally, changes lives. We are very proud to be a part of this community and members of the bfa, which is why this recognition means so much.

To read the full article, visit thebfa.org



VISITING ANGELS

EMERGING FRANCHISOR AND LEADERSHIP & CULTURE FINALIST



either live or going live. We have increased our support team from one person in 2020 to six full time franchise support professionals.

We have also upgraded our membership from provisional list to associate member. Allowing us to celebrate this progress at the awards is an important chance to reflect on our brief history and plan for our continued growth. The support from the bfa has been essential in our journey so far. Most

importantly the big idea that I had when I started the business in 2017 has become a movement for change. Franchisees are choosing to join us because our business model provides them with a commercial advantage.

Because we are a vision led business we have taken a value based approach to franchisee recruitment. Put simply our franchisees don't join Visiting Angels unless they agree that our culture is the culture that they want to embed in their business. Our strength in our sector is our franchisees who are all seeking to change the care industry. Being recognised in the leadership and culture award is our reward for our franchisees' faith in following our way of working.

We are absolutely delighted to be recognised in two categories of this year's bfa HSBC Franchise Awards. The bfa represents the very best of franchised businesses and it is a huge honour to have been selected as amongst the best of the best. We are actively trying to improve our sector as a whole and franchising has enabled us to do that at scale much quicker and more passionately than we could ever have achieved with a different business structure.

The emerging franchisor finalist award is really important as it underlines the good work that my team have done in laying the foundations for our business. We entered lockdown number one in 2020 with three active franchise locations and we currently have 32 franchisees

To read the full article, visit thebfa.org

OUT OF OFFICE

WORDS BY AMANDA PETERS

Need some advice, motivation or feel stuck in your career? Consider this your monthly pick-me-up dose of business inspiration

THE INFLUENCER WE FOLLOW FOR A DAILY DOSE OF BUSINESS ADVICE

CARL READER

Author, keynote speaker, and successful entrepreneur – Carl Reader has done it all. And he makes no bones about how he “accidentally” got started in the business of small business.

Starting as an accountant, Carl found that the technical side of the job bored him but he loved his conversations with business owners. Since then, he has been carving out his own path, looking at helping the small business owner. In his books, articles, on stage, and through

broadcast media, he breaks down how business is simple, but should not be confused with being easy.

Apart from being an ad-hoc pro bono consultant for The Trussell Trust and working with JP Morgan Foundation and Buttle to help alleviate poverty, on a lighter note, he posts about his “few personal vices” that include his ridiculous collection of trainers, fragrances and other trinkets like decks of playing cards on social media.

FOLLOWERS

34.7K
33.6K



PODCASTS



THE PODCAST WE TUNE INTO FOR A DEEP DIVE INTO THE UK FRANCHISING MARKET



THE DISENFRANCHISED PODCAST WITH ED PURNELL

A fairly new podcast catering to the UK franchise market, *The Disenfranchised Podcast* has had the who’s who of interviewees on its roster.

Ed’s podcast digs deep, with its interviewees of entrepreneurs, experts and franchised community leaders, discovering their life stories

and how they managed to successfully dodge the typical nine-to-five grind.

Ed hopes the podcast reaches those that are “disenfranchised with the world of employment” and shows them that there is an alternative career path and lifestyle that will allow them to take back their power whether it is over their lives, time or bank accounts.

MUST LISTEN EPISODE

Scott Greenberg – The Wealthy Franchise – What it takes to be a wealthy franchisee

THE PODCAST WE TUNE INTO FOR BUSINESS INSPIRATION

HOW I BUILT THIS WITH GUY RAZ

Not a franchise podcast, but a must-listen for anyone in business or more importantly, taking the plunge into business ownership. NPR journalist Guy Raz, chats with innovators, entrepreneurs, and idealists about the stories behind the movements or mega-companies they have built. *The New York Times* describes Guy as “one of the most popular podcasters in history”, with his podcasts having a combined monthly audience of 19.2 million downloads.

Started in 2016, it was such a success that he went on to launch the How I Built This Summit in 2018 and even released a book, *How I Built This: The Unexpected Paths to Success from the World’s Most Inspiring Entrepreneurs*, in 2020 which recounts key moments and stories from the podcast.



MUST LISTEN EPISODES

Chipotle: Steve Ells
Canva: Melanie Perkins

BOOKS



THE BOOK WE READ TO TAKE THE PLUNGE INTO FRANCHISING

Franchise Fame

BY DANI PELEVA

A book by someone that has had some skin in the game is always helpful. With close to 15 years of experience as both franchisor and franchisee, Dani Peleva knows what she is talking about in *Franchise Fame*. The book follows her trademark, five Fs of franchise marketing and takes readers on an interactive journey with supporting materials, exercises and checklists to ensure it has been assimilated, while real-life case studies give context and prove that there is a method in her madness.

But the crux of the book focuses on marketing advice offered through the lens of management, rather than lead generation, franchise sales and franchisee operations.



THE BOOK WE READ TO BECOME SUCCESSFUL OWNERS OF A FRANCHISE BUSINESS

Franchising Exposed

BY CHRIS GIBSON

Wish you had a crystal ball before you made a big career or life decision? *Franchising Exposed* is probably the closest you will come to knowing what's in store if you take the plunge into business ownership. Described as the definitive guide for anyone looking to buy a franchise or develop a franchised concept, Chris covers everything from how to decide if a franchise is a good fit, sorting out the legalities, what to expect from initial franchisee training, the first six months in business and planning your exit when the time's right to sell. And all this comes from his first-hand experience in many areas of the industry, including his own franchise consultancy and being president of FFS Brands.



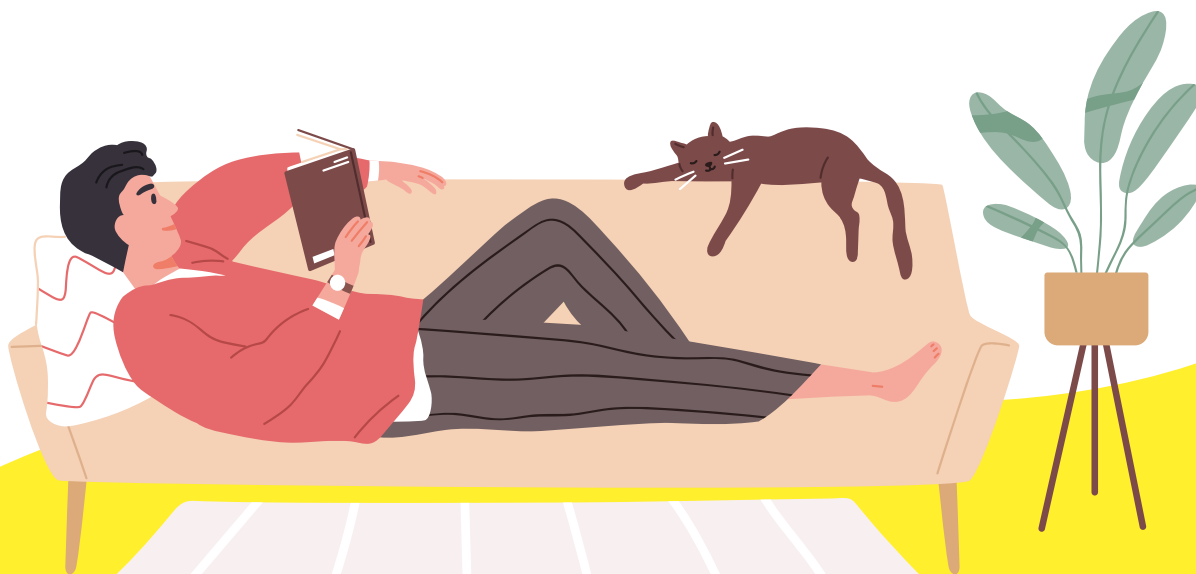
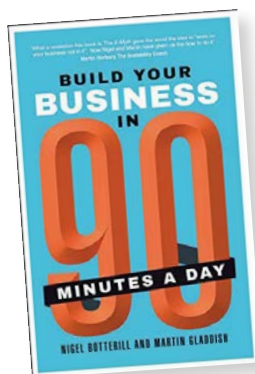
THE BOOK WE READ TO TAKE YOUR BUSINESS TO THE NEXT STAGE

Build Your Business In 90 Minutes A Day

BY NIGEL BOTTERILL AND MARTIN GLADDISH

This book is for those that have the big idea but don't know how to make it a reality, or have the business up and running but need to move on to the next stage – growth. Nigel Botterill and Martin Gladdish make all this seem possible with the simple 90-minute-a-day concept. The book discusses the true stories of everyday entrepreneurs dedicating 90 minutes a day to build their successes.

And Nigel should know, having built eight separate million-pound businesses from scratch and won a bunch of awards in the process. Keeping with the 90-minute theme, the book is designed to be read in just 90 minutes and is packed with “tools to think big, grow fast and build a successful business”.



The franchise built for franchisees

Inspired to make a difference in their community, Vindya and Shehan became Bridgewater Home Care's first franchisees



Bridgewater Home Care was derived from a passion to provide a refreshing and reliable approach to how care at home is delivered.

After more than 12 years of experience within the home care sector, Phil Eckersley, founder and managing director of Bridgewater Home Care, took the leap and franchised the brand in late 2021.

As the first franchisees of Bridgewater Home Care, Vindya and Shehan have experienced one-to-one support from the national franchise team, along with benefiting from being a part of the Franchise Pioneers programme to help them with the launch of their business.

The brand 'pioneers', who opened their own Bridgewater Home Care office in Halton in February 2022, have exceeded revenue projections by over 300 per cent, and share the highlights of their franchise journey so far.

WHAT MADE YOU CHOOSE BRIDGEWATER HOME CARE?

Vindya: We were looking into a few different options initially but thought the support of a franchise will help as this is a new experience for us. We've never owned a business before, and we've only had some care experience

prior to this. It was definitely the support that made us choose a franchise.

We had discussions with a few different franchises but the reasons we went with Bridgewater Home Care was their personal touch, the support we would receive and the awards they had won in the past. We saw the successes they have enjoyed and thought they definitely must be doing something right.

WHAT DOES YOUR DAY-IN-THE-LIFE AS A FRANCHISEE LOOK LIKE?

Shehan: At this stage we are putting on multiple hats as we are still getting the team together. We can be carers, managers, co-ordinators, the finance team; we do anything that the business needs that day!

WHAT TRAINING AND SUPPORT DID YOU RECEIVE INITIALLY AND ONGOING?

Vindya: We initially went on classroom-based training for a week and went through everything there is to know about the business; the operations manual, the process guide, the marketing guide, everything really. It was really useful.

The initial launch period was quick. Ongoing support has been really helpful, any emails

or phone calls have been very responsive, so we've been happy with that. Just to have that support there in the background is a big help.

WHAT MAKES A SUCCESSFUL FRANCHISEE?

Shehan: It's about being person-centred both with clients and staff. The feedback we've had on this has been really good and people receive this really well. We made sure we go to see every client in person ourselves.

AND WHAT HAS MADE YOU SUCCESSFUL?

Shehan: The business model helped a lot, it was tested and proven so everything was in place. We followed exactly what it said and it works – it's there for a reason and it's worked for us.

At a Glance Bridgewater Home Care

▼ SCAN TO APPLY ▼



Established: 2022

Number of franchised outlets: 4

Location of units: UK

Investment range: £80,000 - £120,000

Minimum required capital: £40,000

Contact: franchise@bridgewaterhomecare.co.uk

bridgewaterhomecare.co.uk/franchise

Second restaurant is record-breaking

Having seized the opportunity to operate multiple restaurants, Subhan Munir is reaping the benefits of his new Burger & Sauce



ENCOURAGING LOYAL MEMBERS TO GROW

The site build normally takes between six and eight weeks to complete and recruitment usually begins once the contractors are on site. "Finding great local staff is important so we can offer the best customer service to go with our fresh, tasty burgers," said Subhan. "For our existing team we like to promote from within. For Nottingham, my manager at Allum Rock has moved up to become area manager as he will also look after the new Derby outlet when it opens later this year. "My assistant manager in Birmingham now becomes manager. It's great to be able to reward loyal team members in this way and offer real prospects as we grow."

The Nottingham Burger & Sauce opened in mid-September 2022 to great customer reviews. Subhan continued: "It's been amazing to receive such positive feedback from customers and great social reviews."

Burger & Sauce's most recent restaurant in Nottingham has been a sizzling success with opening sales exceeding targets by 20 per cent. The outlet, which is located on Alfreton Road, is managed by multi-unit franchisee Subhan Munir, who also runs the Alum Rock Burger & Sauce in Birmingham and will soon open in Derby.

"If you'd have told me five years ago, I would be a successful fast food business owner and franchisee for one of the freshest, up and coming brands I would never have believed it," Subhan explained. "I was trained as a pilot before the pandemic hit and so with airlines grounded and no jobs, I needed to look for another career. The move to fast food has now really taken off!"

Talking about the opening of The Alum Rock Burger & Sauce during the pandemic, Subhan added: "Despite the restrictions, I quickly realised there was an opportunity to grow and operate multiple restaurants. I've already agreed to open four more in the near future and Nottingham has been the first of those."

LOCATION IS THE KEY

When it comes to new restaurant openings the site is of paramount importance.

Subhan explained: "We use bespoke mapping software to determine the best places to open. We look at population density and demographics. We are also looking for a visible, central location with high footfall, good communication and delivery routes too. Size wise between 1,500-2,500 square feet works well for our format."

Burger & Sauce uses leisure real estate specialist, McKinnon Nelson, as the consultant and lead property advisor for the fast-food franchise's expansion plans and to support the franchisees to help them secure the best sites, on the best terms. Once the deal is sealed, legals, planning consent and the shop build come next.

Subhan confirmed: "Burger & Sauce works with the very best people to ensure the process of opening is made as easy as possible. It's been really exciting seeing the restaurant being built from the ground up, to take the keys and welcome customers just a few weeks later!"

At a Glance Burger & Sauce

Established: 2020

Number of franchised outlets: 5 with more opening soon

Location of units: Midlands

Investment range: £200,000-£450,000 depending on circumstances

Minimum required capital: £150,000

Contact: franchise@burgerandsauce.com

www.burgerandsauce.com/franchise/

Growth market

What's On In is the website for people wishing to find out what's on in their town, city and holiday location



Wf the What's On In franchise, managing director Dani Smith says: "It was simple, we know the U.K. online advertising market is worth £189m and we saw the market was wide open.

"We also wanted to make our franchise available to anyone and that's why we priced it at £798. The return on investment is amazing. We also offer an interest free finance package and payment over three-six months."

USER FRIENDLY

She goes on to explain: "I needed to make sure our web platform was user friendly for the advertisers and that we could offer any business a free sales web page. 82 per

cent of U.K. businesses have no website, so we needed to address this with a free web page for every advertiser."

THREE FRANCHISE PACKAGES

What's On In offers three types of franchise:

- Single franchise postcode
- Master franchise, U.K. or globally
- Corporate franchise, Europe and globally.

FLEXIBLE OPPORTUNITY

A typical What's On In website not only offers a franchisee an excellent income from advertisers, but also allows them to place affiliates on their website, which pay franchisees up to 70 per cent commission. There are three income streams:

- Income for main businesses
- Income from tradesmen
- Income from affiliates.

A franchisee needs no technical knowledge, as all loading of adverts is carried out by the What's On In support team. Bookings are made online via the website and payment is made within three minutes direct to the franchisee's PayPal account, which means excellent cash flow.

OPTIONAL 50-50 SYSTEM

What's On In has an optional 50-50 system, whereby you have a commission only sales person building your postcode

area for you, offering complete freedom, and is perfect for someone with an existing business or job who wants a 'hands-off franchise'.

This option obviously requires less commitment from the franchisee.

Potential monthly incomes are £5,000-£20,000, depending on commitment. Franchisees receive a fully exclusive postcode area. The exclusive online franchise members' area provides in-depth and comprehensive franchisee support and access to tips, advice and training tools.

LOW COST ENTRY

Dani believes What's On In offers the perfect low cost entry into the profitable franchise arena.

New franchise opportunities are continually added throughout the U.K. With its self service platform, high visibility, full tracking and low advertising cost, the What's On In franchise offers the ultimate in online advertising.

At a Glance What's on in

Minimum required capital: franchise costs £798. Interest free loan available

Contact: Dani Smith
enquiries@woifranchise.com
07860 833822

woifranchise.com



Build a community for your franchise

With an unrivalled environment that creates lasting relationships, Body Fit Training offers a truly premium fitness experience



With fitness franchising rapidly growing in an industry worth nearly £5 billion, modern, progressive gyms and studios must understand what their communities and members want and need when using their facilities. And with the recent economic uncertainty and political unrest reminding us of the concept of 'community', there has never been a more appropriate time for fitness brands to uphold their position as devoted, community-focused service providers.

Global fitness franchise, Body Fit Training (BFT), is one brand that understands the importance of meeting the demands and needs of a local community when it comes to fitness franchising. The franchise is more than just a workout, it offers members an unrivalled community environment that builds lasting friendships and networks while having fun. Franchisees across the globe have created a truly premium training experience for everyone to be able to benefit from and a

world-wide community that's uplifting and supportive and keeps members coming back every single day.

HELPING CONSUMERS TAKE THE LEAP

Since its inception in 2017, the key to BFT's success has been its commitment to breaking down the barriers stopping people from taking the first step towards joining a gym. Already Australia's fastest-growing fitness franchise, with 50,000+ members across 225+ global studios, BFT recently launched in the UK, where its community-first approach is already proving to be a budding success.

"Despite seeing years of growing popularity in the fitness industry, for many, the idea of going to a gym and taking that all-important 'first step' in a fitness journey is terrifying," explains Cameron Falloon, founder of BFT. "In fact, it is reported that a staggering 50 per cent of non-gym goers still find the idea of going to the gym scary.

"By appealing to their needs and reaching out to their respective communities, BFT is leading the way in ensuring those who are apprehensive should always be a priority for the development and progression of fitness franchises."

STANDING OUT FROM THE CROWD

There are over 7,200 health and fitness clubs in the UK¹, making it one of the continent's fitness hotspots. However, with the market size of the gyms and fitness centres industry expected to increase by 33.3 per cent², it has never been more important for gyms opening in the UK to differentiate themselves in an increasingly saturated market.

"At BFT, we have focused on providing a welcoming atmosphere and service with a smile approach," adds Cameron. "Our aim is to give every member a personal experience relevant to their own body, level of fitness, limitations and flexibility, in a community that is supportive and fun. The recent launch of BFT Leicester demonstrated this, as the first BFT studio to land on UK shores celebrated 175 members joining in its first weekend.

"As a people-centric fitness franchise still finding its feet in the UK, our commitment to reaching out to the individual members of the communities in which we open our doors will always be our priority."

¹ Statista, 2022, Fitness industry in the United Kingdom (UK) - statistics & facts
² IbisWorld, 2022, Gyms & Fitness Centres in the UK - Market Size 2011-2029

At a Glance Body Fit Training

Year established: 2017, franchising since 2018

Number of franchised outlets: 225 globally

Location of units: Australia, New Zealand, Singapore, USA, Canada and UK

Investment range: £130,000 to £240,000

Minimum required capital: £80,000

Contact: diane@bodyfittraining.com

bodyfittraining.com/franchise

A DAY IN THE LIFE OF... AN F&B FRANCHISOR

Sanjeev Sanghera, managing director,
Döner Shack and Döner Haus

INTERVIEW BY RAGHAV PATEL



FRANCHISE FOCUS

Sanjeev started his journey in his family's restaurant.

My first ever job was working as a kitchen porter in my dad's restaurant.

I was first introduced to franchising in 1998, when Domino's was just starting. Before that point I didn't understand what it was. I knew that McDonald's was a franchisor but my knowledge was limited.

My job entails working a lot on the strategy and growth of the business. I direct all our different departments from finance and marketing, to operations, and new projects, so my job is very varied on a day-to-day basis.

My professional strengths are being able to look at a restaurant from every single aspect, from the bottom to the top, and how a kitchen should work in-depth. Being able to identify bottlenecks and removing them.

The thing I love most about my job is opening new sites, I love the challenge of looking for new properties and bringing our brand to a new audience that might not have experienced what we're doing.

I live by a piece of advice my Dad gave me, which is working a little bit every day is worth more than trying to do lots in a short space of time.

The funniest thing about my career is somebody I went to school with, from the age of about 10 years old, is our one of our competitors in the kebab industry, Athif Sarwar, who owns GDK. I find it hilarious that two of the biggest kebab franchise brands hail from the Southside of Glasgow.

The most difficult part of my job is the challenge of having to learn so much about business. Not just learn it, but then I challenge myself to make decisions that will make us the best in the industry.

People's reactions when I tell them what I do are very positive. One thing that I have seen on social media is the number of personal messages that I get because people know where I was, and what I did to get to where I am now. To some people, it's inspirational and I like that I can inspire people.

" Everything I have been through, positive or negative, has contributed to the person I am"

THE HUSTLE

The anticipation of business growth keeps Sanjeev awake.

The first thing I do in the morning is wash my face and brush my teeth. Then, I take my two dogs for a quick walk.

I usually get into the office around 10am, that's my target time.

Most of the morning up until lunchtime, I'll concentrate on my emails and deal with anything that's urgent and needs to be rectified. We're developing multiple sites at once, that's always my priority.

For lunch, I usually like to have something simple. Right now, I'm on a health kick. I'll have something healthy like chicken with salad, pretty much every day. Occasionally, I'll have a Thai curry, because it's easy to heat up in the office microwave!

In the afternoon, I like to work with the marketing team and the branding team on projects that are coming up in the future. I'll touch base with various people up until 6 or 7pm in the evening.

I usually try to leave the office by 6pm in the evening.

I normally get home shortly after, however it can be as late as 9pm.

I drive home. My time to myself in my car is when I have my best ideas.

When driving home, I just put on my music. I'll only listen to podcasts in about one in every 10 journeys.

My perfect evening after a long day at work is a short workout in the gym for a half hour followed by relaxing in the steam room. In my head, I'm already mentally preparing for tomorrow's challenges.

I go to sleep fairly late. I often don't drift off until 1am.

The thing that can keep me up at night is anticipation. The anticipation of everything that's about to come with our business, the excitement, knowing that I must be patient.

I spend a lot of time on the phone before bed, it's become such an integral part of our lives. Social media is a great way of keeping in touch with friends and family and keeping up with what they're doing.

GET TO KNOW...



Living life in the fast lane is how Sanjeev switches off from the pressure of business.

My guilty pleasure is racing cars. I don't get to do it as often as I like. But I am currently preparing for the Ferrari Challenge. It's been a great opportunity and opened a lot of doors in terms of business as well.

I'm already living where I want to live, I just moved to Canary Wharf in London. I am in my ideal spot and I tend to make the most of the amenities around me.

My role models in life are the McDonald's brothers (and not Ray Kroc), because of their foresight, their way of thinking about how the kitchen works and taking all the stress points out of the kitchen environment.

The most adventurous thing I've done in my life is never giving up. That's what set me on an adventure.

The one film I could watch over and over is *The Founder*.

My biggest regret in my career would be my first business, not taking people's advice and letting myself get into a mental state that wasn't healthy. I regret not having more control of that, but I don't regret going through it, because I came out a better person.

If there's one food I could eat until I die, it would be kebabs.

The one thing that I wish I could change about myself is that I wish I could be a little bit more relaxed, and not so intense.

My dream job when I was young was to own my own business. From a young age, there was a lot of entrepreneurial spirit around about me. My granddad came to Britain with very little and ended up owning the biggest independent furniture store in West London.



Change lives with the future of home care

Renowned for delivering exemplary home care, Home Instead offers all the support you need to make your business a success



Martin's non-executive and trustee roles include being chair of the Homecare Association, the UK's membership body for home care providers, chair of The Care Workers' Charity and member of the Age UK Board. He is also chair of Home Instead Charities UK, part of Home Instead's global charitable endeavours.

CHANGE LIVES WHILE BEING YOUR OWN BOSS

With this level of commitment and capability at the helm, Home Instead is transforming the lives of older people and it can transform your life, too! Home Instead provides the opportunity to own a successful franchise, making a real difference in your community while having the flexibility of being your own boss.

When you join the award-winning network, you will work with a team that gives you all the support you need to make your business a success.

Home Instead franchisees are responsible for a territory that includes at least 25,000 people over the age of 65. While you're growing your own local business and supporting your clients and care professionals, you'll also be receiving guidance from over 80 experts at their national office and the wider network of successful franchisees.

Get in touch today and discover how Home Instead is transforming the lives of franchisees and the people they care for across the UK.

At a Glance Home Instead

Established: 2005

Number of franchised outlets: 246+

Location of units: UK wide

Investment range: £120,000-£150,000

Minimum required capital: £41,000

Contact: 01925 730 273

homeinstead.co.uk/franchise

Home care as an industry has never been more in demand. The number of over-65s in the UK is set to exceed 17 million by 2040 and around 80 per cent of these are homeowners.

With the UK's social care system and the NHS already under huge pressure, at home is where most of our elderly population will want to remain and be looked after through their later years.

Recognising this, Home Instead is a franchise focussed on delivering exemplary home care. It provides older people with the support they need to live well at home where they are most comfortable. The franchise's mission is to see companionship-based, relationship-led homecare become the norm in the UK.

SUCCESS STARTS AT THE TOP

The company is spearheaded by CEO Martin Jones, who is recognised as one of the most influential leaders in home care. Martin's expertise has seen him assume numerous non-executive and trustee roles in his aim to drive innovation in the sector.

Martin's role is to continue the development of the brand in the UK, helping establish the franchise as the UK's most admired care company and as an employer of choice within the sector. Alongside his passion to support families to enable their loved ones to live independently at home, he is dedicated to providing job opportunities that are fulfilling and make the best use of peoples' skills and experience.

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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.

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