



# What Franchise

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## EXPERT ADVICE

### GO FROM DEGREE TO FRANCHISEE

What enterprising graduates need to know

### THE PRICE OF SUCCESS

Discover the true cost of franchise ownership

### BUYING A FRANCHISE

Why you should let your head rule your heart



## HOW TO STAY HEALTHY

*While taking care of business*

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BUILT TO BE DIFFERENT

## POWERBRANDS

## SPORT, FITNESS & OUTDOOR OPPORTUNITIES

13-page special

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Recruitment options for ambitious franchisors

PAGE **14** ON A MILLION-POUND MISSION

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PAGE **70** THE WORLD OF WORK IS CHANGING

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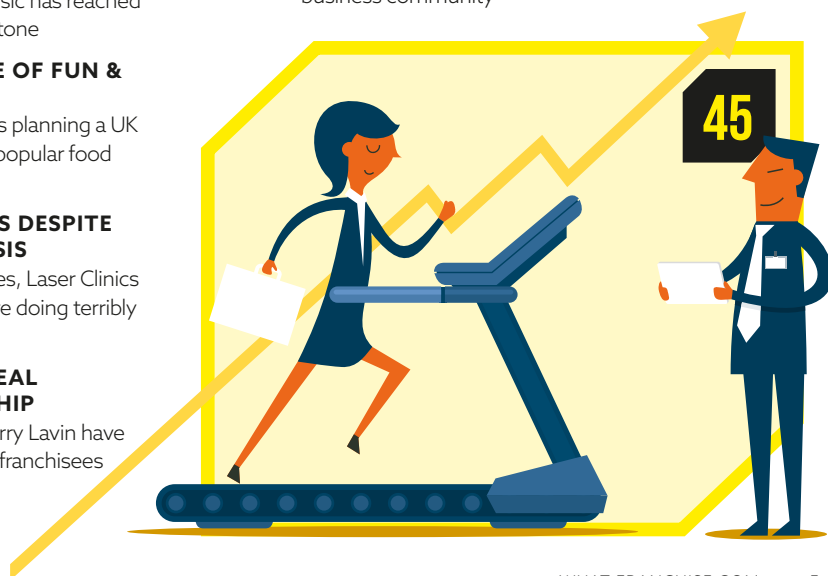
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# Be your own boss in a thriving sector

## Invest in a Caremark in-home care franchise

***“...it’s an opportunity to run a successful operation whilst fulfilling a social need to a high standard.”***

Robert Johnstone, Franchisee,  
Caremark (Cambridge & South Cambridgeshire)



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# FROM THE EDITOR



**W**hile analysis of Companies House data has revealed that the

average age of a UK business owner is early to mid-forties, a significant trend in the franchise sector in recent years is that franchisees are getting younger.

According to the latest British Franchise Association survey, 18 per cent of all franchisees are under 30 (the same report states the typical mean age is currently 44).

This figure looks set to grow, as the pandemic's effect

on the job's market, particularly for people in their twenties, will be felt for at least the short term.

It's probably no coincidence then that government statistics reveal a 15 per cent jump in the number of young people starting their own business last year compared to 2019.

Franchising can help like-minded individuals follow a fulfilling path into self-employment, providing, as one expert put it, a bridge between experience and ambition.

This is underlined in our 'degree to franchisee' feature in this issue. It highlights that franchisors are actively seeking university educated candidates in their twenties.

One we spoke to is offering financial incentives to invest in its brand providing you meet certain criteria, while another is stepping up its work with universities and business schools in order to further promote what franchising has to offer.

We've also interviewed some fantastic franchisees who've combined their drive and ambition with the training, systems and know-how provided by an established franchisor to build their own care, children's services, fitness and tutoring businesses.



Elsewhere this month, we take an in-depth look at sport, fitness and outdoor opportunities, the true cost of becoming a franchise owner and how you can remain fit and healthy while being your own boss.

IWG head of franchise Julian Chambers also writes about why the move to remote working has meant the operator of Regus and Spaces has seen an increase in demand for its flexible offices of 50 per cent-plus in some parts of the country.

Regus was launched in 1989, entered the UK franchise market in 2018 and recently signed some impressive deals with major names in finance and telecoms that give their employees access to IWG's thousands of offices around the world.

As a result, this sector looks ripe for investment, but as Julian warns, prospective franchisees need to move quickly if they want to make the most of this shift in how and where we work.

*Jeff James*

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# IN THE KNOW

Facts and figures from the world of franchising

## NUMBER CRUNCHING

**79%** OF SMALL AND MEDIUM-SIZED ENTERPRISE OWNERS ARE MAKING SIGNIFICANT PERSONAL SACRIFICES IN ORDER TO KEEP STEERING THEIR SHIP IN THE RIGHT DIRECTION.

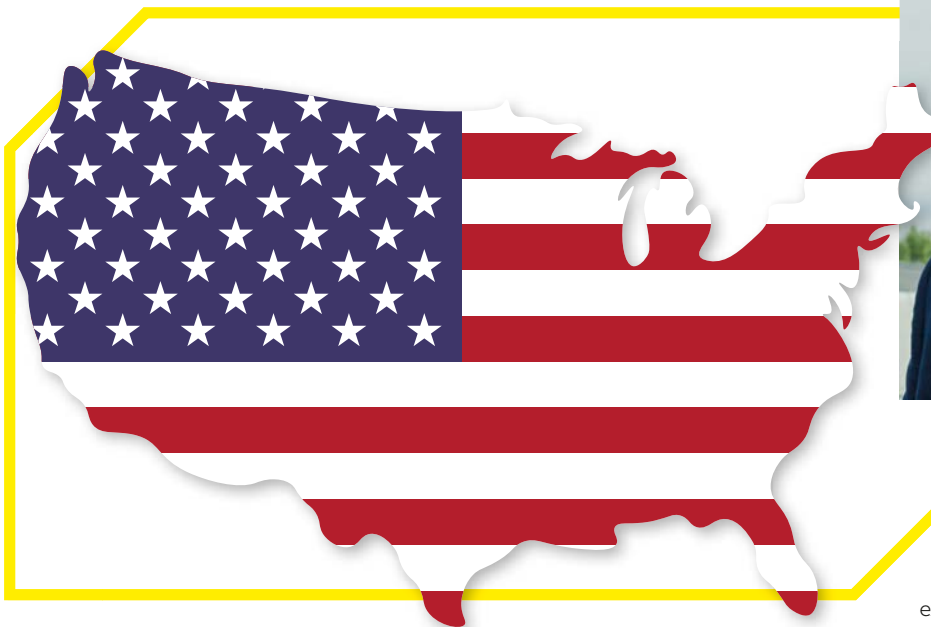
DISCOVER EIGHT SIMPLE WAYS TO STAY HEALTHY ON PAGES 96-97.



## QUOTE ME ON THAT

**“We’re happy and proud to see more and more motivated people joining the seven-figure club.”**

Rune Sovndahl, co-founder of Fantastic Services, wants to help 1,000 franchisees become millionaires. Find out more on pages 14-16.



## TRENDING ONLINE: FAST FOOD BRANDS FROM ACROSS THE POND

**Iconic American fast food brands have an uncanny ability to create a UK consumer frenzy.**

A notable recent example was when cult California burger enterprise In-N-Out ran a temporary, London-based, pop-up location and was met with five-hour queues.

Fried chicken favourite Popeyes has also announced its upcoming UK launch to much fanfare.

One other UK launch that has got the British public extremely excited is Wendy's. The iconic brand - and third largest burger chain in the world behind McDonald's and Burger King - is going to be opening stores imminently.

This has meant that the Wendy's franchise profile on what-franchise.com has exploded with traffic and enquiries from budding Wendy's business owners who want a slice of the action. The brand was by far the most enquired about in the month of May.

Want to explore the Wendy's opportunity, including how much capital you require and what profits you can expect to make? Head to [what-franchise.com](https://www.what-franchise.com) and search 'Wendy's'.



# NEWS IN BRIEF

Image owned by HSBC



## HSBC WINS BUSINESS MONEYFACTS AWARD

It's the third year in a row HSBC has won the Best Franchisee Banking Provider accolade.

NatWest/Royal Bank of Scotland was commended and Lloyds Bank was highly commended in the category.

All entries go through a rigorous product assessment,

carried out by the independent experts at Moneyfacts. The broker and business community is also consulted for feedback.

Lee Tillcock, editor of Business Moneyfacts, says: "The finalists and eventual winners at this year's awards should be rightly proud of their achievements and have offered a range of products and services that have best supported the sector at a time when its success and growth remain vital to the recovery of the wider economy."



## EX-PRO LAUNCHES FOOTBALL FRANCHISE

Soccer Stars Academy, a football class provider for children aged between 18 months and nine years, has launched as a franchise.

Established in 2017 by ex-professional footballer and PE teacher Mark Molloy and wife Siobhan, the business, based in Scotland, currently runs 28 classes per week coaching over 500 kids.

Mark says: "High quality and fun football coaching for kids is in such high demand and lockdown has increased this demand as parents look to get their children out the house and involved in healthy, active and challenging activities with their friends."

A Soccer Stars Academy franchise costs £12,000. The company has agreements in place with several major banks to potentially fund up to 70 per cent of the start-up fee plus working capital.



## OPPORTUNITIES IN SIR STELIOS VENTURE

Serial entrepreneur Sir Stelios Haji-Ioannou is offering franchise opportunities in easyMarketing, the newest member of the ever-expanding easy family of brands.

The easyJet founder says: "This addition to our easy portfolio will empower local marketeers to grow their own

businesses while supporting other local companies, particularly in the current challenging climate."

easyMarketing says it's developed a system that enables businesses of all sizes to access a single source agency that is plain speaking, transparent and cost effective.

The company's aim is to become a national and European entity over the coming years, establishing itself as the go-to solution for marketing services.

## ISLAND POKÉ SIGNS FIRST UK FRANCHISEES

The grab-and-go food brand has recruited its first two UK franchise partners.

The deals will see 23 sites opened in the next five years, trebling the Island Poké UK footprint.

The company's plans will initially focus on London, followed by more residential areas, a key focus for Island Poké as working patterns change due to the pandemic.

Known for its innovative menus, energetic service and interiors that evoke feelings of the Pacific shores, Island Poké was one of the first movers in the market, when founder James Gould-Porter saw the opportunity for a vibrant, healthy and interactive food concept.



It's since developed a loyal following, particularly among workers looking for lunch alternatives to the mainstream sandwich and similar offerings.

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# Our industry involvement is evolving

Engagement is at the heart of what we're trying to become as an organisation

WORDS BY PIP WILKINS



## THE AUTHOR

Pip Wilkins is CEO of the British Franchise Association

**W**e talk a lot about 'engagement' at the British Franchise Association. Last year, I announced my big three objectives, which were growth, promotion of franchising and engagement, so you can see it's right at the very top of my list of priorities.

I thought it would be good to explore why this is so important for me personally, for us as an organisation and for the wider industry.

The reason engagement is such an area of focus for me and the association is that it's key for all of us, both online and in real life.

## Building relationships

Inviting feedback and engaging in dialogue is how you build and strengthen relationships.

Particularly in these times, where so many of us are working remotely, the building of an online community with shared goals can be incredibly powerful, from lobbying governments to crowdfunding investment. Now, more than ever, it can start with a click and end up changing the world.

We place so much value on engagement as a concept because it's at the heart of what we're trying to become as an organisation.

***"We warmly invite discussion, no matter what stage you're at in your franchise journey"***

## Organic transformation

Our foundations are in standards and I believe that, while this was necessary for the industry and we will never lose sight of this core guiding principle, it's time for the bfa to evolve.

As part of this organic transformation, we're building on the way in which we communicate, whether that's online, through the virtual events we're holding and, when the time comes for us to return to them, through face-to-face events and meetings.

My vision for the bfa is an organisation that keeps a focus on all the important factors our members look to us for, but that actively invites a two-way dialogue. I see us as a hub where the whole industry can share information and participate in meaningful dialogue.

I would like to pause for a moment and think about the word 'meaningful' too.

We recently posted an exercise we carried out in a team meeting

around what each member would have as a topic at their own TED Talk.

The exercise was only a bit of fun, but we posted it on LinkedIn and it became a fascinating thread due to the contributions of others. Ideas have been shared and it's sparked some exciting discussions about potential ideas for future content too.

## Reaching out to non-members

We're also making a bigger effort to engage with those outside our membership.

During the pandemic, we've been operating the Franchise Collective, a support forum on LinkedIn for all franchisors, not just bfa members.

We also run our Buy a Franchise seminars aimed at those new to the world of franchising and considering their options.

We will continue to expand these services. In the meantime, we warmly invite discussion, no matter what stage you're at in your franchise journey.



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# In-house or outsource?

Franchisors have two options when it comes to recruiting the best franchisees

WORDS BY SUZIE MCCAFFERTY



## THE AUTHOR

Suzie McCafferty  
is CEO of franchise  
consultancy Platinum  
Wave

**W**hile there has been a drop in the number of people prepared to buy a franchise in the last 12 months, there's been no shortage of people wanting to franchise their business or existing franchisors putting in frankly heroic performances to keep their networks together.

As restrictions lift and summer approaches, most brands are starting to see enquiry numbers trickle back up and some are standing by for a flood. This means that competition for good franchisees is going to be even more fierce than usual.

## Being visible

Of course, the more franchises there are, the more difficult it becomes for prospective franchisees to identify the good ones. So how do you make sure your opportunity is visible and attractive in an increasingly

crowded field and who is going to take on this role for your brand?

Adding to your headcount and payroll, particularly in the early stages of growth, is not something most businesses can afford. But you still need the skills and work hours to effectively launch your brand to the thousands of people out there looking for the perfect franchise opportunity.

Inevitably, you'll find yourself facing a chicken and egg conundrum: you can't afford to invest in a marketing team until you sell some franchises and you can't sell franchises without good marketing.

## Time management

You've built a great business that's ready to franchise, so there's a good chance you could take on most of it yourself, but do you have the time, which after all is your most valuable resource?

There are some quite specific skills required, including sales, marketing, presenting, copywriting and even design. Anyone who has them all to a high standard will be able to command a very good salary. But is it really a full-time role at this early stage?

While outsourcing isn't always

the answer to everything, it might be a solution worth considering.

An agency will work for a retainer and doesn't come with any employment baggage.

It will also have the skills you need because the tasks are spread among a team of specialists who provide social media management, PPC, photography, video shoots, branding and design, copywriting, media engagement and campaign strategies.

That would be your lead generation taken care of, but what about lead management and selection and recruitment? If you can find a company offering all three services, you can expect to pay a monthly retainer with a commission on each franchise sold.

## Take advice

The franchise recruitment world is noisy, crowded and competitive, so ask around and take advice before deciding what will be the best approach for you.

There are many franchisors who have done it all themselves, only adding a team member when they had simply too many franchisees to manage alone. Some have appointed an internal recruiter right from the off, while others pay for time saving external support, typically on a six-month review basis.

Only you know your budgets, your existing in-house skill sets and the speed you want to recruit at, but it's good to know you have options.



# ON A MILLION-POUND MISSION

Rune Sovndahl, co-founder of Fantastic Services, gives us the lowdown on the company's progression, how it navigated the pandemic and his aim of having more franchisees join the business' seven-figure club





**R**une Sovndahl is the co-founder of Fantastic Services, an international brand founded 12 years ago that combines technological innovations with bespoke customer care to deliver services for the home and office that range from cleaning, gardening and waste removal to locksmithing and appliance repair.

Rune, who is Danish, moved to London 20 years ago to study for a degree in business information systems design at South Bank University. Following the completion of his degree, he was accepted onto a graduate programme with British Telecom.

In 2003 he established the European Young Professionals committee in London and was involved in the creation of its website, as well as the recruitment of more than 200 new members.

Before establishing Fantastic Services with his partner Anton Skarlatov in 2009, Rune was head of SEO for lastminute.com.

His aim is to help 1,000 Fantastic Services franchisees build million-pound businesses in the next 10 years.

## How has the business developed since you founded it in 2009?

We have gone from strength to strength.

Initially, we started by offering cleaning services in London. A short while later we introduced an entirely new way of booking services by developing an online booking form and a customer relationship management platform.

Today, Fantastic Services has grown into a multi-niche service company, providing over 100 services for the home and office with a global network of over 530 franchisees operating on three continents - Europe, Australia and the USA.

## Was it always your intention to franchise it?

No. Initially, we set out with the intention of making the best company for finding tradespeople. Our goal was - and still is - to make our customers' lives easier by finding reliable, trustworthy and professional cleaners. The franchise model followed later.



## ***"We proved that thriving during difficult times is possible by adapting our traditional services and implementing new ones"***

When we looked at the market and saw how jobs were allocated, we considered franchising and saw the enormous benefits, but also the limitations.

That's when we designed a new system and called it ServiceOS. It's operating software for running a profitable service company that enables us to automate thousands of interactions - from bookings and job allocation to marketing and invoicing.

ServiceOS is a key differentiator in our franchise model. Once we had this technology in place, it allowed us to revisit franchising, revolutionising the UK's service industry for everyone, including customers, tradespeople, employees and the planet.

While Fantastic Services was growing very fast, at the same time we were developing the operating software to make sure that while we scaled we could also meet the demand for home services. It was a balancing act and we made it work, thanks to our fantastic staff and a lot of tolerance and engineering.

## **What was the biggest lesson you learnt following the coronavirus outbreak in the UK?**

I learned numerous lessons.

However, one of the most important

## **Fantastic Services has grown significantly since you launched it. How has this been possible?**

We followed the principle of always investing more in marketing the actual services than the franchise part itself, as we believe demand will come through promotion and word of mouth.

I have a background in consumer marketing from my days at lastminute.com, where I was in charge of growth and took every step possible in making our business noticeable and recognisable.

### **FANTASTIC SERVICES IN NUMBERS**

- Founded in 2009.
- Operates on three continents.
- Its 530-plus franchisees and nearly 2,000 experts deliver services to over 50,000 clients globally each month.
- Six of its franchisees currently turn over £1 million-plus.
- The company employs around 500 specialists responsible for web design, mobile applications, online and marketing optimisation, IT solutions and sales.
- In 2019, the business delivered over £40 million-worth of services.

***"We're aiming for career progression within the service industry, allowing people to start out as cleaners and progress to exclusively franchising in an area and ultimately building a seven-figure business"***



ones was about the strength of being a franchise company.

We had several services that dropped in demand and others that grew, but by having a network and a centralised training system we managed to reskill and retrain many of our franchisees. This way, they were able to ride the wave of changing demands.

With a franchise, you have the power to do this. The lesson was not to be afraid of discussing the impacts, but to be open and transparent about what was happening.

We decided to open it up, to become more about team spirit and empowerment for our franchisees, many of whom have not only survived, but thrived over the past 12 months.

### **How did you assist your franchisees during this difficult time?**

We worked harder than ever at headquarters. We put in more work hours than ever before, developed new services that could fit the new normal and optimised many of the processes.

We let everyone help. Even some of our area development franchisees joined the headquarters for consulting and helped us with some of the management work.

All in all, we weathered the storm and it made me believe in the strength of franchising.

### **Tell us about your aim of making 1,000 millionaires through your franchise business?**

When we established Fantastic Services in 2009, our first goal

was to reach seven figures and we made it in less than two years.

This success formed the foundation for the Fantastic Academy, where we documented our steps, failures and successes. We wanted to scale this and pass our knowledge to our people, who come from all walks of life.

We're aiming for career progression within the service industry, allowing people to start out as cleaners and progress to exclusively franchising in an area and ultimately building a seven-figure business.

After announcing our million-pound mission, we're happy and proud to see more and more motivated people joining the seven-figure club.

### **What type of franchisees are you looking to recruit?**

Our franchise is suitable for people from different backgrounds.

We have three levels of franchise: working franchise, area development franchise and master franchise. Each of them requires different skills. However, our training platform and high-end systems are designed to support each franchisee every step of the way.

The working franchise starts with training on service delivery and equipment use, while the area development and master franchises are focused on recruitment, training and managing people, as well as marketing, investing and growing a successful business.

### **What do they get for their investment?**

First of all, we are a slightly different franchise. All our franchisees get

the right to operate under the name of a recognisable brand that attracts clients and uses technology to make it the most accessible place to get a service.

We provide all our franchisees with advanced training and personal coaching. After the onboarding, we continue to invest in our franchisees and their businesses, so it's a long-term process to help them develop and grow alongside us.

We assist them with marketing, sales, systems and IT development, as well as financing and service design. So there's a huge amount of infrastructure, support, leads and guidance for all levels of franchisee.

### **What's next for the franchise?**

We're proudly founded on the principles of innovation and creativity.

Perceiving the pandemic as an opportunity, we proved that thriving during difficult times is possible by adapting our traditional services and implementing new ones.

We're currently in the middle of a global expansion. Our business model and innovative technological solutions, which help franchisees run a business smoothly and efficiently, make our franchise an attractive opportunity for many people who want to start a business.

What we've been through revealed that being one step ahead and thinking outside the box is necessary in order to remain on top and make your franchise recession proof.





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# Open the door to an exciting franchise opportunity.

InHabit is a new franchise concept that is transforming lives by working with partners, including charities and investors, to put people into property. As a Franchisee, you can look forward to a healthy income for you, a good return for your investors and making an important difference to people's lives.



## Who exactly are InHabit?

InHabit was founded by property specialist David Edwards and franchise expert Trevor Brocklebank. Since 2015, the business has successfully sourced, renovated and managed a portfolio of over 70 properties in the North East. Now, having developed and refined the business model over multiple properties and investors, we're looking for Franchisees who share our values to provide high quality housing and a safe environment for tenants.

Becoming an InHabit Franchisee is a great opportunity to realise your life ambitions, be your own boss and achieve a better work-life balance; whilst making a real difference to people's lives.

Our Franchisees work in a number of ways, including sourcing and purchasing property, refurbishment and repair, sourcing tenants, managing the lettings process and facilitating property sales.



You will benefit from our experience and expertise in franchising, property investment and refurbishment and from being part of an amazing community. The charities we work with are asking for more properties than we have available, and we also have a pipeline of waiting investors. Therefore, there is an urgent need for Franchisees to join us and help meet that demand.

## Interested? Here's what to do next

InHabit is a unique franchise opportunity, with no need for experience either in property or running your own business. You will however require excellent people and project management skills and a passion for delivery outstanding levels of service. If you'd like to find out more, simply call us on:

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Business Development on joining the UK's  
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Email: [awatson@mollymaid.co.uk](mailto:awatson@mollymaid.co.uk)





# An opportunity open to all

Signage may seem technical, but any skill set can achieve success with FASTSIGNS



## AT A GLANCE FASTSIGNS INTERNATIONAL INC

Established: 1985

Number of franchised outlets:  
750+ (24 in the UK)

Location of units: international

Investment range: £125,000-plus

Minimum required capital: £36,000

Contact: 01785 253140  
enquiries@fastsigns.com

fsfastsigns.co.uk

**F**ASTSIGNS doesn't hide from the fact that it operates in a technical industry - that's what makes the company's franchise opportunity so exciting.

Its product range includes a diverse number of signs built using specialist machinery and substrates, with each sign being made bespoke to the customer's requirements.

FASTSIGNS knows its model works because over 750 franchisees, from varying backgrounds and many without any previous signage industry experience, are building successful businesses for themselves today.

FASTSIGNS understands that a quick synopsis of what's involved in the business can be daunting and you may wonder if you have the capability or experience required.

In an attempt to simplify the diverse group of franchisees FASTSIGNS has in the UK, its network is mainly made up of four distinct categories of people: partnership duos, such as husband and wife teams; high level corporate staff looking to use their business acumen to facilitate their own gain; creative types, who are drawn to the technology and creative opportunities; and team leaders, who know they have what it takes to excel in a management-type business.

While these segments are fairly broad, these entrepreneurs have all joined FASTSIGNS with varying and diverse skill sets. Here are some examples from the network:

### SIMON AND FRIEDERIKE SLEE: FASTSIGNS HAMMERSMITH

An investment banker and landscape architect respectively, this husband and wife duo pooled their skills in sales and consultative design to build a business



in central London that's able to accommodate their family life.

### RICHARD WEDGWOOD: FASTSIGNS MANCHESTER & BOLTON

After a career as a senior level executive, Richard tired of the jet-set lifestyle and purchased his first FASTSIGNS centre in 2009, growing it to become one of the most successful in the network.

### MELANIE MARTINEZ: CO-OWNER, FASTSIGNS CRAWLEY

Previously a freelance artist, Melanie purchased her centre with her husband and their business partner, utilising the technology available to delight their local customers.

With Mel's eye for design, she's able to create visually stimulating signs for her customers.

### MARK PHELPS: FASTSIGNS KINGSTON

After a successful corporate career in the industrial gas industry, Mark knew that with the right team around him he could utilise his natural affinity for leadership and analytical mind to provide exemplary service to his customers.

The beauty of the FASTSIGNS model is that the company provides the required training that ensures franchisees understand its service offering, allowing them to then build a team around their skill set to enable them to effectively deliver it.

Typically, a team is made up of the franchisee, who's responsible for the management of the business, outside sales professionals, graphic design, production personnel and marketing executives, who work together to deliver signage to their local community.



# Leaving lockdown: the key issues

What businesses need to consider as the country returns to some form of normality, according to Michael Bohan, managing director of Franchise Resales

**N**ow the UK has begun to ease lockdown restrictions and the return to normality is in sight, what impact this will have on companies and the economy as a whole is of crucial importance.

Below is a brief overview of some of the key points and how they will relate to businesses across the UK. It may influence your planning and decision making from now and into the future.

The date on which all restrictions and their associated legal rules will be lifted is estimated to be June 21. But what does that mean for businesses?

## IS REMOTE WORKING HERE TO STAY?

Remote working is currently a hot topic of conversation.

It seems that it's become something of an expected norm, a convenience we've all relied on and a means to offer alternatives to your workforce.

From meetings on Zoom to onboarding new recruits online,

remote working has proved to be convenient and accessible. In fact, 74 per cent of polled CEOs have stated they expect COVID-19 to influence lasting changes in daily employee workflow.

## THE STOCK MARKET WILL EXPERIENCE A BOOM

The stock market is heavily impacted by consumer investing and confidence.

For that reason, an effective road map out of lockdown, as well as putting measures in place to prevent another one, will lead to many companies encountering a stock value boom for a time until markets stabilise.

## SUPPLY LINES WILL BE RECONSIDERED AND FURTHER PROTECTED

It's not hard to see how many businesses have suffered because of the lockdown, despite how necessary it was, and how supply lines have been affected by changing norms.

Semiconductor shortages were near eviscerating many technology companies' willingness to sell products at the manufacturer's suggested retail price, for example.

So it's anticipated that many industries will invest more in trying to protect themselves from such vulnerable exposure again.

## CONSUMER CONFIDENCE IS GROWING

As the government implements its plans for the further easing of



## AT A GLANCE FRANCHISE RESALES

Contact: Michael Bohan

Tel: 01522 246811

Email: [info@franchiseresales.co.uk](mailto:info@franchiseresales.co.uk)

[franchiseresales.co.uk](http://franchiseresales.co.uk)

**“Controlling capacity, stock and order levels will help you avoid disappointing anyone and alienating clients”**

lockdown restrictions, consumer confidence is starting to rise.

Alongside the renewed support for workers and the vaccine roll-out, hopes of a spending rebound are high.

Research conducted by ISA provider Scottish Friendly and the Centre for Economics and Business Research revealed that households intend to take more holidays both at home and abroad, travel and eat out in cafes and restaurants.

## YOU MAY NEED TO CONTROL YOUR CAPACITY

Some businesses may see an increase in the number of customers hoping to attend their premises, such as shopping in person instead of online or visiting a restaurant instead of ordering food remotely.

This means that carefully controlling capacity, stock and order levels will help you avoid disappointing anyone and alienating clients. It's important to take this into consideration when planning your day-to-day business.

No matter what happens in 2021, one thing's for sure: we'll all appreciate getting back to some form of normality.

# There's nothing else I'd rather be doing



## AT A GLANCE RIGHT AT HOME

**Established:** 2010

**Number of franchised outlets:** 70

**Location of units:** England, Scotland and Wales

**Investment range:**  
approximately £125,000

**Minimum required capital:** £40,000

**Contact:** Kate Dilworth, franchise recruitment manager

[rightathomefranchising.co.uk](http://rightathomefranchising.co.uk)

Grant Attwood's Right at Home franchise has not only survived a pandemic, it's soared past all projections

**I**n 2019 Grant Attwood took the decision to leave manufacturing and set up his own business doing something more rewarding.

He knew a franchise would help him get established. What he didn't bank on was COVID-19 putting the nation into lockdown shortly after he started trading.

15 months later, Grant's business has not only survived trading through a global pandemic - it's soared past all projections.

### DOING SOMETHING REAL

He says: "My career was in manufacturing, producing things like paper plates and greeting cards,

and I always felt I wanted to do something more real that would give back to my community.

"I have a good affinity for older people, so a care franchise ticked all the boxes; start a business, make a difference, help older people - everything just came together.

"It was quite a change, though. Previously, I'd been sourcing machinery raw materials and advising on logistics. I'd no direct experience of care and that's why a franchise was the only viable route for me.

"It has been really rewarding. At times it's stressful, like with any new business start-up, I guess. You're dealing with people and people have problems that they turn to you to deal with.

"At those times of stress, I've thought to myself: 'Did I make the right decision? What else would I rather be doing?' And the answer has always been: 'There's nothing else I'd rather be doing.'

"The growth of the business so far has been much better than I had anticipated. And while I'm still very involved in the day-to-day, my role has become more strategic as the team has grown."

### FAMILY FRIENDLY

Grant's wife accepts that sometimes it's difficult for him to switch off.

"But family for me is the number one priority and I love being able to manage my own hours to be there when needed," he says.

**"The last 18 months have definitely been a roller-coaster ride"**

"The franchisee support has been excellent. My weekly meetings with my business support manager are an opportunity to discuss plans and ask questions.

"She has a wide range of experience and works with offices at various growth points, so she can share all kinds of advice and best practice if I'm struggling with something.

"Obviously, the pandemic struck us all hard and Right at Home really helped with ensuring we had correct PPE and knew the protocols to follow for the new coronavirus guidelines.

"We have clients who love to go out, but trips to garden centres and theatres and things have been impossible, so we've been limited to walks on the beachfront or going for a scenic drive. But as things start to reopen, we're looking forward to giving clients those opportunities again.

"The last 18 months have definitely been a roller-coaster ride - managing the growth and adapting to operating in a pandemic has brought challenges I never imagined.

"But I'm incredibly proud of the way we've protected our clients and the team's dedication has been incredible. It makes me very positive and confident about the future for Right at Home North Somerset."





# Bargain Booze

**Experience double digit growth with the UK's largest Independent Franchised Retailer**

“

I have been with Bargain Booze for 21 years and grown from a single site operator to having 5 sites with them. The simplicity of Bargain Booze helps me operate multiple sites and has helped me grow my business - my LFL sales are up in double figures! The model is perfect for retailers looking to compete against some of the bigger retailers and also generate great rewards on purchases. Having such a well managed solution gives me more time to focus on the stores and people in the business. I would highly recommend Bestway Retail to anyone wanting to grow their business further - take a look at what they can do for you! ”



Gareth Wynne

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# Step up to the challenge

Now's the time to get into the home care business, according to Bluebird Care

**I**t's never been more important to protect our elderly and vulnerable loved ones.

Over the course of the pandemic, one message has remained clear: to stay safe at home wherever possible. For the people Bluebird Care cares for, this has sometimes meant their relatives cannot check in on them as often as usual or that they cannot get out as they normally would.

## MEETING INCREASED DEMAND

Bluebird Care has been stepping up to the challenge of providing care for an ageing population during a global pandemic. Where many industries have been forced to close, the home care industry is meeting an increased demand for domiciliary and live-in services.

This demand will only keep growing, with one in five UK residents predicted to be a part of the 65-and-over age group by 2030.

As a result, Bluebird Care is expanding to meet this national

need and has franchises available to purchase across the UK.

With over 200 businesses already operating across the company's network delivering over 20,000 customer visits every day, you can become part of an established and well respected brand that has won awards for its high quality home care.

## FULL TRAINING

You won't need to worry if you haven't had any experience in the care sector, as Bluebird Care provides full training to all new franchisees from day one.

To ensure you start off on the right foot, the company takes you through the business planning process and even introduces you to the banks Bluebird Care works with. It will also give you ongoing support even after you've got your business set up and running.

You will benefit from the expert staff at Bluebird Care's franchise support centre, including a dedicated quality manager who will make sure you're compliant and help you deliver the very best care at home.



## AT A GLANCE BLUEBIRD CARE

**Established:** 2004. Started franchise model in 2006

**Number of franchised outlets:** over 200

**Location of units:** UK-wide, including Scotland, Wales and Northern Ireland

**Investment range:** total investment is approximately £115,000

**Minimum required capital:** a home care franchise package is £37,500

**Contact:** Sarah Wilkins. +44 (0)2392 009978. [sarahwilkins@bluebirdcare.co.uk](mailto:sarahwilkins@bluebirdcare.co.uk)  
[bluebirdcarefranchise.co.uk](http://bluebirdcarefranchise.co.uk)

**“Bluebird Care is expanding to meet this national need and has franchises available to purchase across the UK”**

In addition, the company's franchisee network enjoys support from the marketing team, including dedicated regional-based marketing experts who offer help on a more local level.

## STRENGTH OF THE BRAND

Paul Barry, owner of Bluebird Care Chichester, Epsom & Kingston, Oxford, Reigate, Sussex Weald, says: “I was attracted to Bluebird Care for three reasons: the size of the UK care market, the strength of the Bluebird Care brand and the ability of their business model to be resilient in tough economic conditions.

“When I joined, I found the support and training offered by Bluebird Care to be very strong, particularly in the early days when all the care terminology plus policies and procedures can be new and slightly bewildering.”

If you'd like to be a part of the solution and help protect the ageing population, you can join one of Bluebird Care's franchises and benefit from award winning training, continued support and the collective expertise of over 200 businesses across its network.



# The true cost of buying a franchise

It's not just about the initial investment. There are other elements to take into account to ensure you start life as a franchisee on a sound financial footing

WORDS BY CHRIS ROBERTS



## THE AUTHOR

Chris Roberts is chairman of the Chantry Group

**B**uying into a franchise could be the best thing you've ever done in your working life.

You'll be the owner and boss of your own business and instead of working hard for somebody else you'll be able to earn an income and build the value of your business that one day you'll be able to sell, hopefully for a decent amount of money.

Statistics show that franchising is a much safer way to start a business. Largely, this is because you'll have purchased a business format that has been proven as successful, safe and profitable.

You'll normally have the benefit of a recognised brand, training and business and marketing systems to follow. So what - apart from a pandemic! - could go wrong?

One thing for sure is not having enough money, or access to enough money, to negotiate the early part of your journey.

## Delve deep

The cost of buying the franchise licence is nearly always apparent at the outset. The licence gives you the right to use the systems and brand name, etc for a defined amount of time - often five years.

But you have to delve much deeper to understand what else is included in the price

you pay and what you'll have to purchase separately in order to have everything you need.

These costs fall into two distinct timeframes: your start-up/pre-trading costs and your actual trading costs. Let's deal first with the former.

## Start-up/pre-trading costs

There will be legal costs to pay, as you'll need a solicitor who is experienced and qualified in franchising matters to help you.

Use them to explain to you what the various clauses mean in the franchise licence. You'll also need them to help you if you're entering into a lease over business premises. Budget for around £500-£750 (plus VAT) and possibly even twice this if there's property involved.

You'll need a professional business plan and a set of financial projections. Don't scrimp on these, as they're your road map and will help show you the true cost of running your business (more on this later). Budget on paying a business consultant or accountant in the region of £1,000 (plus VAT).

You'll normally also need to set up a limited company and organise your bookkeeping, payroll and VAT systems.

If you don't have hands-on experience in these areas, it's much better to outsource

these elements to ensure they're accurately set up and run correctly.

Also, this gives you more time to concentrate on sales, marketing and getting customer service spot on, so you hit the ground running and make a splash in your marketplace.

Budget around £400-£500 (plus VAT), which should include some training on the things you'll have to do each month and each quarter.

Your franchisor will undoubtedly give you a list and explanation of the physical things you'll need to buy in order to set up your new business, but it's not a bad idea to talk to some existing franchisees to get their view on costs, sourcing and what else they needed that might not have been on the original list.

## Trading costs

Now let's move on to the second phase: once you start trading.

Most businesses will make a loss in the first six months or so of trading - some for a longer period. While this is not always the case, it's fairly commonplace.

This can be for a number of reasons, including the time it takes for your business to become known and in some cases trusted, compared to the competition. It may take you time to become proficient at providing the service, reducing waste, hitting your margins or becoming a good salesperson.

So sales may be lower initially than your break-even point. Unfortunately, whatever you earn

***"Talk to some existing franchisees to get their view on costs, sourcing and what else they needed"***



## 6 COSTS TO CONSIDER ON TOP OF THE INITIAL INVESTMENT

1. Legal.
2. Business consultant/ accountant.
3. Working capital.
4. Ongoing fees to the franchisor.
5. Contingency fund.
6. Your time.

each month, your fixed overheads, such as rent, wages, insurance and utilities, will still need to be paid. As a result, you'll need some of your own money - called working capital - to cover these costs until the business becomes profitable and self-sustaining.

Also, some businesses will need to pay its employees first and give, say, a month's credit to its customers. A good example of this would be a commercial cleaning franchise.

Similarly, you may have to pay for stock before you receive the sale proceeds. Either way, this is another reason for sufficient working capital.

The only way to work out what level of working capital you'll need is to use your business plan - in particular, the cash flow part.

Speaking to other franchisees and your franchisor about this important part of the process will help, but whichever way you look at it this is often a large hidden cost that isn't always identified correctly at the outset.

What else do we need to factor in to understand the true cost of buying a franchise? Don't forget there will be a royalty - or management service fee - to pay to your franchisor. This is normally somewhere between 5-10 per cent of sales.

There is also sometimes something like a one per cent national marketing fee to pay on top of this, which is used by the franchisor to advertise the brand.

I would also recommend having a safety net/contingency equivalent

of at least one month's overheads, as so many things outside of your control can hit you when you're least expecting it.

And finally, money aside, another true cost is the cost of your time. There is, of course, a trade-off.

Running your own business does mean you can time swap, which will enable you to go and see your children on sports day and take a bit of time off for important things whenever you need to. But generally, running your own franchise business means working on it, or in it, 24/7.

The rewards, though, can be huge. We sell on existing businesses to new owners often for hundreds of thousands of pounds, which makes the hard work and investment very worthwhile for the original owners.

So good luck to you on your business journey, but make sure you do your homework first.



# The best decision of my life...

Well, okay, apart from marriage and kids!



**F**ollowing an almost two-decade-long career in the corporate world, Scotsman Alan Smith wanted to get out of the rat race and try his hand at business ownership.

What was once a nagging thought at the back of his mind quickly became reality when he launched his ActionCOACH business in 2014. Seven years on from starting his franchise, Alan reflects on his career change:

“All I can say is joining ActionCOACH was the best decision of my life - well, okay,

apart from marriage and kids! For those in search of a meaningful way to spend the rest of your life, you'll do a lot worse than having a look at ActionCOACH. The best part of it all is knowing I'm helping business owners.”

Alan enjoyed a good corporate career with PepsiCo, Cadbury and Mondelez International. However, there was a constant desire to go it alone and start his own business.

To satisfy his curiosity, Alan attended an event for entrepreneurs on how to set up a business. He considered



## AT A GLANCE ACTIONCOACH

### Established:

1993 in Australia. 2001 in UK

**Number of franchised outlets:** 200-plus in the UK

**Location of units:** UK-wide

**Investment range:** £69,000

**Minimum required capital:** £20,000

### Contact:

If you want to be influential in helping business owners transform both their lives and businesses and you're the kind of person who:

- A. Loves learning and helping people;
- B. Has enjoyed success in your career, business or a sport; and
- C. Is willing to invest if you see substantial returns can be made...

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[actioncoach.co.uk/overview](http://actioncoach.co.uk/overview)

going into food retailing, being able to use his experience in the industry to help, but nothing seemed to resonate. There was one brand that created a good first impression though - the event sponsor, ActionCOACH.

In his previous roles, Alan had his own executive coach, which enabled him to understand the benefits. It immediately struck a chord with him and he decided this was the path he was destined to take when he left his corporate career behind.

“The more I looked into ActionCOACH, the more it appealed,” Alan says. “It's a professional services business with a focus on giving back to other people.

“From my exposure to coaching, I could see how rewarding this would be - not just financially, but personally too. On top of that, I don't think I was brave enough to start a business from scratch, so franchising was the middle ground. I'd have a business to call my own, with the support of the network behind me.

“ActionCOACH's 14 Points of Culture had a huge impact on my decision. They are the core values that a franchise partner lives by, but I quickly came to realise they're not just a set of words on paper. During my due diligence process, they really proved themselves, as everyone I spoke with echoed the same culture.”



## LEARNING THE ROPES

Alan's 10 days at ActionCOACH University was his first proper exposure to the business coaching franchise in real depth, an experience he hails as life changing.

"The training was intense, yet extremely comprehensive," Alan says. "I don't think there was any aspect of business not covered and it's something I look back on fondly now."

"It didn't just teach me how to do business or be a business coach, it helped me learn how to become a better person. It encouraged me to look at things from a different perspective and I noticed there was a whole world outside of corporate waiting for me."

Alan understood the first year of his business would be tough, but he also accepts it as a critical part of his development as a business coach.

When he returned home to Scotland, he spent much of his time learning. Thankfully, due to the extensive knowledge library available from ActionCOACH, Alan could get up to speed with various disciplines to help bring in his first clients.

"I'm extremely grateful for what I went through in those first 18 months, as it was a great learning curve," he says.

"Going from training and having to put things into practice can

be difficult, but the franchise provided a buffer. I would be busy networking and becoming familiar with the skills to market my business, while a support team member did a wonderful job of attracting prospects. Before long, I felt confident in my abilities and it's only got better since then."

## MOVING ON UP

Back to the present day and Alan has well and truly found his stride. As the challenges from the COVID-19 pandemic threatened his clients' businesses, he was available to offer support and advice. And the results speak for themselves, banking an average of £22,000 a month of client income and increasing his revenue by 18 per cent in 2020.

"The situation illustrated how much people needed me," Alan says. "It felt great to be the beacon of hope for many business owners, as they couldn't quite see what the future looked like. As a community, we worked together on the solution, which was amazing."

## FINDING A HAPPY WORK-LIFE BALANCE

He adds: "I've currently got 23 clients and I know how many I can handle at one time."

"There's an opportunity to grow, but I never want to lose my consistency of delivery

**"It felt great to be the beacon of hope for many business owners"**

for my clients. ActionCOACH commits to providing quality over quantity and I'm excited to continue being a good coach for the benefit of my clients - their success makes all this worth it.

"On a personal level, I'm focused on creating an even bigger asset for my young family. My children, Finlay and Freya, are teenagers and I want to demonstrate how hard work can pay off. I'm adopting similar attitudes with my children as I would with my clients and I hope it's something they can appreciate in the future."

"My wife, Mhairi, has been able to leave her employed role and start her own furniture upcycling business. To allow her to have that freedom is extremely rewarding."

"ActionCOACH hasn't just allowed me to have the business I craved, but has also helped us all to achieve a positive lifestyle. I can continue marathon running, for both social and health reasons, and we can all enjoy Finlay's football and Freya's diving passions."



# High flyers take the proven path

Tim Corry and Alex Duncan, two former Royal Air Force and commercial pilots, tell us why investing in a Guardian Angel Carers franchise was a change for the better

**W**hen Tim Corry left the RAF, he had only considered flying as a future role in the belief that was where his skills lay.

"But an officer's role is incredibly varied," he says. "I'd learnt skills and gained experiences I'd taken for granted and missed. Establishing our franchise in home care meant I could employ the best of all those skills."

Alex Duncan agrees. Keen to run their own business, franchising offered the ideal way in, with a proven model and knowledgeable support.

"We looked at a few options, but Guardian Angel Carers stood out for us," he adds.

## POSITIVE MOVE

The step into home care came when the pandemic hit and commercial flying had all but stopped. So Tim and Alex started to volunteer in their community.

"We realised our *raison d'être* of service was our real motivation," Tim says.

It prompted them to make a change. Research led to Guardian Angel Carers.

"Their ethos, spirit of compassion and warm familial feel chimed with us and Christina Bassadone's Olympic story to entrepreneur founder inspired us to get in touch," Tim says.

## PART OF THE FAMILY

Tim and Alex felt these values aligned well with their backgrounds,

while the energy, high support ratio and rolled-up sleeves approach was motivating. They noticed no one was asking them to do anything they hadn't done already. It gave them confidence.

The home care industry also inspired them because of its compassion, incredible people and the advances in enabling technology and preventative approaches to medicine and care.

"We want to be part of that in a company that is positively evolving care for the better with the choice of care at home," Tim says.

As they establish their business, Alex and Tim say Christina and the headquarters team are giving them a lot of time.

"They've supported us every step of the way," Alex explains. "We've always been given the fullest picture of what's involved and what to expect."



## AT A GLANCE GUARDIAN ANGEL CARERS

Established: 2012

Number of franchised outlets: 4

Location of units: UK

Investment range: £37,500

Minimum required capital: £50,000

Contact: Vicky Brown  
franchise@gacarers.co.uk  
03333 660550

[gacarers.co.uk/franchise](http://gacarers.co.uk/franchise)

**"We own a business doing work we love and share a vision with others doing the same"**

Help with figures, navigating the regulatory requirements and care training has impressed too.

"We're given all the time we need to improve all we do," Tim says.

## A SOLID FOUNDATION

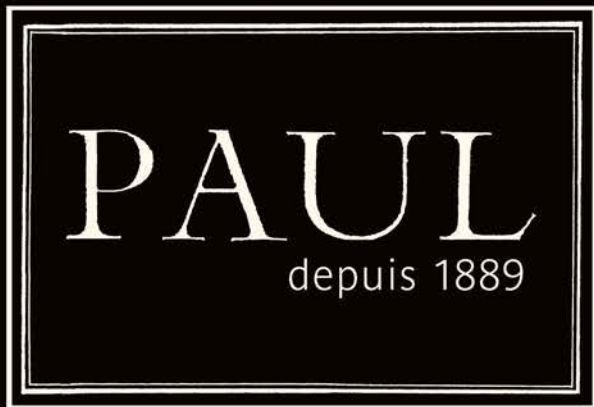
Tim and Alex recognise that the Guardian Angel Carers franchise model gives them a solid foundation.

"We own a business doing work we love and share a vision with others doing the same," Tim says. "I'd highly recommend it."

Alex advises that it's vital to do your homework: "You're signing up for the next 10 years."

"Align your values to a company, working with people who match yours. That way, it will be a smooth flight."





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**VARIED & FLEXIBLE  
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PAUL has been baking bread and pastries for 130 years in France and has traded in London for the last 20 years, building a loyal customer base who enjoy the product quality produced by our trained bakers.

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Mob: 07766 027562 | Email: [franchise@paul-uk.com](mailto:franchise@paul-uk.com)

# Best choice, best service, best value

Significant investment in the Bargain Booze brand has assured its future at the forefront of franchised off licence

**T**here's good reason that Bargain Booze is one of the most sought after franchises on the high street.

Not only does this market leading brand inspire loyalty and engagement across a broad customer base, but significant investment in the Bargain Booze brand over the past three years has assured its future at the forefront of franchised off licence.

## MARKET LEADING

The company's key product lines include discounted craft beer, lager, cider, wine, spirits, soft drinks, e-cigs, snacks, confectionery, soft drinks and groceries, while it leads the market in adapting fast to new consumer purchasing behaviours, often bringing NPD lines first to market.

The Bargain Booze range is backed up by a package that's second to none in franchising, led by a team - based in Crewe - imbued with immense



knowledge and expertise across off licence, retail and convenience.

Its legacy in off licence is unique, alongside buying power that comes with scale and strength of purchasing. In addition to Bargain Booze, its headquarters operates the UK's largest franchised off licence and convenience chains and as part of its future proofing has recently added two new concept stores, Tippl and BBs, to the portfolio.

## I'VE GONE FROM ONE SITE TO FIVE

Gareth Wynne owns Bargain Booze Select Convenience Store Mold in Wales and has grown from a single-site operator to a multiple franchisee.

He says: "I was a 'millennium' franchisee when I joined Bargain Booze and in the last 21 years we've certainly come of age.

"We've grown from one site to five, due to the simplicity of the model, which is well thought through. The Bargain Booze team has helped me grow my business, giving me strong support and guidance

in how to operate multiple sites. My like-for-like sales are now in double figures.

"We compete strongly - and successfully - against some of the bigger retailers locally and also generate good rewards on purchases.

"It's a well managed solution that gives me time to focus on the stores, our people and our customers. This engagement is of vital importance, as our local community is at the heart of our business."



## AT A GLANCE BARGAIN BOOZE

**Established:**  
1981

**Number of franchised outlets:**  
450-plus

**Location of units:**  
England and Wales

**Investment range:**  
£15,000 upwards

**Minimum required capital:**  
£15,000

**Contact:**  
0333 300 0693

[bargainbooze.co.uk/abetterfuture](http://bargainbooze.co.uk/abetterfuture)

## POWERFUL COMBINATION

It's this powerful combination of factors that enables franchisees to succeed - retailers are given the tools they need as part of a turnkey solution - and gives consumers the best choice, best service and best value on the high street.

As a Bargain Booze franchisee, you'll be your own boss, but have the brand's team beside you every step of the way.

You can expect the full support of the company and you'll get your own EPOS system and branding, as well as marketing, POS and digital support.

And it doesn't stop there, as Bargain Booze's experienced franchisees are only too pleased to share experiences and help and support you on your journey into retail.

## SUPPORT PACKAGE

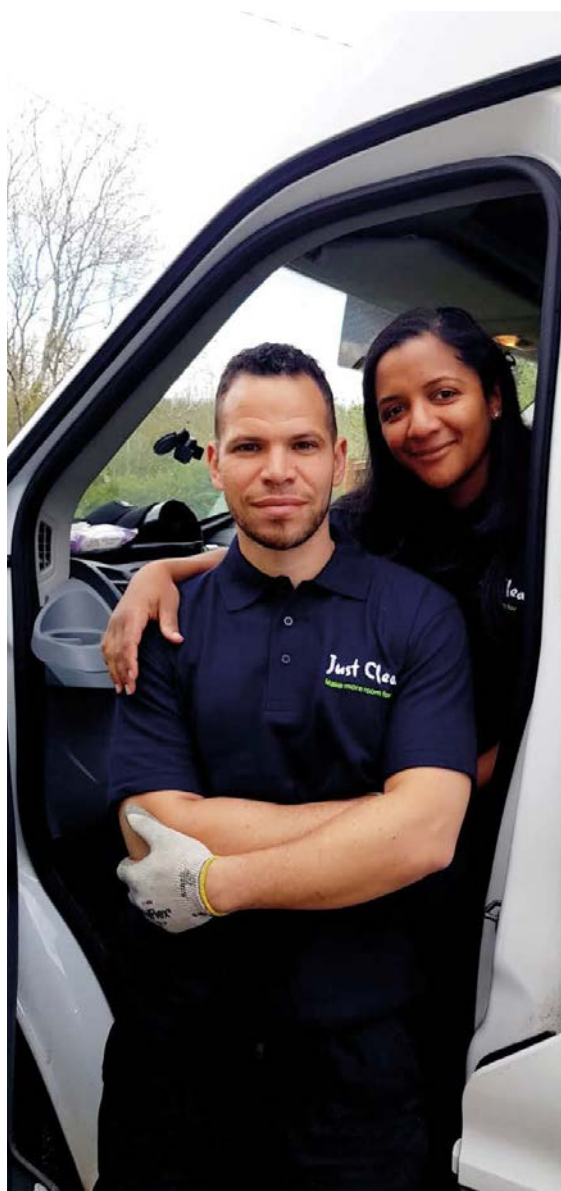
Bargain Booze's franchisee model enables you to have multiple centrally controlled stores and includes the following:

- Market leading alcohol offer with a much loved fascia.
- A centrally managed EPOS system with online ordering.
- Back office support.
- The ability to adapt fast to market trends.
- A best-in-class marketing and digital marketing platform.
- A hand-balled premium delivery service (up to two deliveries per week within a four-hour window).
- Two-weekly special offers.
- Four-weekly promotional package.
- 14 days' credit.
- Access to Bargain Booze's Jisp click and collect/home delivery app.
- Access to the Uber platform.



# The time was right to take the leap

Jamie Hynze explains how along with husband Mikey the couple have become the successful Just Clear business owners they aspired to be



**I** met Mikey in 2009 and among the many things that sparked an attraction was a like-mindedness in the sense of planning our future together.

In many ways, being like-minded helped as any decision making came effortlessly and for the most part we were on the same page.

## NEW DIRECTION

Fast track to 2015 and now married with a child, Mikey and I had been in the same careers for several years and while I'm more reserved Mikey always knew he would one day become his own boss.

A few mistakes were made in establishing exactly what type of venture we wanted to pursue, but we always seemed to come back to house removals and clearances.

Mikey is a people person, so didn't want to be sitting behind a desk for seven hours a day, while I thrived on organisation and simply helping people out.

## DECISION TIME

In March 2020 Mikey was made redundant and the country was hit by the pandemic. We didn't know whether the time was right to start our own business as planned or simply look for a new job and continue life as it was.

I knew Mikey wanted to take the leap and the security of a redundancy package and me still working full-time gave



## AT A GLANCE JUST CLEAR

Established: 2012

Number of franchised outlets: 133

Location of units: UK

Investment range: £20,000-£50,000

Minimum required capital: £20,000

Contact: [brendan@just-clear.co.uk](mailto:brendan@just-clear.co.uk)

[just-clear.co.uk](http://just-clear.co.uk)

us the opportunity to travel down this new path with nothing holding us back.

As with starting any new business, we were apprehensive as it picked up slowly. During this time we came across Just Clear, a London-based company that contracted a few business opportunities to us.

I researched the company and found they were UK based and had been established since 2012. We realised they represented who and what we strived to achieve and aspire to be.

## BECOMING FRANCHISEES

We built a good working relationship with Just Clear and after some time the word 'franchise' came up.

If anyone told us five years ago that we would be buying into a franchise in 2021, we would not have believed them. Nevertheless, we enquired about the financial requirements to do so.

With an investment of £49,000 and a minimum capital requirement of £19,000, we felt apprehensive about the monumental journey we were about to embark on.

This led to a meeting with Just Clear CEO Brendan O'Shea, who explained the proven business model to us and illustrated the potential and growth we could achieve with not only the assistance of head office, but also the support of Just Clear's 130-plus franchisees.

They continue to give us the scope, knowledge and support to grow the successful business we had planned for so many years ago.

# Young entrepreneurs go from degree to franchisee

Graduates can broaden their career prospects by setting up their own business - and a franchise is a proven way to do it

WORDS BY LINDA WHITNEY



## THE AUTHOR

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

**T**he number of young entrepreneurs is growing. 2020 saw a 15 per cent increase in the number of young people starting their own businesses over 2019, research by government business initiative Innovate UK shows.

However, too few young entrepreneurs know about the franchising route into business ownership.

Here's how it works: the franchisor (the company that runs the franchise) sells you (the franchisee) the right to run your own outlet using its brand, proven business model and operations techniques.

Many well known brands are franchises, including Dyno-Rod,

Domino's Pizza, The Wheel Specialist and hundreds more in many business sectors.

Becoming a franchisee involves an investment, but it can be a faster, less risky way into business. Most business degrees do not provide much information about the franchise model, but more young people are investing in franchises. At least one in five new franchisees is under 30, according to the British Franchise Association.

## Franchisors welcome graduates

Franchisors welcome applications from suitable graduates.

Julie Waites, consultant and recruitment specialist with The

## LEARN MORE ABOUT FRANCHISING

The British Franchise Association and Lloyds Bank created the Leaders of Tomorrow guide to highlight to younger people the possibility of careers in franchising.

You can download it here: [thebfa.org/the-leaders-of-tomorrow](http://thebfa.org/the-leaders-of-tomorrow).

Consider taking the Prospect Franchisee Certificate course. It will help convince franchisors you are serious. It's free online at [bfa.trainme.tv](http://bfa.trainme.tv)

***"At least one in five new franchisees is under 30, according to the British Franchise Association"***





Franchise Company, says: "I would definitely recommend franchising as a route into business for graduates, as it's a good way to start in business without any previous business management experience."

Worldwide express courier service provider InXpress offers a 'Young Guns' franchise package aimed at graduates with business degrees.

InXpress global CEO Mark Taylor says: "When I was 20 and about to graduate, I didn't want to work for some corporate organisation, becoming a slave to the 9-5 for someone else's benefit.

"I was introduced to franchising as a way to make the most of my life, while making a difference in others. This is what we offer graduates through the Young Guns programme."

Graduates who pass suitability screening are offered three months of paid work with an existing franchisee, so they can learn the business from the inside and then, if they continue to meet the InXpress criteria, are offered a franchise at half the normal price.

Neil Randall, UK chief executive of gym franchise Anytime Fitness, says: "A key future objective for us is to work closely with universities, business schools and personal training qualification providers to support and encourage more young people into franchising and help inspire them to become business owners.

"Graduates' skill sets and high levels of enthusiasm lend themselves to running their own health club."

## WORKING FOR A FRANCHISE CAN HELP YOU BECOME A FRANCHISEE

"Starting as a franchise frontline worker is a well trodden path to becoming a franchisee," says Simon Mills of franchise consultancy Franchise Focus, who also recruits franchisees for clients such as the Christies Care home care franchise.

"Many super-successful franchisees in all sectors started out working on the franchise frontline," Simon says.

"Experience working for a franchise will give you the edge when you apply to become a franchisee, either with the same franchise or another.

"One of the things Christies looks for in prospective franchisees is care sector experience.

"Working in a franchise means you learn how the franchise model works and what life is like for the employees, which helps make you a good team leader when you become a franchisee.

"As an employee, you learn about finding and retaining customers and the importance of marketing and teamwork - good transferable skills that you should highlight on your CV."

At toddler football franchise BabyBallers, business development director Chris Elms says: "With many graduates struggling to find employment at the moment, franchising can be a good alternative to starting a business on your own.

"We provide unlimited support and training to those who have the right talent, ambition and passion."

## Why a franchise could be a better way into business for graduates

- Franchisors do not expect you to have experience in their sector, which gets you out of the 'no job, no experience, no job' trap. You don't need prior experience because franchisors offer the training and support to start and run your business.
- You don't need an upper second or a first to stand a chance of getting on board, unlike many employers' graduate schemes.

A degree in business, accountancy or some other subject relevant to a franchisor's sector may help, but other subjects are fine.

Rather than a degree, franchisors look for people who are enthusiastic about their business sector, are willing to learn new skills and work hard.

A CV with evidence of delivering high quality customer service, working under pressure, managing your time, teamwork, sales and problem solving, gained in the workplace, will help convince franchisors you have skills to be a franchisee.

- You may already know more about franchising than you think.

Many students have worked in franchised businesses, perhaps delivering pizzas, providing domiciliary care or serving in a fast food restaurant.

If your current or past employer is a franchised business, ask your boss about how the model works.

## GRADUATE JOBS FALLING

- The number of graduate jobs dropped by 12 per cent in 2020, with the majority of employers anticipating further decline next year, according to the Institute of Student Employers.
- In 2020, employers received 14 per cent more applications for graduate roles and nine per cent more for internships and placements.

## RAISING THE MONEY

Plenty of franchises can be started with less than £10,000, some with less than £1,000 - though don't choose your franchise on cost alone. Check that it's the right franchise for you.

### Money raising options include:

- Savings.
- Family borrowing. A formal legal agreement prevents arguments and proves to franchisors and other potential investors you have sufficient funds.
- Peer-to-peer lending or crowdfunding.
- Banks and other lenders generally prefer to lend for franchises than for independent start-ups. Franchisors can introduce you to potential lenders. Also look at the Start Up Loans Company and the Prince's Trust.

## Connor Thorne: Anytime Fitness

**“We didn’t want a business that was just about sitting in an office”**

Connor Thorne always knew he wanted to work for himself.

“I chose to take a degree in business management with that in mind,” he says.

After graduating in 2018, he set up in business with his dad Steve, who owned an exhibitions company.

“We decided the franchise model offered better prospects than going it alone and chose the Anytime Fitness franchise,” Connor says.

Now 26, he and Steve have opened two Anytime Fitness health clubs on the south coast and are now on track to achieve five in their first five years.

Connor, just back from St Helier, Jersey, where he oversaw the opening of their third club, says: “My degree has helped a lot. I learned about profit and loss accounting, cash flows, interviews and the franchise route and I did a sandwich year with a pharma company that gave me hands-on business experience.”

Connor and Steve were both interested in fitness franchises.

“We didn’t want a business that was just about sitting in an office,” Connor says. “With a fitness business, you get the reward of having a positive impact on members’ lives.”

Anytime Fitness has provided the support they needed to get up and running fast.

“The connections we’ve had through Anytime Fitness, the models we used at the beginning, the designing, the recommendations of kit and the professional marketing are all priceless,” Connor says.

“Before you open, you get a checklist of everything you need, including licences, health and safety certificates, insurance and legal arrangements. We’d have been lost without that level of support.”

He advises students and graduates: “Don’t overlook the franchise career option. It can be a great way to start a business, especially if it’s your first one.”

“It means you can get your business underway faster and I think it’s a more reliable route than setting up independently.”



## Rachel Stamper: MagiKats

**“I still feel part of a team, as I did in teaching”**

You don’t need a business degree to start a franchise.

Geology and geography graduate Rachel Stamper got a PGCE to qualify as a teacher and taught primary children for seven years before starting her own tutoring business as a MagiKats franchisee.

Rachel, from Coventry, says: “I was researching starting my own tutoring business when I discovered there were various tutoring franchises. I investigated and found MagiKats suited my values.”

She opened her franchise in 2019, providing maths, English and reasoning tuition to children.

After moving online for lockdown, she resumed face-to-face sessions, in a local church hall, in April.

“I do some tuition myself and employ four other tutors,” Rachel says.

“My degree and work as a teacher have been key, but the franchise gave me the skills and support I needed to start my own business.”

“As part of a franchise, I can talk to the franchisor and other franchisees in the network, so I still feel part of a team, as I did in teaching.”





## Nihar Vithlani and Devin Gohil: BabyBallers

**“We chose the franchise route as we had not owned a business before”**

Fellow economics graduates Nihar Vithlani and Devin Gohil decided to start their own business by investing in a BabyBallers franchise.

Nihar, 24, says: “We both graduated in economics from Nottingham in 2017 and went into jobs in financial services.

“When we felt ready to start our own business as a side hustle, we chose the franchise route as we had not owned a business before.”

They chose BabyBallers, the franchise that involves running football and movement skills sessions for toddlers.

Devin, 25, says: “We both love football, had played in Sunday leagues and used to hold mini-coaching sessions with friends.”

“The franchise package includes a website, social media, class plans and equipment, support and training,” Nihar says.

“Having an existing, proven business model means you can set up faster and more easily and focus on growth sooner.

“In the future we’ll recruit coaches to take sessions, but we will always do some of the coaching ourselves because we love it.”

Nihar and Devin funded the franchise from their savings and the first classes started in Ruislip in May.

Devin adds: “A franchise is an easier way for graduates to start a business than setting up independently, especially if you want to run it alongside a day job.

“However, ensure you’re passionate about it because it’s easier to keep pushing the business along if you’re genuinely interested.”



## Trisha and Preeti Mehan: Christies Care

**“You bring the energy and drive to succeed”**

Pharmacy graduate Trisha Mehan (pictured) qualified as a pharmacist in 2018 and works for a drug company as a clinical trials pharmacist.

She’s also a co-franchisee in a Christies Care home care franchise in Greater Manchester.

Trisha, 26, says: “My mum, Preeti, and I had discussed opening a social care business because she was studying social care and I had seen so many people trapped in hospital because of a lack of social care.

“When we researched it, we found that a franchise would give us the structure, policies and regulatory help required, so we could add our dedication, qualifications and experience.”

Trisha and Preeti became co-franchisees and launched in June 2020. Trisha contributed to the investment from her savings, alongside other family members.

“Mum is the registered manager and I’m the registered provider,” Trisha says.

“I deal with tendering, regulatory oversight, internal audits, social media, recruitment and staff supervisions around my permanent job. It’s hard work, but enormously rewarding.

“A franchise is a good way to launch a business when you’re young. The franchise provides the foundation and offers support from the franchisor and other franchisees and you bring the energy and drive to succeed.”

# Meyers franchise proves perfect move

Alex Hill hasn't looked back since joining the expanding estate agency brand



**A**lex Hill had 20 years' experience as a corporate estate agent before joining Meyers Estate Agents as a self-employed franchisee for Poole in Dorset in 2016.

In his first year, he sold 32 properties and has since grown the business - selling 21 homes last month alone.

## EMPLOYEE TO FRANCHISEE

Alex explains: "Working as a regional manager at a corporate estate agent had become a job where I just seemed to deal

with complaints and recruiting for new staff when good but disillusioned people had left.

"I felt the corporate company's focus on our customers had shifted over time, until it left significant room for improvement.

"I've known Mark Meyer for many years and we'd discussed the possibility of starting one of the first pilot franchises for Meyers. In 2016, I made the move to Meyers and haven't looked back."

## TAILORED TRAINING

Mark provided Alex with training that was tailored to his needs around how to run a new business.

"The volume of support provided ensured I got off to a great start and Meyers' customer centric approach meant I was soon able to grow the business," Alex says.

"Once we were financially stable, my wife Leanne also joined the franchise and my son is involved too. I think clients like the fact it's a family business and we can offer that personal attention to each sale.

"Because Meyers is not on the high street, originally I set up working from home. This keeps initial overheads low and our success proves you no longer need a high street branch with all those associated costs.

"At the start, lots of local marketing around Poole was needed to generate interest, but now most of our work comes through recommendation.



## AT A GLANCE MEYERS ESTATE AGENTS

**Established:** Meyers established 2011. Franchise established 2014

**Number of franchised outlets:** 9

**Location of units:** currently across south UK and expanding

**Investment range:** £25,000-£30,000

**Minimum required capital:** £12,500 franchise fee

**Contact:** [info@meyersstates.com](mailto:info@meyersstates.com)  
[meyersfranchise.co.uk](http://meyersfranchise.co.uk)

"Our Meyers franchise has now grown into an office hub on a local business park as a base for the seven staff who are now all an essential part of our business.

"This still costs around half of a high street location, so we're able to devote more resources to marketing properties.

"Better quality and more prominent online marketing means 95 per cent of our enquiries come from our presence on the leading portals. As a result, we generate more interest and can prove we get closer to the asking price for the homes we sell than any other agent in the local area.

"I'm 100 per cent glad I made the move to Meyers. I've absolutely no regrets.

"It's been fabulous to set up and grow my own business through low cost investment and be provided with all the support any new self-employed person needs.

"The attention to detail in how we work with our clients and sell properties is now phenomenal. It means we can offer the best service and get the best price for our properties and the structures in place as part of the franchise ensure we can do this."

## START-UP OPPORTUNITIES

Meyers currently has other low cost start-up franchise opportunities available in various locations.

Experience of the property market is not always necessary as Meyers' system is so easy to learn.

Full training and support powered by proven processes is offered to the right candidates looking for a family friendly business opportunity and wanting to achieve a healthy work-life balance and the chance to earn a great living at the same time.

**"It's been fabulous to set up and grow my own business through low cost investment"**



# Drilling down into a new career

Tom Giles has swapped the oil sector for a fulfilling life in the automotive industry with Revive!

**T**he global pandemic has impacted every aspect of life. But for Tom Giles, the new owner of Revive! Aberdeen, it's provided the impetus and finance he needed to make a major career change.

Originally from Canada, Tom spent his working life in the oil industry, moving to Aberdeen in 1998.

## QUESTIONING HIS FUTURE

The already volatile oil industry was one of the worst hit by the pandemic and Tom was asked to make half his team redundant in April 2020 – a task he hated and one that led him to question his future.

Tom says: "It was just the worst time. Having to let really good, talented people know by Zoom that they were going to lose their jobs didn't sit comfortably with me.

"I was working really long hours and felt like I was on a constant hamster wheel. My work-life balance was terrible and I just wasn't enjoying it any more.

"When the call went out for volunteers in the second round of redundancies, I applied and spent

an anxious two months waiting to see if they would let me go."

Fortunately for Tom and Revive! his application for voluntary redundancy was accepted.

## NEW CAREER

Tom knew there was a strong demand for a top quality SMART repair service in the area. But while he had excellent management and financial skills, he lacked the necessary knowledge needed to set off in this new direction and all his research kept pointing to Revive!

"I knew that following a proven business model was the way to go and it was just a matter of choosing the right franchise brand," Tom says.

"Revive! came top of all the internet searches I made and the more I read about the company the more impressed I became."

## TRAINING PROGRAMME

The Revive! management franchise training programme has been adapted as a result of the lockdown, with classroom sessions being held online rather than at the franchise's new headquarters complex in Rugby.



## AT A GLANCE REVIVE! AUTO INNOVATIONS (UK)

**Established:**  
2004

**Number of franchised outlets:**  
55

**Location of outlets:**  
nationwide

**Investment range:**  
£32,000

**Minimum required capital:**  
£20,000

**Contact:**  
franchising@revive-uk.com  
revivefranchise.com

**"The more I read about the company the more impressed I became"**

Tom went to the Revive! training academy for his final week of practical training, which was carried out following the strictest social distancing procedures.

"By the time I went to the Revive! training academy, I'd already met so many people via Zoom that everything felt very comfortable and familiar," he says.

"The time learning the technical aspects of the job has been invaluable, giving me a solid foundation on which to learn and the confidence to know I will eventually get to where I need to be."

## HIGH DEMAND

Tom and his two technicians opened Revive! Aberdeen on March 29 and their two vans were quickly on the road. Retail demand has been so high that Tom is considering adding another van already.

"If it weren't for COVID, I probably would never have left the oil industry and not had the chance to start a whole new career as my own boss doing something I love," he says.

"I'm building a business for the future and feel lucky I've had this opportunity to set off on an exciting and challenging new path."



# Caterpillar Music is celebrating 20 years in business

CEO Helen Simmons explains how the company has grown as it reaches a major milestone

**I**t's hard to believe that 20 years ago our very first Caterpillars walked, crawled or were carried through our doors.

We feel our 20th birthday this year is a milestone worth celebrating - particularly after the year we've had.

## HOW WE FARED DURING THE PANDEMIC

During the COVID crisis, our priority was to assist our current franchisees to be able to deliver Caterpillar Music Baby and Toddler Music Movement and Sensory sessions into the homes of thousands of families across the UK.

Within the first week of lockdown, we enabled them to go online with their music sessions and now that our face-to-face classes have resumed these online sessions and dedicated

video pages serve as an additional income stream - for example, at holiday times or times when a customer misses a session.

Over the last tricky 12 months, Caterpillar Music head office not only supported our franchisees with additional training opportunities, information sessions and weekly Zoom calls for sharing tips and ideas, but our new Caterpillar Music Club was born, providing our customers with additional activities to do at home.

We're also extremely proud to have won a Bronze Award from the Approved Franchise Association for Best Franchise Support 2020, as well as a Best Franchisor Diamond Award 2021 from Trustist for demonstrating an extremely high level of review collection.

## THE BENEFITS OF BEING PART OF A FRANCHISE

Running your own business can be daunting at times, which is why we wholeheartedly believe in the benefits of having a team of like-minded franchisees to network with, together with the continual support of our head office team, rather than going it alone.

It's widely known that a franchise business has been statistically proven to be more likely to succeed than a new start-up business.

Caterpillar Music is an accredited member of both the Approved Franchise Association and The Quality Franchise Association. The company is also a member of the Children's Activities Association



## AT A GLANCE CATERPILLAR MUSIC

**Established:** 2001

**Number of franchised outlets:** 13

**Location of units:** all across the UK

**Investment range:** currently £7,500 (plus VAT) until June 30, 2021

**Minimum required capital:** £1,000

**Contact:** Helen Simmons

[caterpillarmusic.com/](http://caterpillarmusic.com/)  
[franchise-opportunities](#)

**"We're thrilled to be back running our award winning face-to-face sessions in community venues and nurseries across the UK"**

and an ambassador for Encouraging Women into Franchising, all of which give additional peace of mind to our franchisees and customers and have incredible benefits for our whole network.

## THERE HAS NEVER BEEN A BETTER TIME

We're thrilled to be back running our award winning face-to-face sessions in community venues and nurseries across the UK.

Thousands of new families are contacting us every week to book our popular sessions for their babies born during lockdown.

Not only are our sessions so beneficial for the development of social skills, but many lifelong friendships are also made between the grown-ups.

Many areas have customers on waiting lists, which is why we believe there has never been a better time to launch a baby and toddler business. We're currently running our discovery days online.






## Join HOODZ International's Global Franchising Expansion

Leading kitchen exhaust cleaning franchise welcoming ambitious entrepreneurs to join the company's expansion into Ireland and the U.K.

### 7 reasons HOODZ is the best Franchise Opportunity

- 
1. Proven model with experienced support infrastructure
  2. Low Start Up Cost - Low Overhead - No Inventory
  3. Steady predictable income with no seasonality
  4. Mandatory need-based service - not a fad
  5. Quick start up: No build out headaches
  6. Recurring revenue stream
  7. No "hard" sales required

Exhaust Fan Hinge Kit & Access Panel Installation

Exhaust Fan Belt Replacement

Grease pad Cleaning

Equipment Cleaning

England & Wales: Iain Martin - [iainm@kyros.uk.com](mailto:iainm@kyros.uk.com) | 01562 261162

Ireland & Scotland: Mikayla Whittle - [mw@franchiseand.com](mailto:mw@franchiseand.com) | 0141 2212600

**HOODZFRANCHISE.COM**



# A place of fun and flavour

Global brand Thai Express is planning a UK roll-out of its popular food concept

**E**veryone loves a good Pad Thai and although Thai Express prides itself on delivering just that, the brand offers so much more.

From humble beginnings in Montreal, Canada in 2001, the company quickly went from one to 200 franchised stores within seven years - becoming one of the fastest growing Thai franchises globally.

## FOR EVERYONE AND ANYONE

Changing the notion of having Thai food as a special meal from your local Thai cafe, Thai Express aims to bring Thai food to the everyday, for everyone and anyone. The brand's price point is a testament to that, as students can afford it, as well as families who want to enjoy a meal out together.



## AT A GLANCE THAI EXPRESS

**Established:** Montreal, Canada in 2000.  
First unit in UK 2012

**Number of franchised outlets:** 300-plus globally. 8 in the UK

**Location of units:** Lakeside Shopping Centre, Essex; Grand Central, Birmingham; Intu Derby; Vauxhall, London; Boxpark, Wembley; Boxpark, Croydon; Lane 7, Leicester; The Friary, Guildford

**Investment range:** £150,000-£300,000

**Minimum required capital:** £100,000

**Contact:** info@thaiaexpress.co.uk  
thaiaexpress.co.uk

Allowing customers to choose their level of spice, Thai Express offers a huge range of gluten free, vegan and halal options, which means it's menu is suitable for all.

In addition, all food is cooked in an open kitchen, allowing customers to view the theatre element of the chefs on the wok.

As Thai food is a popular cuisine in the UK, Thai Express restaurants are based in high footfall locations in order to attract the maximum number of customers and raise the profile of the brand.

Thai Express is constantly working to stay relevant when it comes to the latest food trends.

Although its menu has core dishes, the company regularly adds seasonal specials and new twists on regular favourites. This helps keep the menu fresh and customers engaged.

## EXPANSION THROUGH FRANCHISING

The company says that the aim has always been to franchise the concept. Because of this, for the past eight years Thai Express has built a solid supply chain from its central warehouse in north London, which has the capacity to cater for a national network of restaurants.

To maintain menu consistency, Thai Express prides itself on sourcing high quality ingredients, which ensures customers are always happy. Another element of the franchise business is the processes and procedures that have been developed that allow franchisees to run the business with ease and focus on customer satisfaction.



Technology also plays an important role, as it helps franchisees keep costs under control, while providing customers with a first class dining experience, whether in restaurant or at home.

Pre-COVID, the company had been planning a national franchise roll-out. However, because of the pandemic the last 12 months have been spent on reformulating and rethinking where Thai Express fits in a post-COVID world.

Operations director Uzma Pattani says: "The food industry has changed. Food delivery has dominated and although we have adapted we need to be ahead of the game."

So what's in store for Thai Express?

"We believe a successful roll-out will be a multilayered game plan," Uzma says. "Customers will be craving an in-store experience and our restaurants have to become destinations that are located in strong food delivery catchments, so we can have the best of both worlds."

### THREE STORE FORMATS

Thai Express franchised restaurants come in three formats:

- QSR. Small footprint outlets (500-1,000 sq ft) with high footfall, which are ideal for new franchisees entering the sector.

- QSR+. Larger outlets of 1,000-1,800 sq ft with 50-plus seats and creating 30-minute dwell time. Ideal for ambitious investors and operators, Thai Express recently launch this format in Fosse Park, Leicester with its newest franchisee partner.

- Fast casual. 1,800-3,000 sq ft restaurants offering a full dining experience with table service, higher average spend and a full drinks menu. This concept will extend and push the boundary of the brand globally. The first restaurant of this type will be launched in Edinburgh this summer under the name Thai Express Kitchen.

No matter which Thai Express outlet you visit, you'll want to share a photo of it on Instagram, as each one transports customers out of their everyday life to a place of fun and flavour.

### BECOMING A FRANCHISEE

When becoming a franchisee, the goal is always to invest in a profitable business, learn how to run it quickly and run it with ease.

Thai Express is looking for people who want to remain in the food industry for the long term.

It's keen to sell territories and be the backbone for strong franchisees who want to own multiple units and join a brand

**"When someone joins the Thai Express family and becomes a franchisee, it's our duty to make sure they're successful"**

that is focused on providing excellent ongoing support.

"When we bought the UK master franchise for Thai Express, the goal was never to run before we could walk," Uzma says.

"We had to be absolutely certain that everything was in place before we began franchising, including a head office support team and a robust supply chain with the ability to distribute nationally on a consistent basis - the key elements franchisees require to open a store in a timely fashion.

"When someone joins the Thai Express family and becomes a franchisee, it's our duty to make sure they're successful.

"We are only as good as our franchisees, so now is a very exciting time for us and we're confident that although Thai food has been a favourite for a long time in the UK we offer something that is 'same same but different:'"





# OWN AN XCELERATE GYM

MADE DIFFERENT. MADE BETTER.  
MADE FOR EVERYONE.



XCELERATE GYMS is the UK's most exciting new fitness franchise set to take the industry by storm.

We are now recruiting for new franchisees in prime locations across the UK so check out what makes us different and why now is the time to invest in opening an XCELERATE GYM.

For more information visit [xcelerategyms.com/franchise](https://xcelerategyms.com/franchise)

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XCELERATE GYM EDGWARE NOW OPEN WITH 1000+ MEMBERS

**WHERE WILL YOU OPEN YOUR XCELERATE GYM?**



POWERBRANDS

# FITNESS, SPORT AND OUTDOOR OPPORTUNITIES

THESE BUSINESSES CAN HELP ASPIRING  
ENTREPRENEURS GET THEIR  
CAREERS IN SHAPE



# IT'S A FANTASTIC TIME TO INVEST IN THE FITNESS INDUSTRY

This is also true of sport and outdoor opportunities, which are seeing a boost in business on the back of pent-up customer demand

WORDS BY LINDA WHITNEY



## THE AUTHOR

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

**S**uddenly we all want a fitter lifestyle - and if achieving it means getting outdoors, all the better.

Fitness, sport and outdoor franchises such as FitStudioZ, which provides one-on-one personal training, are seeing business surge on the back of pent-up demand from customers.

Niri S Patel, managing director of fit20, a growing fitness franchise where franchisees open small centres that deliver personal, 20-minute training sessions, says: "In the first three days after we reopened in April, more people signed up than we usually experience in a month."

This could be a sign of a permanent change in attitudes after pandemic restrictions made many people realise the value of fitness and outdoor activity. If it is, now could be a good time for prospective franchisees to take a look at franchise opportunities in this sector.

## HOW FRANCHISES HAVE CHANGED TO TAKE ADVANTAGE OF AN EXPANDING MARKET

Many existing franchises have adapted the ways they operate in order to attract new customers.

When fitness clubs reopened in April, many saw a surge of customers and many announced plans to expand.

Matt Roberts, master franchisee for énergie Fitness in Scotland,

where the brand has five clubs, says: "We saw a big uptick in sales even before the reopening on April 26.

"The vaccine roll-out and more awareness of the benefits of a healthy lifestyle meant a surge in memberships, but we're keeping our visit booking system and reduced capacity in place to ensure all members can work out safely and enjoyably."

While closed during lockdown, énergie Fitness, like many fitness franchises, created an online platform where instructors deliver classes. It also provided 200-plus on-demand videos, yoga and meditation classes and seminars on nutrition.

As soon as the restrictions allowed it, the company started holding socially distanced outdoor classes in local parks. Matt aims to open two new clubs by the end of the year.

"It's a fantastic time to invest in the fitness industry," he adds. "The pandemic has reinforced how vital health and well-being is and it's a hugely enjoyable business to work in, full of passionate and motivated people."

Meanwhile, Anytime Fitness UK, one of the largest health club operators, opened nine new locations before the end of May, adding to its 175 locations across the UK and Ireland.

Chief executive Neil Randall says: "The past year has seen many people reassess their lives and business objectives and it's been great for us to be able to welcome new faces to the network,

as well as supporting current franchisees to own further clubs.

"Pent-up demand for fitness memberships was significant during lockdown and these new clubs saw substantial demand from potential members."

At fit20, customers make individual appointments at small studios for weekly sessions on resistance machines under the tutelage of a personal trainer.

Niri says: "It involves slow and careful movements for a high intensity, deep core workout that gradually increases the customer's strength and fitness."

"With very limited numbers of people training at once in cool rooms, there's no panting or sweating and equipment can be easily cleaned between clients."

"These socially distant and hygienic protocols were in place even before the pandemic, so it is an attractive option for customers now."

The franchise, which targets customers from among the 85 per cent of people in the UK who don't have a gym membership, originated in the Netherlands and has 160 studios in 10 countries. It now has seven locations in the UK and plans another seven next year.

## YOUNG FRANCHISES BOOSTED BY THE NEW EMPHASIS ON HEALTH

Unsurprisingly, new franchises that cater to the demand for outdoor workouts - and outdoor working - are now appearing.

## ACTIVITY AND SPORT SET TO GROW

Activity levels in England were on course to reach record highs before the COVID-19 pandemic hit, according to the latest Sport England Active Lives Adult Survey.

When lockdown started, the government's advice that people could get outside for an hour a day for exercise led to a boom in walking, running and cycling.

In the first seven weeks of lockdown, walking was the most popular overall activity, with more than 21 million adults walking at moderate intensity, while running was also popular.

The number of people cycling for leisure or sport increased from 6.1 million to 7.2 million during the first few weeks of the 2020 lockdown, compared to the same period 12 months prior.

Exercising at home also saw a boom compared to the same two-month period in 2019. Over the first seven weeks of lockdown, home exercise participants grew by 2.1 million - an increase largely driven by women.

***"During lockdown the pest population thrived, so our services are in demand"***

***"In the first three days after we reopened in April, more people signed up than we usually experience in a month"***

GYMGUYZ, a mobile franchise that involves bringing personal training to customers in their homes, gardens, parks and even car parks, has 260 franchisees in the USA and now has three in the UK, with potential for 330 more.

UK managing director Laike Mantori says: "This meets the demand for personal training without the need to go to a gym and unlike online training GYMGUYZ trainers provide equipment."

He's looking for investors or personal trainers as franchisees and the franchise provides training and recruitment support.

The Rise franchise was started by four fitness industry veterans in 2021 to cater to the new demand for personal training post-lockdown.

Co-founder James Cotton, formerly with Anytime Fitness, says: "Rise is an affordable and fast way for people interested in fitness to set up a business delivering personalised training plans and nutritional advice to customers indoors or outside and with the support of apps."

It plans to recruit eight to 10 franchisees this year and another five annually for five years.

## WORKING IN THE GREAT OUTDOORS

The trend for outdoor activity also means outdoor franchises look set for growth.

The PGH Beegone franchise, which launched in December 2020 after 14 years as a family business, is looking for franchisees who like working outdoors.

Peter Higgs, founder and managing director, says: "Now's a brilliant time to invest in the PGH Beegone franchise, which offers both pest control and live bee removal.

"Honeybees have been in the press recently regarding insecticide regulations and need our help more than ever. During lockdown the pest population thrived, so our services are in demand."

PGH Beegone specialises in the expert removal of live honey

bees and combs, swarms and colonies from chimneys, walls, roofs and trees without using insecticides or pesticides.

"The bees are extracted alive and relocated, either to a new home in a beekeeper's hive or if necessary to a bee hospital," Peter says. "The colony can be supplied with a new queen bee if necessary."

No other franchise offers this combination of services and pest controllers are classed as key workers, so the business has remained operational during lockdown.

Peter is looking for franchisees who are passionate about wildlife conservation, relish the thought of making a difference and who have excellent customer service skills.

Prospective franchisees need no previous experience of bee removal or pest control, as the franchise provides full training. You can start as an owner-operator or a management franchisee, recruiting technicians to do the practical work.



## Shad Straker and Victoria Deborah: GYMGUYZ

**“We could immediately see the potential for delivering fitness services in a new way”**

“The lockdown has changed the way people see fitness,” Shad Straker says. “It no longer automatically means going to the gym.”

Shad and co-franchisee Victoria Deborah now own the Kingston, Surrey GYMGUYZ franchise, which provides personalised fitness training to customers wherever they want it - in their homes, gardens, local parks, even office car parks.

“When we saw the GYMGUYZ franchise model, we could immediately see the potential for delivering fitness services in a new way,” Shad, a former property developer, says.

Victoria (pictured), who formerly competed at national level in athletics and went on to work in the City, says: “I used to live and breathe the gym, but when I went through depression at university I found that exercising at home was massively helpful, so I know that home exercise can deliver the same physical and mental benefits as gym workouts.”

They found the franchise just before the first 2020 lockdown and launched last September.

“COVID has complicated things, but it’s also meant people are looking for fitness training in new ways,” Shad says.

“We now employ five mobile fitness coaches, who visit people to deliver individually tailored exercise programmes, and we’re now recruiting another 10.

“People can choose the kind of training they like. At present, boxing is hugely popular, especially among the young. Yoga and pilates are big and HIIT and martial arts are always fashionable.”

“It’s not just about physical fitness,” Victoria adds. “Working out together helps promote bonding between couples and families and increasingly, when clients see the results, they ask if their partners and families can join them, so business grows organically. Our coaches become part of their family.”

The pair are now developing partnerships with private hospitals and communities of new mums to help them get back in shape after giving birth.

“We’re planning on picking up over 100 clients a month in the next few months and hoping to achieve a £1 million turnover with 40 per cent profits within two years,” Shad says.

“But it’s not just about money. Helping people reach their personal fitness goals is more rewarding than I ever expected.”



## David Hasler: PGH Beegone

### “You get two businesses for the price of one”

David Hasler had always been fascinated by bees. Now he's starting life as a franchisee with PGH Beegone, which offers live bee removal and pest control solutions.

David, from Bury St Edmunds, says: “Bees have always interested me - they are such clever creatures - so when I was looking to buy a franchise as a way to run my own company PGH Beegone immediately grabbed my attention.”

David, a former refrigerated courier for The National Laboratory Service and the Environment Agency, looked at various franchise options over a few months, but didn't find anything that excited him until he came across PGH Beegone.

Franchisees provide expert removal of swarms and colonies of honeybees and their combs from chimneys, walls, roofs and trees without using insecticides or pesticides.

The bees are extracted live and transported to their new home before the structure is bee-proofed to prevent bees returning.

They also offer pest control and prevention services, covering rodents, birds, large animals and insects.



“It was different from all the other franchises I had seen and you get two businesses for the price of one,” David says.

He launched his franchise in April after completing his training, which included a series of external courses to lay a foundation of knowledge and 12 days' face-to-face theoretical training with PGH Beegone, plus shadowing the company's support centre technicians on a wide variety of treatments.

“In the future, I hope to take on some technicians and more territories and build on the business year on year,” David says.

## Kieran Igwe: fit20

### “I can scale and benefit more customers, but am free to go on holiday”

When personal trainer Kieran Igwe first heard about the fit20 franchise, he was sceptical.

Kieran explains: “I had my own business with a number of personal training clients and I suspected fit20 was just another fad.

“But I researched it and liked the slick, clean studios, the precision of the machines and brand feel.”

He believed his own company had gone as far as it could, but that the fit20 business would be easier to scale and deliver a beneficial impact to more customers.

“A 20-minute session once a week is much more appealing to people than giving up your family life or favourite TV programme to go to the gym three times a week,” Kieran says.

He opened his first fit20 studio in Leeds, now has two and is planning a third.

“I got great support from fit20 from the beginning,” Kieran says. “I had experience in

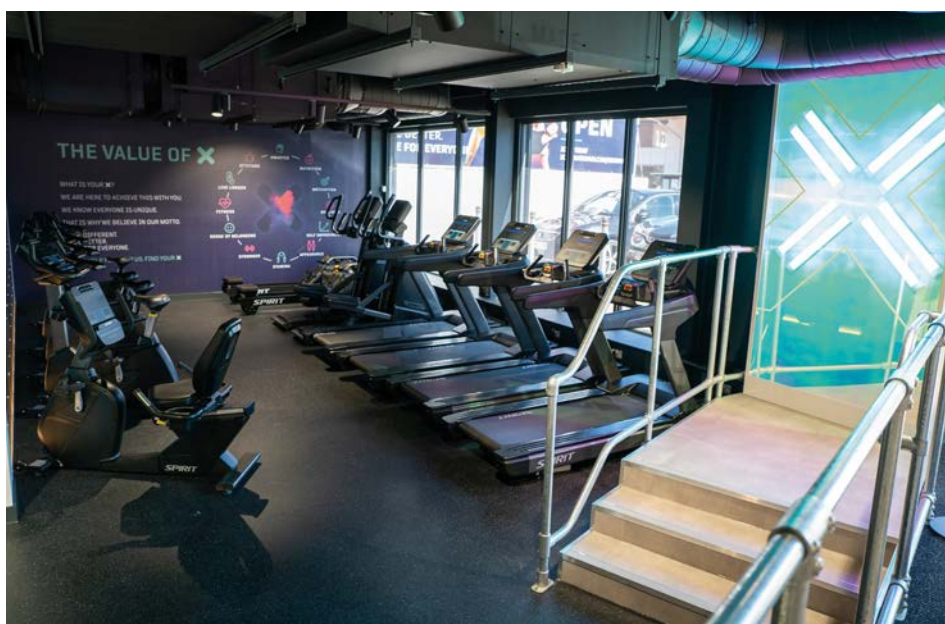


personal training and the fit20 organisation had 10 years more, which was a winning combination.

“I can scale and benefit more customers, but am free to go on holiday, knowing my team can operate the business while I'm not there.”

# Built to be different

XCELERATE GYMS is primed to take the fitness franchise industry by storm



**W**e now live in a world in which the health, fitness and wellbeing of the population is the #1 priority of the government, the #1 story in the media and an ever-increasing focus for millions of people who now know that the best way to proactively avoid getting ill is to get fit and stay fit.

The brainchild of industry heavyweights Mark Chambers, CEO & Co-Founder, and Simon Hayes, CWO & Co-Founder, XCELERATE GYMS is the UK's newest health and fitness franchise with a unique family offering at its core.

Set to take the industry by storm in 2021 and beyond, the brand was built to be different, with an unrivalled and unrelenting determination to deliver the most well thought through, well designed membership offers

based on products and services that are designed to support every member of the family to help them achieve their X.

On his aims for XCELERATE, Mark said: "It has been a really difficult time for everyone, but I always look to find the positive in every situation. I believe that out of every crisis comes opportunity if you look hard enough and work hard enough to achieve it. We are determined that XCELERATE GYMS will be a positive disruptor for the sector.

"In creating new products and delivering the high service levels and support for our members, I believe we will create a new category within the fitness market.

"In doing so, we will show prospective business owners that we can reimagine the level of support we provide



## AT A GLANCE XCELERATE GYMS

**Established:** 2020

**Number of franchised outlets:** 1

**Location of units:** Edgware, North London

**Investment range:** £100,000+

**Minimum required capital:**  
£100,000 (+VAT)

**Contact:**

Mark Chambers  
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Simon Hayes  
CWO & Co-Founder  
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[xcelerategyms.com](http://xcelerategyms.com)

them, as well as the amazing members in all our gyms."

## MADE DIFFERENT. MADE BETTER. MADE FOR EVERYONE

When describing the membership experiences, former GB Athlete and Product Director Ashley-Faye Helsby said: "We have designed a full class programme for children aged 5-7, 8-11 and 12-15 as well as family weekend fitness sessions and full mind, body and soul classes for our adult members to help ensure all our members achieve the value of their X.

"In addition to our X-NATION kids membership, which is focused on combat sports and fitness, we have also launched the X-NATION Games. This is our new annual pairs event, which will encourage members to train together, to motivate and push themselves and each other, with the goal being to compete in the Games.

"At every XCELERATE GYM we will take a full 360-degree view of our members' health, fitness and wellbeing, giving them the support, tools and advice from world leading experts to help every member maximise every element of their mind, body and soul."

## OUR STRONG COMMITMENT TO OUR BUSINESS OWNERS

This service level extends beyond its members and is at the core of XCELERATE'S B2B support strategy. Ensuring its business owners are provided with all the required





expertise and tools they need to open quickly and successfully, maximising property agreements and targeting a profitable position from the first day of opening.

The expertise and support provided extends to its handpicked and expert partners. These include project management company BMS, Prosper Design, equipment providers Dyaco, Power Plate and WattBike, property experts SMP Investments and fitness industry brand and marketing specialists 100AND10%.

These trusted suppliers bring decades of experience to make the vision of each XCELERATE GYM a reality, so that each business owner can confidently plan for success as Mark and Simon work to achieve the maximum returns for each franchisee.

On timing the launch of the brand, opening their first site and its clear commitment to its franchisees, Simon commented: "Now is absolutely the right time for XCELERATE."

"Combining our team's skills and networks with that of our partners, alongside our enhanced membership concepts, will be a genuine gear shift for the sector."

"With our clear targeted markets of fitness enthusiasts, fitness consumers and families, our aim is to 'own' a centre-market position by retaining an accessible price point, while delivering amazing value to the

member and maintaining a strong yield for our business owners."

### THE JOURNEY BEGINS IN EDGWARE

XCELERATE GYM Edgware, owned by franchisee Hardip Sandhu, opened its doors at the start of May 2021.

Previously a combat sport gym, the premium location was secured by the XCELERATE GYMS property team, with the construction managed by the Project Management team to deliver an open gym on time and on budget with a best-in-class fit out.

With the pre-sale starting in December and having been run all the way through lockdown, to open the gym with +1000 members and in a profitable position from day one is an outstanding achievement. It's testament to the brand, the products available to members and its overall positioning that has seen real buy-in and engagement from the local community.

On opening the first XCELERATE GYM, Hardip said: "The XCELERATE GYM concept is game-changing for health and fitness in this country, particularly with the emphasis now being placed on the importance of the whole family being fit and healthy."

"I'm so proud of what we have created and thanks to the support of the central team, I am determined that we

**"We are determined that XCELERATE GYMS will be a positive disruptor for the sector"**

maximise all the opportunities that the concept allows."

### THE CATALYST FOR FUTURE SUCCESS

The opening of XCELERATE GYM Edgware is a symbolic moment for the brand and a catalyst for the activation of XCELERATE's positive expansion plans, with site number two in Solihull already announced, plus four more sites announced in May.

As the final plans for additional properties are being drawn up as we go to press, the expectation is that the brand will have 9 gyms open by the end of the year and 15 gyms open by June 2022.

In what some view as a crowded marketplace, it really does feel like there is a new brand in town and one that has created some real noise, with a vision that has many business owners truly excited for what the future will hold.

If you would like further information about the XCELERATE GYMS franchise opportunity and to find out why you should invest, get in touch with the team today.



## A TRUSTED FRANCHISE BUILT TO SUPPORT SUCCESS

With a reputation for being the UK's most highly recommended homecare group, our award-winning management franchise offers you the chance to build an exceptional homecare business in your local area.

- ✓ Our industry-leading training guides you through every step
- ✓ We provide the tools and support to deliver an outstanding quality of care
- ✓ We have eight years of 5\* franchisee satisfaction
- ✓ We achieve consistently strong group sales and returns

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# Built on high standards and good practice

Mark Morrey of Onside Coaching explains why being a British Franchise Association member adds further credibility to the children's activity company

**T**he British Franchise Association is a governing body for franchising and acts on behalf of both franchisors and franchisees.

The primary objective of the bfa is to offer impartial advice, guidance and support for people who enter and work in the world of franchising.

The organisation sets a benchmark for best practice in franchising and conditions are in place to determine whether a franchisor can be granted membership.

These criteria include an assessment of the business model, an evaluation of the franchise agreement, a review of the training and support provided and proof that franchisees can maintain profitable businesses; this is in addition to getting feedback from the current network of franchises.

Onside Coaching is a proud member of the British Franchise Association.

## WHY DID WE JOIN AND WHAT DOES IT MEAN TO US?

Becoming a member is, quite rightly, a rigorous process, but we feel having our franchise model approved by the bfa brings with it credibility. It shows that Onside Coaching franchises are legitimate, ethical and well organised.

We pride ourselves on the fact that when someone invests in an Onside Coaching franchise, they're becoming part of an established, reputable network with a proven model for success.

As an organisation centred around children and education, Onside Coaching is proud of being a network that's registered with Ofsted. It



## AT A GLANCE ONSIDE COACHING

**Established:** Onside Coaching established in 1997. First franchise established 2018

**Number of franchised outlets:** 4

**Location of units:** Midlands and expanding

**Investment range:** £20,000

**Minimum required capital:** £10,000 (funding options available)

**Contact:** mark@onsidecoaching.co.uk  
onsidecoaching.co.uk

**“It shows that Onside Coaching franchises are legitimate, ethical and well organised”**

demonstrates to our customers that we understand our role and the importance of high standards when looking after children.

bfa membership is no different. It's important that we take our role as a franchisor seriously and let others know that Onside franchises are built on high standards and good practice from a business perspective.

## DOING THINGS PROPERLY

In our industry of teaching and children's activities, there are many business opportunities out there, either through franchising or otherwise.

We have to find ways to show that we do things properly, whether it's the fantastic children's services we offer as a business or the amazing support we deliver as a franchise network.

As well as having full support from three Directors and a dedicated Franchise Manager, franchises also utilise in-house services such as graphic design and web development.

Onside franchises draw on experiences from across the network.

Whether it's sharing good practice with other franchisees, joint strategic planning or simply picking each other's brains, it's brilliant to know that with an Onside franchise everyone is part of the Onside team.





# All the gain – none of the pain

That's the motto of FitStudioZ, which allows you to grab a part of the rapidly expanding fitness market at a hugely attractive price

**J**ust a quick look at the figures shows how strong the value of your investment could be in a FitStudioZ franchise.

Membership of fitness studios and gyms last year broke the 10 million mark for the first time and the industry is now valued at more than £1.2 billion.

Also, in these difficult post-COVID times operators up and down the

country are reporting full bookings, packed gyms and even extra demand as the nation realises it must work off those 'lockdown pounds'.

But as they're working out, you'll be sitting back and enjoying the returns from your investment.

## PROFITABLE PARTNERSHIP

FitStudioZ will help you choose suitable locations, provide all the technology, help with any planning aspects, supervise the build and fit-out and see you along every step of the process.

The company then opens its books to you - with thousands of trainers wanting to pay to get into your sites. Plus they commit to be constantly on top of any innovation or new technology in this ever changing business.

Co-founder Seb Ferrari, an award winning personal trainer with more than 10 years' experience in the business, explains: "This is the franchise where you don't have to give up your day - or night - job.

"You've invested in our exclusive tech-based solution for you to gain access to fully equipped bricks and mortar studios bristling with the latest equipment and with a ready-made workforce.

"Once you sign up with us, you instantly get access to our database of 2,000 individually checked personal trainers, who are ready to pay to take their clients to your facilities.

"With our unique entry custom app, you not only don't have to



## AT A GLANCE FITSTUDIOZ

**Established:** 2018

**Number of franchised outlets:** 2

**Location of units:** UK

**Investment range:** from £24,000

**Minimum required capital:** from £15,000

**Contact:** Seb Ferrari

seb@fitstudioz.com

020 3811 9612

[fitstudioz.co.uk/franchise](http://fitstudioz.co.uk/franchise)

'live above the shop', you can live nowhere near any shops and as far away as you want."

## VIRTUOUS CIRCLE

There are no staffing or human relations issues, as all the trainers are self-employed and the business model becomes a virtuous circle for everyone involved. The more work they get, the more the trainers earn and the more they need your studios - and the more you earn.

FitStudioZ also boasts a fully automated solution, integrating all your needs, from surveillance to stock levels, access logs to booking system and payments. All from the comfort of your smartphone.

"Everyone's a winner, including the clients, who get fit," Seb says.

## ATTRACTIVE PROPOSITION

In business since 2018, when established entrepreneur Seb first devised this idea, he was fortunate to be able to run it by a friend and client with huge experience of working in the City.

"My business partner has 20 years' experience of working at a senior level for one of the nation's 'big four' banks and his is the perfect example of how you can invest, but stay in your regular post, as he has done," Seb says.

"I hadn't even finished explaining my business model before he said: 'I'm in'. It's fantastic for the business, as his financial savvy and know-how is simply the best."

Every business projection agrees the fitness industry will continue to grow and around 10,000 personal trainers come onto the market every year.

"They all need somewhere to take their clients," Seb says. "This is the solution."



# Achieve next-level results

Boutique fitness business TRIB3 offers a fast break-even and huge brand loyalty

**I**'d love to get into that industry, but I have no experience in it. Isn't that a bit of a risk? This is a qualm franchisors hear a lot. But you don't need hands-on experience to move into a new sector.

What you need is a franchisor with robust levels of experience in the industry, so you can have confidence in the support and training offered.

## RAPIDLY EXPANDING

There are several different fitness models out there, of which boutique fitness is the fastest growing arm.

As a rapidly expanding global fitness brand, TRIB3 was founded by one of the pioneers of the UK boutique fitness market, CEO Kevin Yates, and the support team working with him has over a century of combined experience in the sector.

Many of the first franchisees to join TRIB3 had little or no working

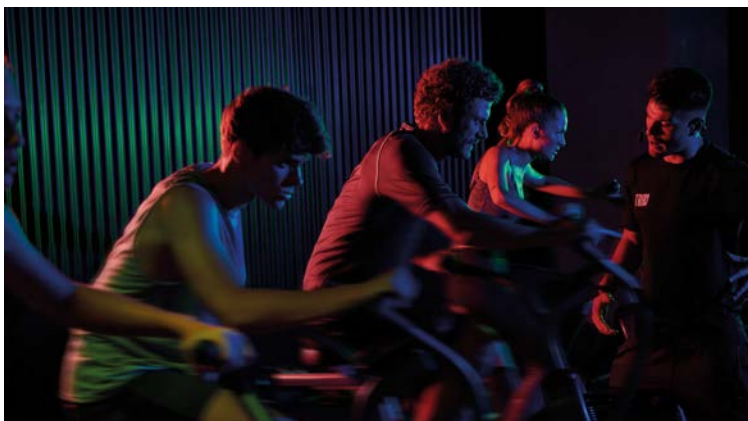
experience in the industry, but came with a tremendous passion for fitness that, underpinned by over 150 hours of dedicated training and ongoing support, translates to continued next-level results.

## PASSION FOR THE PRODUCT

Fitness, as with other experiential franchise offerings, is all about passion for the product.

As part of selecting your preferred franchisor and concept, you need to try out the product, step into your prospective customers' shoes and see if you love it as much as they do.

At TRIB3, the signature 'one workout, one studio' model is underpinned by proprietary technology, an unrivalled coaching team and cutting edge programming to keep customers coming back for more.



## AT A GLANCE TRIB3

**Year established:** 2016

**Number of franchised outlets:** 7

**Locations of units:** UK, Spain, Russia, Finland, China, Republic of Ireland (coming Q3 2021) and the Netherlands (coming Q3 2021)

**Investment range:** £232,000-£422,000 depending on location and specification

**Minimum required capital:** £137,000-£309,000. Cash requirement can be reduced by around 50 per cent with bank funding

**Contact:** [franchise@trib3.co.uk](mailto:franchise@trib3.co.uk)

[trib3.co.uk/franchise](https://trib3.co.uk/franchise)

As you start the journey to becoming a TRIB3 store owner, you'll have a dedicated site tour where you'll take part in a session, meet the store team and coaches and see what makes TRIB3 stores so inherently shareable. This is a key part of making sure the business model makes you feel excited and empowered for the future.

While it has been a challenging 12 months for operators of all shapes and sizes across the fitness industry, there has been a renewed and robust spotlight placed on fitness and the positive role it plays.

## DEMAND FOR CONNECTION

The demand for connection and experiential fitness offerings is expected to flourish even more as communities ease out of COVID-19 related restrictions.

TRIB3 harnesses the most powerful social elements of the intimate boutique model and fuses them with a unique studio design that maximises space.

The result? A +48-spot studio that allows for a fast break-even and creates powerful communities with huge brand loyalty.

A recent TRIB3 franchisee, who opened in August 2020 in the midst of the pandemic, achieved break-even at month two of trading.

With the right business model in an industry set for growth, you can feel confident you've got a formula for success. A passion for fitness and the right franchisor is all you need to step into this exciting side of franchising. Your future in fitness is waiting.

# Moving the fitness industry forward

CEO Paul Lorimer-Wing shares how easyGym combines brand expertise with innovation to give franchisees a unique investment opportunity



## WHAT LED TO THE easyGym FRANCHISE BEING CREATED?

We were fortunate to already have a successful business model, but wanted to put it in the hands of ambitious individuals and investors rather than big corporations.

## WHAT HELP DO FRANCHISEES GET FROM easyGym?

You get the right to use a very well-known brand. We give you all the tools and know-how to find a property, design it and fit it out in a user-friendly way.

Then we help you to arrange the pre-launch, the launch itself and guide you on how to operate the business from there on out.

In a nutshell, you get an established system to be able to manage your business a lot

more easily, making the process all that much smoother.

## WHO'S BEHIND THE BRAND? IS THERE A LOT OF EXPERIENCE?

Yes, there's a tremendous amount of sector experience within the team.

To this day, we still have many of the original members. Aside from myself, a large part of the team has been with us for many years now.

## WHAT'S INCLUDED WITHIN THE easyGym FRANCHISE AND easyGym STUDIO?

Within every easyGym, the franchisee has the ability to bolt on several unique boutique concepts. The reason we've created these concepts is that we've found that group workouts



## AT A GLANCE easyGym

**Established:** 2010

**Number of franchised outlets:** 20

**Location of units:** UK, France, Kenya

**Investment range:** £250,000-£1,200,000 based on easyGym Studio (3,000-6,000 sq ft) or a large big-box (6,000-20,000 sq ft)

**Minimum required capital:** £150,000 easyGym Studio and £350,000 big-box easyGym

**Contact:** George Taylor  
george.taylor@easygym.co.uk  
[easyGym.co.uk](http://easyGym.co.uk)

really build community and help members get results.

PACK45 is one such concept. It's an interactive type of functional training, with seven different types of group workouts each lasting 45 minutes. Members get structure and inspiration within a fun environment.

There's also another concept we've developed called CUBOFIT, which supports members to feel comfortable with barbells and dumbbells that are of a lighter weight than a traditional Olympic bar.

We are therefore able to bridge the gap between a fundamentally sound way of training and the fear, in most people, that this sort of training is only for the very experienced. This is in line with our philosophy of empowering people and bringing fitness to the many.

easyGym Studio is the umbrella brand to our boutique offering, which will house two to three distinct concepts that give franchisees more variety to work with and allows us to bring the price down.

What's more, easyGym Studio, if used on a standalone basis, will double up as a traditional gym outside of class times. Most boutique franchises only run when classes are on, but easyGym Studio will be open 24/7.

## WHAT ARE THE KEY BENEFITS FOR FRANCHISEES?

Great brand recognition, great systems, great support - and tons of digital innovation. They'll have a lot of tools to give them the greatest chance to be successful.



## WHAT MAKES easyGym DIFFERENT FROM OTHER FITNESS FRANCHISES?

Although we operate in the value space, our aim has always been to be the premier brand within this space.

To us, that means high quality equipment, friendly service and a strong sense of ownership through the team - from the cleaners to the owner.

At head office, we continually work on the culture of the business and are very deliberate and conscious in our efforts to ensure the brand ethic filters down to the gyms on the ground level.

## TELL US WHY BOUTIQUE FITNESS CONCEPTS ARE ON THE RISE.

Primarily, it's because people are social beings. We all want to feel connected.

If members can socialise at the same time that they can move towards their fitness goals, then it's a win-win.

## HOW HAVE YOU BEEN ABLE TO PIVOT AFTER THE PANDEMIC AND LOCKDOWNS?

To be honest, developing the brand further was always part of our plans pre-pandemic.

Boutique exercise classes are, without doubt, part of the future. We want to embrace this movement, as well as building digital products to cater to the cultural and new habits shift that we're all witnessing.

## HAVE THERE BEEN ANY CHALLENGES WITH SETTING UP THE FRANCHISE?

Yes, there are always challenges when transitioning business models.

Our biggest challenge has been creating the right kind of membership system. We've invested heavily in building an experienced team to help us pull that together, as well as the technology to bring it to life.



**“Some things come and go, but good health is a core human need”**

## WHERE CAN FRANCHISEES SET UP THEIR GYMS?

In our minds, easyGym can exist in many places, but not necessarily all. We follow a model of positioning our gyms in highly visible locations, with a decent catchment of people in the 20-50 age group.

Because of the strength of our brand, there's a clear correlation between visibility and sign-ups, as people are already familiar with the concept and quality that the brand offers.

For example, you could look at the likes of Croydon or Bristol as good places to venture into. But it's also about the micro-positioning within the locations.

We can synthesise all of these details for franchisees and lend our experience to them whenever they may need it.

## HOW LONG DOES THE PROCESS TAKE FROM ENQUIRY TO COMPLETION?

The markets have opened up as lockdowns ease, which has quickened the process.

We review the information you provide, sign the franchise agreement together and begin to look for properties. This can take 2-6 months.

Once this is in place, it's usually around 8-10 weeks to set up an easyGym and open the doors. Setting up an easyGym Studio will be much quicker, but that model is currently at the trial stage.

## WHY IS 2021 A GOOD TIME FOR FRANCHISEES TO INVEST IN THIS BUSINESS MODEL?

I think the low cost model has always done well during difficult times or recessions because pockets have to tighten up, but people still need a place to go. They still need to stay active and enjoy a workout to let off steam.

## WHAT ARE easyGym'S PLANS FOR THE FUTURE?

We're pursuing a global agenda and arranging deals across several continents. There is an initial focus on Europe, mainly because that's where the brand is most well known.

In addition, we're building technology products so that members can find a trainer and do a workout from anywhere in the world. It's exciting!

## HOW WOULD YOU SUM UP YOUR FEELINGS ABOUT THIS OPPORTUNITY?

I think it's a wonderful way to control your own time. To get involved in a space that's always going to be relevant. Some things come and go, but good health is a core human need.

The easyGym franchise provides you with an opportunity to be part of the community. This will be further enhanced by the technology we're building to give the franchise a very nice, well rounded set of anchors for franchisees to tap into.

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Our mission is to become the UK Care Sector's Employer of Choice by 2022. Join our mission and change the way care businesses are run.

Learn more about one of the world's largest care franchises by speaking to Dan Archer

**on 0114 433 3000 or 07584 178 458**

[www.visitingangelsfranchise.co.uk](http://www.visitingangelsfranchise.co.uk) | [darcher@visiting-angels.co.uk](mailto:darcher@visiting-angels.co.uk)

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**Investment Range - from £24,000**  
**Minimum Required Capital - from £15,000**  
**Expected Revenue after 2 Years - £120,000**

Co-founder **Seb Ferrari**, an award winning personal trainer with more than ten years experience in the business explains: **"This is the franchise where you don't have to give up your day - or night - job! You've invested in our exclusive tech-based solution for you to gain access to fully equipped bricks and mortar studios bristling with the latest equipment and with a ready made workforce."**

***"Everyone's a winner, including the clients who get fit!,"*** Seb

Contact: Seb Ferrari  
seb@fitstudioz.com | 020 3811 9612  
[www.fitstudioz.co.uk/franchise](http://www.fitstudioz.co.uk/franchise)



# From recruitment to grass roots

Wonderlawn met all Dean Fuller's requirements during his search for an industry leading franchise opportunity

**B**irmingham businessman Dean Fuller spent years working in the recruitment industry.

But due to health concerns, he knew it was time to look for something new.

After years of commuting and managing business teams, Dean wanted outdoor work, to work flexibly and be home-based, yet still feel part of a nationwide company.

He started researching franchising online and found artificial grass to be an exciting new business area. Dean recognised that franchising could be a successful way to launch his own business quickly and effectively by using an established brand like Wonderlawn.

After weeks of searches, talking to franchisors and managing directors, he narrowed his search down to two companies, with Wonderlawn being the main choice.

Dean says: "I looked at several artificial grass companies in my area. I warmed to Mel, Wonderlawn's managing director, and his knowledge of the industry. But it came down to Wonderlawn having better

installation methods and a hands-on, supportive structure."

## JOINING WONDERLAWN

The starting point is always the same with a new Wonderlawn franchise. Wonderlawn generates enquiries in your area, agrees sales on your behalf and trains you and your team on actual installations.

So as a new franchise company you hit the ground running. It's like a business boot camp, where everything is ready for you to take the reins as soon as you're fully trained.

In his first four months as a franchisee, Dean was able to generate and install over £100,000 of business.

Mel says: "The Wonderlawn system of setting up franchisees is a huge shot in the arm for a small business.

"We've developed this system over a number of years and it's the best way to start out.

"It allows you as a business to just install grass and complete jobs, while Wonderlawn head office deals with the initial marketing and lead generation headaches all new businesses face."

## SCALING UP

Dean has been so successful in his first six months that he now has two full-time teams working for him.

Using his previous skills in recruitment came in handy. Hiring another team of grounds workers and installers, then having them trained by Wonderlawn



## AT A GLANCE WONDERLAWN

Established: 2010

Number of current franchises: 12

Investment range: £20,000

Minimum required capital: £0

Contact: 0333 7006000

mel.wright@wonderlawn.com

wonderlawnfranchise.co.uk

head office, they install several lawns a day across Birmingham and Staffordshire. Dean plans to take on another team of installers in the summer.

## THE ARTIFICIAL GRASS MARKET

The artificial grass market in the UK has bloomed in the last 10 years - even more so in the last two years.

With lockdowns in place, Wonderlawn found that many customers are concentrating on improving their gardens, rather than spending disposable income on holidays.

They're improving their gardens for families and pets, meaning they're looking for a higher quality product that's more durable than cheap DIY grass. These customers are also looking for their grass to be installed by professionals.

As a Wonderlawn franchisee, you're dealing with the premium end of this market.

The company actively targets enthusiastic customers who understand the value in Wonderlawn's products and installation. You avoid the 'middle ground', where the only reason to purchase is price, driving down your profit and ultimately restricting the growth of your business.

## WONDERLAWN FRANCHISES

Wonderlawn's franchises cover 12 areas across the UK and Scotland. The company is currently looking for franchisees in key areas of Manchester, Nottingham, Norwich, Plymouth, London, Glasgow and many more areas across the UK.

Get ahead of the competition by contacting Wonderlawn today to learn more and be the first to have an industry leading franchise in your local area.



Emma & Alex Glass  
easyStorage franchisees - Thames Valley

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# Don't let your heart rule your head when buying a franchise

Top tips for keeping your emotions out of the decision making process

WORDS BY STEVE WITT



## THE AUTHOR

Steve Witt is co-founder of Not Just Travel and The Travel Franchise.

**Y**ou've found an exciting franchise opportunity. You feel it's a great one. You spend hundreds of hours research the brand and tell all your friends about it. But something is holding you back.

Should you go ahead or drop the idea? Whatever you do, you should keep your emotions out of the decision making process.

Investing in a franchise is a passion project. You put everything into it and are ready to make considerable sacrifices to make it work, be that financial, time with loved ones or precious weekends.

Yet it's foolish to plough on while being led only by your heart. A business idea has to make sense financially too.

I help people who are considering buying a franchise and training in a new career to apply financial rigour and due diligence to the process. I've previously told people they aren't the right fit as an entrepreneur. Being led emotionally can lead to you making the wrong decisions.

Here's my advice on how to take the emotion out of buying a franchise and let your head, not your heart, lead:

### The sunk cost fallacy

This is the notion that if you've put significant time, effort or money into something, it's best to continue with it.

For example, you've spent countless evenings researching various franchises and you've

told your friends and family about your exciting business.

Of course, having faith and being hungry for success are all prerequisite for being an entrepreneur. However, deep down you may have doubts about whether it's right for you. Perhaps others have questioned how well-suited you are to the business?

Your emotional instinct might be to continue with the opportunity, as you're so tied to it now. You start to look for ways to justify sticking with the bad decision, even though it doesn't make sense. Leaving the process now feels like you're walking away with nothing and you're back to square one.

This can be the stage when having someone with an objective view at your side is crucial. Inviting an objective view could help you decide whether or not to proceed or walk away.

Alternatively, speak to people who have already invested in the franchise - both those who have just started out and those who have been in the business for years. It could give you the evidence of success you need or the answer you might not want to hear.

Either way, it could be a matter of tweaking a few ideas, pivoting substantially or walking away to find a better opportunity.

### Avoid anchoring

Anchoring in decision making can occur when a person places too much importance on an initial piece of information.

One example of this would be in house buying, such as a property's asking price. As the potential buyer, you can be led by the asking price and feel making a significantly lower offer is unreasonable.

In purchasing a franchise, this could manifest itself in the demographic of your ideal customer, level of investment or price point.

But don't stick to one thing. Get scientific - analyse what happens when you change a variable and model it to see the effect. You could make more money selling to less people with a higher price point or a lower price point may bring in more customers and profit. Do the sums and do them thoroughly.

### Confirmation bias

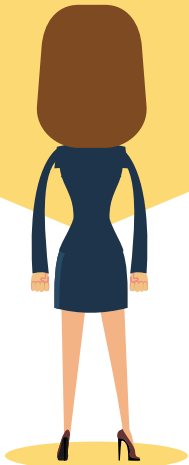
You truly think the opportunity you've been researching is for you. As you develop your business plan, you continue to believe this is how you will make your fortune.

You then start filtering out facts that contradict

***"A business idea has to make sense financially too"***



## ***"Being led emotionally can lead to you making the wrong decisions"***



this. You start by simply relying on facts that confirm your view.

Self-deception starts when people believe what they want to believe. It's human nature; we all do it. That's why we live in our social media silos, being friends with people who mainly support our views. Again, this is when you need someone offering an objective, professional view and to accept advice when it might contradict your emotions.

Some franchises will use attractive headline commission figures in their publicity, but when you ask them for proof they can't provide evidence you will be given the support to achieve these sums.

When a franchisor sends you financial information, make sure you know what you're comparing and that it all stacks up. Dig deep. Ask for proof of commission on the basis they promote it.

### **Negativity bias**

This is when an individual focuses more on the negatives than the positives to confirm a preconceived idea.

For example, have you ever been to a job interview that went pretty well, but afterwards you just focused on what you could have done better?

Criticism sticks in our memory far better than compliments. Sometimes, friends and family can be detrimental at this stage. They project their own fears onto you.

If you're surrounded by risk averse naysayers who talk you out of trying something new, you

will only focus on the negatives and be scared to take risks.

Starting a new business means taking risks. By being open and by recognising this bias - and the negative opinions of the people around you - you can retain a more balanced view and build a better business that you initially imagined.

### **Be open-minded**

Simply by being aware that various cognitive biases exist and the fact you may be susceptible to them allows you to be more aware of the self-deception your emotive side is carrying out.

Developing a business can be a painful process, with bumps in the road and, in some cases, complete roadblocks.

By being open-minded, you'll give yourself the option to emotionally remove yourself from the process objectively. Taking advice from a mentor or two - people who have experience in building businesses and who know the opportunities and pitfalls - can be essential.

The success of franchising is down to the fact many franchisors offer a well trodden path to success.

With a franchise opportunity, you have a ready-made company and a proven success record. By following the advice and business plans of those who have already succeeded, you can literally copy and paste what they did and know it works.

We say to all our franchisees, 99 per cent of whom are starting out as travel consultants with no travel experience whatsoever: "Do what we tell you to do, follow our sales process and listen to your provided mentors."

The rest is simply implementing tried and tested strategies. They minimise risk and by following the stepping stones we offer them our franchisees build the confidence to become experienced travel consultants - and very successful ones at that.

# Time to thrive

The home care services provided by Visiting Angels have never been more essential

**T**here are few franchise opportunities that have grown substantially during lockdown.

Care franchising does offer a significant opportunity for the right franchisee. Since the start of the COVID-19 pandemic, the focus on the efforts of those in the care sector has never been clearer.

Established in the US in 1998, Visiting Angels is a global care giant with community-based values. Today, the franchise is one of the largest care franchises in the world and proudly supports 600-plus franchisees in five countries. The business was launched in the UK in 2017 and has experienced phenomenal growth.

## FIRST-HAND KNOWLEDGE

UK managing director Dan Archer explains: "Before launching the franchise, I wanted to launch and run a pilot business in the UK. I felt it was important that I was able to support our franchisees from a position of first-hand knowledge. My business in Sheffield is now turning over more than £1.7 million

per year and supports 100 families, employing over 100 staff."

The solid foundations of the pilot business have also led to the expansion of a network of franchisees.

"We have nine offices across the UK and we had a socially distanced training course in May 2020, with eight new franchisees attending. I'm delighted that our model is one of the franchise success stories of the past 12 months."

## ADDITIONAL SUPPORT

Many business opportunities claim to be recession proof. The reality of the past six months has been that some businesses making that claim have been forced to close their doors. Home care franchising, however, has never been more essential and thanks to initiatives such as the clap for carers movement, the wider population is now recognising this.

For many businesses, the struggle has been to survive, but Dan says for his business it has been a time to thrive: "We have faced a huge challenge as a nation and the health



## AT A GLANCE VISITING ANGELS

**Established:** 1998 US. 2017 UK

**Number of franchised outlets:** worldwide 700. UK 15

**Location of units:** nationwide

**Investment range:** £80,000-£110,000

**Minimum required capital:** £30,000-£50,000

**Contact:** Dan Archer. 07584 178458

[visitingangelsfranchise.co.uk](http://visitingangelsfranchise.co.uk)

service and society at large has looked to social care companies like ours for additional support.

"Our operational business has never been busier and our franchise network has doubled in the last six months. As lockdown eases, we're seeing yet more demand for our service and the terrible situation with COVID-19 in residential care homes means more families than ever are choosing care at home as a safer alternative."

## TREATING CARERS BETTER

Dan feels that treating carers better has been at the heart of Visiting Angels' success: "Our business was built on valuing carers more than other care companies. What has happened with the COVID-19 outbreak is that society has also started to realise that carers need to be valued better."

Visiting Angels calls this approach being carer centric. The focus is clear from the mission statement of the UK business to 'Become the UK Care Sector's Employer of Choice by 2022.'

"I want our caregivers to want to work in care and choose to work for a Visiting Angels office," Dan says.

Many care workers are underpaid and poorly rewarded, but the approach taken by Visiting Angels is different.

Dan says: "We want to ensure our caregivers are among the best paid in the care sector. We pay more, we incentivise training and development, we reward loyalty and we offer excellent benefits."

By focusing on its caregivers, Visiting Angels has found it's able to ensure the company has a ready supply of them.

"We have found that the culture of caregiver support we have built in our offices has protected us from high staff turnover, meaning that the clients who we support





## “Our franchise network has doubled in the last six months”

get the same caregiver each week,” Dan says. “Happy caregivers are best placed to ensure that clients are delighted.”

### DRIVING DEMAND

Dan feels that society is also changing its view on the type of care provided:

“Research conducted by Hanbury Strategy, with support from the charity Independent Age, during April-May 2020 showed that around a third of people polled said they were now less likely to want to put their relative in a care home.

“Residential care has been at the epicentre of the COVID-19 outbreak. In our pilot business in Sheffield, we’re receiving calls from relatives who are deciding that they would rather keep their loved ones at home to avoid the risks within care homes.

“A backlash against residential care was already driving demand for care in the home. If COVID-19 is increasing the feeling that people are safer at home, the demand for the Visiting Angels service is set to keep rising.”

### LEADING FROM THE FRONT

At times of crisis, the global Visiting Angels business has pulled together.

“We’ve led from the front in our local markets, with world class training for our carers to keep them safe and ensure clients are protected,” Dan says.



“Shared best practice and group buying power for things like personal protective equipment have been huge benefits of being part of one of the world’s biggest care providers.”

Franchising provides the benefit of not having to go it alone. UK franchisees receive comprehensive training and support from both the UK and US management team.

The management team are hugely knowledgeable, but many of the best practice initiatives in the business have been proven

over many years and come from the experience of hundreds of franchisees.

The franchise fee is £24,995 and franchisees interested in this opportunity will need £25,000-£30,000 in liquid capital in order to secure bank funding for the total investment, including working capital of up to £100,000.

A substantial, premises-based management franchise, the potential exists for a six-figure turnover in year one and a projected million pound-plus turnover by the end of year three.



# Claim £5,000 to start your own business

Fantastic Services is giving up to £1 million-worth of cash grants to help people launch a franchise in the domestic service sector

**W**ith half of businesses experiencing a decrease in turnover recently, the world is officially entering the post-COVID era.

As a result, Fantastic Services, the UK's leading home service franchise, saw the need for immediate action to stimulate businesses in the London area by launching a grant scheme.

The company is currently offering a total of up to £1 million-worth of cash grants to help 200 people start a working franchise - an opportunity that involves managing a small team and delivering one or a range of services.

Fantastic Services co-founder Rune Sovndahl says: "As COVID-19 has changed the business landscape in several industries, the demand for property maintenance has boomed.

"Through our new grant scheme we're making a vow to support those affected during the pandemic by offering a grant covering most of the expenses for starting a home services business in London and other areas of Britain."

## GIVING BACK TO THE COMMUNITY

Fantastic Services, which specialises in cleaning, gardening, handyman, pest control, removals and other property services, saw significant growth during the past year.

It expanded into 20 new areas across the country and experienced revenue growth of 7.8 per cent despite the pandemic. Fantastic Services is now giving back to the community by launching a grant scheme under the slogan 'For those who CAN'T, we give a GRANT!'

Rune says: "Since the start of the pandemic, we've looked for ways to give back to the community, offering free services to NHS and frontline workers.

"With the new grant programme, we can provide a viable alternative to employment through franchising and help anyone restart their career or business in a high demand sector."

The grant, worth up to £5,000, will cover initial business costs and be supplemented by an in-house training programme to ensure all grant recipients end up with a successful franchise.

The scheme is available to anyone in the UK, but particularly individuals based in London and the south east, where demand for domestic services has been on the rise during the past year.



## AT A GLANCE FANTASTIC SERVICES

Established: 2009

Number of franchised outlets: 530-plus

Location of units: UK, Australia and USA

Investment range: from £6,500

Minimum required capital: from £1,500

Contact: 0203 7463106 or  
info@fantasticfranchise.com

FantasticFranchise.com

**"We can provide a viable alternative to employment through franchising"**

## HOW TO QUALIFY FOR THE MAXIMUM GRANT OF £5,000

Anton Skarlatov, co-founder and CEO of Fantastic Services, says: "Our grant programme is designed to help those who have lost their job, self-employed tradespeople, as well as small businesses within the service industry that were negatively impacted by the pandemic."

## WHO CAN APPLY?

The programme is suitable for tradespeople or technicians with experience in the service industry or people looking for alternative business opportunities.

Once approved, applicants will be trained and on the field in less than two weeks.

They'll be providing their chosen service under the brand name of Fantastic Services, so they have to be eligible to work in the UK, have customer service experience and at least one member of the team has to own a driving licence.

## HOW TO APPLY

For more information and to apply for the grant, visit [FantasticFranchise.com/Fantastic-Grant](https://FantasticFranchise.com/Fantastic-Grant) and fill out the application form.



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Andy Simpson,  
**FASTSIGNS Leeds**

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# Success despite COVID crisis

In terrible times, Laser Clinics franchisees are doing terribly well

**W**hat a nightmare. You buy a franchise, you're raring to go and a pandemic pops out of nowhere and forces you to close your doors repeatedly in one of the most disrupted trading years in recent history.

A disaster, you might think. But for three women who picked the toughest year in which to buy a Laser Clinics UK franchise, their experience has been quite the opposite.

## DISTINGUISHED

Sophie Al-Sharhan, for instance, can't believe how quickly her clinic in London's Brent Cross began hitting £100,000 a month in turnover - and she's already considering buying a second franchise as well.

Gillian McDougal's clinic in Glasgow distinguished itself on day one by achieving the best sales in the entire UK network.

And Anna Muskett's Luton clinic became the fifth best performing in the entire global chain less than three weeks after launch, as well as attracting 1,134 new clients

in the mere 98 days she was allowed to open her doors.

All three credit the wraparound support they're given by Laser Clinics UK's head office for helping them succeed so soon, as well as a UK market that's never had access to an effective, professional hair removal service at a reasonable cost before.

## DEMAND

Laser Clinics brought its brand to the UK from Australia, where waxing's reserved for surfboards, not legs, and all three franchisees have people biting their arms off for the chance to have professional laser hair removal from their highly trained therapists.

Sophie could have opened her own clinic in competition with Laser Clinics, of course, with all the stress and uncertainties that go with finding a site, inventing a brand, protecting the intellectual property rights, sourcing equipment, recruiting staff, then making sure the right people have heard of it and want to use it.

But she had so much experience of the market in

Australia and the demand for Laser Clinics' services that she wasn't even slightly tempted to go it alone.

"Laser Clinics really is the business," Sophie says.

"It's so successful in Australia and such a proven business model that I wouldn't have dreamed of opening a clinic with anyone else."

With more than a thousand clients under her belt already, Sophie's counterpart Gillian has no regrets, either.

"Working so closely with clinics in Australia gave me a real taste for running my own clinic," she says.

"A lot of clinic clients asked why I didn't have my own. But I wanted the backing of something big. I wanted a business model that I knew was tried and tested."

In Luton, Anna says her clinic is doing "incredibly well", despite being closed several times during the pandemic.

## PHENOMENAL

"Our first 'wow' moment was the amount of revenue we took in the first two and a half weeks," she says. "It was phenomenal."

"People come up to us and ask what we're doing there because the clinic looks like it belongs to London and we say: 'Darling, we're bringing London to Luton,' and they love that."

Praising head office for helping her find the perfect location with the right amount of footfall, Anna still effervesces with enthusiasm.

"I didn't know what to expect so I jumped right in," she recalls.

"Now I absolutely live and breathe Laser Clinics."

"I never thought I would change industry, but this is definitely the life for me. It suits me down to the ground."



## AT A GLANCE LASER CLINICS

Location of units: UK

Established: 2008

Number of franchised outlets: 165

Location of units: UK, Australia and New Zealand

Investment range: £200,000

Minimum required capital: £80,000

Contact: [franchising@laserclinics.co.uk](mailto:franchising@laserclinics.co.uk)

[laserclinics.co.uk/franchise-opportunities](https://laserclinics.co.uk/franchise-opportunities)

# Why flexibility is the new face of franchising

Newly liberated customers are providing increasing opportunities for flexible office space franchisees

WORDS BY JULIAN CHAMBERS



## THE AUTHOR

Julian Chambers is head of franchise at IWG, operator of Regus and Spaces

**I**f I was to predict the trends that would shape franchised businesses in 2021

a few months back, would you have believed me? It's amazing how quickly things can change and thankfully we're beginning to see some light at the end of the tunnel in the UK across most sectors.

With restrictions easing for the first time this year, it's refreshing

to see diners fill tables at local restaurants, socially distanced coffee catch-ups between friends and the reopening of retail.

You don't need me to tell you how challenging the past year has been for many of these businesses, in particular for traditional franchise industries such as coffee shops, gyms and hotels.

Having faced periods of closure for the majority of 2020, they have had to pivot their operations and

adapt offerings in order to get back up and running in this 'new normal'.

As the world continues to reopen, there are increasing opportunities to tap into the shifting attitudes and needs of a newly liberated customer base. This is especially true in the case of flexible office space.

In 2020 we witnessed the world's largest enforced trial of remote working, which is still ongoing. Businesses and employees alike



have experienced the full range of benefits that a hybrid working model can offer, from a better work-life balance to reduced overheads.

However, unlike other sectors the changes to when and where we work are here to stay long-term. We know that most people now prefer to work closer to home and because of this there's a huge unmet demand for investment in meeting these needs.

Reflecting on how the flexible workspace market has fundamentally shifted in the past year, here's my take on what we can expect for the remainder of 2021:

### **A broader spectrum of experience and backgrounds**

At this moment in time, there's a high level of unmet demand for professional workspaces countrywide, but particularly in smaller towns and suburbs.

As a result, the profile of potential investors is no longer limited to those who know the city property market well. In fact, it's the opposite.

## ***"There's a high level of unmet demand for professional workspaces countrywide, but particularly in smaller towns and suburbs"***

Newcomers to the commercial property space spotted the opportunity generated by remote working during 2020. Now experienced franchisees from a wide range of backgrounds are also realising the stability that diversifying into new sectors can bring to their portfolio.

However, they need to move at pace or risk missing one of the most popular investment opportunities of 2021.

### **More people will become their own boss**

If there was one word that could sum up working in 2020 it would have been flexible. Not only in terms of working away from the office and setting up base at home, but also in how professionals view their roles and career aspirations.

In some cases, additional time at home allowed more headspace to reset and as a result we've seen an increasing number of people starting new businesses or creating that side hustle they've always dreamed of.

Aside from this, concerns still linger around job security in some sectors and if the opportunity presents itself I would expect that we continue to see people becoming their own boss and potentially taking the leap into franchising.

### **A return to an office that's closer to home**

According to IWG research commissioned in September 2020, six in 10 workers still want to work in an office for at least part of the week - but one closer to home. 77 per cent even say that this is a must-have for their next job move.

In the first quarter of this year, we've seen demand for office space in commuter hot spots such as Welwyn Garden City, Bromsgrove and St Albans climb by over 50 per cent compared to the same period last year. In fact, since the start of 2021 we've had an increase of one million new users overall.

Some large businesses are already waking up to these demands from their employees.

Standard Chartered now offers its 95,000 employees the option to work from any of IWG's 3,500 offices worldwide, while global telecoms company NTT recently signed a similar deal for its 300,000 employees.

While all this is good news for the flexible office industry, it also looks like it will have a positive impact on local economies and other franchise sectors, such as gyms and hospitality. With many people now working outside of a city for at least part of the week, there's a greater need to serve the influx of this more flexible workforce in suburban locations.

### **More demand for smaller spaces**

With more people looking for a work base close to home and the continued focus on maintaining social distancing, the demand for smaller individual workspaces rather than larger open plan work areas will continue to grow.

This trend played out in our sales last year, when we observed a 19 per cent increase in interest for our one-two person workspaces compared to pre-pandemic levels - and it's one that will be a key consideration for office space franchisees in the next year.

### **A future of flexibility**

There's no doubt about it that how we live and work has changed for the long term and in some cases for the better.

The concept of hybrid working has banished the expectation of a two-hour commute and made the traditional five days based at a company headquarters a rarity.

Everyone from businesses to employees have realised what the benefits of being closer to home can offer and there's now a huge investment opportunity for franchisees to be a part of this change and fill a gap in demand.





# Join us on the next stage of our development

Molly Maid is on the highest growth trajectory since it started cleaning homes in the UK 35 years ago, Aaron Watson, director of business development, says

**I**n a global health crisis, it's no surprise that cleaning has become big business.

Faced with relentless messages about the importance of cleaning and sanitising your home to keep your family safe, more families are turning to professional housecleaning companies like Molly Maid.

As a result, our industry is set to experience unprecedented growth in customer demand over the next few years.

## FAVOURABLE CONDITIONS

I've been involved in the house cleaning industry for the past 12 years and never seen such favourable conditions for our franchise owners to build a profitable and successful business as I do now.

At the beginning of the pandemic, we saw a noticeable increase in searches for 'home cleaning' and 'house cleaning' and a wave of new customers wanting a known and trusted brand like Molly Maid to clean their home.

But coming out of this last lockdown, we're literally bursting at the seams.

I think this is as much to do with the fact Molly Maid is the most well known brand in the industry and our trademarked HomeSafe cleaning procedures instantly convey 'safety', as an overall increase in customer demand.

But regardless of the reasons, Molly Maid is on the highest growth trajectory since we started cleaning homes in the UK 35 years ago.

## SYSTEMS IN PLACE

Over the years I've often been asked why franchising as a business model and why Molly Maid?

Franchising as a business model means there are systems in place that have been developed so you don't have to spend time working out how to effectively operate your business.

The benefit of this was underlined during the past year, when new systems, procedures and marketing were needed to deal with a fast changing and dynamic business environment.



## AT A GLANCE MOLLY MAID UK

**Established:** 1984

**Number of franchised outlets:** 67

**Location of units:** all across the UK

**Investment range:** £18,975 (plus VAT)

**Minimum required capital:** £8,000

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

[mollymaid.co.uk/franchising](http://mollymaid.co.uk/franchising)

**“The brand is the most well known and most searched cleaning service in the industry”**

Franchising is more than just procedures, though. It's about the brand and its instant awareness and credibility with potential customers, which in turn helps to grow sales and profits.

This is why Molly Maid is the best choice in the cleaning industry. Simply put, the brand is the most well known and most searched cleaning service in the industry.

## REDUCING THE RISK

Having spoken with hundreds of individuals considering moving from the security and perhaps even constraints of employment (on their income, their ability to make decisions or control over their time) for the freedom and excitement of becoming their own boss, I often find it's a battle between heart and head - the heart telling them what a fantastic opportunity owning a business provides, versus their head warning them of the potential risks.

Let me be honest and say the decision to start a business always carries some risk, but when you factor in a huge and growing industry, proven systems and a well known brand, the risk is greatly reduced.

We would love for you to join us on this exciting next stage of our journey, so make the right decision, increase your freedom and control and reduce the risk by choosing Molly Maid.



# “It’s a real partnership”

Lesley and Barry Lavin are celebrating 20 years as OSCAR Pet Foods franchisees

**A**s Lesley and Barry Lavin celebrate 20 years of running their OSCAR Pet Foods franchise, stand-out memories reveal that teamwork and tenacity have been key to their long-lasting success.

OSCAR Pet Foods Cheadle Hulme has given them the flexibility to manage their family commitments, as well as a rewarding home delivery business centred around pets.

## ENTHUSIASM

Looking back over two decades, Barry and Lesley recall just

how far they’ve come: “The first flushes of excitement and enthusiasm at owning our own business stick out as a memory.

“We went everywhere. We would approach dog walkers in the park and friends in the street and ask: ‘Have you heard of OSCAR Pet Foods?’ ‘Do you own a pet?’ ‘Can we help?’ To be fair, people were lovely to us.

“We were really green in those days. I’m pleased to say that as the business began to grow so did our professionalism. The same can be said for the company, too.

In 20 years, OSCAR has grown not only in size, but also in professionalism and support for us as franchisees. It’s a real partnership.

“We’ve also had our luck. About two or three years in, our neighbouring franchisee sold to us and, as a result, we extended our customer base.

“Teamwork with fellow franchisees in neighbouring territories has always been an important part of the journey and we’ve forged great bonds along the way - with head office support confirming the strength of the network.”

## WISDOM

Alongside the couple’s natural ability to embrace opportunity lies their wisdom in understanding that to get the ‘yeses’ you’ve got to take the ‘noes’.

“Lesley is firmly in the driving seat these



## AT A GLANCE OSCAR PET FOODS

**Established:**  
1994

**Number of franchised outlets:**  
80-plus

**Location of units:**  
nationwide

**Investment range:**  
from £8,995 (plus VAT)

**Minimum required capital:**  
£8,995 (plus VAT)

**Contact:**  
Janet Walmsley  
0800 068 1106  
[oscar.co.uk](http://oscar.co.uk)

**“OSCAR has grown not only in size, but also in professionalism and support for us”**

days and I’m just support crew to help load and fetch things from A to B,” Barry says.

“All credit to her, she’s stuck at it and all her hard work and tenacity has put the franchise where it is today - she has made a great success of it.”

## REWARDS

Previously a midwifery sister, Lesley’s life has always revolved around caring for others. Her desire to help people, combined with skilled communication, has brought its own rewards to the couple’s franchise and its surrounding community, creating a special service that pet owners have come to rely upon.

“I love my chats with Richard Martin, managing director of OSCAR Pet Foods, who shares little gems of information about the products,” Lesley says. “He won’t budge on quality and that’s what gives me such confidence in the brand.

“I know my customers want the best for their pets and I know that’s what OSCAR provides. We won’t sell our customers anything they don’t need because honesty and integrity in what we do is absolutely key.”



# Join HOODZ International's global franchising expansion

Partner with the leading kitchen exhaust cleaning franchise

**B**uilding on its strong growth throughout North America, HOODZ is bolstering its global presence by expanding into Ireland and the United Kingdom in 2021.

"We're looking for passionate entrepreneurs who want to own a business that keeps restaurants in their community safe, compliant with regulations, and open for business," says Joseph Manuszak, VP of international development for BELFOR Franchise Group.

If you want to own a recession-resistant business that serves an untapped need in a fast-growing industry, investing in a HOODZ franchise is a wise choice.

With more than 135 territories owned throughout the US and Canada, HOODZ is the premier kitchen exhaust cleaning franchise, thanks to its superior customer service, exceptional training and certifications, and the extensive resources and support from being a part of BELFOR Franchise Group, a



## AT A GLANCE HOODZ INTERNATIONAL

**Established:** 2009

**Number of locations:** 125 active franchised regions (out of 135 available) in the USA

**Total investment range:** £70,000-£90,000 includes franchise fee, training, van and all equipment required to launch

### Contact:

#### England and Wales:

Iain Martin - iainm@kyros.uk.com  
or 01562 261162

#### Ireland and Scotland:

Mikayla Whittle - mw@franchiseand.com  
or 0141 2212600

[hoodzfranchise.com](http://hoodzfranchise.com)

**"If you're going to leave a career to start a new life as a business owner, you want to be sure that the reward is going to be worth the risk"**

global leader in services franchises.

Manuszak says: "If you're going to leave a career to start a new life as a business owner, you want to be sure that the reward is going to be worth the risk."

HOODZ offers robust training and ongoing franchise support to help turn driven individuals into savvy, seasoned entrepreneurs.

By providing training that focuses on technical expertise and business development, marketing support, a 24/7 call centre, and access to industry experts who know how to grow a commercial kitchen cleaning business, HOODZ takes the guesswork out of owning a business and will help you chart a clear path to growth.

## WE HELP RESTAURANTS STAY CLEAN AND SAFE

Unlike other brands in the food service industry, HOODZ focuses on helping restaurants - and any building that serves out of a commercial kitchen



- remain in compliance with health and safety codes.

The brand specialises in cleaning kitchen exhaust hood systems, conveyor ovens, pressure washing, hood filters, grease containment, and appliance deep cleaning. Its services prevent grease fires, on-the-job injuries, workers comp insurance claims, and help maintain a level of cleanliness that today's consumers expect.

The best part? Because the majority of the brand's services are mandated by law, HOODZ doesn't have to look far for customers. All commercial kitchens in restaurants must have their kitchen exhaust systems inspected and cleaned on a regularly scheduled interval.

Clients include not only restaurants, but also schools, hospitals, arenas, and thousands of other locations that need to hire a certified and professional provider to help them to comply with Health & Safety legislation.

Because the majority of operators in the restaurant cleaning industry work independently, HOODZ is able to secure long-term contracts and establish longstanding relationships with its clients because it delivers a level of professionalism that sets the standard for the industry. This means that franchise owners benefit from not only multiple lines of service, but also recurring revenue streams.

"There are two big things that most potential franchise owners look at when they're evaluating the HOODZ franchise that set it apart from most of the other opportunities out there," says Keith Turner, president of HOODZ.

"The first of those is the recurring aspect of the work we do. The work we do is not a one-time sale or a one-time service, but something that we do over and over again for the life of a client's business.

"The other piece of it, which is equally important, is the fact that it's compliance-based.

"Most of the services that we provide are required services. They're not optional services. So it's not something where you're trying to convince a prospect of the need for the service. It's something that they know they have to have. It's just a matter of who they're going to pick to go with for the service, and from that standpoint, there's no one out there that can compete with the quality and service of HOODZ."



Owning a kitchen exhaust cleaning business is a relationship-driven endeavour. Owners of restaurants and managers of commercial kitchens understand the need for compliance, health and safety codes, and they want to hire a company that is reliable, professional and transparent.

Because the industry is fragmented and the majority of businesses in this sector are independent operators, HOODZ is able to secure relationships and retain business simply by being accountable, professional, and by offering a comprehensive menu of services.

## HOODZ OFFERS COMPLETE KITCHEN EXHAUST SYSTEM CLEANING:

- Exhaust fan hinge kit and access panel installation.
- Exhaust fan belt replacement.
- Conveyor oven cleaning.
- Filter cleaning and exchange.
- Soak tank service programme.
- Kitchen floor cleaning.
- Grease trap cleaning.
- Equipment cleaning.

All of these services are designed to make commercial kitchens safer and are invaluable to restaurant owners and managers, all while generating several significant additional revenue streams for our franchise owners.

## OUR TRAINING AND SUPPORT

"The training that BELFOR Franchise Group provides is far beyond anything else in the industry," Turner says.

"From the marketing support to the call centre, to the ongoing coaching, you will have all the resources you need to get established quickly and grow your business.

"The demand for our services is truly enormous, and it's only going to increase going forward. If you're ready to capitalise on

a highly lucrative niche in a booming segment, HOODZ is the right opportunity for you."

You may not have any experience in cleaning exhaust systems in commercial kitchens. You may have never set foot in a commercial kitchen before - and that's okay. HOODZ's training platform is designed to fast-track you from novice to expert in a short period of time.

At the brand's training facility, you are taught everything you need to know about how to become proficient in the services that HOODZ offers. The brand will teach you how to use its equipment and walk you through the services on offer with hands-on training. By the time you graduate from training, you'll be proficient in performing all services at a high level.

## HOODZ HELPS YOU KEEP YOUR COSTS LOW

HOODZ is a home-based business for a reason. The organisation doesn't want you to have to spend money on renting an office space and hiring an office manager in the pivotal early months of the launch of your business.

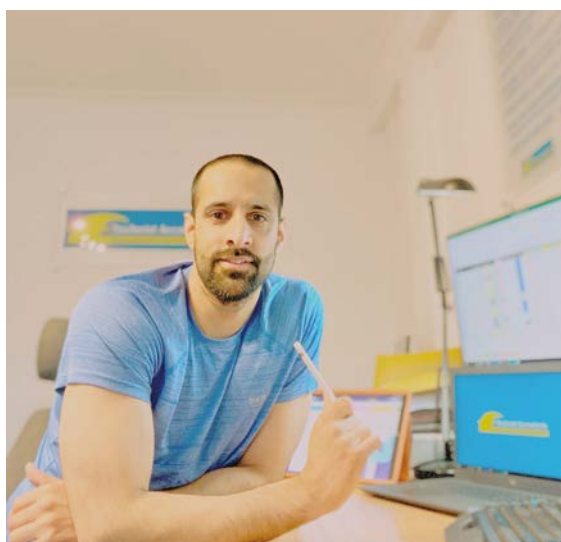
Because of this, HOODZ gives you access to a 24/7 call centre that exists to pick up the phone when your customers call and ensure that their experience with HOODZ is positive from the get-go. This invaluable support will not only keep you organised, but it will also allow you to focus on building your business.

HOODZ also provides you with the full support of its in-house marketing team.

Marketing can be one of the most challenging aspects of launching a new business, but HOODZ has the team to assist you. It will provide you with the necessary marketing materials to help you build brand awareness, as well as assistance with establishing your digital footprint, gaining online reviews, generating leads, and more.

# The journey has been worth it

Kam Aujla's TaxAssist Accountants franchise has seen exponential growth during the last two and half years



**D**erby-based Kam Aujla has recently celebrated signing up his 400th client - just two and a half years after joining the TaxAssist Accountants franchise network.

With an MBA, a first class degree in accounting and finance and Chartered Institute of Management Accountants membership, he was always destined to work in the world of finance.

## POTENTIAL

But it was seeing an advert to join TaxAssist Accountants that sparked Kam's interest in setting up in practice for himself via the franchise route.

He says: "My ambition had always been to work for myself in a business with a scalable

model and when I stumbled across TaxAssist I recognised the potential immediately.

"I was familiar with franchising and knew it would enable me to build a practice faster and with more security and support than going it alone. It certainly hasn't disappointed.

"The six-week initial training course that all new franchisees attend was very insightful and upon completion I felt really engaged, informed and ready to launch my practice.

"The whole TaxAssist team are very knowledgeable and experienced, as well as friendly and helpful, and their hard work and dedication have made a massive difference to my business, particularly over the last year.

"Growing the business has been a real team effort, with new clients coming from leads generated as a result of my local marketing efforts and from TaxAssist's national marketing activity.

"Staff at the support centre are a great resource and their assistance gives me more time to spend on business development.

"My branded car has definitely helped to generate awareness of my business locally - it's hard to miss - and it's definitely paid for itself.

"I'm also active on social media and enjoy networking with local professionals who refer clients on."

Referrals from clients have also played a big part, which is directly driven by how happy customers have been with the level of service they received, according to Kam.



## AT A GLANCE TAXASSIST ACCOUNTANTS

**Number of franchised outlets:** 245 franchises operating from 406 shops and offices

**Established:** 1995

**Location of units:** UK

**Investment range:** £100,000-£150,000

**Minimum required capital:** £40,000

**Contact:**  
franchiseenquiries@taxassist.co.uk  
taxassistfranchise.co.uk

**"Growing the business has been a real team effort"**

## FRICTIONLESS

He adds: "We've always tried to offer customers a service above and beyond their expectations and we strive to make their journey as frictionless as possible.

"I've also had a wealth of support in my time as a franchisee from other franchisees in the network, who are always willing to help and share best practice.

"We really are one big family and I'd encourage any new franchisees to reach out and make use of this resource, as we all have something we can learn from one another.

"We've seen exponential growth during the last two and half years. We've worked long hours and had very little time off. However, the journey has been worth it and we look forward to what the next few years will bring.

"Thanks to the whole TaxAssist team - my success wouldn't have been possible without you."

## LARGEST

TaxAssist Accountants is the UK's largest network providing tax advice and accountancy services specifically for sole traders, partnerships, limited companies and personal taxpayers.

With more than 375 offices nationwide, the network provides accountancy services, tax returns, payroll, bookkeeping, tax savings and tax advice to 78,000 customers.



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Dani Smith: [enquires@WOIFranchise.com](mailto:enquires@WOIFranchise.com)





# It's vital to let people know you're still open for business

Why PR is even more important as we come out of lockdown

WORDS BY MICHAEL DONALDSON



## THE AUTHOR

Michael Donaldson  
is PR director  
at Crossford  
Communications

**A**lmost 70 per cent of UK business decision makers see PR and digital marketing as crucial in the months ahead.

The next few months are going to be a vital time for everyone involved in the franchise industry, as we not only battle to reconnect with pre-lockdown audiences, but also look to attract new customers with differing needs and values.

There's no denying the world has changed significantly, so it's time to embrace it and show people you're still open for business.

## Keep your competitive edge

Strong leadership and resilience has never been more important as franchises look for that competitive edge that will help them navigate through all this uncertainty.

Franchises, big and small, need to listen to their customers, reassure them and adjust sales messaging.

We're already seeing a shift away from salespeople relying on personality and rapport to a more strategic and data driven plan of action.

Face-to-face meetings and customer interactions have been very limited lately and this is likely to continue, so

organisations need to utilise different tools to fill this void.

Sales enablement will play a key role, so we recommend that franchises concentrate on improving communications and in particular content creation, findability and analytics.

## Enhancing your company profile

Today, PR is vital for managing your company profile, improving your reputation and achieving your business objectives.

If you make a list of everything you're trying to accomplish as a company, all points can be linked and enhanced by targeted, positive PR. People need to know you're there, know what you're doing and trust needs to be rebuilt.

As a small to medium-sized enterprise, we've seen business steadily grow through lockdown and as a company we've grown by over 30 per cent.

The reason for this is simple: organisations need to find fresh ways to communicate and utilise new channels. Expert, innovative, eye catching content has never been so important. Habits are changing forever, so business habits need to change as well.

## Shout about your successes

There are more than 900 franchise brands currently operating in the

UK, all of which are battling to reconnect with audiences. It's a very crowded marketplace with fierce competition.

Put simply, now is not the time to sit back and hope for the best, it's time to shout about successes and support your network in the best way possible.

## Reconnecting with your audience

What are the best ways to reconnect with your audience?

Advertising is an option, but it's much better if someone else is showcasing your business and how good your product is. This is why cost effective, targeted PR works so well for franchising. Every franchise has a proven product and more than one story to tell.

However, deciding you want positive PR is not as easy as it sounds.

Every day journalists are being bombarded with information, so why should they take notice of the story behind your brand? The answer is simple: you have to give them what they want.

Whether you're looking to send out a press release or write a feature or case study, you have to make it newsworthy and relevant, as a poorly written article or an advertising 'puff' piece will, unfortunately, go straight in the bin.

It's important to engage with PR experts who specialise in communicating with the public, can gauge public interest in a business and are skilled in creating a buzz around a brand.

***"Every franchise has a proven product and more than one story to tell"***



## **5** REASONS WHY EFFECTIVE PR IS KEY TO YOUR SUCCESS

IT CAN:

- 1** Reconnect and re-energise your customer base.
- 2** Enable you to share your successes and let people know you're still around.
- 3** Rebuild your reputation - don't assume everything is still the same.
- 4** Assist you to attract new franchisees. Working from home has changed many things and a lot of people will be re-evaluating their lives and considering their options.
- 5** Give your network a much needed boost at both a local and national level.

# Franchising face to face is back



## AT A GLANCE INTERNATIONAL FRANCHISE SHOW

**When:** October 1-2

**Where:** ExCeL London

All attendees must preregister at [thefranchiseshow.co.uk](http://thefranchiseshow.co.uk)

For sponsorship and exhibiting information contact **Simon Chicken**

**+44 (0) 1179 902**

[simon.chicken@comexposium.com](mailto:simon.chicken@comexposium.com)

The International Franchise Show returns this autumn with a range of safety measures in place



**O**ver the past year, exhibition organisers have had to spend an increasing amount of time planning and putting in place additional measures to ensure the safety of guests returning to live events amid the pandemic.

Research conducted in 2021 by Explori, an attendee feedback platform for events, expos and event venues, and sponsored by event management software specialist EventsCase found that the primary focus of event organisers is on delivering postponed events, developing new sources of revenue, engaging target audiences and understanding changing customer needs.

After a year - or more - of postponements, event organisers have had to adapt in order to stay afloat and find new ways of delivering value to their audience and exhibitors.

The roll-out of the UK's vaccination programme, increased testing and trials of live events has brought confidence that live exhibitions will return.

### OPENING DOORS

One exhibition eager to open its doors once again is the International Franchise Show, the UK's biggest franchise event, which each year delivers Britain's largest selection of franchise brands under one roof.

On the planned autumn return, marketing manager Joshua Christopher says: "On October 1-2 the International Franchise Show will play host to over 250 exhibitors and more show features than ever before."

"After being postponed for more than one year, we're super excited to put on our biggest exhibition to date and we cannot wait to again welcome guests to our event in a COVID-secure environment."

The organiser of the International Franchise Show adds that the safety of all attendees is its number one priority and has put in place a number of measures following the industry-wide 'All Secure Standard'.

### PILOT CONCERT

A recent pilot concert held in Liverpool saw 5,000 music fans partying at a nightclub without face masks or the need to social distance.

All party-goers were required to take a supervised lateral flow test at one of four testing centres in the city the day before, with admittance only being allowed if their test returned a negative result.

Attendees were retested on May 7 in order to determine whether there was any spread of the virus.

For the events industry, these pilot schemes are crucial and pave the way for live events to return safely. The pilot events also demonstrate what sort of measures, such as ventilation, need to be implemented for future exhibitions.

### VISITOR PREREGISTRATION

At this year's International Franchise Show all visitors will be required to preregister at [thefranchiseshow.co.uk](http://thefranchiseshow.co.uk) in advance and follow strict social distancing measures.

The organiser will be monitoring [excel.london/visitor/your-safety](http://excel.london/visitor/your-safety) and updates will be communicated via the show website, email and social media to ensure guests are well informed before attending.

In addition to ExCeL's strict cleaning regimes, the International Franchise Show has teamed up with ElectroClean, which will provide a deep electrostatic clean of the hall prior to the event, so attendees can rest assured everything has been done to protect them.



# The flexibility to fit any location

Artisan bakery PAUL offers viable retail formats for multiple trading environments

**P**AUL has been baking bread and pastries for 130 years in France and has traded in London for the last 20 years, building a loyal customer base who enjoy the product quality produced by its trained bakers.

The company has a passion for its artisanal methodology of baking bread and pastries and is looking for like-minded investors and operators who are equally passionate about becoming PAUL franchisees.

## OPERATIONAL MODELS

It offers various operational models that provide viable formats for multiple trading environments - from high footfall 'express' concepts that offer coffee and 'grab and go' options for busy commuters or business individuals, to village-style local community stores that provide more individual service.

PAUL specialises in affordable luxuries at a time when consumer tastes are evolving towards

appreciation of higher quality products, authentic provenance and real differentiation. There is scope for a premium national bakery to emerge across the UK - the PAUL bakery.

The company's flexible retail format offers opportunities for varied sizes, including café environments, service stations, town and city centres and suburban and traditional village bakeries.

Smart, warm and comfortable, stores are based on traditional designs with affordable fit-out costs. PAUL products are designed to be finished off in-store to ensure maximum freshness, providing theatre and delighting customers every time.

## FRANCHISE BENEFITS

PAUL brings artisan bakery to high footfall areas. Its tried and tested operation offers franchisees a national supply chain, economies of scale, a store model with the flexibility to fit any location, breadth of range and a better customer experience



## AT A GLANCE PAUL UK

Location of units: UK

Investment range: £350,000

Minimum required capital:  
£500,000-£1 million

Contact: Andy Hulbert  
franchise@paul-uk.com  
paul-uk.com/franchise

**“Smart, warm and comfortable, stores are based on traditional designs with affordable fit-out costs”**

through in-store bakery preparation.

The company supplies and trains you, providing everything you need to hand-craft products in your own bakery within the framework of the PAUL brand.

PAUL looks forward to sharing its passion for the brand and the joy of training you to produce the high quality baked products and bread that differentiate PAUL and make it a brand that consumers love.

The company's team is the secret ingredient of the business and each member of the PAUL family is highly valued. Their success is the company's goal.

The most important asset of any business, especially within the hospitality sector, is its people. PAUL strives to nurture individuals to build great teams, providing everyone with the opportunity to develop within the business.

## OPTIONS TO SUIT

Franchisees are looking for different businesses to suit their investment plans and aspirations. With a proven PAUL bakery model, the company is set up for all types of entrepreneur.

If you're interested in the opportunity of opening and trading PAUL locations in your area of the country and you have the financial means and operating capability to develop a successful business, PAUL would be very interested to discuss and explore the opportunity with you.



# A CUT ABOVE THE REST

Barber to stars of TV, sport and music, SliderCuts - aka Mark Maciver - honed his razor-sharp skills at an early age. His acumen and knowledge has also made him a trusted figure in the wider business community



**S**liderCuts has been cutting hair professionally since 2003. During that time he's built an impressive client list, which includes basketball legend LeBron James, world heavyweight boxing champion Anthony Joshua, TV personality Reggie Yates and rappers Stormzy and Tinie Tempah. Today, he imparts his business knowledge in person, in print and online.

### **Tell us about yourself. How did you get into barbering?**

I got into barbering when I was 13-15 years old. I was getting my haircut at home from my older brothers and mum and was tired of getting - no offence - sub-standard haircuts, so I decided to pick up the clippers myself.

That was how I got into barbering, but I was always interested in hair. I used to look at people's haircuts on the street or on TV and say, when I get older and finally go to the barber shop I'll get that haircut or that hairstyle.

When I was 18, I got an unofficial apprenticeship/internship at a barber shop while I was in college. I then worked hard to build my own business - SliderCuts - and the rest is history.

### **How has COVID affected your business?**

I haven't been able to work, as we've been shut for about seven-eight months of the last 12.

It's affected the business significantly, but I'm working my way through it. During lockdown, I was working on other things. I've been running online business classes, where people have paid to learn various barbering skills. I've also been increasing my social media presence and investing in other areas.

### **How does it feel to have SliderCuts open again?**

You sometimes forget how good it feels to connect with people, so it's amazing.

It feels like this has been missing, this whole community, this whole connection, because of the period of time we've been closed.

There's a great buzz, there's a great vibe in the air and it feels

***"I believe in leading by example, which is what I do every day running my own company. I'm playing my part to help people grow as much as I can"***

amazing to have business flowing again and to be making money, so every month I'm not in a position to have to find money to pay bills.

Seeing the other staff members here as well and them in a position to make money is really good also.

So it's great to have the studios back open because this is a community centre and the community needs it, it feeds people's families and everybody loves a barber shop because you leave here looking better than when you walked in.

### **You've been described as a business role model. How are you helping small companies and aspiring entrepreneurs to succeed?**

By providing a lot of free information. On my Instagram, for example, I'm always giving out information to help small businesses grow, as well as advice on managing the times we're in.

Outside of that, I mentor various people, which I don't charge

for, while generally, in real life, I'm always helping people.

I've also written a book called *Shaping up Culture*. It's a guide to help people approach those initial steps of setting up a business and I'm in the process of writing some new chapters, which will be released soon.

I do vlogs that are available on YouTube that offer business advice. I host online classes as well that focus on subjects such as how to set up a business, how to use Instagram and how to create a brand. While people have to pay for these, I've made sure they're affordable and accessible.

In addition, I believe in leading by example, which is what I do every day running my own company. I'm playing my part to help people grow as much as I can.

### **What's your business philosophy?**

Whatever you are in, do it to the best of your ability, which comes from a scripture in the bible - Colossians 3:23: 'Work willingly at whatever you do, as though you were working for the Lord rather than for people.'





## GET TO KNOW SLIDERCUTS

### PROUDEST ACHIEVEMENT?

Business wise, opening up SliderCuts Studios and being able to employ staff, which to me means providing people with jobs that help them support themselves.

I'm also proud of being recognised for my work with awards from the industry and nominations like the Evening Standard Business Awards.

Away from business, I'm really proud of my marriage and children. To me that's success. Having a stable, happy family life and being part of my children's lives has always been one of the things I've wanted since I was young.

### GREATEST PIECE OF ADVICE ANYONE HAS EVER GIVEN YOU?

I don't know if it's the greatest, but it was given at the point I needed to hear it - when I was opening up SliderCuts Studios.

There were so many delays getting it open and someone said to me: "Just get it done. Whatever it is, do it." It was easier said than done, but it resonated with me and focused my mind.

### WHAT ADVICE WOULD YOU GIVE TO YOUR YOUNGER SELF?

The road you are on is probably going to feel lonely, but continue to pursue your dreams, as they will pay off in the end.

Keep doing what you're doing and don't follow the crowd. It might be awkward and frustrating, but you're doing the right thing.

### GREATEST SACRIFICES YOU'VE MADE TO GET WHERE YOU ARE?

Time and money. I sleep very few hours because I'm always supposed to be doing something and need to prioritise to ensure I give time to my children, my home life and my wife, as well as my business. So yes, time is a big sacrifice.

I've had to do everything with no money, so I've had to make financial sacrifices to pursue my business goals and dreams.



### What would you say to someone considering becoming their own boss?

This is a conversation I have quite a lot with people. I believe the best way to share your knowledge is by asking questions, because ultimately you cannot say to someone they can or can't, but you can help them come to their own conclusion.

Why do they want to be their own boss? What will make their business different from the competition? Another thing that's important is whether they are boss material. Do you want to be your own boss simply for the title or do you actually feel like you have a role where you can help and serve people? Ultimately, a good boss is a servant. I'm a servant to my customers. I'm even a servant to my staff in a sense.

I also make sure I share how being your own boss often means you're going to work harder and longer than when you worked for someone else.

So if you think it's going to be an easier option, I'm here to tell you that it's not. It takes a lot of work, time, energy and sacrifice. I'm not trying to put people off, but make them aware of the road ahead. Yes, it could be more fruitful and

potentially there are more benefits, but it's definitely not easier.

### What will people learn from Shaping up Culture?

How to approach business in a better way and develop an understanding that business starts with themselves and the development of their character.

They'll learn the first five steps that don't get spoken about in most business books because they always make the assumption people already know these things and start from a place a lot of people I know, for example, don't start from.

The book may also help people to understand why some of their endeavours in life aren't going the way they hoped, whether that's due to steps being missed out or areas not being addressed, which Shaping up Culture will help them identify.

### Where do you see yourself in five years?

At the SliderCuts Studios and moving into a new house local to the shop. Hopefully, I would have started my SliderCuts Academy and maybe, since I've got my beauty studio, I'll be teaching things like nails and hairdressing as well.



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## NOW FRANCHISING

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# Get your career back on track



## AT A GLANCE ENCOURAGING WOMEN INTO FRANCHISING

Visit [ewif.org](http://ewif.org) and [thebfa.org](http://thebfa.org) for your first step in finding a new career.

With women losing their jobs at a faster rate than men, how can you rediscover your purpose? Encouraging Women into Franchising offers some advice



**H**ave you been affected by the fallout from the pandemic? The coronavirus crisis has seen women bear the brunt of increased unemployment or an urgent need to exit the workplace to focus on family, which has intensified their sense of isolation and fear of being left behind in their career.

This has led to a loss of purpose and increased anxiety about returning to work in the future.

According to the Women in Work Index 2021, produced by PricewaterhouseCoopers for the Organisation for Economic Co-

operation and Development, the impact of the pandemic 'hit women the hardest' - a clear indication of the disproportionate challenges women continue to face.

### WHAT IS YOUR PURPOSE?

Many of us have various 'purposes' for different stages of our life.

There's a time to be a student and a time to step onto the first rung of the career ladder. There may be a time to raise a family. There may also be a time to become a CEO.

There's definitely a time for you to choose your purpose and to work out how to make it a reality. And while your purpose can be affected by the situations you encounter, such as redundancy, losing your job or changing direction, these don't define you in the long term.

### CAN FRANCHISING HELP?

Encouraging Women into Franchising thinks so. In fact, the not-for-profit organisation believes when you find the right franchise and know you belong we are stronger together.

So the fact you're exploring your options within franchising means you're curious about what you can personally achieve by running your own business.

### HERE'S HOW

- Franchising can give you renewed confidence in your capabilities.

You can step into the world of business ownership following full training provided by your franchisor. This includes everything from operating under its brand to business management and staff management.

- You can gain a sense of purpose as the boss.

The only person you compete against is who you were 'yesterday'. The success of your business depends on the effort you put into growing it. Find a renewed sense of purpose as you hit your targets and achieve your goals.

- You have role models and supportive people to inspire you.

Seeing women like you, building amazing business for themselves, renews our hope in our own abilities. If she can do it, so can you. You are the author of your future.

### WHAT'S NEXT?

Decide which industry you want to run your business in and the type of franchise you want to operate and explore what's available. The EWIF and British Franchise Association websites can help you do this.

Then take your first step. Approach the franchisor and ask them about their upcoming discovery day and how you can book a place on it. Go along and find out more about what you can achieve with its support.

**“Franchising can give you renewed confidence in your capabilities”**





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# Ask The EXPERTS

Our panel of industry specialists answer your franchise questions

## **Q** HOW HAS THE UK FRANCHISE SECTOR PERFORMED SINCE THE COUNTRY FIRST WENT INTO LOCKDOWN IN 2020?

### **ALAN WILKINSON WRITES:**

One of the attractions of franchising is the resilience it shows through hard times such as a recession. Over the past 12 months or so, this has also proved to be the case for a global pandemic.

Franchisors have had to adapt and modify the way they trade and some have been hit far harder than others. Some have had to close totally or where they have been able, they've traded on a far more limited basis. Others have adapted their offering, with businesses such as fitness classes providing their services online instead of face to face.

We've seen examples of franchisors having record results in 2020, despite

the pandemic. Some of the best results have been seen in outdoor franchises such as lawn care, indoor services such as loft conversion and tuition businesses, which have offered classes wholly through video conferencing.

This success has been seen not only through increased franchisee turnover, but also in the number of new franchisees being recruited.

It's therefore been a bit of a mixed bag of great successes on the one hand and other businesses hanging on by their fingernails on the other. The one thing that's certain is franchising will remain buoyant as the world begins to open up again.

**ALAN WILKINSON** is head of franchise development at The Franchising Centre and has been in franchising for over 25 years.

## **Q** WHAT ARE THE BENEFITS OF BUYING A BUSINESS-TO-CONSUMER FRANCHISE?

### **JOHN PRATT WRITES:**

As with all franchises, you have to ask yourself: Is this the sort of business that interests me?

Are you a people person, because in franchises where customers are consumers and not businesses there will be much more interaction?

With a business-to-consumer franchise, you're going to have fewer large accounts, so that bad debts will be less of a problem. You'll not have a big customer getting into financial difficulties and impacting your business by being unable to pay.

Generally, consumers will pay by credit or debit card and will pay before goods or services are supplied rather than have a

credit account, which is generally required by businesses.


Here there is, of course, a downside and that is dealing with payment issues with consumers because of the number of accounts may be more time consuming, but increasingly specialist software deals with this aspect of running a franchise.

If you're a people person and don't want to expose your business to the negative impact of a large customer not paying, then a business-to-consumer franchise may be for you.

Having said that, during the period of COVID lockdowns business-to-business franchises have tended to fair better than business-to-consumer ones.

**JOHN PRATT** is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.





## Q HOW LONG SHOULD IT TAKE TO MAKE MY INITIAL INVESTMENT BACK?

### LOUISE HARRIS WRITES:

The initial investment in a franchise varies greatly across the industry, but it's one figure franchisees should have a clear handle on before buying in. Once known, a key question is how long will it take to make that investment back? Of course, it varies.

There are a few rules in franchising. The first is you must be able to make your investment back within the term of your franchise agreement. A five-year agreement therefore indicates a maximum of five years to recoup your initial investment.

That alone, however, is not necessarily very attractive, since this implies no profit in that time.

Unless you're a pilot franchisee - testing the initial model or its expansion beyond the home territory - you should ask the franchisor for evidence that it's possible to achieve its projected income and profit. If it can't provide this, you should ask the franchisees who are trading.

It's fair to expect that the business may not break even in the first year, but beyond that it will depend on the anticipated growth of the customer base, sales of the goods or service, capital expenditure required and costs.

Make sure you get under the skin of the financials before buying into the model, as it may not be for you.

**LOUISE HARRIS** is an experienced franchisor, having built and sold an award winning franchise. She's currently franchise operations manager at Mathnasium UK.

## Q WILL A FRANCHISOR ENSURE I OPERATE MY BUSINESS WITHIN THE REQUIRED HEALTH AND SAFETY GUIDELINES OF THE SECTOR I OPERATE IN?

### SHELLEY NADLER WRITES:

The franchisor should provide health and safety guidelines appropriate to the sector the franchise operates in as part of the franchise manual.

There will be an obligation on the franchisee to comply with all laws and regulations applicable to the business.

Initial and ongoing training provided to franchisees and their employees will include health and safety procedures. The franchisor will train the franchisee and will usually require the franchisee to train their employees and ensure they comply with all obligations.

There may also be a requirement for the franchisee to carry out risk assessments to identify hazards and assess risks.

A franchisee, as an employer and business owner, is required by law to protect their employees and others from harm. Failure to do so can lead to criminal liability and the person affected may make a claim for compensation under civil law.

Franchisors often audit and inspect franchisees. For food businesses in particular, franchisees can expect part of this assessment to include compliance with health and safety and food safety procedures and processes.

If a franchisee does not comply with health and safety requirements, a franchisor may require these deficiencies are remedied fairly quickly. If they're not, it may lead to the termination of the franchise agreement.

**SHELLEY NADLER** is a legal director in Bird & Bird's international franchising team and has many years' experience of advising on all aspects of franchising.

Got a question about franchising? Email [editor@what-franchise.com](mailto:editor@what-franchise.com) or check out the 'Ask' section at [what-franchise.com](http://what-franchise.com)





# SMALL BUSINESS WORKSHOP

## WITH ANGIE COATES

*What Franchise's* resident business agony aunt Angie Coates, founder and CEO of Monkey Music, answers your business and entrepreneurial conundrums

### WHAT CAN I DO TO PREPARE FOR A CAREER IN A FRANCHISE BUSINESS?

The wonderful thing about choosing to join a franchise network rather than becoming an independent business owner is that you're buying into a proven business model and a network of support.

There will be plenty of people who can answer any questions you have about building and running a successful franchise, but I would advise prospective franchisees to do some desk research before speaking with future colleagues.

There is a vast amount of helpful information online that will help you understand how franchise models operate and what will be required of you.

Good places to start include the British Franchise Association website - in particular the free Prospect Franchisee Certificate - and franchising communities like [franchise.org](http://franchise.org).

Once you have a feel of what setting up and running a franchise involves and the variety of franchise models available, create a shortlist of franchise brands that appeal to you.

The personality and structure of every franchise network is different, the investment varies significantly, franchisee success rates differ and the assistance offered and control exerted by a head office support team is specific to each franchise.

Finding a franchise that suits your personality and skills can make a huge difference both to your chances of success and your returns.

Two variables will determine your success relative to other franchises in the network.

One is demand and competition in your sector/territory, so always do market research before investing. The second is you - your skills, experience and character - so complete a personal SWOT analysis to better understand your profile and which businesses on your shortlist are likely to match your values and help you thrive.

Finally, having settled on a franchise, during the application process I advise speaking and/or meeting with existing franchisees at different stages of their careers to get under the skin of the franchise family and the day-to-day running of the business.

### HOW DO I KNOW IF I'M GOING TO BE A SUCCESSFUL FRANCHISEE?

The reward and satisfaction that come from building a successful franchise business are incredible, but the required investment of both time and money can be daunting.

Unsurprisingly - and reassuringly - a question most Monkey Music franchise applicants ask early in the process is: "Will I be good at this?"

While answering this question and others raised by a prospective franchisee's research and the discussions they may have had with existing Monkey Music franchisees, we find the conversation often turns to individual

personal attributes and how they fit with the ethos of Monkey Music.

All successful franchise owners are natural communicators, hardworking, resilient and adaptable, but beyond that there is no perfect franchisee profile.

In fact, we've found the variety of skills, professional backgrounds and personalities in the Monkey Music network means everyone has their strengths and weaknesses. This benefits everyone, as we encourage franchisees to share best practice and learn from each other.

Shared learning from diverse approaches and providing mutual support above that offered by head office definitely makes our network more successful and enjoyable, a fact that was even more apparent during the spotlight of COVID, when franchisees were going out of their way to support one another.

Given there's no perfect profile, I'd suggest if you believe in the brand you're looking to work with, are prepared to work harder than you have ever worked before, can take the odd setback, are dreaming of building a successful business with like-minded people and love learning new things you will be a successful franchisee.

Have a question you wish to ask Angie?

Email [editor@what-franchise.com](mailto:editor@what-franchise.com)

Check out Angie on Instagram:  
[@angiecoatesmusic](https://www.instagram.com/angiecoatesmusic)

# Looking after the numbers

Our network accountancy services can help franchisors gain the financial insight they need, Phil Archer, manager at d&t, says

**K**eeping across the income and expenditure in franchisees' accounts has never been as important as during the past 12 months.

For a franchisor, knowing the numbers means having a clear snapshot of the health of the franchised network and being in a position to offer the necessary support to franchisees at the right time.

However, the pressures caused by the pandemic have highlighted how many franchisors don't have easy and instant access to franchisees' figures.

## IMPORTANT INSIGHT

Although the need to report financial information is included in the vast majority of franchisee contracts, for many franchisors, gaining an insight into how much franchisees are spending and earning is often a laborious process.

It can require regular 'nudging' of franchisees to deliver the right information at the right time. This usually needs to be manually added into a tracking tool, often resulting in frustration on both sides.

At d&t, we like to do things differently. We've developed a network accountancy approach that means we look after the accounts of enough of the franchisees in a network to gain an insight into how the business should be run, including the challenges, trends and pitfalls.

This familiarity with the business model means we can quickly see and share information with



**“We can quickly see and share information with franchisors”**

franchisors; when franchisees are doing well or spotting issues early if they need more help.

We can also help identify the reasons why a franchisee is doing well or struggling - perhaps they are experiencing a higher cost of sales, for example.

## BENCHMARKING TOOL

Crucially, we have also created a franchise accounting dashboard tool for our partners that instantly shows the high level key performance indicators for each franchisee, including cost



## AT A GLANCE d&t

This multi-award winning team of chartered accountants and expert business advisers has clients in multiple industries, as well as over 100 different franchise networks.

For more information visit [team-dt.com](http://team-dt.com)

of sales, marketing spend, other expenses and turnover.

The dashboard connects directly into the cloud accountancy packages Xero or QuickBooks. Once set up, it saves franchisees time so they can concentrate on the day job and there's no need for franchisors to chase up the data.

The benchmarking tool lists franchisees against each other, so KPIs can be compared instantly. The dashboard can also report how well each franchisee is performing against a similar-sized franchise and also compare with their own business plan, which can be tracked on a month-by-month basis.

The data can be helpful to identify any issues. Perhaps one franchisee is paying too much for their phone contract compared with another. In this way, it can help save costs.

## BUSINESS CRITICAL

Prior to the pandemic, it might have been a 'bit tricky' to obtain basic financial information from franchisees. Now it's suddenly become business critical.

If accounts are just slightly off and a franchisee doesn't get the support they need in time they may not survive. From a franchisor's perspective, it's also helpful to understand the value of the network.

If the past year has taught us anything, it's that we all have the potential to work differently. Our network accountancy services can now help franchisors gain the valuable financial insight they need to look after the numbers and look after and support their networks better, when they need it most.

# A rewarding opportunity

Caremark can help you make a difference to the most vulnerable people in your community

**C**aremark's thriving network of in-home care and support franchisees have enjoyed sustained growth through the political uncertainty of Brexit and economic turbulence of COVID-19.

Founded in 2005, the company has grown to become the leading franchise provider of in-home care services in the UK. It currently has an established network of over 110 franchisees and with 12 overseas territories is enjoying an increasing presence, both at home and abroad.

Caremark's tried and tested franchise model has proven to be extremely resilient to the recent global challenges, along with an unrivalled support structure, allowing for record growth. When these challenges present themselves, being a wholly interdependently UK-owned franchisor allows for strategic business decisions to be made swiftly, benefiting the network on all fronts.

## MULTIPLE REVENUE STREAMS

The growing diversity of services that Caremark offers means there are multiple revenue streams open to a franchisee, including:

- Live-in care.
- Respite care.
- Companionship and social services.
- Dementia care.
- Children's services.
- Personal care.

In addition, innovative new care systems such as PatchCare offer support and help when clients want it, whenever they need it, in the comfort of their own home.



Over the years, Caremark has developed and refined a robust system bolstered by strong policies and procedures, which assist franchisees to deliver the highest standard of care and support. It also enables them to grow a sustainable business at the same time.

This proven model allows every Caremark franchisee to focus on developing their business, which the care manager builds at the same time as supervising a team of trusted care and support workers.

Adhering to such a robust, resilient system reduces risk for new business owners, especially during the crucial first year.

As a full member of the British Franchise Association, Caremark prides itself on honesty and transparency. Thanks to its strong code of ethics, the company places this at the centre of everything it does.

Caremark has built a respected and reputable brand, giving instant credibility to new franchisees. It instills credibility, which is key to building a working client base. Caremark's excellent relationship with



## AT A GLANCE CAREMARK

**Established:** 2005

**Number of franchised outlets:** 120

**Location of units:** UK, India, Ireland and Malta

**Investment range:** Approx £112,000

**Minimum required capital:** £35,000

**Contact:** 01903 266392

Franchise@caremarklimited.co.uk

caremarkfranchises.com

numerous leading high street banks plays a major role in helping new franchise partners to fund their venture.

## TRAINING AND ONGOING SUPPORT

Caremark offers comprehensive in-house training and ongoing support through a structured 10-day initial training programme and a field support team once up and running.

This two-pronged support from head office and the regional management team includes business development, staff training and regulations, IT, PR, marketing and roster management support.

Once a business has been registered by the Care Quality Commission, new franchisees also benefit from a straightforward process that makes it easy to launch their business and introduce Caremark to their local community.

## A SUSTAINABLE AND RESILIENT BUSINESS OPPORTUNITY

Caremark's proven business opportunity continues to attract a wide variety of professionals from different sectors.

Having a background in care is not necessary due to the full training and ongoing support, although business management experience is required along with a passion for the care sector, a genuine desire to grow a community-based service and the drive to build a sustainable business.

The common denominator among all Caremark franchisees is their desire to be in a business that gives something back to society and makes a difference to the most vulnerable people in their communities.





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# Seeing beyond the best rates

Hitachi Capital Franchise Finance reveals what else you can look for in a lender

**T**he cost of credit is an important factor when choosing a lender, but there are other things that should be considered when choosing whether a product is right for your business.

There are many elements to take into account in advance of approaching a lender for finance, including:

- Which lenders have the risk appetite to meet your needs?
- Will that lender provide the level of support you require/desire?
- Who can facilitate your needs quickly and effectively?
- Does ethical practice mean something to you?

Let's take a deeper look:

## YOUR ELIGIBILITY AND THE LENDER'S RISK APPETITE

Lenders will offer an array of finance products that provide opportunities for business

owners to get the funding they need. However, with lending large sums of cash comes an element of risk for the lender.

Each institution will have their own eligibility criteria for credit and appetite for risk.

It's important to consider your credit history, as this plays a key part in the lender's decision making process alongside its eligibility criteria.

The appetite of the lender is something your broker, if you opt to use one, should have knowledge of. If you don't use a broker, it's advisable that you speak to several bank and non-bank lenders.

## A PERSONALISED CUSTOMER EXPERIENCE

We all appreciate that finance can be quite complex. Some people might be well versed in this area, while others may wish to focus more on where their time and skills are better placed.

There are highly responsive and attentive lenders that are equipped to provide a support platform and can navigate you through the complexities of funding.

Evaluating whether your business goals will be better achieved and by how much is important when weighing up if a bespoke service could be beneficial.

## SPEED AND EFFICIENCY

How soon do you need the finance?

Processes and technology are continually improving, helping lenders make faster and more accurate financial decisions and allowing them



## AT A GLANCE HITACHI CAPITAL FRANCHISE FINANCE

For more information call 01844 355575 or visit [hitachicapital.co.uk/franchise-finance](http://hitachicapital.co.uk/franchise-finance)

**“Finance can be delivered within a matter of days or it could take months”**

to provide funding to the customer more quickly.

Depending on the size and complexity of your finance proposal, finance can be delivered within a matter of days or it could take months.

Some lenders will also have capacity within their workforce to process your proposals during busier periods, so they may be able to provide certain products at a faster pace than others.

## SUSTAINABLE DEVELOPMENT AND ETHICS

With a greater focus in the modern world on sustainable and ethical practice, you may want to look at projects your prospective lender has worked on that have contributed positively to protecting the environment.

You may want to work alongside a business with values that are aligned with your own.

## ARE YOU MAKING THE RIGHT CHOICE?

There is no right or wrong answer when deciding between finance providers, whether bank or non-bank.

However, it's crucial that either you or your broker take the time to chat with each one and research the products on offer to ensure you're making the best decision.

These are challenging times, so you must ensure the decisions you make fit the needs for you and your business.



# Growth market



## 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](http://woifranchise.com)

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



f the What's On In franchise, managing director Dani Smith says: "It was simple, we know the UK online advertising market is worth £189 million 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 UK 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, UK 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 UK. 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.





# 8 ways to stay healthy

How to look after your well-being while taking care of business

WORDS BY JOE GAUNT



## THE AUTHOR

Joe Gaunt is founder of hero, the award winning health tech and leading well-being provider

**A**s Mahatma Gandhi once said: "It is health that is real wealth and not pieces of gold and silver."

But when you're in charge of a franchise business, staying on top of all your work and home-life responsibilities can be a tall order. It's a balancing act that can lead to some serious fatigue and well-being woes.

According to mental health charity Mind, one in six workers is experiencing depression, stress or anxiety.

Furthermore, a study by Opus Energy found 76 per cent of small and medium-sized enterprise owners are losing sleep over the state of their business, while 79 per cent are making personal sacrifices to keep steering their ship in the right direction. This includes missing out on personal time, reducing holidays and going without pay.

So what can you do to ensure you're feeling on top form, mentally, physically, socially and emotionally, ready to take on all that work and life in general has to throw at you?

Here are my eight tips on how to look after your well-being while taking care of business:

## 1. Keep the H2O flowing

When work is in full swing, we can easily go hours without having a drink, which can have a negative impact on our concentration levels, clarity of mind and general brain efficiency - all of which are essential for successfully operating a business.

The reason? Astonishingly, the brain is 75 per cent water, but it can't store any of the water it uses. Therefore, it requires a constant flow of this magic liquid to function properly, affecting its

short and long-term memory and ability to maintain concentration.

A recent study conducted by the University of Westminster and the University of East London found that just 300ml of water can boost attention by almost 25 per cent. So to ensure you're firing on all cylinders, top up on H2O as much as you can throughout the day, while minimising your caffeine intake to help balance out your hydration levels.

## 2. Take time away from your desk

There will always be another email to send or phone call to make. But remaining in your chair all day is not good for your physical or mental health. Just like dehydration, it can drain your brainpower and adversely affect your well-being.

In fact, a study by the University of Illinois concluded that prolonged attention to a single task hinders performance, highlighting the importance of brief mental breaks.

As hard as it can be to prise yourself away from your desk, make sure you take regular five to 10-minute timeouts to stretch your muscles, free up some headspace and perhaps engage in some light-hearted corridor or WhatsApp chat with colleagues to boost your social health.

Going for a lunchtime walk and adding in some exercise before or after work are more

excellent ways to improve your physical and mental well-being.

## 3. Get on top of your nutrition

Another saying that's been around for a long time is: "Never make a decision on an empty stomach." And the evidence backs this up.

Research shows that hunger significantly alters people's decision making, leading to impatience and the increased likelihood of settling for smaller rewards that come sooner rather than larger rewards that are longer in the making.

With that in mind, eating better and in a timely manner can significantly benefit your physical and mental health, keeping you charged up throughout the day.

This is supported by the NHS, which says: "Eating at regular times during the day helps burn calories at a faster rate. It also reduces the temptation to snack on foods high in fat and sugar."

As with the formation of any healthy habit, routine is key, so try to avoid skipping meals and be aware of not only what you eat, but when you eat it.

## 4. Be mindful

A mindfulness or meditation app, like Headspace or Calm, can provide you with an effective tool for de-stressing after a long, hard day at the office.

The trouble is, mindfulness and meditation are often misunderstood, which is why some people claim they don't work.

Instead of eradicating feelings of stress and challenging emotions, the purpose of these practices is to help you find positive ways to process and react to them, recognising that they are part of your journey.

Bear this in mind when using these types of apps, as sticking with them can have a

# 76%

of small and medium-sized enterprise owners are losing sleep over the state of their business.

Source: Opus Energy.

significant impact on your ability to think clearly and handle life's challenges, enhancing your mental health in and out of work.

### 5. Don't neglect your social life

When running a business, it's easy to become all work and no play. But it's important to balance your work-life with positive home-life experiences to support your all-round well-being.

Spending some time with friends and family can be a great way to blow off steam, wind down and share your thoughts and feelings - including the things you feel excited or worried about - with those closest to you.

What's more, a study shows that people with strong social relationships have a 50 per cent better chance of living longer, so it really does pay to be sociable.

### 6. What's in your control?

As a business owner, the thought of not being in control is probably one of the things that scares you the most. But in reality it's pretty much impossible to control everything all at once.

What you can control is the way you engage with and manage the internal and external aspects of your business. Learning to be flexible when things don't quite go to plan will help combat your stress levels and enhance your mental well-being in the long term.

### 7. Use tech to your advantage

Using a digital well-being platform/app, like hero Navigator, can help you achieve all the above points.

Navigator allows individuals and businesses to manage and progress goals (including sleep, steps, exercise, nutrition, breathing, activity, habits and recovery) and track these in a handy calendar.

It also works with all the leading wearable technologies, including Apple Health, Google Fit, Fitbit and Garmin.

## ***"When running a business, it's easy to become all work and no play"***

You can even download easy to prepare, healthy recipes (including nutritional data and instructional videos) and barcode scan all your food to track your nutrition.

Better still, a built-in Wellness Library provides articles on all aspects of health, including mental, physical and social well-being, creating a one-stop shop for all your needs.

By using a platform capable of supporting your holistic well-being, you'll be much more aware of the actions you need to take each day to become the healthiest version of yourself.

### 8. It all starts with you

One final point to make is that company culture starts and ends with you.

By demonstrating to your employees that you value your personal well-being as well as theirs will rub off on them, helping you build a stronger, healthier, happier and more productive workforce, whether you own one franchise unit or many.

It's never too late to start improving your well-being. So what's going to be your first move?



# Don't fall foul of a scam

Be cautious of unscrupulous schemes posing as business format franchises

WORDS BY EMILY PRICE



## THE AUTHOR

Emily Price is chief operating officer at the British Franchise Association

**W**hen it comes to being your own boss, there's no doubt

business format franchising should be in your thought process.

For many years, the risk associated with achieving success running a franchise business has been significantly lower than that of starting an independent entity because of the following elements:

- The proven business model, which has been tried and tested, with all the mistakes already made and fixed, which is yours to build on.
- Training and support is plentiful - from initial onboarding and throughout your entire business journey.
- A franchisee is able to focus on growing their business, while the franchisor continues to invest in research and development.
- Favourable lending options are available due to the reduced risk, as banks like franchising.
- You benefit from community know-how - you're in business for yourself, but not by yourself.
- Development opportunities are available for high performing franchisees, meaning you can choose to accelerate growth if you have the desire and resources to do so.

A franchisee has the rights to sell the franchisor's goods or services, as well as use the franchisor's designs, quality control, training and benefit from advertising and promotions, accounting systems and operating procedures.

A franchisee should also have the right to sell their business at the end of their term, subject to the franchisor approving the incoming franchisee.



***"The bfa strongly recommends you undertake comprehensive research before making an investment"***

## Pyramid selling

The past 12 months have seen many people searching for alternative ways to derive an income, which has resulted in an upsurge in pyramid selling schemes in the UK.

Unfortunately for our industry, pyramid selling is sometimes described as a form of franchising, which can pose challenges when looking to build relationships with community consultants and educators.

At the British Franchise Association, we've come across people who don't understand the difference between the two.

If you're looking to start your own business and want the assurance that it's a viable opportunity and will provide you with a return, plus an asset to sell in the future, you should be searching for a

business format franchise that offers the features already outlined.

## Word of warning

Franchising is not regulated in the UK. Therefore, the bfa strongly recommends you undertake comprehensive research before making an investment.

Visit [thebfa.org](http://thebfa.org), where you'll find details of our accredited brands. In addition, we offer a free online course if you'd like to learn more about finding the right franchise for you.

As with any investment, it's important you take the time to find something you're comfortable with. If you get to the investment stage, ensure you have the franchise agreement reviewed by an independent franchise lawyer. A list is available on the bfa website.

I wish you the best of luck and the bfa looks forward to becoming your trusted partner in franchising in the future.





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