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What Franchise



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JARGON BUSTER

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CHOOSING A FRANCHISE

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*Raising spirits,
reaching goals*



MONEY TALK

**With Oliver Dallaway,
Barclays' head
of franchising**

POWERBRANDS

WHAT'S HOT: ESSENTIAL INVESTOR INSIGHT

15-page special

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New campaign targets ex-forces personnel

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HOODZFRANCHISE.COM

FROM THE EDITOR



It's a crucial decision. It could be the biggest investment you make in your life. It will, no doubt, shape your future - and possibly your family's future too. So it's critical you get it right.

I'm talking about choosing a franchise, which is why we're looking at the subject in-depth in this issue.

In her piece, Linda Whitney, who's written about franchising for many years, argues that compiling a personal checklist provides a

structured way to choose between different brands.

Franchisors like this approach as well, as it demonstrates to them that you're serious about starting your own business, have done the necessary research, have spent time familiarising yourself with the industry and you're capable of logical thought.

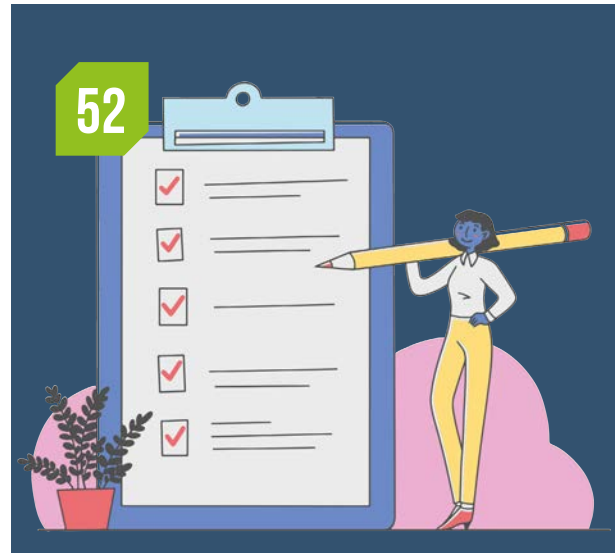
As Linda explains, while it's important to be passionate about owning a franchise, it's vital you take into account the practicalities as well. Wise words for all prospective franchisees.

Complementing this feature is our Powerbrands report, which looks at what's hot when it comes to investment opportunities in the sector.

We identify a number of areas, including tutoring, care, home improvements and the services sector, that continue to perform well.

We also bring you two important interviews this month.

The first gives you the inside track on an intriguing company whose goal is to become the leading virtual on-demand wine cellar, providing customers with great wines within an hour of placing their order on its app.



Drop's immediate aim is to open 15 franchised sites in the south east in the next 12 months, providing the foundations for further national growth once these areas have been established.

Interview two is with Oliver Dallaway, Barclays' head of franchising.

It covers the potential financial support available, tips on approaching a lender for funding, plus predictions on how franchise businesses are likely to perform this year and into 2022.

Banks are open for business when it comes to franchising and are more likely to lend to prospective franchisees than independent start-ups.

If you're researching finance options for a franchise, turn to pages 80-81. The article will give you a great insight into a lender's way of thinking and may go some way to helping you secure the money you need to buy a franchise.

Jeff James

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ON SALE:
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what-franchise.com

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IN THE KNOW

Facts and figures from the world of franchising



£1 MILLION-PLUS

DROP CEO BOBBY WATKINS EXPLAINS THE GROSS REVENUE POTENTIAL OF THE WINE COMPANY'S NEW FRANCHISE OFFERING ON PAGES 14-15.



QUOTE ME ON THAT

“There’s nothing mythical about franchise prosperity and the opportunities that await you”

Scott Greenberg dispels three common myths about top franchisees on pages 38-39.

TRENDING ONLINE: BRANDS ON TV

It can't be overstated how much some positive PR can boost a brand's presence in a busy market.

Recently, children's health franchise Mini First Aid was featured on Dragons' Den, with the entrepreneurs securing investment, as well as capturing the nation's heart with their story.

Off the back of the appearance, the brand's franchise profile on what-franchise.com surged with visitors and enquiries, with burgeoning business owners scrambling to invest in this wonderful concept.

Similar scenarios happen when other franchise brands feature on television: a documentary on KFC saw an uptick in enquiries, while a series on Best Western hotels saw a healthy stream of enquiries coming in.

Has a franchise brand caught your attention with some television coverage? Head to what-franchise.com and we'll likely have all the details you need to know about the proposition.



NEWS IN BRIEF



GEEK RETREAT EXPANSION ON COURSE

The geek culture retailer, gaming café and events organiser says it's on track to open 60 stores on high streets by the end of 2021.

The business is also confident of meeting its target of a total of 100 new outlets in 2022.

Geek Retreat opened its first store in Glasgow in 2013 and

currently has 27 sites stocking geek culture merchandise like comics, posters, clothing, figures and memorabilia, as well as games and trading cards.

To support the business' growth, the retailer has announced a series of new hires, including four franchise development managers, who will support the expanding geographical footprint of the brand.



JETTS 247 FITNESS GYM BREAKS UK PRE-SALE RECORD

Using an innovative marketing plan devised by the franchisor, franchisees David and Kevin Barry attracted over 1,300 members before their gym, based in Brixton, south London, even opened its doors.

The brand's 10th UK site also debuted Jetts' first outdoor functional fitness area.

James Garner, Jetts Fitness UK director, says: "I could not be prouder of the efforts of David, Kevin and their Brixton team, who understand and live by our core values, ensuring this record-breaking success.

"It's also testament to the position we have curated since our launch into the UK fitness market and shows that despite the success of at-home workouts over the past year the demand is there more than ever for high quality fitness facilities."



BUY A FRANCHISE WITH CRYPTOCURRENCY

A new initiative launched by Fantastic Services will enable people to invest in one of the company's franchises by trading in their digital currency, in what the domestic service provider says is a first in Britain.

The scheme will allow new franchisees to fully or partially fund an area development or master

franchise licence with Bitcoin and other recognised online currencies, allowing them to start their own business in anti-viral sanitisation, cleaning, gardening, handyman, pest control, removals and other property services.

Owners of online currencies like Bitcoin will be able to acquire a franchise licence for a minimum of 0.5 BTC or 10 ETH, with no strings or network transaction fees.

Fantastic Services franchise licences start from £15,000.



BRITISH FRANCHISE AWARDS OPEN FOR ENTRIES

British Franchise Association members are being invited to enter the bfa HSBC British Franchise Awards, as the prestigious event returns for 2021.

Known as the 'Oscars of the franchise industry', they celebrate the innovation, dedication and devotion of franchisors and franchisees, with winners set to be revealed on November 30.

Categories are:

Franchisor

- Franchisor of the Year: Bronze, Silver and Gold
- Emerging Franchisor

- Leadership and Culture Franchisor
- Business Resilience
- Sustainable Warrior
- Franchise Balance

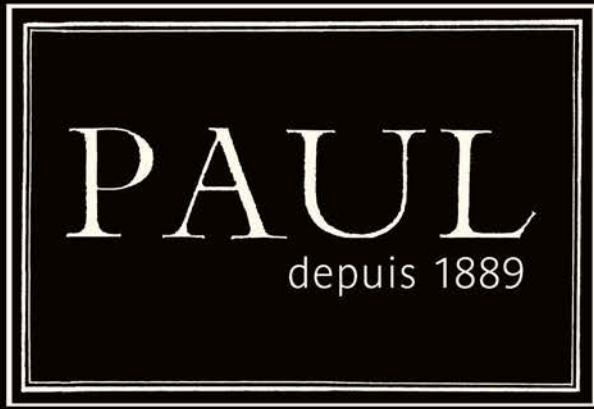
Franchisee

- Lifestyle Franchisee
- Next Generation Franchisee
- Local Focus Franchisee
- Resilient Riser
- HSBC Best In Class Multi-Unit Leader (open to non-bfa members)
- Franchisee of the Year - People's Choice

The closing date for entries is August 13. See thebfa.org for more information.

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A force to be reckoned with

The British Franchise Association's latest marketing campaign is aimed specifically at ex-military personnel who want to start their own business

WORDS BY PIP WILKINS



THE AUTHOR
Pip Wilkins is CEO of the British Franchise Association



The British Franchise Association has recently launched a campaign aimed at a particular demographic of potential franchisees.

Following on from the success of our 'Franchise Balance' initiative - which targeted people looking to achieve a better work-life balance - this latest campaign is focused on those who are looking to the future having served in the forces.

"In our 'Life After The Military' campaign, we profile 25 separate case studies from within the bfa membership"

Great franchisees

It's become a well accepted fact in the franchise sector that ex-military personnel make great franchisees and there are many examples that support this premise.

In our 'Life After The Military' campaign, we profile 25 separate case studies from within the bfa membership. Most provide specific

relatable examples for those considering this path to a new career.

From the retired pilot in the South African Air Force, who became a successful ActionCOACH franchisee by helping other businesses to improve, to the former RAF franchisee who became disillusioned with corporate life and invested in a Trophy Pet Foods franchise 20 years ago, there are many stories that bear out the alignment between these two worlds.

Reducing the risk

At a time when an increasing number of people are turning their back on the sometimes constraining world of the traditional nine to five, franchising allows those who want to be their own boss to do so without shouldering the burden of risk that's so often associated with starting out on your own.

As we say at the bfa, franchising is a way of going into business for yourself, but not by yourself.

The resilience of the sector during the recent extraordinary and challenging trading conditions should also prove attractive to those looking for stability on leaving the military.

Many franchised businesses have displayed an incredible ability to adapt to a landscape that

shifted more rapidly than we've witnessed in living memory.

A lot of franchises have thrived due to shifting customer behaviours and many more still stand poised and ready to grow.

Key qualities

One of the reasons franchising is a good fit for ex-military personnel is that many of the attributes they've developed serving their country are similar to the ones successful franchisees possess.

Qualities such as integrity, honesty and a determination to succeed are hugely important. On top of that, team building and leadership skills, as well as the ability to work to clearly defined processes, are also crucial.

Franchising is a vast and varied sector, encompassing many types of business; from executive consultancy to drain cleaning, from children's swimming classes to grounds maintenance, the list is endless.

Because of this, the possibilities are almost endless when it comes to choosing a franchise.

You can download the free Life After The Military guide at thebfa.org/life-after-the-military

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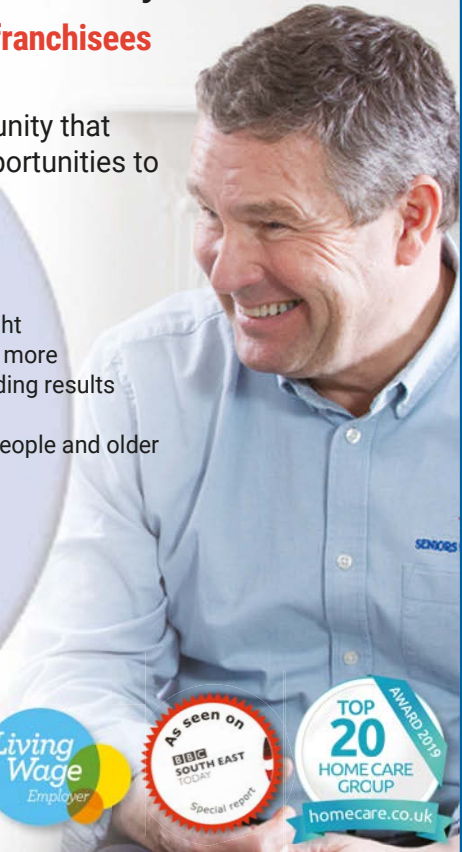
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Planning your exit strategy

Having a defined end goal will ensure a smooth departure once your time as a franchisee is up

WORDS BY SUZIE MCCAFFERTY



THE AUTHOR

Suzie McCafferty is CEO of franchise consultancy Platinum Wave

When starting out on your franchise journey, it's quite common not to give a second thought to your exit strategy.

And why would you? It's an exciting time when all your focus should be on building your new business, not thinking about how you're going to leave it. Well, yes and no.

Monumental impact

When you write your business plan, you know that it will need to change and adapt over time, but having a defined goal at the end will have a monumental impact on your strategy of how to get there.

One of the most attractive aspects of franchising is the chance to build a business that not only provides you with a regular income, but also appreciates in value and becomes an asset for your future.

This is not always the case for

those who choose to go it alone. Franchisees have a brand, systems, a defined territory and ongoing training and support - in other words, much more than notional goodwill and a customer database.

However, the actual resale value of a franchise will depend very much on how the franchisee has run the business.

Let's say your goal at the start is to pass the franchise onto your children. There are lots of things to consider, including how you're

you might get there and find you need another 10 years to get to where you actually need to be.

Having a solid exit plan allows you to check in regularly on how you're performing against that ultimate target.

The practicalities of selling

What are the practicalities of selling your franchise?

You'll probably find it to your advantage to share your exit plan with your franchisor from the outset, but your franchise agreement

will dictate a minimum required notice period of your intent to sell or pass on the business.

As mentioned, the franchisor will have to approve the new owner just as it would a new franchisee, so springing your intentions on the brand at the last minute is unlikely to work in your favour.

Also, your franchisor might well have someone in mind for your territory from its recruitment pipeline or perhaps even a neighbouring franchisee.

Working together towards a mutually beneficial exit would always be the best advice - remember you're part of a network of franchisees and the timing and manner of your departure will have an impact on all of them too.

Judging the sale value

What about judging the sale value of your franchise? There are a number of formulas used in the sector to value a business and it's wise to seek professional advice to help you assess yours and package it properly for sale.

The bottom line is it's far better to have a clear exit strategy from the outset and work towards it, as opposed to trying to figure one out when you get there.

going to get the business to the size, turnover and profitability it will need to be to support them when they take it over.

Also, bearing in mind that the franchisor will likely have the final say on who you can sell or pass the business to, how are you going to ensure they're up to the required standard when the time comes?

What if your goal is to sell the business after 10 years and make enough money to comfortably retire? Sounds great, but if you don't keep your focus on the eventual sale value of the business



We'll be close to 100 sites within three years

Drop's mission is to be the UK's leading virtual on-demand wine cellar, with a national footprint and within-the-hour availability.

CEO Bobby Watkins explains all

Drop CEO
Bobby Watkins



WHEN DID YOU START THE BUSINESS AND WHY?

We started Drop on the back of what seemed like a very simple question: how can it be so easy to order great food, a taxi or a bunch of flowers on demand from a smartphone and yet be so difficult to do with great wine?

We wanted to be able to access the wines we loved - wines made well, by independent and independently minded producers, wines with a little magic, a little something to talk about - without spending an age on a website or in a wine shop.

And since it seemed no one else was going to do it, we thought we'd better do it ourselves.

WHY HAVE YOU DECIDED TO FRANCHISE THE CONCEPT?

Drop's mission is to be the UK's leading virtual on-demand wine cellar, with a national footprint and within-the-hour availability in towns and cities across the UK.

Franchising the concept enables us to bring this great service to more people quicker, while empowering entrepreneurs across the UK through our 20-plus years of experience in the industry, in addition to the buying power, branding and technology infrastructure.

Our customers like to engage with Drop across virtual app, bar and bottle shop formats, so having a franchise partnership network just seems perfect to achieve this across the country.

HOW ARE YOU FUNDING YOUR EXPANSION PLANS?

We completed a crowdfunding campaign in February 2021, which is being used to build out further features in our app, finance our marketing and develop the team.

The franchise arrangements are bought in partnerships, which help to fuel the growth for the specific areas.

WHAT TYPE OF FRANCHISEE ARE YOU LOOKING TO RECRUIT?

We're wine enthusiasts, business developers and digital pioneers, so are looking for like-minded people to join us.

We'd like all our franchisees to share our passion for looking after customers with great quality wine.

We welcome conversations with interested people, from wine

professionals looking to own and manage their own bar, to investors looking to open multiple franchise sites, to more digitally focused parties interested in rolling out the purely logistics/distribution hubs.

HOW MUCH DOES THE FRANCHISE COST AND WHAT DOES A FRANCHISEE GET FOR THEIR MONEY?

The upfront franchise fee is £30,000, which includes guidance on the retail set-up and operations, as well as all brand marketing costs.

Additionally, Drop will be responsible for providing the app tech, including back-end stock integration and our customer management system, inventory management and buying at a central level.

Franchisees will have ownership of a wine store and bar, gain access to an exciting wine stock and a curated range of wines available at great prices with a large UK stockholding and receive all the revenue generated by their Drop bar, shop and delivery service in their area.

CAN YOU GIVE US AN IDEA OF EARNINGS POTENTIAL?

The realistic gross revenue is £1 million-plus, depending on the location of the store or bar.

“Franchising the concept enables us to bring this great service to more people quicker, while empowering entrepreneurs across the UK”



TELL US ABOUT YOUR APP AND THE TECHNOLOGY BEHIND IT

Available on iOS and Android, the Drop app makes it really simple for anyone to choose great wine. In fact, we like to say that the right wine finds the consumer, rather than the other way round.

You can filter based on colour, keywords and price range, with a slider to select where on the scale of rich to light you prefer.

As we progress, more AI features will be integrated, which will use the search and buying history to drive recommendations to the consumer.

YOU WANT TO OPEN 15 NEW SITES ACROSS THE SOUTH EAST IN THE NEXT 12 MONTHS. WHAT'S YOUR PLAN ONCE THESE HAVE BEEN ESTABLISHED?

We will continue to expand across the whole of the UK and are already speaking to potential franchisees in Scotland, Wales and Northern Ireland.

We think we'll be close to 100 sites across the UK within three years.

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POWERBRANDS

WHAT'S HOT

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FAVoured BY SAVVY INVESTORS



DEMAND REMAINS STRONG IN THESE STAR SECTORS

Franchising has proven its resilience as a business model in recent times. These are the areas of the industry that continue to perform well

WORDS BY LINDA WHITNEY



THE AUTHOR

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

The last year has convinced many people to start their own businesses rather than rely on the dubious stability of employment, while many have discovered they don't need the constant presence of a manager in order to get work done.

So the desire to get into business is there, but the risk of going it alone is obvious from the headlines about businesses biting the dust because of the pandemic.

For canny investors, a franchise is the answer, because it means setting up your own business by utilising the expertise and support of an experienced franchisor, which all adds up to reduced risk.

So which sectors are hot right now?

EDUCATION AND TUTORING

Tutoring has seen a boom in demand following the school closures during lockdown. Many franchises kept going by moving to online tutoring, which is a growth market.

Research by Technavio forecasts that the UK kindergarten to year 12 online tutoring market will accelerate to a compound annual growth rate of over 14 per cent by 2024.

Frank Milner, president of the Tutor Doctor franchise, says: "The past year hasn't been without its challenges. However, seeing individuals

still investing in our services makes up for those times. We've been tested, but came through it stronger and ready to drive forwards.

"Tutor Doctor was highly commended in the Best Children's Services & Education Franchise category at the 2021 Global Franchise Awards, which is sure to set us up for an influx of attention from parents."

So far in 2021, eight new franchisees have joined Tutor Doctor's UK network, taking the total to over 80, and in the first quarter it acquired

up and coming US franchise brand Code Wiz (soon to arrive in the UK), which is expected to propel growth for both the networks.

"No matter what the situation, parents and guardians will always be looking for ways to improve their



"Services franchises have grown by six per cent over the last five years"

child's learning," Frank says. "There's an opportunity to be had all the time."

HOME IMPROVEMENTS

Property sales surged to a record high in March this year, when nearly 181,000 transactions were recorded, double the total in March 2020 and the highest number since HMRC started publishing the data in this way in 2005.

That's good news for franchises selling home makeover services, given British buyers' enthusiasm for replacing kitchens and bathrooms as soon as they move in.

Meanwhile, the move to working from home, especially among better-off employees, means many are installing home offices.

Jean-Michel Peragine, UK business development manager at Schmidt Groupe, whose 28 franchisees own showrooms that sell high-end kitchens, bathrooms, home offices and living rooms,

says: "Sales soared by a third year on year in the first quarter of 2021 - and this is a genuine comparison because the pandemic had not taken hold in the first quarter of 2020."

He says the increase is driven by people spending more time at home and realising they want to improve their environment, especially as they can now invite people indoors again.

"Many householders are spending what would have been holiday money on home improvements," Jean-Michel adds.

The franchise has adopted a hybrid sales system that means clients can view options on the Schmidt website, trial their own design ideas and discuss their

needs and budgets with the company's local designers.

"They can then visit the showrooms to see the design as a virtual reality presentation and to make the purchase," Jean-Michel says.

Schmidt is expecting to double the number of its UK showrooms by 2025.

"We're planning to extend our reach across the whole of the UK, as existing franchisees open extra outlets and by recruiting new franchisees," Jean-Michel says.

THE SERVICES SECTOR

Office for National Statistics figures show that the services sector grew by 3.4 per cent between March and April 2021.

The period saw growth in 12 out of the 14 sectors in the index of services, with the largest contributions coming from wholesale and retail trade, education and accommodation and food service activities.

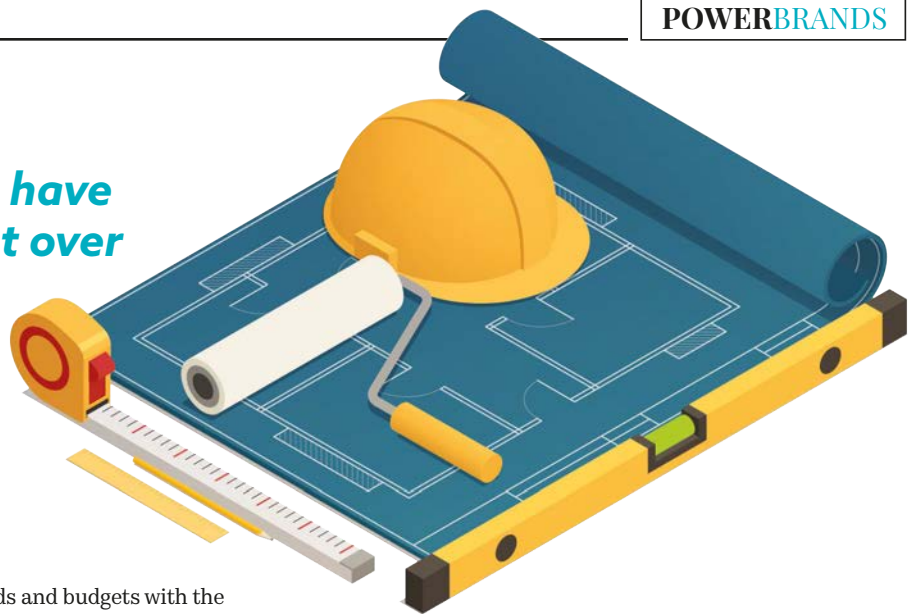
The ONS notes: 'Services have been the main contributor to the recovery of gross domestic product in recent months.'

Meanwhile, British Franchise Association statistics show that services franchises have grown by six per cent over the last five years.

SERVICES: CHILDREN'S ACTIVITIES

The bfa classifies children's activities as part of the services sector.

With 15.5 million children aged 0-19 in the UK, demand will always be there, according to Mark Rasche, deputy chairman of the Children's Activities Association, which counts many franchises among its members.



"Many householders are spending what would have been holiday money on home improvements"

"The number of children's activities businesses have exploded in the last decade," he says.

Combine demand for children's activities with the need for an extra 800,000 workers with digital skills in the next five years and you get the rise of the children's coding franchises.

Two years after international children's coding franchise Code Ninjas launched in the UK, eight coding 'dojos' have opened, with 27 more planned to launch over the coming months.

Justin Nihiser, CEO of Code Ninjas, says: "This is an exciting time for our brand and for the landscape of kids coding generally."

"In recent weeks, we've opened the doors of studios in Welwyn Garden City, Berkshire and Essex and welcomed new franchisees to key markets in Oxfordshire and Gloucestershire."

OTHER SECTORS

These are not the only hot sectors right now.

Many other franchise sectors are growing, including fitness. Anytime Fitness UK has recently opened nine new locations, including in St Helier, Addlestone, Ashford, Daventry, Epsom, Fulham, Newark, Solihull and Penarth, adding to its existing 175 across the UK and Ireland.

FRANCHISE SECTORS ANALYSED

Simon Pullum, managing director of franchise technology and software provider Azura Group, compared the state of three franchise sectors in April 2020 and April 2021.

Though figures varied by sector, Simon says: "For all the sectors we cover within franchising, our analysis points to a strong, resilient business model and shows that a decision to invest in a franchise is the best move, whatever the sector."

MOBILE FRANCHISES

The mobile, job-based networks (typically van-based franchises) were most affected by lockdown, even when primarily business-to-business.

Job-based franchise networks did 758 per cent more jobs in April 2021 than they did in April 2020. Job values were up 733 per cent and average job values increased 1.09 per cent.

"Levels of work now are broadly back to pre-pandemic levels," Simon says.

"The really positive thing is that all our customers have come through this, with broadly the same number of franchisees still operating - showing how strong the franchise business model is."

CONTRACT BASED (TYPICALLY CONTRACT AND DOMESTIC CLEANING) FRANCHISES

This sector showed a healthy bounce back.

When locked down in January 2021, franchisees were working with the same number of customers before COVID hit, as contract growth was 1.29 per cent.

"The value is down a bit at -13.5 per cent, as offices remained closed or partially staffed and domestic clients need less work at home," Simon says.

The first full month of lockdown (April) is similar to job-based networks - pretty much a complete shutdown as everyone worked out how to operate safely.

By April 2021 contract growth hit +749.82 per cent, contract value was +767.5 per cent and value was down by 8.56 per cent.

Simon says: "The power of a franchised network allowed franchisees to resume operations quickly."

CHILDREN'S ACTIVITIES

The children's activities sector embraced rapid change and moved classes online very quickly, so there wasn't the complete shut-off of services that occurred in the other sectors.

"In many ways, this was the most resilient sector initially, keeping a good proportion of revenue going through the first lockdown period," Simon says.

However, in later lockdowns numbers were quite a bit below pre-COVID levels.

"We believe this is due to parents suffering from Zoom fatigue, which is being borne out with the massive increase in bookings we're currently seeing as parents rush to book on to the real 'in person' classes for the next term," Simon says.

In January 2021 classes growth was down at -39.5 per cent and attendance was -56.36 per cent, with value growth reduced to -4 per cent.

By April 2021 however, classes growth reached +23.75 per cent, attendance growth was +60.33 per cent and value growth reached +6.49 per cent.

Bob Alborzi, Schmidt

"We see this surge in demand continuing"

Bob Alborzi opened his first Schmidt showroom in High Barnet in 2014, his second in Golders Green in March 2020 and is considering opening a third, also in north London, next year.

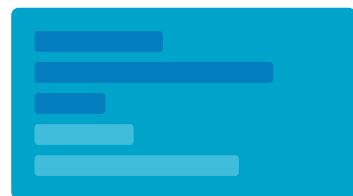
Bob says: "We're busy as people remodel their homes to fulfil plans made during lockdown, but we're also seeing many clients who are refurbishing home extensions.

"We've seen demand for new kitchens rise by 25 per cent and home office installations increase by 15 per cent."

This is more than a bounce back effect, says Bob, who adds: "We see this surge in demand continuing, not just because the typical kitchen is renewed every 15 years, but because we're perfectionists about installation. That pays off in referrals.

"Over 40 per cent of our sales result from customer recommendations.

"One family who bought a kitchen went on to buy a further six for other family members and another client travelled miles to buy from us because of our reputation for quality and service."



Adie Twining, Tutor Doctor

“I could see the clear commercial opportunity”

Adie Twining launched his Tutor Doctor business, covering Salisbury and Southampton, in April 2021. He previously worked for a large multinational company, designing and implementing franchising growth strategies.

Adie says: “I had admired Tutor Doctor from afar due to its excellent reputation for innovation, supporting franchisees and delivering excellence. It was an easy choice to start my own business.”

Within a month, he had enrolled eight students, double the number he expected.

His first client was seeking support for their eight-year-old child, who struggled with maths during lockdown, but the second was an adult learner needing help with the statistics part of their psychology masters degree.

“I invested in Tutor Doctor as I could see the clear commercial opportunity and I haven't been disappointed,” Adie says. “What I wasn't anticipating was the sense of achievement when a parent tells you the impact a tutor has had on their child.”



“I was equally impressed by the sense of community among the franchisees and eagerness to support each other from day one.”

“I've been lucky to take on some remarkably talented and inspirational tutors, who care as much about delivering excellence as I do.”

“I'm still operating a long way out of my comfort zone, but I'm loving every single day, thanks to the extensive support from the rest of the network.”

Pradip and Bhavna Patel, Code Ninjas

“We plan on investing in four separate studios”

When Pradip and Bhavna Patel struggled to find coding classes for their four children, they decided to open a Code Ninjas coding studio in Welwyn Garden City, Hertfordshire.

As experienced entrepreneurs, investing in a children's coding franchise made sense.

Pradip says: “Like all businesses, we felt the strain caused by the pandemic and had to delay our launch by a few months.”

“Now that restrictions are lifting, there is finally a light at the end of the tunnel. We feel passionately about our commitment to the

community and hope to become a real afterschool hub for local families.

“As parents, we're very proud to start a business focused on providing life skills for local children.

“Many children in our area have missed a



significant period of school during lockdown - making the most of local extra-curricular activities is a great way to tackle learning loss.”

Long term, Pradip and Bhavna's goal is to build a legacy for their four children.

“The two eldest deliver the programme as instructors in the studio and the youngest two are signed up to sessions,” Pradip says.

“Eventually, we plan on investing in four separate studios in and around our area, so each one of our children has an opportunity to take over operations of their own studio once they've completed their studies.

“Our plan for the next year is to launch a second studio nearby.”

Enriching quality of life through activity

With the Rise management franchise, you can raise people's spirits and help them reach their goals at the same time

Rise franchisees work to keep people mobile, while enhancing social interaction and mental stimulation.

There can be many reasons why people of all ages lose the ability to remain mobile and active - advancing years, illness or injury, to name but a few.

Through the unique programmes Rise runs, the company transforms people's

confidence, as well as their mental, physical and emotional well-being, by adapting games, sports and dance to an individual's physical ability or cognitive capacity, no matter what their environment.

Working with the NHS and other health and social care organisations, including care homes and home care agencies, Rise enriches the day-to-day well-being of patients and clients.

Rise supports its teams to get people moving, improving



AT A GLANCE RISE

Established: 2018

Number of franchised outlets: 2

Location of units: England and Wales

Investment range: £12,500-£25,000

Minimum required capital: £12,500

Contact:

laura.harvey-smith@rise.life

0330 912 7880

rise.life

outcomes while fulfilling and surpassing regulatory compliance.

CARE SECTOR

Rise has grown out of the successful Mobi-Game programme that was initially used in a range of care homes, where the experience of both residents and staff was enhanced through taking part in 'games' and dance to keep body and mind active.

Activities are adapted to suit the needs of all participants - the programme is seen as a standout point of difference by the care regulators due to improved outcomes.

The activities have also been adapted to be run via Zoom and Teams sessions during COVID and provided a welcome boost for both residents and staff during this immensely difficult time.

Social care providers have also been using the Rise programme for their clients in their home environment.

HEALTH CARE

The benefits of keeping active - physically, mentally and socially - are innumerable.

Rise works to make a difference by enriching people's lives or supporting rehabilitation through participation in adapted, much-loved games and dance-inspired movement classes.

The company's programme is adaptable to suit the needs of all generations and levels of ability and can be delivered in a variety of community and health care settings.

Rise and its partners have been delivering one-to-one sessions to the NHS, including bed-bound patients, and has received excellent feedback.





The programme can be used for one-on-one therapy sessions through to group classes, with tangible benefits including increased mobility, activity and social interaction.

FRANCHISEES

The Rise team has extensive franchising experience and wanted to make sure the model was perfected before they awarded their first franchisees.

Having built a successful pilot, Rise is now ready to roll the model out nationwide.

Rise is a management franchise and franchisees will recruit a team of trainers to deliver Rise sessions and work with partners to enable them to deliver the content in their settings.

They will also build and manage relationships with key care and health sector partners in their territory.

UNIQUE MODEL

The Rise founders and management team have a wealth of experience in the care and health sectors and recognised a need for structured sports and dance programmes that are engaging and beneficial from both a physical and well-being perspective and, above all, fun.

“Rise is a great opportunity for people who want to make a difference to the lives of others”

THE RISE FOUNDERS

Rob Oyston

Rob is a qualified teacher, as well as an experienced entrepreneur and franchisor.

A keen sportsman, he came to fully appreciate the need for Rise services after a stay in hospital resulting from a serious illness.

The experience led Rob to design and deliver positive experiences through physical activities for people, initially to elderly care home residents.

Originally operating under the Mobi-Game name, Rob's programme brings significant benefits to participants, while impressing the regulatory authorities due to its positive outcomes.

Trevor and Sam Brocklebank

Trevor and Sam's previous experience in the care sector was with Home Instead - one of the UK's most successful home care franchise companies - which they founded and built up to a turnover of more than £100 million.

More importantly, Home Instead won the Queen's Award for Innovation for its approach to providing home care, before Trevor

and Sam sold it in 2016. Trevor was voted one of the top ten most influential people in social care.

Sam, Trevor and Rob are joined by a management team who are passionate about the purpose of Rise and bring with them a wealth of experience in franchising, supporting franchisees to be successful.

FRANCHISE OPPORTUNITIES

If you're looking for a change in career or to run your own business, one that has purpose and will improve the lives of people in your local community, the new Rise franchise opportunity will allow you to build a successful business in a growth sector.

While a passion to make a difference is essential, experience in the sector is not.

If you're prepared to work hard and have good people skills, the company can teach you all you need to know to run your own Rise franchise.

Alternatively, if you think Rise's services could benefit you or a loved one, contact the company to find out how you can participate in a one-to-one or group session.

Make a positive impact on your community

First Class Learning is looking for like-minded, motivated individuals to help children achieve their full potential in education

As a result of the lockdowns, children's education has been negatively impacted, so why not be part of the solution by helping get children back on track with their maths and English?

First Class Learning is a well established franchise network that helps thousands of children build their skills and confidence, as well as bringing back their passion for learning.

The company's outstanding tried and tested materials are created by a team of specialists and aligned to the national curriculum.

CHANGE DIRECTION

The pandemic has led to many people being furloughed, sometimes permanently and leading to redundancy.

One First Class Learning franchisee, Adrian Preston (Stafford North), turned that specific misfortune into a positive and transformed his life by starting his own business.

By being made redundant it gave him the opportunity to "change direction in a positive way".

When he began tutoring, he found it "highly enjoyable and rewarding" and decided to choose First Class Learning due to its excellent tutoring model.

Once he'd signed up it "instantly felt right". One positive we've learnt from COVID-19 is to do something worthwhile that we truly enjoy, as life is too short not to.

WHY CHOOSE FIRST CLASS LEARNING?

With lockdowns having negatively affected so many children's education, the need for tuition is now at an all-time high.

What better time to start your own tuition business? The answer is now - and to do so with extensive training and network-wide support provided every step of the way to give you peace of mind that you're not alone.

Many of First Class Learning's current franchisees, like Stacey Derrick (Chiswick), chose to explore franchise options because of the "support and training available".



AT A GLANCE FIRST CLASS LEARNING

Established: 2003

Number of franchised outlets: 300-plus

Location of units: UK-wide

Investment range: £8,000-£16,000

Minimum required capital: £10,000

Contact: info@firstclasslearning.co.uk

firstclasslearning.co.uk

The company offers franchisees support in marketing, giving you access to an extensive bank of resources as well as a mentoring programme connecting you with an experienced centre manager for those all-important first few months.

Also, not forgetting First Class Learning's renowned national curriculum aligned blue worksheets offer structure to both centre manager and student alike.

Each student's journey is personalised according to their ability, thereby building their skills and confidence.

FLEXIBLE FRANCHISE

First Class Learning provides enough flexibility to work around your circumstances, where you get to choose days and hours that suit you.

Franchisee Emma Orton (Darlington) chose First Class Learning as it provided her with the flexibility she was looking for to enable her to run her centres around her family.

Essentially you get the best of both worlds, giving you that excellent work-life balance we all aspire to have.

LOW START-UP COSTS

First Class Learning understands that starting your own business may be daunting when considering start-up costs.

That's why the company initially discounts its monthly fees for five months, as it wants its franchisees to focus on building their businesses rather than on finances.

While the franchise purchase cost will vary depending on where your centre is situated, as long as you're passionate and willing to dedicate your time to creating a successful business it will be worth every penny.



It was meant to be

With Guardian Angel Carers, Amal and Pip Bhurrut can follow a values-based life and be their own boss

Amal and Pip Bhurrut are the new owners of Guardian Angel Carers franchises for Mid-Sussex, Horsham and Crawley. Both know health and care well. Now they're bringing their skills to the business of home care.

"It was meant to be," says Pip, as she talks about how she and her husband Amal have gone into business together.

"We have an overwhelming desire to run a home care business because we know we can use our skills and offer the compassion needed to make a difference."



HIGHLY QUALIFIED

With 20-year careers in the NHS, both are highly qualified. Pip has a background in physiotherapy and specialises in chronic pain conditions. Amal is an intensive care nurse.

Care is a vocation handed down to them through both their families. Amal's mother was a nurse and his grandfather received an MBE for his services to care in the community. Pip's 101-year-old grandmother was a nurse and her mother a midwife. "There's no getting away from it!" Amal laughs.

With Guardian Angel Carers, Amal and Pip feel they can follow a values-based life and be their own boss.

Not being 'business people', its proven franchise model offers them a great solution, with the infrastructure and high support ratio to develop the skills they need to succeed.

"It's so good to know that if we have questions we can just ring our team at headquarters and get a solution in place," Amal says. "Their flexibility is great."

The couple's route into Guardian Angel Carers goes back to Pip's school days.

She knew founder Christina Bassadone and had enjoyed following her Olympic journey and subsequent business ventures into home care.

"It was when my dad needed care that we reconnected," Pip says. "They did a wonderful job."

PERFECT TIMING

Now feels like the right time for home care, according to Amal and Pip. They've seen first-hand how



AT A GLANCE GUARDIAN ANGEL CARERS

Established: 2012

Number of franchised outlets: 2

Location of units: Spelthorne, Farnham

Investment range: £28,500 (plus VAT), with a minimum capital investment of £50,000

Minimum required capital: £50,000

Contact: Dan at franchise@gacarers.co.uk
gacarers.co.uk/franchise

"We can use our skills and offer the compassion needed to make a difference"

older people are living longer with chronic conditions and know they can help.

"People want the choice to be at home when it comes to the point of care and more families appreciate that it's now possible," Amal says.

They're excited to be part of a franchise family with a shared vision to positively evolve care.

"There's such a focus on looking after the team and clients," Pip adds.

They intend to serve as ambassadors for the older generation in their franchise communities, sharing their knowledge and creating spaces to socialise.

"We love to give our skilled help, but also to engage with older people on a human level - to hear about their lives and stories," Pip says.

FAMILY FOCUS

Pip and Amal also value the flexibility and family focus of the Guardian Angel Carers culture.

They hope these benefits will give them more family time doing the simple things, like going to the park, exploring nature and cooking.

They feel prepared and know they'll be cool under pressure as they navigate this new route.

"We're ready - we're definitely ready," they agree.

Choose fun for a living

Fun Fest Holiday Clubs offers the ideal solution to the childcare dilemmas of working parents

Choices, chances and changes are said to be the 3 C's of life and reading articles like this prompts you to re-evaluate your life by considering all three.

Children are empowered to do the same when they attend their local Fun Fest Holiday Club this summer.

WIDE APPEAL

They choose from a menu of different activity sessions every morning and afternoon, designing their own individual holiday programme.

With activity sessions from Nerf Gun Challenge, Go Karting, Great Outdoors, Harry Potter Experience, Mission Impossible and Mad About Science to Jewellery Making, Beauty School, Cupcake Heaven, BLING and I'm a Kid Get Me Out of Here, there is something to appeal to every child, as well as the chance to try something completely new.

This year, more than ever before, our children will benefit from opportunities to play, socialise and have fun with other children.

Being Ofsted registered for children from three years old, Fun Fest Holiday Clubs also enables younger children to develop skills such as sharing and following instructions, which will prepare them for starting school.

This has proven to be a winning formula, as the network has grown rapidly while maintaining high customer satisfaction scores and Ofsted inspection ratings.

These results, combined with high levels of franchisee satisfaction, have resulted in Fun Fest being named as one of the UK's top 100 franchisors in 2020.

YEAR-ROUND SERVICES

Having established a unique child-led position in the holiday childcare market in the UK, Fun



AT A GLANCE FUN FEST FRANCHISING

Established: 2017

Number of franchised outlets: 25

Location of units: Altrincham, Birmingham, Cheadle, Chorley, Coleshill, Droitwich, Dunstable, Eton, Hartford, Hounslow, Lichfield, Luton, Milton Keynes, Olton, Orpington, Redditch, Ruislip, Solihull, Stanmore, Sutton Coldfield, Watford, Wembley and Wilmslow

Investment range: £3,000-£20,000

Minimum required capital: £10,000

Contact: 0121 726 2595

fun-fest.co.uk

Fest has expanded its franchise streams to include Fun Fest Before & After School Clubs and Fun Fest Children's Parties, enabling franchisees to scale up and provide year-round services for their customers if they choose to.

There has never been a better time to provide childcare in out-of-school hours.

There are unprecedented levels of demand, as parents experience a new-found appreciation for being able to concentrate on their work, following an extended period of trying to combine work and home schooling.

At the same time, a number of providers did not manage to navigate the statutory requirements of operating in a COVID secure way, resulting in a lack of adequate provision across the UK. Fun Fest Holiday Clubs fills this gap with the ideal solution to the childcare dilemmas of working parents.

HIGHLY ACCESSIBLE

Fun Fest offers prospective franchisees a highly accessible franchise business; it's low cost, it can be run on a part-time basis and it doesn't require any specific experience or qualifications.

It has proven to be a particularly popular option for parents, who can see the potential of a Fun Fest Holiday Club in their area and who benefit from the ability to literally take their children to work with them.

If you're looking to make a change in your life, franchising provides a wide variety of opportunities.

A Fun Fest franchise enables you to choose the level of commitment that fits with your lifestyle requirements and to choose fun for a living.



Achieve amazing things

The Canopy brand, vision and ethos resonates with people who've always wanted to run a children's nursery that benefits their local community

What amazing things do you want to do? You can achieve whatever you set your mind to by following the example of the youngest children.

Young children believe they are capable of anything and are single-minded in knowing exactly what they want to do. As a result, they learn, develop and achieve at an astonishing rate, with their brains developing connections faster than at any other time in their lives.

STIMULATE AND SUPPORT

Canopy Children's Nurseries have been designed to stimulate and support each child at this crucial time in their lives, giving them the power to change the world in their own unique ways.

The team at Canopy describe their child-led approach to early years' education as recognising what is unique, special and individual about each child, so they can support and encourage them to be the best version of themselves.

The Canopy concept was sown two decades ago when founder, Sarah Beattie, was researching childcare for her own babies and decided to create the nursery she was searching for.

Since then, Sarah has run three

nurseries, where the common theme has been a culture of excellence and a celebration of the magic moments in childhood.

This approach has proven highly successful and Sarah used lockdown as an opportunity to develop the Canopy brand and launch the Canopy Children's Nurseries franchise.

NEEDS OF PARENTS

While each nursery is an entirely child-centred environment, Sarah explains that the Canopy brand has been developed with the needs of parents at the forefront of her mind.

She says: "We listen to our customers and understand the many challenges facing parents, as they juggle workloads and family life.

"We work to build strong relationships with parents, where they feel involved and listened to, because this is fundamental to understanding their children and discovering ways of bringing more harmony to their lives."

Today's parents are more likely than ever to have flexible working patterns and in recent months this trend has accelerated faster than

anyone could have imagined.

They welcome technology as a way to make their busy lives run more smoothly and make considered judgements about the organisations they interact with, having the highest expectations in terms of ethics and standards of service.

FIRST FRANCHISEES

The Canopy brand, vision and ethos resonates with people who have always wanted to run a nursery that benefits their local community and the first franchisees are now working towards opening their own Canopy Children's Nursery later this year.

Husband and wife team Sagar and Rinu have secured the lease of a state-of-the-art new build in the heart of Wembley Park, one of London's most exciting new cultural neighbourhoods.

In addition to the usual sessions, they will offer ad hoc drop-in as well as weekend sessions to provide additional flexible services for their community.

Husband and wife team Rachel and Dan are in the process of developing a large property in Shrewsbury, which provides the opportunity to combine their Canopy Children's Nursery with flexible work, meeting and networking spaces for local parents.

What do these couples have in common? They have started achieving the amazing things that they are capable of.

By holding onto your childhood determination and confidence in your ability to grow and learn, you will achieve amazing things too.



AT A GLANCE CANOPY CHILDREN'S NURSERIES

Location of units: UK

Established: 2020

Number of franchised outlets: 0 are open yet; 2 are being cultivated

Location of units: Wembley Park and Shrewsbury

Investment range: £45,000

Minimum required capital: £200,000-£300,000

Contact: 0121 392 2925

canopynurseries.co.uk



5 growth markets worthy of your investment

These sectors have proved themselves to be pandemic proof and look set for a bright future

WORDS BY DUGAN AYLEN



THE AUTHOR

Dugan Aylen is head of franchisee recruitment at The Franchising Centre

With Brexit and COVID-19 affecting businesses all over the country, it's no secret that the majority of people have struggled during the last year.

Recent Office for National Statistics data shows that 15 per cent of UK business owners had low or no confidence that their business would survive the next three months. However, these statistics are in stark contrast to the year The Franchising Centre's clients have experienced.

Receiving record numbers of enquiries for the range of franchise brands they support, the TFC team has watched their clients smash their own records in terms of network turnover over the course of the year.

While it's clear that franchising has proven itself a secure career path despite world events, it's important to note that some sectors are certainly outperforming others.

Here are my top five sectors to watch as we enter the second half of 2021:

1 The care sector

As has been the case for some years now, senior care is a growing market, but during the pandemic the service these franchises provide has been highlighted as even more essential.

The care sector's frontline services have been critical for the well-being of the UK's ever-expanding elderly population and the demand from home care providers like SylvianCare is only set to increase.

According to Age UK, the population of people aged 65 and over will increase by 49 per cent from 2017 to 2040.

Additionally, nearly a third of people aged 65 and over live alone, while around one in 10

is ageing without children. The number of one-person households in England will also increase by 26 per cent by 2041.

Because of the pivotal role the care sector has played during the pandemic, mixed with the UK's growing elderly population, franchises in senior care will continue to be a great investment.

2 The home renovation sector

The home renovation sector has always been a safe bet when it comes to franchising and with The Home Improvement Trend Report 2020 showing that 74 per cent of homeowners wanted to do work on



their house in 2020 - 32 per cent more than in 2019 - it's no surprise that this sector proved itself to be recession proof during the height of the pandemic.

UK homeowners spent an average of £4,035.70 on home renovation during lockdown, meaning franchises in this sector have significantly benefited.

Of course, there are some home improvement projects that a homeowner just can't do alone.

Kitchen franchises like Granite & TREND Transformations have proved profitable, which isn't surprising when 71 per cent of homeowners who wanted to renovate their kitchen said they would need to hire tradespeople to do it.

Companies such as Access4Lofts have also profited recently, helping people to transform parts of their houses into spacious living spaces and safe storage areas.

In addition, waste disposal companies like Junk Hunters capitalised on the home improvement trend, helping people remove their rubbish. Home renovation is definitely a sector to watch.

3 The outdoor sector

Outdoor franchises emerged from the third lockdown fighting fit, as most outdoor services went relatively untouched by government restrictions.

For franchises like lawn care specialist Greensleeves, apart from not being able to sit and have a cup of tea with customers because of lockdown restrictions, they were still able to provide the same quality service.

Greensleeves enjoyed fantastic success. With

"Commercial cleaning franchises will be one of the big winners as the country returns to some form of normality"

consecutive record breaking months since June 2020, the company has seen its most profitable time ever continuing into summer 2021.

Providing commercial surfaces with layouts for sports courts and health and safety markings, another example of success for the outdoor sector is Touchline, while Countrywide Signs, which manages property sales boards, benefited from those who wanted to move home rather than renovate.

So many people discount franchises in the outdoor sector, thinking that the weather impacts profitability, but if the last year has proved anything it's that this sector is a much more sophisticated proposition than that.

4 The tutoring sector

With COVID-19 devastating the school system, the tutoring sector has been called upon to help supplement children's learning.

By May last year, children had already lost 20 days of learning. Putting this into perspective, 19 days is classed as persistent absenteeism in a typical school year.

Franchises like MagiKats and Choice Home Tutoring offer tutors who specialise in a range of subjects and can help bridge the learning gap. There's no doubt that this sector will be one to watch going forward.

5 The commercial cleaning sector

After the significant work the commercial cleaning sector has done to ensure people remain safe at work, hospitals and other essential locations outside the home, it's fair to say franchises in this sector are finally getting the recognition they deserve.

With regular cleaning playing a vital role in limiting the transmission of COVID-19, every business now has hygiene as a priority.

Social distancing rules and regulations have meant that cleaning companies have been increasingly called upon to remove the grime and harmful bacteria in sectors like retail, education and health care, to name a few.

Commercial cleaning services like The Kleaning Company and JAN-PRO are playing a crucial role in ensuring these key services are delivered.

Post-pandemic, it will remain essential for businesses to make sure employees are safe on an ongoing basis. Therefore, the professional corporate buyer will need to invest in cleaning contracts for the long term.

As a result, commercial cleaning franchises will be one of the big winners as the country returns to some form of normality.



Moulding the minds of the future

There's never been a bigger call for tuition franchises, as teachers and pupils continue to struggle with the consequences of the coronavirus crisis

WORDS BY ED HYSLOP



THE AUTHOR

Ed Hyslop is chief executive of First Class Learning

First Class Learning, currently among the UK's fastest growing tuition business with over 300 franchises, has revealed that tuition franchises have never been in such high demand, as teachers and pupils continue to struggle with the stress and anxiety brought on by the coronavirus crisis.

According to the National Education Union, one in three teachers plan to quit the classroom within five years. In a recent poll of 10,000 members, they say they are disenchanted with teaching due to increased workload and diminishing respect for the profession.

Upsurge in enquiries

FCL has seen a huge upsurge in enquiries from teachers who are looking to leave the profession. They still love teaching, but are struggling with the workload and bureaucracy.

By starting their own tuition business, they can have the best of both worlds: they can carry on working with children and at the same time have a much better work-life balance.

Hit hard by COVID-19

Teaching as a profession has been hit hard by COVID-19, as teachers across all age groups, who were already under strain from increased bureaucracy, have been expected just to get on with it against a backdrop

of constantly changing guidelines and increasingly difficult working conditions.

It's no wonder that so many are now seriously looking at a career change.

Of course, they want to give the children in their care the best education they possibly can, but not to the detriment of their own mental health and well-being.

We are offering teachers a lifeline by providing a proven business model that empowers them to set up and run a profitable learning centre.

The qualities you need

What qualities do you need to run a successful tuition franchise?

First and foremost, you must have a genuine passion for working with children and



making a real difference to their future.

Although many of our franchisees have come from a teaching background, it's not a prerequisite, as we provide all the training and resources necessary to deliver our tuition programmes.

We have franchisees from a wide variety of backgrounds in industry, business and the public sector.

For someone to invest in a tuition franchise, they must have a desire to help children learn and grow, with the motivation and desire to run their own business.

Beyond the financial rewards, the hard work pays off when parents share the significance of your role in helping their children to reach their full potential.

It is important to us that potential franchisees have the qualities needed for the role - to ensure that working together is the right move.

Like many franchises, a tuition franchisee can enjoy a great work-life balance, with flexible working hours. Centre managers choose the days and times that suit their venues, as well as the fee structure for their centre.

No child left behind

We have all struggled during the pandemic, but I think school aged children have possibly suffered most of all.

We have very much built our organisation

1 in 3

The number of teachers who plan to quit the classroom within five years.

Source: National Education Union.

around the mantra that no child deserves to be left behind and this could not be more important than it is now.

Our programmes have been created by a team of qualified specialists with a wealth of experience in the education sector and are based on the national curriculum and the two pillars of education: maths and English.

The key to a successful tuition business is to produce a unique study programme individually tailored for each student, whether they're struggling at school and lacking in confidence or not being challenged enough to reach their full potential, and work at a pace that's right for them.

All our franchisees, or centre managers as we call them, are provided with the tools and training to complete diagnostic skills assessments in both maths and English.

By determining a child's strengths

"A tuition franchisee can enjoy a great work-life balance, with flexible working hours"

and the areas they need to work on, we then create a personalised learning programme for every child from our extensive range of learning materials.

Tools to progress

COVID uncertainty has had a massive impact on children, parents and teachers, but what is most important is that we keep giving our young people the tools they need to progress.

It's vital to strike a balance between building skills, knowledge reinforcement and encouraging self learning.



Making the right 'Kenection'

Kenect Recruitment is growing at record levels, giving franchisees a fantastic opportunity to reap the rewards of increased revenues and profitability

Who would have thought that during a terrible global pandemic Kenect Franchising would have grown at such a rate in 2021?

With eight new franchisees joining the Kenect family so far this year, it believes there's no better time to invest your future with the company.

The business was formed in 2012 amid a recession in the UK, with the sole intention of getting people into work and helping local businesses grow with the right employees.

Nine years on and the Kenect brand extends to many parts of the country, whether that be a franchised location or one that is wholly owned by Kenect.

SOLID FOUNDATION

Founder and managing director Jason Whittenham says: "Once we had established the brand and created a solid foundation, it seemed only natural that we expand.

"We had built a strong and robust support function, which allowed us to offer a franchised model in

the knowledge that we had the expertise within the business to help our new partners succeed."

EXTREMELY RESILIENT

While many businesses have struggled over the past year, the recruitment sector has proved to be extremely resilient and as we ease ourselves out of lockdown to a more normal life the need for staff is moving to a whole new dimension.

The Kenect business is growing at record levels, giving franchisees a fantastic opportunity to reap the rewards of increased revenues and profitability.

Anthony Johnston, franchisee for Kent, says: "Buying a franchise was a big jump for me, but Kenect have supported me every step of the way.

"Having only been operating for a few months, my business is growing well and making a good profit."

The recruitment industry is hugely competitive. Therefore, Kenect knows that giving



AT A GLANCE KENECT RECRUITMENT

Established: 2012

Number of franchised outlets: 8 (plus 13 owned)

Location of units: Lancashire, Shropshire, Devon and Cornwall, Wiltshire and Bristol, Gloucestershire, Northamptonshire, Bedfordshire and Kent

Investment range: £19,950 (plus VAT)

Minimum required capital: £5,000

Contact: David De Lacy Jones

kenectrecruitment.co.uk

franchisees the tools and support to grow their business is paramount to their success.

That is where the company comes into its own.

The Kenect back office support function controls all things financial for franchisees, from payrolling the candidates and invoicing the customers to collecting the revenues, allowing them to focus their attention on providing a first class service to their clients.

AGENCY PRINCIPAL MODEL

Furthermore, Kenect operates an 'agency principal model' for all its franchisees.

This means there's no more trawling around banks to get the best deal when looking to factor, as they use the Kenect facility to finance their payroll on a weekly basis.

This also allows franchisees to benefit from insured debt and fall under the umbrella of Kenect's group insurances, saving substantial sums of money.

Many franchise opportunities require a significant investment with working capital. Not with Kenect.

Payment options are available to make it easier to afford buying a new territory without the need for potential franchisees to part with their lifesavings or take out large loans.

For the right people, Kenect also offers the opportunity to joint venture with the company.

You should expect revenues in the first year to be around £750,000, rising to around £1.2 million in year two.



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)



- Recent record growth
- Proven & resilient business model
- Full training and ongoing support
- Lowest management fee in the sector
- Wholly UK-owned franchisor



The mark of excellent care

01903 266 392

franchise@caremarklimited.co.uk

www.caremarkfranchises.com

Four opportunities from one award winning franchisor

The Bardon Group is home to the highly successful Recognition Express, Kall Kwik, Techclean and ComputerXplorers brands



AT A GLANCE THE BARDON GROUP

Costs for each franchise:

Recognition Express: £25,000

Kall Kwik: £80,000

Techclean £19,500

ComputerXplorers: £14,950

All prices excluding VAT

Contact: Karen Jameson

kjameson@thebardongroup.co.uk

Or call 01530 513300

“We are 100 per cent focused on helping franchise owners achieve their ambitions”

If you're considering a future as a franchise owner, The Bardon Group could have just what you're looking for.

The multi-franchise operation, which has over 100 franchise owners, is home to the iconic Recognition Express and Kall Kwik brands, as well as ComputerXplorers and Techclean, both home-based franchises that offer low fixed overheads and flexible working potential.

The Bardon Group's experienced leadership team is headed up by Nigel Toplis, who has been active in the sector for over 27 years.

A former chairman of the British Franchise Association, he's written three books on franchising. Nigel's also a fellow of Lancaster University's Entrepreneurship, Strategy and Innovation department.

He says: "Our established franchises each offer an effective route to business success.

"The business systems have been proven, have all stood the test of time and our franchisees benefit from a robust and knowledgeable support network.

"The Bardon Group's team has more than 100 years' combined experience in franchising. We are 100 per cent focused on helping franchise owners achieve their ambitions and are proud of the high level of support we provide to each brand."



THE CORPORATE BRANDING AND PROMOTIONAL PRODUCTS FRANCHISE

For more than four decades, Recognition Express has been a leading operator in the corporate recognition and promotional products space.

It's the most successful franchise in the sector, supplying corporate branded products to UK businesses, charities, academia, government

bodies and other organisations.

A previous winner of the coveted British Franchise Association Franchise of the Year Award, Recognition Express celebrated its 40th anniversary in 2019.

Like all brands in The Bardon Group, Recognition Express has multiple revenue streams and specialises in personalised branded and corporate clothing, name badges, promotional products and business gifts, plus signs, staff awards and school uniforms.



meets this growing demand. Its top quality cleaning service focuses on office equipment that comes into regular contact with human hands.

The market leader in its field, Techclean developed its expertise during the 1980s. Today, franchise owners work across a diverse range of organisations, with big name customers including Porsche and Disney.

No dedicated premises are needed, so Techclean is the perfect business to run from a home office at minimal cost. Territories are generous - each catchment area includes at least 10,000 businesses - and franchisees can expect to generate a net profit margin exceeding 55 per cent.

FOUR FRANCHISE OPPORTUNITIES - ONE AWARD WINNING TEAM

Each of the brands in The Bardon Group portfolio has its own characteristics. These will appeal to different people in different ways, depending on individual priorities and goals. The ethos of good franchising is at the core of each business.

As in a strong marriage, both franchisor and franchise owner bring different skills and strengths to the table. They work as one in partnership to develop a profitable, growing business.

The franchisor supplies a brand, business system, ongoing support, training, marketing tools and experience. The franchise owner combines these with their own skills, experience, ambition and work ethic. It's a powerful combination and provides the cornerstone for a successful business.

THE DESIGN AND PRINT FRANCHISE

A familiar name on the high street during the 1980s and 1990s, Kall Kwik has been relaunched to ensure continued success in the digital age.

Still true to its rich heritage, Kall Kwik maintains its leading position on the high street, offering the full range of print, copy and design services.

But there is more, as the Kall Kwik proposition of today provides an extended and 'in demand' range of business and marketing services - from web design, email marketing and direct mail to digital and traditional print supply.

Established in the late 1970s and with some 35 centre owners nationwide, Kall Kwik remains the UK's market leader in its field.

Never afraid to harness change, the Kall Kwik Business Services concept offers a lower entry cost to the market together with a greater breadth of products and services. Through this extension of the offering, the future of this brand looks very bright.

THE IT EDUCATION FRANCHISE

Hands-on technology lessons from ComputerXplorers enable young children to become digital creators.

Sessions include coding and programming, 3D animation, web design, digital art, robotics, film-making, forensic technology and much more.

ComputerXplorers delivers engaging, educative technology



sessions for primary schools, pre-schools and nurseries, as well as afterschool clubs, holiday camps, hospitals and family learning venues.

As a 'work from home' franchise, it offers great flexibility with minimal operating costs and attractive profit margins.

IT SYSTEM HYGIENE FRANCHISE

In an age of superbugs, office hygiene has shot up the agenda for many companies.

Techclean, The Bardon Group's latest franchise business, ably



A fresh approach to franchising

Lime Licensing Group specialises in assisting entrepreneurs and business owners to create franchise opportunities



Andy Cheetham: managing director of Lime Licensing Group

A large number of businesses have created franchise opportunities - at any one time there's something like over a thousand opportunities out there. Franchises are sold by governments, large PLCs, small and medium-sized enterprises and even non-VAT registered micro businesses.

There are very few business formats that can't be franchised, but as Andy Cheetham, managing director of Lime Licensing Group, says: "Not all good businesses make good franchises and some good franchises are ruined by bad advice at the outset."

PREMIUM SERVICE

12 years ago he formed Lime Licensing Group to specialise in assisting entrepreneurs and

business owners to create franchise opportunities. Through the 1990s and early-2000s Andy owned five different franchise brands, which collectively had over 300 franchisees trading.

In between each one he would often advise and work with other franchising entrepreneurs to help them excel as franchisors. Several of Andy's clients grew to market leading positions and multi-million pound valuations.

"Lime Licensing Group was formed in preference to just trading as 'Andy the franchise consultant,'" he says. "I wanted to create a brand that made franchising simple and one that offered a premium service based on the successful strategies that had worked for me and various others over the years."

The time came when demand outstripped Lime's capacity to take on additional clients and the company now works through a network of offices around the UK and as far away as Canada.

As you might expect, each office is run under a franchise arrangement. Each Lime regional director is a graduate of its unique elite training programme, which is the most comprehensive franchise training system available in any developed franchise economy.

As a result, Lime's executive team can advise any franchise brand on best practice and draw upon decades of hard-earned experience. It's that direct experience of franchising in dozens of different markets and at every price point



AT A GLANCE LIME LICENSING GROUP

Contact: 01274 662001

limelicensinggroup.co.uk

"To date, Lime has sold over 2,500 franchises worth over £100 million in revenue"

that Lime builds into each new franchise launch.

Knowing what works and what doesn't from practical experience gives the company's clients the ability to avoid all the common pitfalls and mistakes.

To date, Lime has sold over 2,500 franchises worth over £100 million in revenue, a figure that is increasing as every week goes by.

PRACTICAL EXPERIENCE

Designing franchise systems and recruiting franchise partners at scale requires a high degree of practical experience.

Richard Pakey joined Lime three years ago to head up the company's Cambridgeshire office. He believes that one of the key issues that gives rise to underperforming franchisors and franchisees is the fact that the process of franchising a business can often be more profitable than the business itself. This encourages companies into the franchise market, chasing franchise money when they still have work to do on their core model.

Richard says: "The mistakes they make are long lasting, expensive and can be catastrophic for the franchisees who fail. A by-product of engaging with one of Lime's advisers is that these types of mistakes are dealt with prior to the franchise even being launched."

A key member of Lime's team is Kevin Thomas, who is the regional director for South Wales. Kevin has worked within a licensed environment for

many years and was also a very successful food and beverage franchise owner. As a result, his direct experience as a franchise owner brings a unique affinity with prospective franchisees.

Kevin says: "By fully understanding the issues that genuinely impact the well-being of a franchisee means that Lime's team are better able to create franchise opportunities that work for all parties."

Direct franchising experience runs through all of Lime's team, including new recruit Ed Brewer, who is Lime's regional director covering the south east.

Prior to joining Lime, Ed had many years as a board member and managing director of several very well known franchisors in executive consultancy and property improvement.

With several hundred franchise sales already under his belt and many years at the sharp end of franchising, Ed is typical of the expertise that all of Lime's clients benefit from.

UNIQUE SET-UP PROCESS

Lime's franchise consultants follow a unique eight-week set-up process that often begins with intellectual property work and ends with a carefully designed franchise launch.

Each Lime consultant will typically consider around 40 separate modules that go into that eight-week process, covering every aspect involved

to create a robust franchise proposition that doesn't need to be chopped and changed down the line.

By taking the time to get things right first time, Lime's clients usually outperform the industry norms. The company's team often then take an active role in helping to recruit the franchise partners.

There's no shortage of poor franchise advice out there, the recipients of which usually withdraw from the franchise industry as quickly as they arrived.

Mike Smith, regional director for Manchester, says: "There's simply no way a franchise proposition can be rolled out on a budget of a couple of thousand pounds. I know this because I paid a cheap consultant to help me franchise my own business a few years ago.

"I then came across Lime, who totally transformed the way I was going about it. I was so impressed I ended up speaking with Andy about representing Lime in the north west and now manage a number of very successful franchisors, all of whom are replicating Lime's elite franchise blueprint with my help."

SECURING FINANCE

Financing any franchise is a hurdle all franchisees need to

get over to a greater or lesser extent. With the average cost of a new franchise running into tens of thousands of pounds, raising sufficient capital can often make or break a franchise sale.

Lime's regional director for London is Patrick Burge, who for many years has been instrumental in securing finance for many entrepreneurs. In addition to conventional routes, he helps investors to secure their capital via the government start-up loans scheme. This, alongside his role within Lime's advisory team, provides a complete solution to most of the issues franchisors are likely to face.

NORTH AMERICA

In addition to Lime's UK-based team, the company has recently welcomed Steve Collette in Canada, who as an experienced franchisor himself is now helping Lime's clients access the world's largest franchise markets in North America.

By providing practical guidance to its clients, Lime is often seen as carrying out a franchisor's role to its franchisor clients, guiding them and educating their own team in the process.

Franchising is often a new department within an existing business and as Andy says: "No one knows what they don't know." That's where Lime comes in.



Three common myths about top franchisees

To replicate someone's success, it's important to know the truth behind how they achieved it

WORDS BY SCOTT GREENBERG



THE AUTHOR

Franchise expert Scott Greenberg is author of *The Wealthy Franchisee: Game-Changing Steps to Becoming a Thriving Franchise Superstar*

Every new franchisee begins their journey expecting to succeed. Many do and many don't - even within the same brand. Knowing why that difference exists is important if you want to be among the best.

The problem is that many people think they know the difference. They guess, they assume and they perpetuate the common myths about top franchisees. Consequently, they fail to learn what it really takes to make it.

My job as a franchise speaker and coach has afforded me the opportunity to meet, interview and survey thousands of franchisees across a variety of brands.

I've met some of the best franchise owners out there and seen what they have in common. I've also spoken with their struggling counterparts and heard their beliefs about why some in their system perform better than others.

There's a huge disparity between their perceptions and the truth. Here are a few common misconceptions:

Myth 1: top franchisees have the best locations

We've all heard that real estate is about 'location, location, location'.

For a business, the right location can certainly make a difference. Visibility, traffic and demographics

are all important factors. As they say, fish where the fish are.

My first franchise was located between the affluent southern California communities of Beverly Hills and West Hollywood. We always ranked very high for sales and my fellow franchisees assumed it was because we were doing business with the rich and famous.

While average household income was high in my territory, the population density was quite low, as there are some pretty big houses there!

Most of our customers were commuters coming to the area for work. We were located on a street with lots of vehicular traffic, but not much foot traffic. Parking was scarce. And the rent was through the roof. I wouldn't sign that lease today.

Our sales were actually because of great customer service - demonstrated by top online reviews - and our ability to sell.

We also invested in a lot of marketing. Customers didn't just

appear. We had to pull them in, serve them and sell them. We worked hard to give them a great experience to ensure they'd become repeat customers.

Anyone who believed that store did well simply because of where it was located failed to see the truth: that it was a series of practices they could replicate and get the same results.

Great locations may not be available in your area or may not be affordable. That's okay. I've observed that the best franchisees more often have 'good enough' locations and then make them great with tight operations, smart advertising and fantastic customer service.

It's common for struggling franchisees to give up on their losing locations and sell them cheap to top franchisees who turn them around and make them profitable. We did that with our second store. Every franchise brand has stories where this has happened. Location matters, but not as much as what the owner does with that location.

Myth 2: top franchisees work 24/7

Successful franchisees put in the hours. They strategize. They sweat. So do other franchise owners. There are many people working just as hard, but with less to show for it. To suggest they're lazy would be insulting and inaccurate.

It turns out that effort and energy aren't the secret to success; they're the prerequisite. Lots of franchisees are working hard, but not all of them are getting results.

The top franchisees I meet aren't always working more hours as much as they're working better hours. They know the difference between motion and progress.

They don't just run their business; they grow their business. And they grow their team members into leaders. They put systems in place that don't require their direct involvement. Their smart investment of time in the business yields more free time for themselves.

In preparation for a recent franchise conference keynote, I interviewed several independent owners of the Mexican restaurant chain I was going to address.

I spoke with one franchisee who owns 58 locations. He has no more hours in the day than those with just one. With a focus on the right people, training and systems, he's got a lot more to show for his working day. He's not busier than other owners, just more productive.

Top franchisees live good lives. They go out, they travel and are in control of their time. They work hard, but they're not slaves to their operation. Their business works for them - not the other way around.

Myth 3: Top franchisees have a lot of business experience

Running a franchise requires business acumen. You need to

understand management and customer service. You need to be good at sales and marketing. You need to be financially literate.

If you've run a business before, you've probably learned some of these things already, which can give you a head start.

But the way you do things in one business may not translate to another. Your franchisor has refined its system. It's created a successful model and following it will lessen your risk. That's one of the reasons to buy a franchise.

Many experienced business owners struggle to let go of what they know and fully embrace the system. They want to run things their way, exposing themselves to the very risk they paid to mitigate.

They also have a hard time partnering with their franchisor. They want the independence of business ownership, but don't always want the accountability

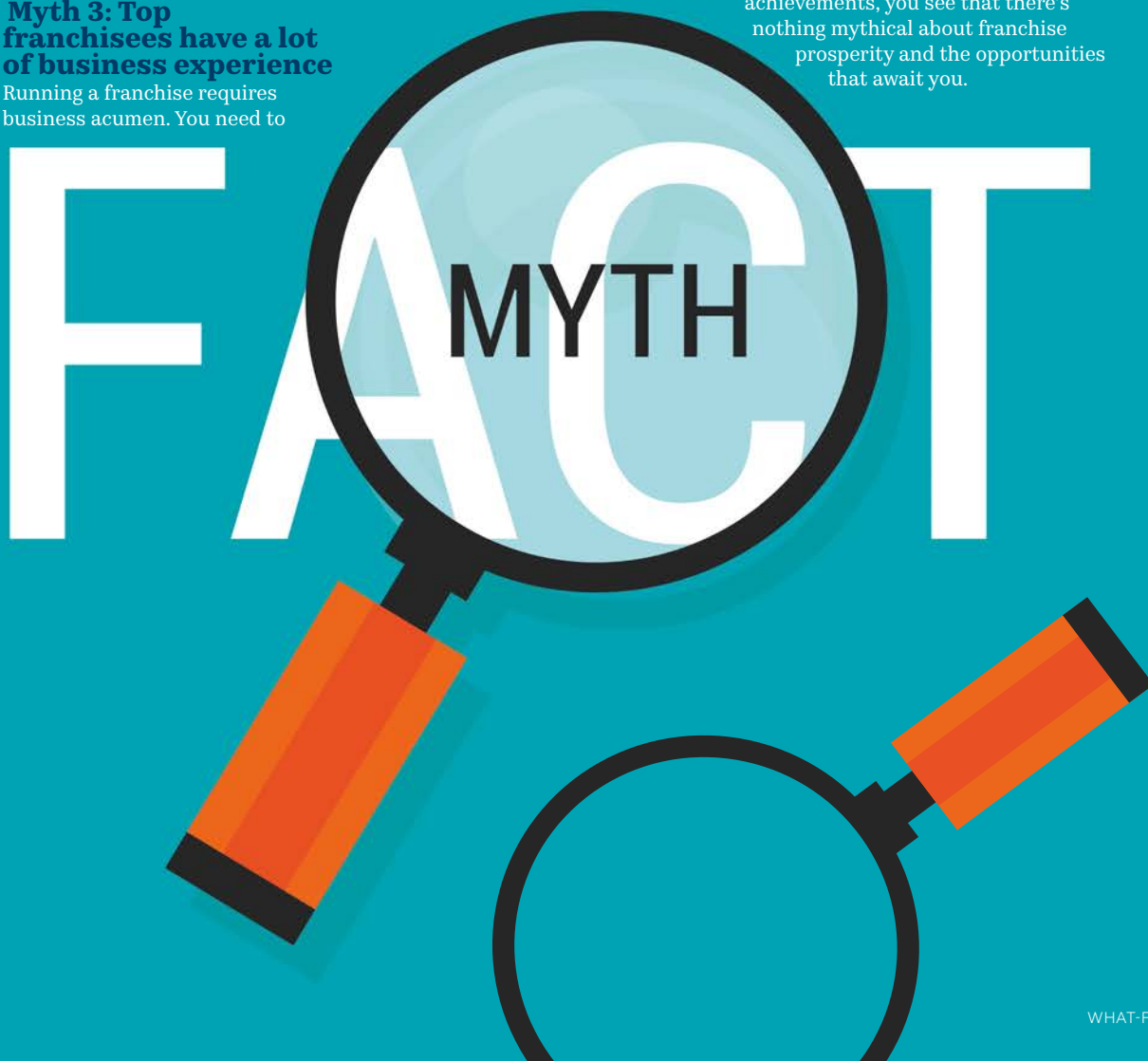
"Lots of franchisees are working hard, but not all of them are getting results"

and restrictions that are part of the franchise model.

Great franchisees stick to the system. They share ideas with their franchisor, but ultimately remain loyal to brand practices. They're curious and open to new ways of doing things. What they know before buying the business is less important than what they're willing to learn while running it.

To replicate someone's success, it's important to know the truth behind how they achieved it. Top franchisees aren't remarkable. They're just normal, hardworking people who run their businesses remarkably well.

When you look past the myths and see the reality behind their achievements, you see that there's nothing mythical about franchise prosperity and the opportunities that await you.



Enter the industry of choice for entrepreneurs



AT A GLANCE TRIB3 INTERNATIONAL

Established:
2016

Number of franchised outlets:
6 (of 13 outlets)


Locations of all outlets: Sheffield, Leeds, Bristol, Edinburgh, Manchester Deansgate, Manchester Circle, Helsinki, Madrid: Cuzco, Basilica and Goya, and Guangzhou. Woking and Southampton opening late Q3 2021

Franchisee investment level:
£130,000-plus initial investment (without bank funding)

Contact: franchise team
franchise@trib3.co.uk

trib3.co.uk/franchise

Ever thought about starting your own business? Here's why fitness is the sector to join

 One in five Britons wants to start a business this year and the industry of choice is fitness.

With the sector welcoming many new customers, who engaged with digital fitness over lockdown, but have a renewed interest in getting back to social experiences and with an increasing awareness of the importance of physical activity, the industry is ready for its next boom.

MAJOR DEVELOPMENT DEALS

Boutique fitness franchisor TRIB3 is demonstrating this growth, as lockdown measures ease across the world.

More than 50 TRIB3 outlets have been sold globally, with recent major area development deals for Benelux and the Republic of

Ireland, as well as across the UK.

A frontrunner in the boutique fitness sector, this experiential class-based side of the industry was valued at over £95 billion globally in 2019.

Indexing well with the large and influential Gen Z and millennial generations, in 2018 these consumers represented around 70 per cent of membership/affiliation with boutique studios, according to data from the International Health, Racquet and Sportsclub Association.

ULTIMATE GROUP WORKOUT

TRIB3 is the ultimate group workout concept.

From signature industrial luxe studios, customers take on an inclusive 45-minute high intensity workout, underpinned by proprietary heart rate tracking technology and topped off with an on-site Mixology protein shake bar.

The unique and proven 'one studio, one workout' model drives exceptionally high consumer advocacy - global net promoter scores are consistently

+60 - and broad consumer appeal, meaning a fast break-even for franchisees and an unmissable investment opportunity.

TRIED AND TESTED

Of course, there are a few different ways to start your own business, but for budding entrepreneurs looking to de-risk the process or enter an industry they perhaps haven't had hands-on experience with, franchising is a tried and tested approach.

Karl Dietrich, TRIB3's chief development officer, says: "Fitness franchising allows for efficient and fast growth of this vital sector.

"TRIB3 offers a unique volume boutique model in which we can, in a standard class, offer over 48 spots per session with a model that is commercially viable at super achievable occupancy levels.

"A franchisee is able to break even quickly and deliver strong results, even with recent distancing measures.

"Plus, you don't need to be from the fitness industry to start your TRIB3. The wider support team and I have decades of experience in the sector to support you. In fact, our CEO and founder, Kevin Yates, was one of the pioneers of the UK boutique fitness market.

"All you need is a passion for bringing people together and providing exceptional customer experience and, now more than ever, the drive to be part of an industry that is providing essential and pivotal services.

"If that excites you, get in touch - your future could start today."





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Flying high with ActionCOACH

After just a year in business and already generating a healthy monthly client income, former pilot Duncan McKechnie is ready for what the future holds

Duncan McKechnie



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:

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- A. Loves learning and developing yourself;
- B. Has enjoyed success in your career or sport; and
- C. Is willing to invest if you see substantial rewards can be made...

Then find out more by watching the overview video at actioncoach.co.uk/overview

T

eamwork and camaraderie are close to Duncan McKechnie's heart.

After spending most of his career as a pilot with the South African Air Force, these values were front of mind when it was time to move on to something new.

With his new Somerset-based ActionCOACH business, these values are what Duncan hails as one of the factors for his success.

He says: "Launching a business in a pandemic didn't come without looks of confusion from friends and family. But I knew it was right.

"From my very first exposure to ActionCOACH, it was clear the entire network lives and breathes the company values, which align with my own."

When he was five, Duncan relocated back to his parents' roots in South Africa.

At the age of 18, Duncan joined the Air Force after two years' national service in the South African army, where he found a place of belonging, giving him valuable experience that would stand him in good stead for life's challenges.

During this time, in which he piloted the late Nelson Mandela, he continued to value being part of a team, as well as developing many skills for when the time came for him to return to civilian life.

When that time did come, Duncan tried to find something that resonated with his focus on



Duncan helping his client thrive through the pandemic

“Seeing this pay off and the UK support team’s perseverance to help us all succeed was extremely reassuring.”

TAKING FLIGHT

After just a year in business, Duncan is generating a healthy monthly client income.

He recognises the first year of any business is the most difficult and that last year was the most challenging economic time in a generation. He’s now ready for what the future holds.

“By the end of 2021, I hope to have 20 one-to-one clients, which would also mean recruiting an employed business coach to help out,” Duncan says.

“Then within five years I want to have four business coaches, an office manager and a marketing assistant. My mission is to have a positive impact on 1,000 businesses within a decade of launching my firm.

fellowship, which saw him take a role in business development in the aerospace industry.

He had made the journey to the UK at that point, settling in Barrington with his wife Rina, but something was still not quite hitting the mark.

When the company he was working for went through the process of restructuring, Duncan decided it was his opportunity to find out what was missing in his life.

“The restructuring made me reconsider everything,” Duncan says. “I was only going to get older and if I survived this round of redundancies would I be so lucky the next time around?”

“Rather than wait, I decided to do something about it and that’s when I began looking for where I was able to place my transferrable skills. I went through several options, but ActionCOACH piqued my interest the most. So I started exploring it even further.”

READY FOR TAKE-OFF

Duncan had also spent a proportion of his career as a flight instructor and it was this mentoring aspect that struck a chord upon finding ActionCOACH, as he knew how rewarding it was to help others achieve their goals.

“If I could help other people succeed, then it would be extremely satisfying,” Duncan says.

“The more I researched, the more it seemed like the perfect opportunity. It combined my past experience, my skills and the chance to give something back to the local community, making it a no-brainer.”

Duncan booked onto the March 2020 training intake at ActionCOACH University.

Unbeknown to him and his fellow franchise partners, their initial training was due to begin on the day the UK went into a national lockdown due to the COVID-19 pandemic.

Luckily, thanks to the quick thinking of the franchisor to take the training virtual and the ability to adapt to unfolding events, the new faces all logged on at 8.30am on the Monday morning.

“I think all of us expected training to be postponed, but the willingness to continue was refreshing,” Duncan says.

“Witnessing the tenacity of the support team on the very first day put all our minds at ease and gave us the chance to envisage the support we’d have for the future of our businesses.

“The level of community, support and belonging was nothing I’d come across since working in the air force.”

Upon launching, Duncan was in a position to offer help to his local business community.

With business owners crying out for support and guidance through lockdown, he was on hand with proven strategies and tactics to see them through safely.

“I mastered the art of having a conversation,” Duncan says. “It was a difficult situation for many, so I had to encourage people to trust me first before they would invest in my services.

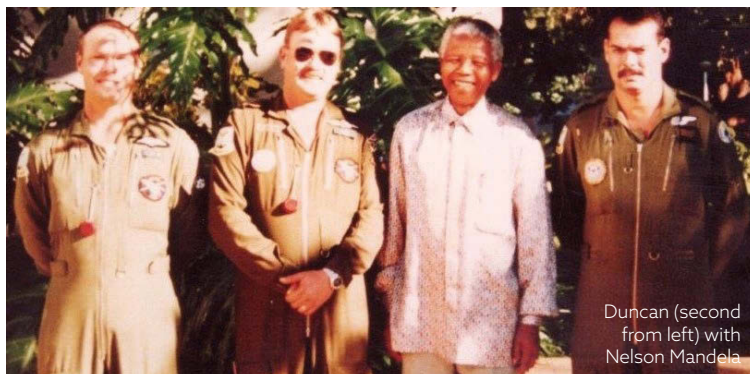
“My first client came through from one of ActionCOACH’s Santander seminars, a partnership that was set up during the pandemic to offer even more advice to business owners.

“The level of community, support and belonging was nothing I’d come across since working in the air force”

“ActionCOACH has already improved my overall sense of fulfilment, but I know that will increase as the firm grows.

“It’s given me the chance to spend more time with Rina and appreciate our lifestyle. We enjoy getting outdoors, including braaiing - it’s our South African version of barbecuing - watching the rugby and exploring the beauty of Somerset.

“Even in such a rural part of the country, I have never felt alone in my business.”



Duncan (second from left) with Nelson Mandela

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All the right ingredients

With its flexible retail format, PAUL brings artisan bakery to high footfall areas

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 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.

VIABLE FORMATS

PAUL offers various operational models that provide viable formats for multiple trading environments - from high footfall 'express' concepts that provide 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.

Its flexible retail format offers opportunities for varied sizes, including café environment, service station, town and city centre, 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 your customers every time.

TRIED AND TESTED

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



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

“PAUL products are designed to be finished off in-store to ensure maximum freshness”

experience 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 consumers love.

SECRET INGREDIENT

The company's team is the secret ingredient of the business - and each member of the PAUL UK family is highly valued.

The most important asset of any business, especially within the hospitality sector, is its people. PAUL UK strives to nurture individuals to build great teams, providing everyone with the opportunity to develop within the business.

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.



HOODZ has got you covered

One of the most successful US business-to-business service franchises is now available in the UK



You may not have heard of HOODZ - yet. HOODZ is the US market leader for franchised commercial kitchen cleaning and fire prevention solutions for restaurants, institutions and other food service industries.

It has great repeat business due to commercial and governmental requirements for extractor cleaning, as well as fire safety.

HOODZ offers a range of additional services for commercial kitchen operators, including the expertise to disassemble, clean and put back together commercial pizza ovens, making the facilities safe for employees, residents and the community.

HOW DOES THE HOODZ FRANCHISE MODEL WORK?

HOODZ is part of BELFOR, one of the world's largest franchise companies. BELFOR already has a UK presence and HOODZ UK's base is at Belfor

House just north of Birmingham.

HOODZ is recruiting franchisees directly and providing full training and ongoing technical and marketing support in the UK.

As a franchisee, you have exclusive territory rights to your geographic area to operate, market and develop your HOODZ business.

WHAT TERRITORIES ARE AVAILABLE?

Currently there are several territories under offer, but there is still extensive availability across the UK and Ireland.

Territories have been designed so that you can develop a successful multi-van operation.

WOULD HOODZ SUIT ME?

Successful HOODZ franchisees have the following attributes:

- Business acumen. Do you know how to make a business successful and thrive?
- A track record of successful business development in your preferred territory.
- At least £30,000 to invest in the franchise.
- A good learner, who can cope well with challenging situations.

WHAT TRAINING AND SUPPORT WILL I RECEIVE?

Built around a culture of extensive training and superior customer service, the HOODZ corporate team offers unparalleled support to its franchise owners.

In order to best prepare you for success, the HOODZ franchise team



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

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.co.uk

provides unmatched, hands-on experience in everything from extractor and ducting disassembly to cleaning, repair and troubleshooting.

Your training will be held at the BELFOR Franchise Group offices in Tamworth, Staffordshire.

HOODZ also has an academy, which is an online training programme that can be accessed at any time at no cost to franchisees.

In regards to marketing assistance, HOODZ provides customizable templates for franchisees that will save them money, time and stress. The company also organises national initiatives, which will benefit local franchisees.

WHY SHOULD I INVEST IN HOODZ?

HOODZ is a great investment because its services are necessary on an ongoing basis. This is because commercial and governmental requirements mandate regular cleaning, resulting in recurring revenues.

Also, the franchise primarily works as a home-based business, meaning your overhead costs will be minimal and the business model ensures you can be successful with a limited staff.

Another great aspect of HOODZ is that the service market is fragmented with few competitors, making you the major player in the industry.

In the USA, where HOODZ has been established for many years, franchisees are generating over £250,000 per year, per van they operate and with low overheads (primarily labour and cleaning materials) they enjoy healthy profits.

Build a lucrative business coaching practice

With Chrysalis' training and support, you can earn £1,000 per day or more once established



Chrysalis' transformation partners - or franchisees - offer coaching and consulting services to small and medium-sized businesses across the UK, using proven strategies to help them grow and scale.

The company's business coaches can earn £1,000 per day or more once established, choosing the hours they work and the clients they want to work with.

No business has been able to escape the impact of recent events and with six million SMEs in the UK accounting for 99 per cent of all businesses, there is a huge need for Chrysalis' services to help them drive growth as the country recovers from the coronavirus crisis.

WHAT IT TAKES

Many people apply to Chrysalis wanting to become a business coach, but not everyone has what it takes.

The company looks for franchisees who have a successful background in business.

If they're credible and motivated to own their own franchise, Chrysalis provides the training, framework and support to help them develop a lucrative business coaching practice.

SUPPORT AND SYSTEMS

Support for new franchisees kicks off with an intensive programme following initial training, whereby Chrysalis works with the new coach to help them get their first fee paying clients on board as soon as possible.



AT A GLANCE CHRYSALIS PARTNERS

Established: 2017

Number of franchised outlets: 10

Location of units: UK

Investment range: £39,950

Minimum required capital: £15,000

Contact: info@chrysalispartners.co.uk
chrysalispartners.co.uk

“Chrysalis works with the new coach to help them get their first fee paying clients”

The systems franchisees use with clients are designed to be 'paint by numbers', meaning franchisees are never in any doubt what the next step is when working with a client and everything is preconfigured for them - including every agenda, every process and even every email they need to send.

Chrysalis' systems are designed to deliver dramatic growth to the client, which means the company's services are always in high demand.

Chrysalis franchisee David Walker says: "Taking the step from the safety of being employed to starting your own business is daunting.

"However, after seeing the programme I can honestly say it's very comprehensive and eye opening, which gives you the confidence to build your business quicker."

Chrysalis is offering franchisees exclusive head office appointments with potential clients to help get them underway, a groundbreaking enhanced support programme, where the business coach will receive regular coaching and mentoring from a director, as well as an inclusive marketing campaign to help franchisees win their first clients.

If you're interested in joining an award winning business coaching franchise, contact Chrysalis today to request more information.



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cares about success &
cares about
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Giving you the knowledge you need

Meet leading brands in over 25 sectors at the International Franchise Show on October 1-2

A franchise is often described as a 'business in box', as it offers a turnkey solution to becoming your own boss.

The range of franchise offerings is continually growing and adapting to consumers' wants and needs.

During the past five years, for instance, we've seen a surge in dessert parlours, e-transportation franchises, fast food outlets and coffee shop franchises driven by consumer demand, economic changes and environmental trends.

While the pandemic has hindered expansion in many industries, certain franchise sectors are experiencing high levels of demand and thriving through opportunities that have emerged as a result of the pandemic.

"Fitness studios have been able to adapt and operate while reaching more customers than ever before"

FITNESS

Accelerated use and a need for technology in the midst of lockdowns has meant fitness studios have been able to adapt and operate while reaching more customers than ever before.

The flexibility of online programmes has also meant that customers who aren't comfortable attending a fitness centre have been able to work out from the comfort of their home and around their personal/work schedule.

As a result of home workouts, a Research and Markets report found that purchases of home and



fitness equipment has increased by 170 per cent.

CARE

Another sector that has seen significant growth is the health care industry.

Guardian Angel Carers, a franchise that offers professional home care and support for clients, has reported strong growth throughout the past year, largely due to the rise in interest for care following the demand for health care services throughout the pandemic.

As the government and public recognise the significance of health and care services, reports suggest increased public spending and an emphasis on creating more health and care jobs post-pandemic.

ONLINE LEARNING AND TUTORING

A lot of learning and development franchises have thrived recently, due to their ability to deliver their service online.

Many tutoring franchises are showing strong growth, as parents look for ways to ensure their children keep up to speed with



AT A GLANCE INTERNATIONAL FRANCHISE SHOW

When: October 1-2

Where: ExCeL London

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+44 (0) 1179 902091

simon.chicken@comexposium.com

Find out more at

thefranchiseshow.co.uk

“It’s incredibly exciting to see”

Molly Maid is changing the landscape of the home cleaning industry, according to president and CEO Kevin Hipkins

With a 35-year view of the UK’s domestic cleaning industry, Molly Maid has seen many changes in the £2.7 billion sector, but president and CEO Kevin Hipkins believes a combination of the coronavirus and Brexit will see the company’s franchise owners double in size in the next five years. In this interview, he shares some of his thoughts on why and what this will mean for Molly Maid.

WHAT HAS HAPPENED IN THE INDUSTRY POST-PANDEMIC AND BREXIT?
The pandemic has meant more families are concerned about the

cleanliness and safety of their home, so we had already seen demand for our services increase starting from last June.

But adding the impact of thousands of cleaners returning to their native countries in Europe because of Brexit has simply exploded demand for our services.

In my 30 years of seeing Molly Maid expand in Canada, the US and the UK, I’ve never seen anything like the current environment.

HAVE CUSTOMERS BEEN ASKING FOR A DIFFERENT TYPE OF CLEANING?

Customers are much more aware of what they want done in their home and who is coming into it to clean.

One of the products we have long used is a specialist environmentally friendly sanitiser that was proven to kill the coronavirus, so customers were obviously asking more about this and how it was being used in their home. But it’s so much more than just the products we use.

Customers want to know that the people they trust into their home are safe and healthy and because of our HomeSafe procedures and the fact all our cleaners are employees, it’s something we can make sure of. I think this is going to stay around for a long time too.

WHAT DO YOU SEE IN THE FUTURE FOR MOLLY MAID FRANCHISE OWNERS?

Prior to the pandemic, we had several franchise owners turning over more than £500,000 per year in sales, but a few of these are



AT A GLANCE MOLLY MAID UK

Established:
1984

Number of franchised outlets: 67

Location of units:
UK-wide

Investment range:
£18,975 (plus VAT)

Minimum required capital:
£7,000

Contact:
Aaron Watson
awatson@mollymaid.co.uk
mollymaid.co.uk/franchise

“This growth is going to see us become even more of a household name”

now on pace to reach £1,000,000 because of the increase in demand that I mentioned.

And some franchise owners have recently doubled the monthly sales they were generating in January of this year. It’s incredibly exciting to see.

We’re already by far the most well known brand in the industry and this growth is going to see us become even more of a household name.

HOW ARE YOU PREPARING FOR THIS GROWTH?

We’ve invested heavily in two key areas: franchise support and our website.

Earning the 5-Star Franchisee Satisfaction distinction, especially last year, shows how highly franchise owners rate our support and we’re expanding this even more to help them grow.

A new enquiry management system has been rolled out to help manage the huge increase in sales leads, a new company intranet using a leading platform is planned for September and our website, which has already gone through several changes in the pandemic, has just recently been updated again.

You have to constantly improve to help franchise owners take advantage of the business environment.



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TICKING ALL THE RIGHT BOXES

Here's how a comprehensive checklist can help you choose the right franchise

I bought this franchise because I fell in love with it. Call me cynical, but that's a risky reason to buy a franchise.

Yes, you should love the franchise you invest in, but if you make 'falling in love' the main criteria on which you base your choice, you're in dangerous territory.

Deciding which franchise to invest in is a business decision that requires input from the head as well as the heart. You must take into account the practicalities as well as the passion.

With that in mind, here's how a checklist can help you choose the right franchise.

Why you should have a checklist

Listing your particular requirements will help speed up the research process and create a structured way to choose between franchises - how many boxes does X franchise tick compared to Y?

Also, franchisors say it can enhance your chances of being accepted as a franchisee.

Why franchisors like checklists

Cathryn Hayes, franchise director at car repair franchise Revive!, says: "For me, evidence of a prospective franchisee using a checklist makes them a stronger candidate.

"It means they're more serious about exploring the franchise opportunity and have thought about what they need to know and taken some advice about the sort of questions they should ask.

"If someone doesn't ask any questions or doesn't seem to want to explore important aspects of our franchise, that would ring warning bells."

Chris Wootton, managing director of cleaning franchise Poppies, is a big fan.

He explains: "As a pilot, I know that we would never get a plane off the ground without checklists.

"A plane only flies when all the systems are working properly and all work together, so I love checklists and feel an affinity with people who use them.

"When a franchisee candidate meets me and has a checklist, I think they're more likely to be a logical thinker who can follow systems - that's a big tick on my checklist."

Julie Wagstaff, chief executive of business coaching company ActionCOACH UK, says:

"Checklists help with systems and quality checking - useful when choosing a franchise.

"People who write and refer to lists tend to enjoy following systems too, which is an ideal trait to have when you're investing in a proven franchise system like ours.

"I think an engaging personality plus a liking for using and completing checklists makes for the beginnings of a great ActionCOACH franchise partner."

"You must take into account the practicalities as well as the passion"

Another checklist advocate is Jack Murphy, managing director of alloy wheel refurbishment and repair franchise The Wheel Specialist.

He says: "As an avid checklist user myself, I would hold in high regard any applicant with a specific checklist of different criteria they want to tick off before they pursue a specific franchise opportunity.

"Although it's vital to be attracted to the franchise offering on a more basic level, I would say it's equally important to be confident that it also ticks all the right boxes."

How to draw up your checklist

First, a caveat: this is not a definitive list. It's not exhaustive and won't suit everyone. Your

personal list will vary according to your own situation and requirements.

I'm assuming you have already determined you are suitable for franchising, that you have transferable skills, such as sales and marketing or management skills, and have selected your target business sector/s.

The 'choose my franchise' checklist

Draw up a list of features you want in your particular franchise and compare franchises to check they meet your criteria.

What lifestyle do I want?

Full or part-time work or a flexible hours 'lifestyle' business that can be operated around other responsibilities?

Do you want a profit focused business with the aim of growing it and employing staff?

Do you want to do the work yourself or a management franchise where you run the business and employ staff? Mobile franchises may suit those who like to be on the move; retail and catering franchises will often need local premises.

There are also an increasing number of franchises aimed at existing business owners who want to invest in order to diversify or people with jobs who want a franchise as a 'side hustle'.

Whatever lifestyle you want, check if the business can support it.

Does it fit my life goals?

Do you want to retire in 10 years or do you want a flexible business while your children are young? Franchise terms can range from five to 20 years. You can usually renew, but the latter may be a bad choice if you want to get out sooner.

What's my attitude to risk?

Long established franchises with a good reputation may be less risky than new ones, but new franchises can mean those who get in early on can shape their future direction.



THE AUTHOR

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

Can I afford it?

See the funding checklist panel.

Is the franchise I'm considering financially sound?

Check out Companies House records about the business. The same goes for the people behind it.

If it's a new franchise, did it run a pilot franchise and how successful was it?

Even a successful company may not work well when it's franchised.

Has the model shown historical success?

Steady growth tends to be good. Soaring growth rates over a short period can indicate that franchisors are taking on anyone who can come up with the cash, which is not usually a good sign.

Have recent franchisees been successful?

This is worth checking out to ensure the franchisor is continuing to support franchisees and that the market for its product or service is still healthy.

What do existing franchisees say?

Some franchisors allow you to speak to any of their franchisees; others provide a list of contacts. Do not be afraid to speak to other franchisees though.

Jack suggests: "Check if any of the current network of franchisees have recommended the franchise to friends and family and they've gone ahead and joined the network. I think that speaks volumes."

Do existing franchisees go on to renew?

Jack points out: "Check the renewal rate. If it's low, why is that?"

Can I work with the franchise management and do our values match?

Chris says: "It may seem odd to use a checklist to match values and relationships, but I think it works when investing in a business.

"List the personality traits you're looking for in a franchise support team. You must be happy in a business if you're to reach financial goals."

Are you hungry for fast growth?

Some franchises actively encourage franchisees to open extra outlets fast - sometimes within as little as 18 months. It means your business grows fast, but it can put you under pressure, which may not suit you or your family.

Other franchises aim for more steady growth. Which approach suits you?

What ongoing training is available to franchisees?

Cathryn says: "All franchises provide initial training, but provision of further training shows your franchisor is committed to supporting you on an ongoing basis, not just at the start."

How easy will it be to grow my business in the territory?

Cathryn suggests you consider what growth your territory can accommodate and whether you can buy additional territory. If so, at what cost?

Can I renew my franchise and at what cost?

Cathryn says: "You should be able to renew and normally this just incurs some legal costs, not the full franchise fee again. If not, that could be a warning sign."

"When a franchisee candidate has a checklist, they're more likely to be a logical thinker who can follow systems"

Am I being lured by the prospect of big money?

When there are lots of pound signs being bandied about, our capacity for self deception can be large.

Refer to your checklist - it should bring you down to earth.

Am I falling in love with a particular franchise?

This a dangerous condition. It could be infatuation.

If you find yourself gushing to friends and family about it or are embarrassed about your level of overenthusiasm, back off for a bit.

Refer to your checklist and give yourself some time before making any decisions. As the old saying goes: marry in haste, repent at leisure.



FUNDING CHECKLIST

A checklist for funding is vital. Here's a basic list drawn up with the help of Rob Orme at Chantry Group:

- **What are the total start-up costs associated with the franchise?** This includes the franchise fee, VAT and working capital.

Working capital is the cash needed to operate the business on a day-to-day basis. It's essential this figure is not overlooked when starting up, as your business outgoings are likely to outweigh its sales revenue at first.

- **Have I got a cast iron business plan and financial projections?**

This will include, typically, a projected profit and loss account, cash flow

forecast and a projected balance sheet over a three to five-year period.

Without a strong and realistic business plan, a lender is unlikely to say yes, particularly at the first time of asking.

- **Can I pay my bills?** Business planning should include your household income and expenditure.

If starting the business puts you in a position where meeting your outgoings becomes difficult, reconsider the franchise investment unless you can reduce your household outgoings.

- **What's my personal credit rating?**

Find out from the credit reference agencies. A poor rating can scupper your chances of borrowing.

- **What are my borrowing options?**

The franchise arms of banks will often lend up to 70 per cent of the start-up costs for a proven franchise that they know well, but you will need to find the other 30 per cent.

There are other funding specialists too. A broker could help you understand the various available options, particularly since the pandemic, which has changed the lending landscape significantly and it continues to evolve fast.

- Find out if you can get any government support, perhaps a grant or a start-up loan. Check out gov.uk/business-finance-support



Jenni Morgan, ActionCOACH

“It ticks everything on my list and more”

Jenni Morgan was introduced to coaching as a line management style when she was a graduate trainee with Mars.

After 15 years at Mars, a spell teaching maths and working as head of marketing in a small to medium-sized enterprise, Jenni wanted to get into coaching.

In spring 2018, she wrote a future career checklist, including what she enjoyed, her skills and values. She also wanted a role that provided ongoing

professional development.

Jenni says: “I’d just finished my checklist when I got an email about the ActionCOACH franchise.

“It seemed to answer my coaching wish, but I decided to research similar franchises, shortlisted one other with ActionCOACH and registered for their discovery days.

“I chose ActionCOACH. It ticks everything on my list and more.

“ActionCOACH’s 14 Points of Culture overlap with the values I listed in spring 2018.

“They’re not just a list of phrases - you see them walking and talking every time you meet a franchise partner or catch up with someone from the franchise support team.”

Rob Piper, Poppies

“I had a list of must-haves when it came to starting my own business”

Rob Piper, the Poppies cleaning franchisee for Liverpool, says:

“Whether it’s food shopping or holiday destinations, I always have a checklist.

“So naturally I had a list of must-haves when it came to starting my own business after I was made redundant just over 10 years ago.

“I was lucky in that instead of leaving immediately, I was asked to

stay on for a couple of months, which gave me the time to research my next move and build a thorough checklist.

“This business ticks my personal and professional boxes.

“It utilised my skills, could be scaled up, the values matched my own and I could speak to any of the franchisees in the network, not just a few that were hand-

picked by the franchisor.

“I didn’t have to invent anything; systems and processes would be in place for me, I was given training and supported from day one by head office.

“These were key selling points of Poppies for me - that and being able to make a difference in other people’s lives.”



A reputation for value and service

easyStorage's vision is to become the go-to brand of choice for storage in the UK and Europe

easyStorage is the only 'mobile storage' franchise in the UK. Unlike traditional self-storage companies, easyStorage collects from customers, loading their belongings and furniture into large storage pods (easyPods), which are transported on specially built trucks. easyPods are taken back to the warehouse, where they're stacked efficiently to save space, which reduces costs substantially. Customers are delighted with the convenience and they love the price, which is typically 50 per cent less than traditional self-storage.

THE ADDED VALUE OF AN ICONIC BRAND

Being part of Sir Stelios' easy family of brands (made famous by easyJet) gives franchisees an instant advantage.

People recognise the brand and trust it for value and service. That's a key factor for anyone storing their personal belongings. Staff at easyStorage reinforce this brand identity through a culture of openness and empathy. Customers may be moving home, starting building works or reorganising after divorce or bereavement.

A PROVEN MODEL THAT'S BEEN RESILIENT THROUGH COVID

The first easyStorage pilot ran successfully in 2018. Franchisees started to join in 2019 and the network now has 22 territories across the UK and growing. Sales figures have been strong during COVID, with new records being set throughout 2021.

This continual growth is in line with the Cushman & Wakefield report, which has predicted that the global self-storage market will rise from £27 billion in 2018 to £35.5 billion in 2024. The UK market is the strongest in Europe, with easyStorage opening up the market further through lower pricing.

DIGITAL EXPERTISE AND BOOKINGS

Digital advertising plays a significant role in the business. The in-house marketing team utilises



AT A GLANCE easyStorage

Established: 2018

Number of franchised outlets: 22

Location of units: UK

Investment range: £40,000-£60,000

Minimum required capital: £40,000

Contact:

conrad.gibbons@easystorage.com

easystorage.com/franchise

“Being part of Sir Stelios' easy family of brands gives franchisees an instant advantage”

sophisticated techniques to capture paid and organic traffic.

easyStorage customers can chat and book online. Most prefer to phone in and talk to an easyStorage storage solutions specialist. They advise customers on the number of pods needed and can add extras to the order, including packing materials and insurance. The high levels of customer service leads to high levels of conversion.

BOOKING MANAGEMENT TECHNOLOGY

Franchisees are allocated bookings according to postcode. Jobs arrive in VAULT, a bespoke platform developed by easyStorage. Franchisees use VAULT to manage collections, deliveries and storage and their crews can update job status directly via their mobile app.

VAULT also takes recurring payments for storage automatically. This recurring revenue makes the business incredibly attractive. As the number of easyPods in storage grows, so does profitability.

HOW DOES THE FRANCHISE WORK?

Successful applicants receive a territory with a minimum of 600,000 dwellings, which ensures generous market opportunity.

Franchisees have the opportunity to be hands on, but the business also requires good management of the truck, staffing and local promotion.





Great customer experience goes hand in hand with success. Everyone in the network works closely with the franchise support team to meet challenges and maintain easyStorage's five-star rating on Trustpilot.

A GREAT TIME TO JOIN

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

The new support centre in Uxbridge has substantial storage capacity and is also home to the new easyStorage training academy, where franchisees learn valuable new skills and best practice.

Momentum in the business is driven by a determined management team with a wealth of storage and franchise experience.

The board comprises top industry leaders with impressive track records. Their vision is to develop easyStorage to become the go-to brand of choice for storage in the UK and Europe.

BEING AN easyStorage FRANCHISEE

easyStorage franchisees come from all walks of life and career backgrounds. They include business minded individuals, father and son teams, as well as husband and wife

partnerships. No storage experience is needed.

Gavin Duke of easyStorage Croydon has a background in marketing. He likes the variety of the job, especially getting out on the truck and meeting customers.

Gavin recruited Marcia as his operations manager and she runs the back office. Gavin recognises the advantages that being part of an iconic brand brings.

Alex and Emma Glass launched easyStorage Thames Valley in 2020 and come from a background in property.

In a relatively short period they've built up a sizeable number of easyPods in storage and are now looking to take on their own warehouse. This will give them extra operational flexibility and significant cost benefits.

easyStorage Manchester was launched by Graham Howard.

Graham has vast experience in self-storage and saw the low cost of entry with easyStorage as attractive. He understands the appeal that 'mobile storage' has with customers.

Graham can see people are waking up to the advantages of mobile storage over self-storage and there is no looking back. Committed, experienced and professional, he's well on track to succeed with his business.

STORAGE FACILITY

Franchisees don't require their own storage facility. easyStorage has a network of trusted storage partners up and down the country with preferential rates.

As the number of easyPods in storage grows, franchisees look to upscale by taking on their own warehouse.

TRAINING AND LAUNCH

Franchisees receive full training at the easyStorage academy and gain operational experience on real jobs.

Technology, operational support and a purpose built branded truck ensure that new franchisees are fully prepared to make a success in their chosen territory.

DISCOVERY DAY

For those interested in a franchise, the starting point is to reserve a place on an easyStorage discovery day.

It provides the perfect opportunity to find out exactly how the business works, take a look at the financials and learn about the potential returns.

If the fit is a good one, prospects are invited to move forward to business planning and pitch easyStorage management to become part of the network.

Join a vibrant growth market

As the demand for safe home delivery of quality pet food increases, OSCAR is looking to expand its network of UK franchisees

There's never been a better time to consider a franchise with OSCAR Pet Foods.

The pet industry is a vibrant growth market and provides an excellent business opportunity. It's no surprise it attracts significant interest when there is a growing tendency for individuals wanting to work with pets.

PET OWNERSHIP BOOM

Since the start of the pandemic, a total of 3.2 million households have acquired a pet, according to the Pet Food Manufacturers' Association.

With the boom in pet ownership, there are now 34 million pets in the UK, including 12 million cats and 12 million dogs, which equates to 17 million households (59 per cent) responsible for a pet's welfare.

Companion animals have been driving industry sales and that's a trend that will continue for the foreseeable future.

BESPOKE PACKAGES

Fortunately, with 25 years of successful franchising behind it, OSCAR understands that not all franchisees have the same needs.

That's why the company offers bespoke franchise packages based on choice and flexibility: choice of financial investment and flexible start-up packages that manage expanding knowledge and expertise at a comfortable pace.

OSCAR's nationwide network of local nutritional advisers delivers an extensive range of nutritious pet foods (including small animal, wild bird and fish food), tasty treats, boredom busting toys, health care and pet accessories straight to customers' doors.

When recruiting franchisees, OSCAR looks for honesty, positivity and enthusiasm. That's because great franchising is all about close franchisor and franchisee relationships.

The company works as a team with its franchisees, sharing a wealth of valuable tips and strategies from the nationwide network to help them on their way.

CUSTOMER TO FRANCHISEE

Wayne McLanaghan owns OSCAR Pet Foods Coventry and Warwickshire.

He says: "Choosing an OSCAR franchise first came about after I was browsing the internet in search of a new business venture to take me into retirement - away from the physically demanding construction industry.

"On my web travels, I landed on the British Franchise Association's



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

website and while browsing through the company logos an OSCAR logo barked out at me.

"I'd been buying from OSCAR for my dog for some six years, knew my franchisee well and understood the lifestyle he had, so I purchased a greenfield franchise area.

"When it comes to customer sales, what matters most is care and support. Helping customers choose pet food wisely means their pets benefit the most and it's a joy to be part of that outcome."

As the demand for safe home delivery of quality pet food increases, OSCAR is looking to expand its network of franchisees across the UK.

If you're currently considering your career options, self-employment with OSCAR presents a fantastic opportunity to combine a successful business venture with much needed community support.





Rise

As people get older, keeping mobile, interacting socially and being mentally stimulated are more important than ever.



We transform people's confidence, as well as their mental, physical and emotional wellbeing – by adapting games, sports and dance to their environment. Enriching day-to-day experiences and enhancing quality of life.



If you are looking for a change in career or to run your own business; one that has purpose and that will improve the lives of people in your local community, then our new franchise opportunity will allow you to build a successful business in a growth sector.

Whilst a passion to make a difference is essential, experience in the sector is not. If you are prepared to work hard and have good people skills we can teach you all you need to know to run your own

Rise franchise.

To find out more about the franchise please visit or call:
www.rise.life | 0330 912 7880 | hello@rise.life

Partner with this polished performer

Why you should choose a Zerodrytime franchise over starting on your own

In the last four years, the UK franchise service-based industry has grown by an incredible 10 per cent, meaning this sector now contributes over £15 billion to the UK economy.

Today, franchising goes beyond just selling physical products.

Services like cleaning and restoration are rapidly growing opportunities. The Zerodrytime story is testimony to the rising popularity of franchising in the cleaning and sanitisation sector.

The UK has in excess of 26 million households and many businesses - just imagine how many need carpet, leather, upholstery and hard floor cleaning.

Zerodrytime founder, David Muirhead, operated a commercial contract cleaning company before turning his hand to carpets and upholstery. In 2006, Zerodrytime was launched.

Utilising the latest technology and David's advanced industry

knowledge, Zerodrytime continues to grow each year. Currently, there are 73-plus franchisees across the UK and Northern Ireland, with more to join the Zerodrytime family in the coming months.

PROVEN SUCCESSFUL TRACK RECORD

Successful franchises tend to be those with clear business models that consistently deliver impressive results to their customers.

Over the years, Zerodrytime franchisees have built a track record for success that demonstrates the realistic potential for a new franchisee.

Franchisees are proud of this achievement and the company actively encourages anyone considering joining the Zerodrytime franchise to speak to existing franchisees and support these claims.

ESTABLISHED BRAND

Anyone who has built a business from scratch knows that developing a strong brand can be a slow, exhausting process.

One of the biggest advantages of franchising is that you're buying into an already well established brand that has a perceived value in the eyes of consumers.

TRAINING AND SUPPORT

Sometimes people forget that it's in the company's interest to give its franchisees the greatest possible chance to succeed.

Zerodrytime's proven business model is perfectly positioned



AT A GLANCE ZERODRYTIME FRANCHISING

Established:
May 2008

Number of franchised outlets: 73-plus

Location of units: across the UK

Investment range: £24,950 (plus VAT)

Minimum required capital:
funding available

Contact: David Muirhead

zerodrytimefranchising.com

“Currently, there are 73-plus franchisees across the UK and Northern Ireland”

to teach new and existing franchisees the secrets of success.

The team based at the company's head office and training centre in the north east ensure new franchisees get on the road to a successful future with a series of mandatory training programmes that must be completed before hitting the road.

They need to understand and learn the franchise's values, business model and processes.

New franchisees don't need any carpet cleaning experience. The Zerodrytime team, headed up by David, train you in every part of the process.

Most importantly, new franchisees are given real-life training in customers' homes and business premises, so they can see the Zerodrytime system first-hand, learning all the techniques, tips and terminology of the trade.

Beyond initial training, a good franchise continues to support its franchisees, helping them build better, more profitable relationships as they go.

Zerodrytime is continuously launching new products and marketing strategies to further support franchisees, increasing available sales collateral, allowing franchisees more time to focus on building their customer base and a business everyone can be proud of.



An offer too good to refuse

ActionCOACH client Lewis Haydon loved the life-changing service so much, he joined the company

In 2009, ActionCOACH Black Country started on its road to transformation.

While delivering seminars for clients of HSBC bank, franchise partner Andy Hemming saw the firm's growth accelerate in an upward trajectory.

During that period, Andy met Lewis Haydon, who started as a client, but would eventually become Andy's right-hand man as an employee coach in the business.

Lewis says: "My brother and I worked in my father's business when we realised that the support of a business coach was needed to help take things to the next level.

"We decided to invest in Andy as a coach and he helped the

company reach a turnover of £3 million. I was finally in the position to think about what my future looked like and all I could see was following in Andy's footsteps to become an Action Coach."

With an offer too good to refuse, the pair cemented their award winning partnership, which would result in a three-quarters-of-a-million-pound business and five consecutive years of Firm of the Year at the ActionCOACH UK conference.

A FORCE TO BE RECKONED WITH

Lewis attended ActionCOACH University in January 2020 as an employee business coach.

Right off the bat, he wasted no time in making a name for himself in the West Midlands region, but a couple of months in the COVID-19 pandemic sent the country into lockdown.



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...

Then find out more by watching the overview video at actioncoach.co.uk/overview

The pair committed to supporting not just their clients, but all businesses in the area that required advice and guidance. As a result, Lewis' client monthly income rocketed to £10,000.

"The situation inspired us to start our podcast, where we discuss business issues and give business owners advice on how to turn challenges into opportunities," Lewis says.

"Constructing this gave us even more purpose because it extended our help even further to people we wouldn't normally reach. This was extremely rewarding, as we knew we were making a difference in so many people's lives.

"In a personal sense, ActionCOACH has given me so much fulfilment.

"I've married my long-term girlfriend and we've since had our first child, Luna. My wife, Anna, has been a huge inspiration and it's a great feeling knowing I'm able to provide for my family, reaching goals I never thought possible, all because I support others to achieve the same result.

"I've also been able to go back to university for my PhD, studying the art of coaching and leadership. I'm keen to expand my knowledge, helping me to be my very best.

"Andy has been a role model for me throughout this whole journey and it's amazing to see it going full circle, as I'm also reaping the rewards of coaching in so many different ways."

"In a personal sense, ActionCOACH has given me so much fulfilment"



Turning trauma into triumph

Following lifesaving surgery, Cassandra Bodington sold her business and bought an ActionCOACH franchise. She's not looked back since

In 2013, as Cassandra Bodington attempted to run her sandwich shop from a hospital bed, she realised things had to change.

When she was well enough to get back to her business, two goals were set: getting the business to a point where it could operate without her and, when it reached that point, ensuring other business owners didn't have to go through the same stress.

Cassandra says: "I was misdiagnosed with an internal rupture, collapsing one day, and ended up needing eight hours of lifesaving surgery.

"I focused on getting myself fit for work and spent a lot of time putting in foundations to ensure the business wasn't dependent on me.

"After 18 months, both me and the business were healthy again

and the time came to sell. I realised that I had to share my story and make sure other business owners wouldn't face the same kind of ordeal."

MAKING THE MOVES

Drawing on her experience in customer service and running her own business, Cassandra thought about what she would do next.

She was intrigued by ActionCOACH, after getting a recommendation from her accountant, and began to research the opportunity further.

"I'd never heard of ActionCOACH before, but it was exactly what I was looking for," Cassandra says.

"Yes, I was my own boss again, but it was nothing like before - I'd be able to build a successful business that wouldn't fall apart without me and I'd get to help other business owners achieve the same.



Cassandra coaching her clients to success



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

- A. Loves learning and developing yourself;
- B. Has enjoyed success in your career or sport; and
- C. Is willing to invest if you see substantial rewards can be made...

Then find out more by watching the overview video at actioncoach.co.uk/overview

"I worked hard for the first two years, securing a handful of clients. And then, in 2017, my daughter arrived, flipping my whole world upside down as a single parent.

"When I was ready to return from maternity leave, I had a serious conversation with myself. If I was going to do this, I was going to be damn good at it."

BECOMING TRIUMPHANT

"It was almost like a switch had been flicked. I received a sudden burst of motivation and set myself an immediate goal of getting 15 clients who connected with me on a personal level, intending to double my monthly client income to £20,000.

"As a single mother, I'm passionate about helping those who are facing the same challenges as I did. I love being a mum and my daughter provides constant motivation - she's my daily reminder of why I love what I do.

"The support I receive from ActionCOACH to be a mum, while building a successful business, is amazing.

"I knew this was a benefit of a franchise, but I've got to be honest and say I didn't quite expect this level of support. It's exceeded everything I ever imagined.

"ActionCOACH has given me the flexibility to properly enjoy my downtime, working just three days a week.

"When I switch off from my business, I feel a sense of great satisfaction around the difference I've made in my local community."

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Sarah Wilkins
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sarahwilkins@bluebirdcare.co.uk

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Always in demand

FASTSIGNS franchisees have a game changing role in almost every key industry in the UK

What you can achieve as a FASTSIGNS franchisee is about so much more than just producing signs. It's about having

a game changing role in almost every key industry in the UK.

When you're looking for the right franchise opportunity, there are a number of factors you need to consider, including:

- What is the brand presence?
- What does it cost?
- What support will you receive?

One of your most pressing questions may be just how big is the potential market?

In terms of signage, the market potential is huge, with signage being extremely prevalent in society. Signs can be seen in almost every public space and business operation, from restaurants and shops to office buildings, within construction sites and at events.

Three of FASTSIGNS' most prolific industries are highlighted below.

The impact that high quality signage has on these sectors

not only attracts custom and raises visibility, but also enables operations and helps businesses achieve their objectives and goals.

HEALTH CARE

There's always been a strong demand for clear signage within this sector, enabling people to navigate hospitals and care facilities easily. Both patients and professionals benefit.

However, it's also essential for signage to be accessible to a variety of audiences, many of whom may be unwell, in pain, of limited physical capability or seeking reassurance they're in good hands.

EDUCATION

The quality of signage used in schools and colleges is actually a key metric used by Ofsted and other accreditation bodies. It not only provides important information about school operations and safety procedures, but is an integral element of the education process. Effective signage also contributes a great deal to the overall culture within a school.



AT A GLANCE FASTSIGNS INTERNATIONAL INC

Established: 1985

Number of franchised outlets:
750-plus. 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

CONSTRUCTION AND MANUFACTURING

The benefits of great signage are even more obvious in this industry. There is a constant need for signage to communicate essential health and safety information, as well as clearly directing tradesmen and suppliers.

All of these areas require quality and reassuring signage, which has become increasingly important in the last 12 months.

The constantly shifting nature of COVID-related restrictions, combined with the change to how consumers behave, means flexible and adaptive signage is needed now more than ever.

This is why FASTSIGNS can confidently say its franchised business offering is about so much more than just sign creation and is always in demand.

With your own FASTSIGNS franchise, you'll offer customers practical solutions so they can implement a comprehensive signage strategy.

By using a combination of advanced manufacturing technology, creativity and strategic thinking, FASTSIGNS helps customers communicate almost every aspect of their business offering.

The demand for innovative producers like FASTSIGNS, which can take signage to the next level, will always be high.

With over 36 years' experience in the industry and with more than 750 centres in operation internationally, the company knows exactly how to bring creativity and technology together to deliver maximum impact for its customers through signage and knows how to help you achieve the same success.





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

EXTRA HELP®
a helping hand

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

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



Could you be our next franchisee?

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for 180 years.



A business built on success

InHabit is the exciting new property franchise that focuses on 'putting people into property'



AT A GLANCE INHABIT

Established: 2020

Number of franchised outlets: 2

Location of units:

Durham and Nottingham

Investment range:

Franchise £18,000-plus

Investor £30,000-plus

Minimum required capital:

£20,000 (franchise)

Contact: Laura Harvey-Smith

Laura.Harvey-Smith@inhabit-property.co.uk

inhabit-property.co.uk



currently manages a property portfolio of around 90 houses on behalf of investors. The investors are making an excellent yield, currently more than seven per cent per annum. It's also generating a strong income for David as a standalone business.

BUILT ON KNOWLEDGE

InHabit franchisees undergo a detailed training programme to ensure they can maximise the knowledge and experience David has acquired.

The InHabit team also includes highly experienced franchise experts, who ensure the support, systems and processes that are provided to the franchise network are industry leading. Therefore, while they're looking for franchisees with an interest in property, no previous experience is required.

Laura Harvey-Smith, who's responsible for recruitment and training, has worked in franchising for approaching 20 years across several leading franchise companies.

She says: "Given the range and breadth of franchise experience in the team, we're rapidly developing support tools and content that would be the envy of franchisors who have been trading for over a decade."

Sadie Boundy, Head of Business Transformation, has been working in franchising for 15 years.

She says: "It's so exciting to be able to bring together the best of all the IT solutions and support activities I have worked with over the years into a new, purpose built organisation.

"Our franchisees are getting the best of both worlds - learning

Fourteen years ago Trevor Brocklebank and his wife Sam bought the UK rights to set up Home Instead Senior Care. Their journey completed the circle when Home Instead Inc acquired the UK organisation four years ago.

Under their tenure, Home Instead won Franchisor of the Year (gold, silver twice and bronze) and Franchisee of the Year. They also won the Queen's Award for Enterprise and received five-star franchisee satisfaction scores five years in a row.

Revenues across the network exceeded £100,000,000 when they sold. Since selling the business, Trevor spent two years as Chair of the British Franchise Association.

BUILT ON EXPERIENCE

Over the last four years Trevor and Sam have been building a substantial property portfolio. This was managed by a long-term friend of theirs, David Edwards.

David has more than 20 years of property development experience. He has built over 165 new houses, bought and refurbished more than 100 properties and is also highly experienced in raising bank finance, mezzanine funds and private equity.

The more they worked with David, the more they realised there was a tremendous opportunity to franchise his business. In fact, they believe InHabit has the potential to significantly outperform the achievements of Home Instead.

David's InHabit office, which started trading five years ago,



from a hugely experienced property developer and a highly experienced franchising team.”

This view is echoed by Adam Warren, InHabit’s first franchisee, who states: “The training and support to get us started has been fantastic.”

BUILT FOR PEOPLE

InHabit is passionate about putting people into property. Many of the company’s homes are rented by InHabit’s charitable partners, who recognise the unique levels of service and quality of homes InHabit can provide.

Investors appreciate that their investments not only make a good return, but also make a difference. Renting to a charity partner dramatically reduces void periods and provides the confidence that rent will be paid, when many landlords are currently struggling with large rent arrears with private tenants due to COVID.

In the current climate, it’s also important that no property company has a single focus and therefore InHabit will help you develop a unique business plan for your territory and financial targets.

This could include a range of strategies, including sourcing and managing properties for the charities InHabit works with and private tenants, converting properties to HMO (Houses of Multiple Occupancy) and ‘buy to flip’, where you purchase a

property to refurbish/convert and sell on for a capital gain.

However, in the current financial climate there’s a huge demand for InHabit’s services from the charities the company works with, which is where most franchisees are likely to see the quickest returns as they seek to establish their business.

BUILDING PORTFOLIOS FOR INVESTORS

InHabit’s unique investment model means investors can purchase a fully refurbished, tenanted property for an upfront capital cost in the region of £30,000. The rest of the purchase price is funded through a mortgage, which InHabit can assist in arranging.

This means investors are not just high net worth individuals, but anyone with access to this level of funding. The yield they will achieve on this investment is far higher than they can realise with virtually any other type of investment and is backed by the security of owning the property.

While many investors are sourced nationally, franchisees are also taught how to identify and manage investors in their local area.

BUILDING A RELATIONSHIP

Above all else, InHabit is a relationship business.

The ability to develop strong relationships with all stakeholders,

“The training and support to get us started has been fantastic”

whether they be tenants, charities, investors, builders or suppliers, is critical. Too many property companies focus on the building, rather than the people involved. It’s the opposite at InHabit, where the people will always come first.

BUILDING YOUR FUTURE

InHabit’s mission is to become the most professional, responsible and inclusive property community.

Franchisees can build their own highly successful and profitable business without the need to own any properties personally. Initially working by themselves, the intention is that, as the business grows, they will build a team around them to manage the sourcing, refurbishment and management of their investors’ property portfolios.

Currently, the charities InHabit is working with need more houses than InHabit can provide, so in many areas there is a pipeline of tenants and InHabit have investors who are looking for investment opportunities across the UK.

This is an amazing opportunity to join a dynamic property franchise at a hugely exciting time in its journey.

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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www.inhabit-property.co.uk

You can grow with demand

Bluebird Care franchisees are able to scale their business depending on the needs of their local community

Did you know it's predicted that one in four people in the UK will be aged 65 and over by 2050?

With the elderly population on the rise, the government is pushing for more care in the community, not only to ease pressure on care homes, but to reduce the number of elderly people who end up in hospital with a preventable health condition.

Many of these individuals could have benefited from the services of a home care provider that uses technology to monitor their health and identify if they're high risk and may need early intervention.

RANGE OF SERVICES

It isn't just elderly people who may require support from care professionals.

Bluebird Care offers a range of services to suit every need, including live-in care, respite care and complex care, so its staff are equipped with the expertise to assist people with learning, physical and mental disabilities, regardless of age.

The company is often fortunate enough to be able to provide care for these younger customers over an extended length of time, building familiar relationships between its team and their support bubble.

And, of course, these customers can remain in the comfort of their own homes, surrounded by loved ones, pets and their own belongings.

For the 850,000 people in the UK living with dementia, this is incredibly important, as any changes to their living arrangements and routine can often be confusing.

At a time where there's an ongoing pandemic, staying at home also



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

bluebirdcarefranchise.co.uk

means they can limit their contact with the outside world to a small team of care professionals. Most importantly, these care assistants are trained to a high standard of health and hygiene practices.

CARING FOR A LARGE AREA

Because Bluebird Care visits customers in their own homes, franchisees are able to scale their business depending on the needs of their local community.

As the UK's largest home care provider, Bluebird Care's franchise territories typically have an audience size of between 150,000-200,000 residents. Franchisees can hire and train new staff as their business grows, with the company's largest home care business currently 300 people strong.

The thought of providing care to such a large area might be daunting, but Bluebird Care's award winning franchise support team is on hand to help every step of the way.

The company believes its franchise opportunities are particularly well suited to people in middle or senior management positions who are interested in giving back to their local community, with the Bluebird care team providing the knowledge needed to successfully start a business in the home care sector.

It's possible to grow a significant size business in the home care sector.

In fact, Bluebird Care's top 25 businesses produced over a third of its total revenue, while one of the company's biggest businesses is up 45 per cent this year.

Plus, Bluebird Care's turnover range is huge, falling anywhere between £250,000 at start-up to £6 million for a mature business.



Learning the language of the industry

Common key phrases and terms are explained in this comprehensive jargon busting guide to franchising

WORDS BY LOUISE HARRIS



THE AUTHOR
Louise Harris is franchise operations manager at Mathnasium

Since its inception in the 1930s, franchising has been a popular way of getting into business.

As with many industries, we've picked up some jargon along the way. For those in the UK, here's a snapshot of the industry jargon and an explanation of the most common terms:

British Franchise Association

The not-for-profit body that acts as the guardian of ethics in franchising.

bfa membership means that a business has been established in line with the code of ethics for franchising and while due diligence is still critical one box has been ticked for investors.

Business format franchising

Those who know bristle when the term 'franchise' is used when talking about train contracts or football teams.

Technically the correct, full term for our sector is business format franchising. This is where one party grants another party the licence to run a proven business model in another territory. (Licence and territory are defined later.)

CRM

Technology that enables a business to manage its customers.

Literally 'customer relationship management', it's an acronym that should be followed by software or technology. A 21st century must-have.

Franchise

Technically, we should say 'business format franchise'. Very simply, it's a replicated business that is sometimes referred to as 'a business in a box'.

Purchasers would typically be buying a brand identity, a set of instructions on delivering the business and some form of ongoing relationship, including development and support.

Franchise fee

You would imagine this term describes the cost of buying a franchise, but the waters are somewhat muddy.

Technically, it's the specific part of your investment that's payable to the seller of the franchise for their brand and know-how, typically for a specified period of time.

It's sometimes expressed, however, as a total investment package, since it may include equipment, everything you need to run the business or, indeed, nothing more than the right to run the business.

Make sure you're comparing apples with apples when you're looking at fees.

Franchisor

The entity that owns the original brand - head office, if you like.

The franchisor will have a plan to help

the franchisee run a business that should replicate once it has been established successfully in the same format.

Franchisee

The entity that purchases the business format from the franchisor.



“The standard requirement for any franchise is ‘to follow the model’, since this is the basis of success”

Future proof

This catch-all phrase is possibly a bit foolish, but well meant. It means that it's difficult to see a time when this business model would not work.

It may mean the type of business has longevity or that it adapts to market needs.

Greenfield

A greenfield territory refers to one that has not previously been occupied by that franchise.

The opportunity is to launch the business, starting from scratch, but still based on a proven concept/brand.

Investment level

Typically, the total funds needed to launch the business. See also franchise fee.

It may be 'from' or 'between' since costs may be variable, as property and/or equipment will change with

location, size, etc.

This figure is a more accurate measure for a prospective purchaser than just 'franchise fee', since it should indicate the total level of financial commitment.

For example, the franchise fee may be £10,000, but the investment level is around £250,000. You need to be clear what the second figure is before progressing.

Licence (AKA franchise agreement)

This is a legal document that should set out the terms under which a franchisee is able to trade using the trademarks, brand and know-how of the franchisor.

It's important to understand the terms of any agreement that is to be signed. A franchise lawyer is recommended to assist purchasers in understanding the licence or agreement.

Lifestyle

Many franchises advertise themselves as 'lifestyle' businesses.

In more general terms, this can indicate that work hours are flexible, the business is not stressful and is most likely going to generate an income more in line with a salary.

However, it can sometimes be used to describe a business that is just 'different' to normal commercial businesses. Purchasers are wise to ask what it really means.

Man in a van

This usually denotes that the business is van-based and operated by one person delivering a service, also known as an owner-operator.

It typically indicates that the business is for one person who will work in the business, most likely with minimal staff needed, and will mostly apply to businesses that have traditionally been male dominated.



Management service fee (AKA royalties)

Not to be confused with franchise fees. This is an ongoing fee, usually based on a percentage of turnover that's payable to the franchisor by the franchisee.

It could also be a flat rate figure, payable monthly and not dependent on the success of the business.

This figure varies greatly between franchises, since a franchisor will base it on levels of support, other income from sale of goods, etc.

Model

This is the basis of the business being sold.

It's a holistic word for the processes within a franchised business and encompasses any legal requirements, financial mandates, sales, marketing and delivery standards.

The standard requirement for any franchise is 'to follow the model', since this is the basis of success.

Multi-unit franchise

Typically, a franchisee will start with an agreement for one unit - that could be one territory, one store, one van, etc.

Once ready to expand, they may develop second territories, stores, etc and then are identified as multi-unit.

Franchisors may actively seek franchisees who are keen to develop their businesses as multi-unit. It's usual for both parties to set this expectation at the outset.

National marketing fee

Most franchises will expect a level of local marketing by the franchisee and will specify

the minimum spend required on marketing locally.

However, in the digital age there is also typically a centralised website that needs to be maintained and a national marketing fee may encompass the site requirements, such as hosting, management and development.

There may also be an opportunity for a bigger marketing campaign on a national basis.

While there would have to be extensive national coverage to justify the expense of a TV campaign, it's feasible that this fee could include, for example, leafleting in your area or a centrally managed digital marketing campaign.

It's important that a franchisor discloses how this fee is used.

Operations manual

Perhaps the most critical documentation after the franchise agreement, the operations manual identifies how the business should be run. It should be the go-to guide for the entire business operation.

Theoretically, an individual should be able to run the business in its entirety by reading the operations manual.

It can be provided as a physical document or electronically, which facilitates searching and easy updating.

Franchisees are guided to ask about the operations manual before they sign their agreement and can expect to be shown the manual, but not given a copy, before signing the franchise agreement.

Recession proof

This indicates that the business offers a necessary product or service, the need for which will still

be evident during recession.

It's likely to be something that is purchased as a necessity, not a desire or want.

This claim should be evidenced by figures that prove growth, or at least survival, during a period of recession.

Resale

The opposite of greenfield.

This is an existing franchise business that is now available for purchase by a new owner, who has the benefit of existing customers, reputation and brand loyalty in the area.

Support

Every franchise differs in what support it will offer a franchisee, but it should encompass training, launch and ongoing development.

Questions to ask are 'what does support include?' and 'who does it?' - not just at launch, but as the business grows.

Territory

The majority of franchises grant a specific trading area to the franchisee in which they can exclusively market their business.

This may be geography-based (postcode, town, county, etc) or, less frequently, industry segments.

Work-life balance

Often used as an indicator that the business is part-time, but also inaccurately used to suggest that life becomes easier.

Running your own business is usually a full-time role. Franchisees may be a bit more flexible with planning and hence 'balance', but more likely this describes enjoyment and flexibility to set your own agenda.

For all of these terms and more, check the expectations with the franchisor before you buy.



A truly rewarding franchise opportunity

Caremark is showing sustained growth despite the uncertainty of Brexit and the pandemic

The Caremark care at home franchise network has reported year-on-year growth of on average over 20 per cent through 2020 and into 2021. There are several reasons for this.

GROWING POPULATION

Firstly, the population has grown and will continue to do so in the UK due to ongoing innovations in science, resulting in better medicines, better nutrition and the benefits of regular exercise contributing to people living longer.

In the latest LaingBuisson report, it was predicted this market will grow 5.4 per cent year on year.

As our population grows, there's an increased demand from more and more people needing high quality, well led care and clients looking at in-home care and support as a viable alternative to residential care.

In fact, a recent YouGov survey conducted among people in their fifties revealed over 92 per cent of respondents said they would prefer to be cared for in their own homes rather than a care home.

EXPERT GUIDANCE

But why have Caremark franchisees enjoyed such sustained growth?

Their feedback indicates in-house training, ongoing support and expert guidance are a major factor.

Also, they speak of the experience and knowledge in the support structure, enabling them to be better equipped to adapt to the changing needs of the health care sector.

One franchisee, Charles Folkes, managing director of Caremark

(Redcar & Cleveland), spoke about this subject recently.

He said: "I found the ongoing support and communication from the team at head office and a Regional Support Manager particularly useful during the uncertainty of Brexit and currently COVID-19."

He also spoke of: "A constant stream of guidance and advice helping to alleviate my obvious anxiety during this period of economic turbulence."

He added: "The local authority's communication and support has also been exemplary during the current pandemic."

Charles then talked about the sector itself and his reason for investing in his own resilient Caremark franchise.

"I researched various sectors before reaching the decision that domiciliary care was the right choice," he says.

"Then I decided upon the sustainability and straightforward business model Caremark offered, which allowed



AT A GLANCE CAREMARK

Established: 2005

Number of franchised outlets: 109

Location of units: UK, India, Ireland and Malta

Investment range: up to £115,000

Minimum required capital: £35,000

Contact: 01903 266392

Franchise@caremarklimited.co.uk

caremarkfranchises.com

for positive cash flow and personal reward."

He went on to explain how he was looking for: "A franchise with good ethics, integrity and the potential for growth."

THRIVING SECTOR

Another factor for consideration, even before the pandemic, is that the sector was thriving already, as between 2017-2018 over £17.7 billion was spent on adult social care by local councils in the UK.

As demand grows, local council spending on adult social care will continually be required to adapt to these levels of need.

Astonishingly, it's estimated the global health care market will be worth £7.7 trillion by 2022.

One final observation is that Caremark franchisees offer care across the board.

From local authority to private clients, from the young to the elderly, the service portfolio is extensive and not restrictive, meaning the freedom to deliver high quality care and support to whoever needs it offers yet another reason for business growth and resilience.



These franchisees have made their businesses family affairs

Meet the owners who've found a formula for working successfully with close relatives



Mother and son

Sharon & Kieron Coleman

easyProperty

"Our business is an integral part of our family life," is how Sharon Coleman describes her and son Kieron's wholehearted approach to running their easyProperty estate agency franchise, which is backed by serial entrepreneur and easyJet founder Stelios Haji-loannou.

The pair launched their business in February this year and cover a territory that includes their hometown of Newbury in Berkshire, as well as nearby Didcot, Wallingford, Cholsey, Thatcham and all the villages through to Henley-on-Thames.

"We opened during lockdown, which is the worst time to start a new business," says Sharon, who's spent the last 20 years in the property market.

"But at least it meant we could do all the backroom work, so that when the country opened up again we hit the ground running."

Sharon describes herself as self-motivated and a strong communicator who thrives on a challenge, while Kieron is aiming to use his social media and networking skills to offer easyProperty clients "unlimited amounts of communication with timely, well-mannered information".

"Kieron went to America on a football scholarship about eight years ago and has just finished his masters in business administration in California," Sharon says.

"He was looking to go into real estate when he graduated, but due to COVID he had to return home to finish his masters online

"I've been in the property industry for years, so when we

"We knew this company was the perfect fit for us"

were approached by Jason Bull from easyProperty, we knew this company was the perfect fit for us.

"I decided to buy the franchise because of easyProperty's systems.

"Their valuation tool is by far the best I've ever used and their dashboard means clients can log on to this any time of the day to see how the sale of their property is progressing."

Best advice for someone considering buying a franchise with a family member:

Make sure you and your family are equally as passionate about the venture, like Kieron and myself are.





“Every family member has their own role and responsibilities”

“Every family member has their own role and responsibilities, with Sadia heading up operations, Nabiha overseeing admin and Owais

“We saw a gap in the marketplace in Uxbridge for our services and we’re looking forward to assisting the small businesses in the area through the economic recovery and beyond,” he says.

Father, daughters, son, son-in-law

Khaliq, Sadia, Nabiha & Sami Rahman & Owais Saad

TaxAssist Accountants

This family affair didn’t begin until five years after Khaliq Rahman opened his first TaxAssist Accountants practice in Hounslow in 2001.

Khaliq’s daughter Sadia became a partner in 2006, while his other daughter Nabiha joined the business with her husband Owais in a new franchise territory in 2019.

Khaliq’s son Sami currently lives abroad, but continues to have input into the business, which collectively looks after more than 850 clients from four premises in Middlesex. Khaliq says: “I’m really proud of the level of service the team has provided to our clients over the years, but particularly during the pandemic.

“We have worked tremendously hard since March 2020 to ensure every one of our clients was well looked after.”

And while today Khaliq takes more of a back seat role when it comes to day-to-day operations, he’s still heavily involved in making key company decisions.



looking after marketing and business development,” he says. “They all manage the team of staff that we have across our offices and shops.”

Khaliq and his family opened their latest shop in Uxbridge at the start of the year. Their plan is to open more outlets in Middlesex and grow the business past the 1,000 client mark.

Best advice for someone considering buying a franchise with a family member:

Be fair and equitable to everyone if you do decide to purchase a franchise together and ensure you have clear and defined roles. Taking on a franchise has definitely been worth it for us.



Brothers

Aneel & Shahzad Memon

PACK & SEND

Aneel and Shahzad Memon came to the UK from Dubai in search of better life opportunities for their young families.

“It was crucial to find something that would provide for us all,” Aneel, who used to work in risk management for a bank, explains. “My wife, Rani, was included in the decision making too.

“We knew the opportunity to create a successful business would be much better in the UK and as neither of us have been in business before, it was crucial to get that extra

support when setting up.

“Franchising provided the solution, so we both conducted our own research into the brands we liked the most.”

The brand they decided to invest in was international shipping and courier specialist PACK & SEND.

After completing their initial training, Aneel and Shahzad, who used to work in the oil industry, opened their franchise in the Hall Green district of Birmingham in January 2020. They’ve since taken on PACK & SEND’s Lincoln service centre too.

“We started from scratch with no knowledge of the freight and packaging industry, but we have no regrets,” Aneel says.

“We’ve learned every aspect of the business with the help of our master franchisee.”

Their biggest challenge since becoming franchisees has been navigating the coronavirus crisis.

Shahzad says: “We went into the first national lockdown within 45 days of opening our first branch.

“There were times when we thought we weren’t going to make it, but with patience, family support and the business acumen of our brilliant employees we got through the worst times.”

The brothers are now busily developing their existing branches, with further expansion a possibility in a year or two’s time.

The best part of working in a family business is the closeness that’s experienced by many relatives, according to Aneel: “We know each other’s strengths and weaknesses, so the arrangement works very well for both of us.

“We’re also aware of our family commitments, so we can cover when one of us has to attend to family matters.”

Best advice for someone considering buying a franchise with a family member:

Go for it, but only if you have patience. You have to be aware of each other’s shortcomings and develop the business accordingly. However, if you feel you can work together, running a franchise with family is wonderful.

In our case, it’s given us an important competitive edge and, along with our wives and kids, we are now closer as a family because we share a common goal, which is making our business grow.



“When things are great, we have each other to celebrate with”

running 28 classes per week and coaching over 500 children aged between 18 months and nine years.

Soccer Stars Academy launched as a franchise in April this year and is currently looking to recruit franchisees across the UK.

Ex-professional footballer and PE teacher Mark explains: “We decided to franchise the business as it was the only way we could keep up with demand. We experienced rapid growth with our own territory and wanted to grow the business on a larger scale.

“We knew that to do this on our own would require a lot of effort and would take a lot longer.

“After we spoke to a franchise consultant to understand the ins and outs of it, we were told that we have a franchiseable business and at that point it was a no-brainer.”

To keep work and family life separate, Mark and Siobhan have dedicated work hours.

“Within those hours we are focused and very productive,” Mark says.

“Don’t get me wrong, it can be really easy to pick up your laptop at night

when the kids are in bed to check emails, etc, but it’s something we actually don’t mind doing because we are passionate about making Soccer Stars Academy a success.”

Being in business for yourself can be lonely at times, so it’s good to have someone you can trust to share the journey with.

“We’re each other’s support system,” Mark says of the business relationship he has with his wife.

“When things are tough, we have each other to lean on and talk to and when things are great we have each other to celebrate with and enjoy the perks.

“We can also be really honest with each other, which I suppose you wouldn’t feel as comfortable doing with a work colleague.”

Husband and wife

Mark & Siobhan Molloy

Soccer Stars Academy

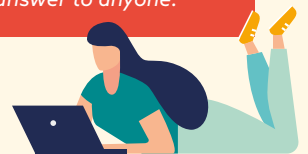
Mark and Siobhan Molloy’s decision to become business owners was a classic case of discovering a gap in the market in their locality and comprehensively filling it.

Unable to find quality fun football classes for their three-year-old son Louie, the couple decided to set up Soccer Stars Academy in 2017.

Fast forward just over three years and their company is currently

Best advice for someone considering going into business with their partner:

If you can survive lockdown, you can survive anything. It’s the best decision we’ve made. Now we both benefit from a fantastic work-life balance, while making a great living. We make our own rules and don’t have to answer to anyone.





Father and son

Jonathan & Matthew Nutting

Radfield Home Care

“Flexibility, respect and trust is what it’s all about”

Making the most of their complementary skills and knowledge is the secret to Jonathan and Matthew Nutting’s profitable partnership.

Matthew was an occupational therapist within the NHS, while

Jonathan worked in finance for various organisations before the father and son bought Radfield Home Care’s Harrogate franchise in 2018.

Matthew says: “The overarching principle for

us is within the family there is a level of trust you don’t get anywhere else. “I could have found an investor or business partner, but when it’s in the family you trust each other with the decisions made and how you conduct yourselves.

“It’s also about skill sets. I have no experience in finance, auditing, invoicing and HR and my dad has no experience in health care.

“Between us though, we have the two most important skill sets required to operate a home care business successfully because we can manage both critical elements well.

“By good financial planning, analysis and understanding of what’s happening with the business, it gives me the security to push forward without having to have the worry and stress of finances and vice versa for my dad.”

Of the decision to buy the franchise together, Jonathan says: “I thought it would be a good chance to work together and the thought of looking after our own money and our own business after spending my time looking after other people’s was well worth a punt.”

Matthew runs day-to-day operations and is the face of the franchise. His father’s role is more focused on back office functions, which are crucial to the business’ long-term prosperity. “I was chatting to a friend of mine recently who went into business

with a former colleague and he is always really conscious of looking like he’s pulling his weight,” Matthew says.

“He always feels like he has that pressure of working with someone, whereas with your family you can be honest.

“We both know we work hard, but we have other things in life that need to be done at certain times and we wanted to do this for the flexibility it gives you. There is no disguising things, which is a huge benefit of running a family business.”

Jonathan adds: “The key word is flexibility. But we also have the support of Matthew’s wife and mum, who help and assist us, and appreciate there is a work-life balance. Flexibility, respect and trust is what it’s all about.”

Best advice for someone considering buying a franchise with a family member:

You have to understand what each member brings to the party. Duplication leads to confusion, so you need to be confident person A performs these roles and person B fulfils those roles. Plus, you must respect each other’s professional backgrounds and decisions.





BRITISH FRANCHISE ASSOCIATION: FAMILIES IN FRANCHISING CAMPAIGN

With thousands of people across the country facing or having experienced redundancy during the pandemic, many have reconsidered what is important in their lives.

For some, this might mean freedom from commuting, for others it may mean spending more time with family. Increasingly, people are turning to franchising as a way to do both.

Franchising with family members makes sense in many ways. For a start, it allows you to pool your resources, as well as collective strengths, skill sets and expertise.

The thought of setting up a business from scratch is daunting, especially when you look at the high failure rate of independent start-ups, which is why franchising could be an attractive prospect if you're contemplating starting a family business.

The British Franchise Association will be running a Families in Franchising campaign in August, which will look in detail at the important considerations to take into account when going down this route.

In the meantime, there's a host of resources available to those wanting to find out more on the bfa website: thebfa.org

Sisters

Roxy Iftikhar & Ruky Hussain

Thomas Cleaning

For Roxy Iftikhar, going into business with her sister Ruky Hussain is the second time she's run a franchise with a family member.

Roxy and her husband owned Thomas Cleaning in Aylesbury and High Wycombe between 2014-2017, when they were made an offer for the business they couldn't refuse.

Since then, Thomas Cleaning was bought by Darren Taylor of Taylor Made Franchising, which owns the StumpBusters, Wilkins Chimney Sweep and PVC Vendo franchise brands.

Roxy says: "A few months ago, the new owners of Thomas Cleaning Franchise

approached us about starting up the business again.

"It was great timing, as Ruky and I were both looking for a business to run together. Ruky's been nervous about returning to work after 19 years as a stay-at-home mum, so this seemed like the perfect opportunity for both of us and we're really excited."

The sisters split cleaning and admin tasks equally. Has their relationship changed since becoming business partners? Not according to Roxy.

"We are a family of seven siblings, so we're used to fallings out, but they never last long," she says.

"We have a strong relationship and I've told Ruky that even though I'll take the lead initially because of my previous experience running the business, she's to tell me if I'm taking over too much, as she may have better ideas and suggestions about how to do things than me. We're in this together."

For the time being, the sisters are focused on delivering a first class



"We're in this together"

service to customers - their aim is to be a local trusted service provider that can be relied upon.

"We plan to grow the business in a steady way," Roxy says. "A wrapped car is on our shopping list too, as previously 50 per cent of my enquiries came from people who had seen the car, so that's a must."

Best advice for someone considering buying a franchise with a family member:

Make time to step back and work on your business, not just in it, otherwise you become so busy you don't devote the time to growing it. Also, if you have a disagreement, talk it through - good communication is key.

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PROVIDING THE VITAL FINANCIAL SUPPORT YOU NEED

Oliver Dallaway, Barclays' head of franchising, gives us the inside track on the bank's commitment to the industry, its new funding product and offers advice on approaching a lender for finance

T

ell us about Barclays' involvement in the franchise sector.

Barclays has been working with franchising clients for many years, but in 2018 launched a specialist franchising team.

As of October 2020, I was appointed head of franchising, with a key focus on continuing to grow our involvement in the sector. This includes sharing our industry knowledge, expertise and insights with both franchisors and franchisees, as well as providing the vital financial support they need.

We also understand the importance of promoting the sector and do this through events and initiatives with franchisors, as well as the production of thought leadership articles.

For us, it's also important to be actively involved with the British Franchise Association. Their promotion of ethical franchising, developing credibility, sustainable growth and governance in the industry aligns to Barclays Franchising's ethos.

What kind of financial support do you offer franchisees and franchisors?

Barclays has numerous financial support options for franchisees.

The one I'm particularly excited about is the new franchising proposition developed this year, which typically allows an individual franchisee to borrow up to £250,000 unsecured. This funding is available to a new franchisee starting out, purchasing a resale or an established franchisee looking to expand.

The proposition has been built around our understanding of franchising being a partnership and the finance packages are bespoke for each brand, so they know we understand their business model.

What this means for the franchisor is that Barclays creates bespoke credit packages for franchisees, bespoke pricing and a single point of contact from the franchising team to manage their franchisee's relationships.

For those franchisors or franchisees requiring more than £250,000, we have bespoke arrangements to support their brands.

There is additional financial support for franchisees, including asset-based lending such as asset or invoice finance, commercial mortgages and the opportunity to support accepting payments and day-to-day spending through Barclaycard.

Larger operators can access the Barclays SME Debt Finance facility, which can fund up to £10 million against cash flow lending, while those requiring finance of more than £10 million can be supported through our Barclays International Banking teams.

Is it true banks are more likely to lend to franchisees than independent start-ups?

In short, yes. Franchise brands usually have more favourable terms than an independent start-up too. There are several reasons for this.

Firstly, the franchise brand has a track record. This allows a bank to understand how well the existing network has performed and provides a good understanding of how new franchisees are likely to perform.

The other key aspect is the franchisor-franchisee relationship. It's so important for a bank to understand this and successful franchise brands provide an excellent support model for their franchisees. This gives the bank comfort from a lending perspective, because the franchisee will have support throughout their franchise journey.

A great example of this is the excellent support provided by many franchisors to their franchisees throughout the pandemic.

Finally, there is strong due diligence completed by the franchisor within its recruitment process. This is important to a bank, as it provides a good understanding that franchisees have gone through a rigorous selection process and been carefully chosen to be part of the franchise network.

Since the pandemic, have banks taken a more cautious approach to lending?

Since the launch of the government's lending schemes, we've facilitated more than £29 billion into the economy to support over 370,000 businesses across the UK, which also includes our franchise clients.

We've been open for lending both through the government schemes and our normal lending products during the pandemic. We've lent hundreds of millions to small businesses through our normal lending products during 2020 and continue to do so in 2021. We continually review our lending policies to ensure we're providing suitable financing to small businesses in order to aid the UK's economic recovery.

Barclays Franchising has actually increased its lending approach to this sector in 2021.

We understand that franchising is a growing sector and expect more individuals to look into this option when considering starting their own business. This is why a new franchising proposition was created this year, ready to support those looking to get into the market.

How much will a bank typically lend a franchisee who wants to invest in an established franchise brand?

Barclays will typically lend a franchisee either 70 per cent or 75 per cent against an established franchise brand and up to £250,000 unsecured. This lending variation will depend on the bespoke agreement Barclays holds with the individual brand.

Our lending allows us to fund against the total set-up costs, meaning we understand the total investment and working capital required for brands. This ensures franchisees will not be worrying about cash flow once they're up and running.

What's your best advice for someone who requires bank funding to purchase a franchise?

Ensure you have early conversations with your bank.

Your franchisor will be able to put you in touch with the franchise unit of the bank - I would recommend this because you'll be able to speak to a franchise business development manager who understands the brand.

However, before you start the early conversations, my best advice to someone purchasing a franchise is to consider the impact of this purchase on your personal situation. You will likely need to contribute 25 per cent-30 per cent of the total set-up costs, so how do you plan to fund this?

Also, consider your current income and expenditure and compare this against the financial forecasts. Some good questions to ask yourself are: 'How realistic will it be to continue to earn the same from your franchise from day one?' and: 'If there is a shortfall, how do I plan to cover this?'. This is important to consider because a new start-up franchise will take longer to reach the sales growth you require in comparison to a resale.

It's crucial you understand what salary you can take from the business initially and how this can increase once it starts to grow. This is important to a bank, as it assists it to understand the cash flow situation of your business and helps assess your loan affordability.

After the turbulent time the industry has endured because of the pandemic, how do you see franchise businesses performing during the next 12 months?

Overall, I would expect franchise businesses to perform well over the next 12 months. However, this will only happen if their business plans are updated and regularly reviewed.

A key tip would be for franchisees to have a more agile business plan, which allows them to adapt based on macroeconomic and political issues.

Furthermore, for franchises to perform well over the next 12 months it's important to consider how consumer behaviour has changed and how they should serve existing and new customer bases.

A lot of franchises that saw sales growth during the pandemic embraced new technology. This helped them to communicate with customers, suppliers and colleagues. It can also help you analyse your business in a more intuitive way, through data analytics.

To remain competitive and see positive financial performance, it's important to make sure your offering remains relevant and you constantly review it so that it's relevant, but also resilient to change.



“We understand that franchising is a growing sector and expect more individuals to look into this option when considering starting their own business”

We've been where you are

Personal experience built the Family Law Assistance brand. Personal passion has made it grow

When Steven and Michaela Wade faced the courts to fight for the right for Steven to remain part of his child's life, little did they know that they were setting the foundations to build a franchise and a legacy to help others who would need to fight for their children, without the need for hefty legal costs.

From that moment, Family Law Assistance has grown and fought many battles for its clients, who couldn't have afforded expensive legal representation and needed more than just legal support.

FIRST-HAND EXPERIENCE

Michaela says: "FLA was started because we have been where you are. We've felt the same frustrations, dealt with the emotion of accusations made by an ex-partner and come through the other side."

As the demand for FLA grew, there was a need to train new people; people with a passion to help, just like Michaela and Steven do.

FIRST FRANCHISEE

Gemma Connelly, based in the north west, was FLA's first franchisee.

She explains: "I came to FLA from a corporate sales background, but after experiencing going through family court myself, after leaving an abusive and controlling relationship, I knew I could help others.

"I'd gathered all my own evidence and looked into training in this field. Meeting Michaela, I knew I'd found my passion.

"Being a member of FLA means I can help so many others facing court.

"The service we provide is about the people and being realistic about what they may

encounter and supporting them through a very emotional time."

PERFECT FIT

Jodie Dennison became a FLA franchisee after looking to follow her dreams of wanting to be a lawyer.

She'd been running a beauty business for 20 years and began her law degree two years ago.

Jodie was seeking the opportunity to get some experience in the field and move out of the beauty sector. When she found FLA, it was the perfect fit.

"I'd been through a divorce and knew how the system worked, but recognised that there was very little support when going through such a tough time," Jodie says.

"You cannot comprehend the emotion unless you've been through it. What I love about being part of FLA is the emotional support, not just the legal help.

"Family court is not consistent - every case is different - but



AT A GLANCE FAMILY LAW ASSISTANCE

Established:
2006

Number of franchise outlets:
7

Location of units:
north west, Hertfordshire, Wiltshire,
London, central London, Wales

Investment range:
£13,995 (plus VAT)

Contact:
Anna@familylawassistance.co.uk
familylawassistance.co.uk/training

"Having Family Law Assistance's name gives you a great head start in your business"

the skill of a FLA franchisee is about being able to manage clients' expectations.

"Men and women can be FLA franchisees. The crucial skills are to be compassionate, a good listener and patient but firm.

"FLA have provided all the training, support and teamwork I need as a franchisee.

"It really is like a family business. Having Family Law Assistance's name gives you a great head start in your business."

Steven and Michaela Wade



Don't be daunted by debt

Borrowing money may be the solution to your business needs, according to Hitachi Capital Franchise Finance

You may have heard the phrase 'no debt is good debt', but to what extent is this true?

Throughout history, people have pioneered problem solving solutions - simple things like back scratchers or more complex solutions like smartphones. Borrowing money may just be the solution to your specific business problem.

Business owners require investment of both time and, in most cases, money to achieve their goals and objectives.

However, this isn't to say that borrowing money is always practical or the right solution for you.

DON'T LET THE IDEA OF BORROWING MONEY FRIGHTEN YOU

If you're considering becoming a franchisee or you're one already, you shouldn't let the idea of building debt frighten you.

Borrowing money could be used to gain leverage, enabling you to grow your business more quickly and efficiently. This should allow you to capitalise on immediate opportunities that without investment could pass you by.

The key is identifying the right time, the right amount to borrow and, most importantly, how and when you will be able to repay it.

USING YOUR OWN CASH MAY NOT BE THE BEST DECISION

When deciding whether to use your own cash reserves, it's important to weigh up the advantages and disadvantages.

While using your own money would leave you debt free, it may leave you exposed should your business begin to struggle.

While franchises have a low rate of failure, company owners should acknowledge and understand the risk involved in business.

You must repay borrowed money on a schedule arranged at the beginning of the agreement.

If there are cash reserves available, you will be able to support the business during slower periods.

In some cases, a franchisee may be asked to place personal assets at risk to support a lending application and ensure repayments are made.

This isn't intended to put you off looking for funding, it's just important to ensure the borrowing is affordable and right for both you and the business.



**HITACHI CAPITAL
FRANCHISE
FINANCE**

Telephone: 01844 355575

Email: fundingteam@franchisefinance.co.uk

FLEXIBLE REPAYMENT OPTIONS ARE AVAILABLE

Many lenders have various repayment options available that cater for new or seasonal businesses to support them during the initial start-up phase or less profitable times of the year.

For example, Hitachi Capital Franchise Finance offers a 'smart funding' solution to support seasonal business needs.

Flexible payment options can be beneficial and a key driver in building a successful business. Understanding the finance options available from different funders will present opportunities for you to start or grow your business.

BUILDING YOUR CREDIT PROFILE

If you're considering growing your current business, in the context of franchising you could be starting a multi-unit operation, upgrading your assets or moving your site.

You may not be able to achieve this by using your own funds, so building your credit profile would be crucial to convince lenders you're a credible, dependable borrower - and this may only be achieved through borrowing in the first place.

There are a few things to consider when deciding to borrow money:

- Will you be able to make the repayments?
- Are the repayment options tailored to your specific business needs?
- Do you see value in building a credit profile?

This is a decision only you can make. However, if you have any questions you can speak with one of Hitachi Capital Franchise Finance's expert funding consultants, who can help you take the next steps in your business journey with confidence.



Grow a thriving education business?

Absolutely! Pitman Training does it with you

Education is needed to build a future for those whose jobs have become uncertain.

And Pitman Training has opened more than a dozen territories in the last year because the need for a quality adult education centre has never made more sense.

Pitman Training, as a leading adult education brand, partners with its franchise community to provide quality training, offering hope for those who are looking for a new direction and a new future.

But as a Pitman Training franchisee, you don't have to do it on your own.

You can join the leading learning brand that partners with you to grow your business. When you partner with Pitman Training, you aren't growing your business on

your own - you are growing it in partnership with Pitman Training.

DID YOU KNOW THAT PITMAN TRAINING:

- **Generates leads for you.**
The company's national advertising generates leads for its franchise community. Last year over 53,000 leads were generated through Pitman Training and distributed to its franchise community.
- **Has national accounts that refer funded students to local franchisees.**
When you've been around for as long as Pitman Training has, you get known for your quality training products. The company is a preferred supplier of education and training with its national accounts.



AT A GLANCE PITMAN TRAINING

Established: franchising since 1992

Number of franchised outlets: 80

Location of units:
UK, Republic of Ireland, international

Investment range:
franchise fee starting from £40,000-plus

Minimum required capital:
£80,000-£100,000 total investment

Contact:
franchising@pitman-training.com
pitman-franchising.com

“There is no greater joy than seeing your students thrive and land jobs or promotions”

Owning a Pitman Training centre means you can and should take advantage of this preferred relationship to generate income for your centre.

- **Hosts assessments and examinations.**
Did you know that Pitman Training centres host assessments for students who need to write examinations for external accreditation - even if the student didn't take their training course at Pitman Training?
This provides an additional revenue stream for franchisees, launching them towards profitability more quickly.

TRANSFORM YOUR LIFE

The long and short of it is that Pitman Training actively participates in helping you growing your business.

While you're in business for yourself, you aren't in business by yourself.

Don't hesitate to contact Pitman Training if you want to transform your life, while transforming the lives of the students you train.

There is no greater joy than seeing your students thrive and land jobs or promotions, while at the same time providing an income and future for your own family.



Help change the face of ageing

Home Instead has both new franchise territories and a number of resale opportunities available

Home Instead is the UK's leading home care franchise. Franchisees build successful businesses, which not only become a huge part of their community, but also make a difference to the lives of older people in their local area.

Home Instead's network of 230-plus UK offices continues to keep older people safe and well in their own homes. With an ageing population and more people wanting to stay in their own homes, home care is a sector that is seeing increasing and ongoing demand.

The company's franchisees are supported by the 80-strong, award winning national office team throughout their journey, helping with everything from business development and HR to marketing and PR, recruitment and care support.

This industry leading level of support, at a ratio of 4:1, gives franchisees complete support with their business, while also being able to innovate their services and development.

DEDICATED TO CARE

Home Instead prides itself on the quality of care it provides.

It recently partnered with Parkinson's UK to create a bespoke training programme, allowing the company's CAREGivers to deliver personalised care packages to those living with Parkinson's.

Adding to other specialist training activity, including their bespoke City & Guilds accredited dementia course, Home Instead CAREGivers are trained to deliver the highest quality of care to their clients.

In addition to its specialist training, Home Instead stands



AT A GLANCE HOME INSTEAD

Established: 2005

Number of franchised outlets: 230-plus

Location of units: UK

Investment range: £41,000

Minimum required capital: £90,000-£110,000

Contact: 01925 730273 or

franchise@homeinstead.co.uk

homeinstead.co.uk/franchise

out from the crowd by providing visits that last a minimum of one hour, delivering real care and companionship to clients.

CAREGivers are matched to clients based on their personalities and interests and build strong, trusting relationships, helping to personalise the care provided.

The company is thrilled to once again be named as the most recommended home care provider by homecare.co.uk, the leading home care reviews site.

Reviews from Home Instead clients and their families give well deserved praise for its services, placing 50 Home Instead offices in the regional top 20 lists - more than any other UK provider.

BUILDING THE NETWORK

Home Instead has both new franchise territories and a number of resale opportunities available and is looking for the right people to join its ever expanding network.

Top areas with territory opportunities for new franchisees include the north east, East Anglia, Northern Ireland and Wales.

The company looks for franchisees who have a passion for care and align with its mission to 'change the face of ageing'.

As a management franchise, you don't need prior experience in the sector. However, Home Instead looks for individuals with strong people skills and a desire to care and support others to join its network.

Being named as the Gold Franchisor of the Year for 2020 by the British Franchise Association, you can be sure you will access an unrivalled franchise support package and a respected and trusted brand name synonymous with quality care when joining Home Instead.



A franchise is a family

Fantastic Services' philosophy is based on taking good care of everyone involved with the property maintenance specialist

According to Rune Sovndahl, co-founder of Fantastic Services: "A franchise is a family. "It's pretty much the only business model where it's in everyone's interests for the entire network to do well - and where everyone benefits when it does."

Founded in 2009, international company Fantastic Services is a leading franchisor in property maintenance in the UK.

With a portfolio of over 100 services, such as cleaning, gardening, handyman and pest control, it's safe to say Fantastic Services is a one-stop shop for everyone considering franchise opportunities in the property maintenance industry.

The main philosophy that Fantastic Services follows religiously is the 360-degree happiness philosophy.

Simply put, it boils down to taking care of everyone involved with the business - from employees and customers to technicians, franchisees and in-house professionals.

Here's what Anton Skarlatov, co-founder of Fantastic Services, shared about the company philosophy: "Since day one, we have a set-in-stone philosophy we go back to every time it gets tough.

"The idea behind our 360-degree happiness philosophy is that we treat everyone the same.

"While many franchise companies are still trying to find their hierarchical way, we've made sure everyone has the same chance to grow and develop both professionally and personally."

F FOR FRANCHISE, F FOR FAMILY

If you ask 10 people what characterises a healthy family, you will probably get 10 different answers.

However, there is one thing they will all agree about. It's that family values that get passed along with generations are essential to achieving a happy, healthy balance.

When it comes to franchising, Fantastic Services is much like a family as it incorporates family driven values into its work ethic and processes.

Let's look at how the company's philosophy matches the values passed along in the family structure.



AT A GLANCE FANTASTIC SERVICES

Established:
2009

Number of franchised outlets: 530-plus

Location of units: UK, Australia, USA

Investment range: from £6,500

Minimum required capital: from £1,500

Contact: 0203 7463106 or
info@fantasticfranchise.com

FantasticFranchise.com

SOCIAL VALUES: ACCEPTANCE, RESPECT, SERVICE TO OTHERS

Social values, such as accepting people for who they are and respecting each other, are essential for the foundation of a loving and united family.

Fantastic Services does an excellent job embedding these values in its work ethic by abiding by the 360-degree philosophy. Everyone in the company supports and motivates each other - and they love a good challenge.

Every new franchisee is welcomed to the family and provided with all the help and support necessary from the very early stages of their life to achieve success. The franchisee's success is the company's success.

Many franchisors consider selling their franchise as a cold business transaction.

"But this fails to appreciate what a franchise is all about," Rune says.



“It isn’t a one-off transaction. Both ‘sides’ are investing in the start of what should be a long and successful business relationship.”

**MORAL VALUES:
POSITIVITY, HONESTY,
RESPONSIBILITY,
TRANSPARENCY**

Maintaining a positive vibe and being honest with each other is an integral part of a healthy and happy family.

Fantastic Services knows that honesty and transparency with its franchisees and employees are key to a successful partnership.

The company is honest and transparent with all its partners by being in constant communication with them, making sure they’re on the same page at every stage of their development.

Fantastic Services has experienced franchise advisers who are available to talk at all times through various channels, including face-to-face, helping franchisees build their dream business one meeting at a time.

Julian Fernando, an area development franchisee, says: “There’s a level of trust and understanding and that’s what we were always looking for.

“We know that no matter what happens in the future, there’s always going to be support.”

The company takes its franchisees seriously by dedicating whole units to customer support

only for their partners.

These people’s sole responsibility is to make sure franchisees have lots of jobs in their schedule and do not sell franchises.

**WORK VALUES:
PUNCTUALITY, HARD
WORK, COOPERATION**

Teamwork, in all its variations, whether associated with work or play, helps family members stick together and value each other’s time and efforts.

When Fantastic Services was born in 2009, it consisted of only two employees. Fast forward to 2021 and the family has grown to thousands of experts.

The idea behind Fantastic Services was to build something that’s simple and yet delivers the best service for all clients and cleaning crews. That’s what the 360-degree happiness philosophy is about.

The family value of cooperation is taken to the next level at Fantastic Services, as it does all of the marketing and handles customer service for franchisees.

That’s how the company ensures all its partners spend quality time continuously improving and growing as a business.

Franchisee Edmund Augustin says: “The main thing [that made me choose Fantastic Services] is peace of mind.

“I just have to do my job and the rest of it is taken care of for me. I quickly felt like a part of the fantastic family.”

When considering franchise opportunities, it’s essential you pay close attention to what the franchisor is ready to provide and pass down to you as know-how and support.

Always make sure a franchisor is taking good care of its franchisees and ensuring their success is the company’s sole purpose from the very start.

There’s no better place than here to share the company’s motto: ‘It’s all about technology where it works and heart where it matters.’

“The idea behind our 360-degree happiness philosophy is that we treat everyone the same”



Rune Sovndahl: co-founder of Fantastic Services



JOIN THE **AFRIKANA** FAMILIA



“ We are a restaurant inspired by the beautiful flavours, culture and experiences of Africa ”

WHO WE ARE

The vision was to bring authentic home-cooked African inspired dishes to the main high street and incorporate them in dishes most loved by our consumers!

FRANCHISE WITH US

Our ultimate goal for Afrikana is to take on franchises across the world. We want our stores to be heard as loud as the African drums. With suited entrepreneurs and business enthusiasts, we know Afrikana will grow.

FRANCHISE@AFRIKANAKITCHEN.COM
WWW.AFRIKANAKITCHEN.COM



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The feel-good factor is immense

Trusted in over 200 territories, Seniors Helping Seniors is looking for people with big hearts and big ambitions

No previous care experience is required to become a Seniors Helping Seniors management franchisee.

Overheads are the lowest in the sector and the feel-good factor is immense.

Sally Wilse co-owns Seniors Helping Seniors UK with husband Christian Wilse.

DOING THE RIGHT THING

She explains: "The only way for businesses to succeed is to do the right thing. That means taking care of your customers, your teams and taking care of everything in your supply chain.

"The management team had careers in corporates and when we came to franchising it was to improve business practices.

"Every day we strive to make business straightforward, respectful and sensible. Our franchisees love it.

"The pandemic stretched all care companies and I'm so proud how we rose to the challenge.

"We wasted no time in getting organised and our franchise partners are getting the praise they deserve."

PEER-TO-PEER SUPPORT

The care sector was in crisis long before the pandemic and with society ageing fast two things happen: the need for elderly care services increases and there are more older people looking for relevant work.

When the worker resource is analysed, the Seniors Helping Seniors model fits well.

One in six people have cared for loved ones and professional carers working traditionally get burned out.

Seniors Helping Seniors provides peer-to-peer support, which focuses on companionship care, supporting independence and well-being, but nothing medical.



AT A GLANCE SENIORS HELPING SENIORS

Established: 1998

Number of franchised outlets: 6 in UK

Location of units: East and West Kent, Surrey, Sussex, Berkshire

Investment range: £20,000-£50,000

Minimum required capital: £20,000

Contact: Christian Wilse

contactme@seniorshelpingseniors.co.uk

01227 454 900

home-care-franchise.co.uk

"Our franchise partners are getting the praise they deserve"

Christian says "We win care awards, customer service awards and we're signed up to the Good Business Charter.

"We just won the Against All Odds accolade from the Living Wage Foundation, which is for organisations that have shown leadership in industries with high levels of low pay.

"The award recognises some of the many improvements we have driven. We are very proud."

As the only domiciliary elderly care provider that for over 23 years has focused on hiring 'experts by experience' to support people needing help to live well and safely in their own homes, Seniors Helping Seniors says it offers a one-of-a-kind franchise.

GOOD RETURNS

Returns are high for business owners. Trusted in over 200 territories, the company is looking for people with big hearts and big ambitions.

You need a drive to help others, as well as a drive to succeed in business. Seniors Helping Seniors would like to hear from people wanting to open a business in South East and East UK.

You can look forward to sustainable, recession proof earnings, the pride of hiring older people in well paid jobs they love and delivering elderly care your clients will rave about.



Sally Wilse collects the Living Wage Foundation's Champion Award

Ask The EXPERTS

Our panel of industry specialists answer your franchise questions

Q I WANT TO FRANCHISE MY BUSINESS. WHERE DO I START?

ALAN WILKINSON WRITES:

We first need to look at what we refer to as five-star franchising.

Is your business established and profitable and does it have a good reputation, at least locally? You cannot franchise an idea for a concept, it must have been at least piloted.

Is your business easily learned by somebody with relevant skills? Is your product or service required in multiple locations around the UK or internationally or is it something that's niche to your specific location?

Does your business generate sufficient profits and high enough profit margins to make money for both the franchisee and franchisor? Do you have or can you adapt to a culture of mutual support and trust when working with your franchisees?

Typically, start-up franchisors may not have all of these elements in place. The question is how we put them in place to structure a successful franchise concept.

The starting point is to produce a franchise business blueprint to structure the concept in terms of fees, training, support, territorial planning and franchisee recruitment.

Once this is in place, the systemisation and documentation phase can commence, including franchise operating manuals, legal agreements and recruitment processes.

This then leads to the only real reason anybody wants to franchise their business: the recruitment of a network of franchisees.

ALAN WILKINSON is head of franchise development at The Franchising Centre and has been in franchising for over 25 years.

Q DOES A FRANCHISOR SELL ITS PRODUCTS EXCLUSIVELY THROUGH ITS FRANCHISEE NETWORK OR IS IT ABLE TO MAKE THEM AVAILABLE ELSEWHERE?

JOHN PRATT WRITES:

There's no standard answer to this question because, for instance, a number of well known food brands do make their products available through supermarkets on the basis that such sales increases brand awareness and don't take away franchisee sales.

What franchisors should not do is compete with their franchisees, which of course would make it harder for franchisees to operate a successful business.

Having said that, ultimately everything depends on the wording of the franchise agreement and,


in particular, the terms of any exclusivity that may or may not be granted to franchisees.

Generally, because of the increased importance of the internet, exclusivity relates to the opening of bricks and mortar outlets or the operation of a vehicle from premises within a franchisee's allocated territory.

So a franchisor agrees that it will not allow anyone else to open an outlet or have premises in a territory, but exclusivity does not relate to customers, which would not prevent products being sold, for example, via a website or through other channels.

JOHN PRATT is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.





A

Q WHAT DOES A FRANCHISOR LOOK FOR IN A FRANCHISEE?

LOUISE HARRIS WRITES:

Franchisors will usually have an outline avatar that may include age, skill set, past experience, location, educational standards and similar attributes.

If you look at the vast array of franchise opportunities, many will be looking for people who are already business savvy, but others will teach you how to run their business.

Some will need a franchisee to be a capable sales person. Others will need a franchisee to come from a specific role, usually where a technical service is being delivered.

What's key, however, is that franchisees must be willing to

put in full effort, whatever it entails for that franchise.

The franchisee must be able to learn and follow a model. Prospective franchisees need to be able to afford the initial investment and sustain their lifestyle while the business grows to a point of making profit.

What 'hard work' means can vary significantly and it's important a franchisee is honest with themselves before delving into a franchise.

Not being honest means you might hamper the growth of your business. You and the franchisor want to maximise the opportunity, since this is how you both make money, so ask your franchisor what they're looking for.



LOUISE HARRIS is an experienced franchisor, having built and sold an award winning franchise. She's currently franchise operations manager at Mathnasium UK.

Q HOW DOES THE FRANCHISE AGREEMENT PROTECT FRANCHISEES?

SHELLEY NADLER WRITES:

The franchise agreement should cover a number of areas that will protect a franchisee.

It should set out the term of the franchise, which tells a franchisee how long a period they have been given to operate the business. There may be rights to renew the franchise agreement at the end of the term, subject to certain conditions, which should be set out in the agreement.

There should be a grant clause that will set out the rights granted by the franchisor. In particular, it should state if an exclusive or a non-exclusive territory is granted.

The franchise agreement will give the franchisee the right to use the brand name, the franchise

system and other intellectual property rights of the franchisor for the term of the agreement.

It should also give the franchisee a right to sell its business subject to certain conditions.

In addition, the agreement will detail the franchisor's obligations to the franchisee, including training and assistance with setting up the business, the supply of a franchise manual, plus provision of ongoing advice, training and support.

If the franchisor does not comply with its obligations under the franchise agreement or does not honour the rights granted to the franchisee, the franchisee can take legal action against the franchisor.



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 or check out the 'Ask' section at what-franchise.com

With me every step of the way

Support Solutions gave me the confidence to set up my own care agency, Carole Westgate says



WHY DID YOU CHOOSE THE CARE SECTOR AND SUPPORT SOLUTIONS IN PARTICULAR?

I chose care as I've been involved in the sector for the past 15 years.

I chose Support Solutions as I knew how I wanted to change the way I delivered care and the company's method was the same as I wanted to do things.

I also chose Support Solutions as they were a name that wasn't known locally, which meant I wouldn't be judged by how other branches operated.

WHAT WAS IT LIKE LAUNCHING YOUR BUSINESS DURING THE PANDEMIC?

It was a challenge. Everything was carried out over Zoom or via phone calls, with no face-to-face

meetings occurring with local authorities or the Care Quality Commission.

Nevertheless, I started trading successfully, ensuring I stuck to the rules and regulations laid out by the NHS and local authorities on the use of PPE.

The franchisor made me aware of how to register for the COVID grants and free PPE portal to make sure we had what was required. I was even advised about how I could apply for DBS checks, which were free during the pandemic.

HOW DID THE FRANCHISOR HELP YOU ESTABLISH YOUR FRANCHISE?

The franchisor was fantastic.

Assistance was given in which types of companies to contact to gain business from and who to advise that we were starting up.

I was also advised which forms of advertising is the most successful. The majority of advertising is done on my behalf by the franchisor, which is very useful. It means the same format is used for each franchise, so it looks the same.

In addition, I was given a comprehensive handbook that details exactly how I can operate within industry guidelines and meet the franchisor's expectations.

BEST PART OF BEING A SUPPORT SOLUTIONS FRANCHISEE?

It's given me the confidence to set



AT A GLANCE SUPPORT SOLUTIONS

Established: March 2020

Number of franchised outlets: 3

Location of units: Worthing, Greenwich, Middlesbrough

Investment range: £33,000-£100,000-plus

Minimum required capital: £3,000

Contact: Cameron McClure
cameronmcclure@support
solutions.care

supportolutions.care

“If I have a query, there’s always someone who will assist me and offer valuable information”

up my own care agency within my local area.

Without their knowledge and guidance, I would have sunk under the vast amount of paperwork and legislation I had no idea existed in order to trade as a reputable care company and to remain compliant and acquire an outstanding CQC rating.

Support Solutions arranges regular meetings and ongoing support. If I have a query, there's always someone who will assist me and offer valuable information.

WHAT ARE YOUR PLANS FOR THE BUSINESS DURING THE NEXT 12 MONTHS?

I want to increase the number of hours we can offer in the community. I also plan to continue expanding, so that we become more well known locally.

I had no intention of making end of life care my speciality when I started the business, but this is what we've done.

We can do a lot to help a person within their last weeks of life and the families are constantly saying how grateful they are and that they couldn't do without our compassionate nature.



What's On In FRANCHISE

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BENEFITS OF THE FRANCHISE

- ✓ "Exclusive" Postcode Area
- ✓ Low cost franchise just £798
- ✓ Excellent ROI
- ✓ Potential **£5,000 to £8,000** Monthly income
- ✓ Access to over **25,000** local businesses in your postcode
- ✓ Access to **400 affiliates** British Airways, Virgin, Marriott & Hilton Group
- ✓ Optional **50-50** system
- ✓ In-depth support system
- ✓ Self-service online platform

Franchise for Only **£798**
Payable over 3 months

BENEFITS FOR YOUR LOCAL BUSINESSES

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- ✓ Free sales webpage
- ✓ Any business can advertise
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- ✓ Ads loaded within 12hrs

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Dani Smith: enquires@WOIFranchise.com



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Andy Simpson,
FASTSIGNS Leeds

"Every day with FASTSIGNS is diverse. Each project is bespoke and it's great to work with local businesses, helping them overcome their communication challenges with signs and graphics. As a franchisor, FASTSIGNS provides the complete package, from continuous training to ongoing marketing and technical support and access to trade suppliers and business minded customers."

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I love being able to support people

Sarah Canny, owner of Extra Help South Hams, West Devon & Bude, explains what inspired her to join the family business

Sarah Canny grew up watching her entrepreneurial mother, Claire Robinson, establish several businesses, including a local magazine, a networking organisation and finally Extra Help, a successful home help and domestic cleaning franchise network, in 2010.

As she shares her mother's passion for helping others, Sarah studied a degree in psychology. She then worked in a technology shop, helping people with their purchasing decisions, before travelling in Asia, teaching English.

Upon returning to the UK, Sarah worked as a business development

manager for a franchise association, helping it grow and develop connections within the franchising sector.

However, during this time Sarah watched Extra Help grow and was impressed by its work.

She says: "It's been fantastic seeing my mum launch a successful business around her passion to support those most vulnerable in our society, as well as providing domestic cleaning and home help to local communities."

POSITIVE MOVE FOR RURAL DEVON COMMUNITIES

In 2020, Sarah launched her own Extra Help franchise in South Hams, West Devon & Bude.

"I was so inspired by the tangible difference our franchisees were making within their own communities," she says.

"I wanted to bring our home help services to the more rural areas of Devon too. I could see how much job satisfaction was involved, which is so important when running your own business."

In addition to this, Sarah is also providing support to the rest of the Extra Help team.

"As well as running my own franchise, I've recently been appointed as director of operations," she says.

"My role is to guide others around the country to run their own home help franchises."



AT A GLANCE EXTRA HELP

Established: 2010

Number of franchised outlets: 33

Location of units: UK-wide

Investment range: £12,950 (plus VAT)

Contact:

info@extra-help.co.uk

01752 905790

extra-help.co.uk

"The wide range of services offered means your potential target market is huge"

THE RIGHT CAREER CHOICE FOR KIND, CARING PEOPLE

Sarah is pleased she made the decision to join the family business and loves making a positive difference to people's lives.

"I love being able to support people, such as enabling older men and women to stay in their own homes for longer," she says.

"We also provide companionship for isolated individuals and assist clients who may be juggling busy family lives, hectic careers or recovering from injuries, etc.

"We can support anyone who needs some extra help."

Sarah believes Extra Help is the ideal franchise for people looking for the balance of being their own boss and having access to a network of kind and supportive people, who all want to help each other succeed.

The wide range of services offered, such as cleaning, gardening, dog walking and meal preparation, means your potential target market is huge and you can easily adapt to the specific demand in your area.

"We're always looking for caring, passionate individuals to open branches in their local areas," Sarah says.

"If you or someone you know may be a good candidate, please get in touch."



Growth market

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



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



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

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.



Government investment incentive explained

Phil Archer, manager at d&t, breaks down the super deduction tax break and how it works



If you own a business, you'll likely have heard about the government's new super deduction tax break.

WHAT IS IT AND WHAT DOES IT COVER?

Throughout the COVID-19 pandemic, the government has introduced a number of measures to support businesses.

Despite this unprecedented support package, pandemic related economic shocks and the accompanying uncertainty have meant many businesses have cooled their investments - especially when it comes to larger capital purchases such as commercial vehicles, plant and machinery.

To help with this, in March 2021 Rishi Sunak announced

the super deduction tax break, aimed at helping firms make the investments that are often essential to many businesses.

The new incentive enhances the level of capital allowance and gives businesses investing in qualifying equipment a much higher tax deduction in the tax year of purchase than would otherwise normally occur.

If you purchase any qualifying asset after April 1, 2021 (until March 31, 2023), you can claim either a 130 per cent first-year relief on qualifying assets or 50 per cent first-year allowance on special rate (SR). This works by being claimed against your taxable profit and reduces your corporation tax bill.

ARE YOU ELIGIBLE?

Any limited company that pays corporation tax and purchases qualifying assets after April 1, 2021 can qualify for these enhanced tax incentives.

Sole traders, partnerships and limited liability partnerships do not qualify and therefore cannot make the most of this tax break.

WHAT COUNTS AS A 'QUALIFYING PURCHASE'?

Although not all business investments will qualify for the new allowances, the super deduction and special rate tax break accounts for a wide range, which covers many of the most common large capital investments.



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](https://www.team-dt.com)

For example, the super deduction covers:

- Commercial vehicles, tractors, lorries, vans, etc.
- Office chairs and desks.
- Solar panels.
- Electric vehicle charge points.
- Computer equipment and servers.
- Refrigeration units and compressors.
- Ladders, drills and cranes.
- Foundry equipment.

There's no maximum limit on the amount of capital investment that can qualify for either the super deduction or the SR allowance.

HOW DOES IT WORK IN PRACTICE?

Let's say, as an example, your business has profits of £40,000 and you decide to invest £50,000 in a new commercial vehicle. Corporation tax is at 19 per cent.

Current tax reduction is:
£50,000 x 19 per cent = £9,500.

New super deduction tax reduction is:
£50,000 x 130 per cent = £65,000.
£65,000 x 19 per cent = £12,350.

The corporation tax you pay will reduce by £2,850.

The government hopes this tax incentive will spur investment by UK businesses, which will in turn encourage economic growth.

If you're an eligible company who would like to take advantage of this tax incentive, now could be a great time to invest.

At d&t, we also have the ability to help you fund some of the equipment and vehicles through asset finance. This could be a great option if you're thinking of upgrading any machines or vehicles.

We're winning hearts and minds

Never has it been more important for the British Franchise Association to be present and informed

WORDS BY EMILY PRICE



THE AUTHOR

Emily Price is chief operating officer at the British Franchise Association

The past year has taken its toll on small businesses everywhere and it's fair to say that franchising has suffered its ups and downs too.

We decided early on in our 2020 strategic decision making that to be able to support the sector we needed to be more relevant than ever - and to be more relevant we needed to be present and informed.

This was to become the new age of what has historically been quite a traditional industry. Let's take a look at the journey in parts:

Hot off the press

With legislation and COVID rules changing on a regular basis, we connected with trusted sources of information and identified key links for the community.

These were distributed often and when updates were issued we secured experts to add additional support and points for enquiry and reference.

A franchise support guide was produced to ensure details of all financial support and government initiatives could be easily navigated by franchisors and their franchisees.

We recognised a need for franchisors to benefit from materials that could simplify the situation for their networks.

Trusted partners

Never before has the British Franchise Association experienced such a need from members for human contact and a sympathetic ear.

We became an extension to franchisor networks, a much needed sounding board for discussing challenges and problem solving.

The connectivity between the association team and the membership was one of transparency and integrity and, as a result, the industry came out of the most difficult year in its history to face the most fantastic opportunities

collectively and with a strong sense of purpose and presence.

Collective ambition and one voice

We organised free franchise surgeries and weekly power hours, while our prestigious annual conference and awards were opened up to the entire community and featured a heavily subsidised agenda containing heavyweight keynotes and the best industry professionals.

The bfa attempted to understand the intricacies of sector specific challenges and proactively work with trade bodies to support our member brands impacted by sector decisions.

In addition, we developed strong partnerships that support the sector in the long term.

It's no accident that our reach and presence is greater than ever and we're so proud to be providing a strong platform for all our members. Together we're stronger and together we can tell a much bigger story than one network or brand alone.

Take a seat at the table

If you've not yet engaged or started your application to become a

bfa member, we encourage you to consider this now. Reach out and let's have a conversation.

We represent the very best standards in franchising and have influenced and negotiated some fantastic relationships because of this.

If you're passionate, going places and come from a position of honesty and integrity, we want to work with you.

The process to become an accredited bfa member is not complex, but it's one where we want to understand your journey so we can provide the necessary support.

Consider us an extension of your teams. Membership of an association is not a simple transaction, it should be one of strategic decision making, mutual understanding and collaboration.

We look forward to welcoming you and your franchisees.





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LIKE NOTHING
I’VE FELT
BEFORE**”

Billy Smith
ActionCOACH Cheltenham

Just 8 months since launching his ActionCOACH business, Billy Smith is relishing the opportunity to be a community hero and help business survive and thrive.

Billy said: “My franchise has had an overwhelming impact on my sense of satisfaction. The work I do to improve businesses makes a **huge difference** to people, which then impacts staff, their families and the community at large – the fulfilment from that is like nothing I’ve felt before!”

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DISCOVER MORE

Visit actioncoach.co.uk/overview
or call the UK Support Team on
01284 701648



Proud to be rated 5-Stars for Franchisee Satisfaction for the 8th Consecutive Year



*Fewer than 60 of the UK's 230 territories are available to invest in – all territories expected to be awarded inside the next 12 months.

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