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An appetite for expansion

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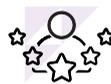
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FROM THE EDITOR



With the cost of living crisis taking its toll and the devastating conflict in Ukraine currently unfolding – among a backdrop of other noteworthy debacles and issues that are appearing every day – it can be important to step away from the rolling news cycle and stop the social media doomscrolling. As an entrepreneur and an empathetic citizen of

the world, it's of course important to keep tabs on current events, but likewise, it's healthy to disconnect every so often to keep your wellbeing in check.

That's why, in this issue of *What Franchise*, our salve comes in the form of the great outdoors. With spring on its way, there's no beating getting outside and going for a scenic walk or heading to the coast to take in the fresh, sea air. But why limit these activities to weekend excursions? What if being outdoors was how you spent most of your working week?

The reality is, it is for many people. Especially for the entrepreneurs, franchisees, and ambassadors of the outdoors brands we feature in this edition of the magazine, in our dedicated alfresco business report on p.42. Here, you'll find franchise focuses showcasing how each brand positions its business proposition as being outdoor-oriented, while you'll also hear from business owners that have transformed their lives and are enjoying

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running their own businesses in the great outdoors.

If outdoor life isn't your thing, then don't fret; there are bundles of other articles and insight pieces to keep you energised and inspired. From a report on low-cost franchises (p.34) to an in-depth look at the top pet business investments (p.93), not to mention plenty of workplace culture features, informative articles, and expert pieces, I'm confident this issue of *What Franchise* will have more than enough material to provide that much-needed escapism we all desire.

James Fell

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ON SALE:
15 APRIL**



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IN THE KNOW

Facts and figures from the world of franchising

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“You can make a very good living by being the local estate agent”

easyProperty CEO David Brierley speaks with us about stamp duty, Stelios and getting franchisees selling on page 80

that more people are visiting our online article about Nando's and whether the brand franchises in the UK. The answer? Unfortunately, no, it does not. The company synonymous with peri-peri chicken and hot sauce utilises a franchise model in Australia, South Africa, and New Zealand, however, it is a corporate-owned chain here in the UK.

That shouldn't dissuade canny business-minded folk from browsing through other chicken brands that offer franchises, though. The market is huge and offers up a lot of variety. Whether you'd like to bring the 'better chicken' brand Slim Chickens to your neighbourhood or you find the idea of running a Southern Fried Chicken restaurant very appetising, this is a sector that's currently in demand.

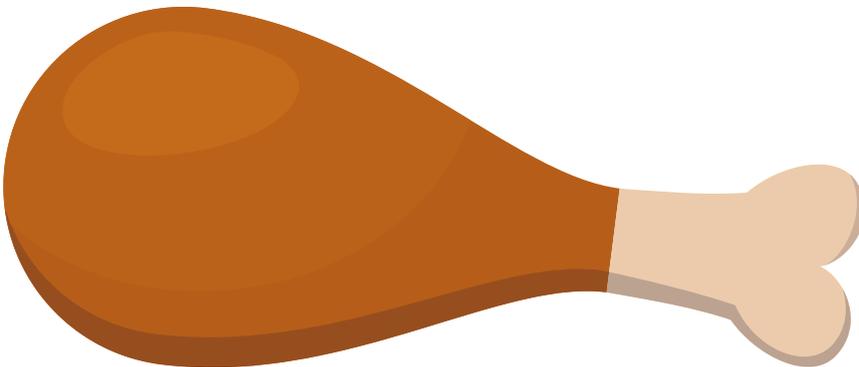
Want to run your own gourmet chicken restaurant or perhaps take a slice of the fast-food market? Go to what-franchise.com to browse a dazzling array of exciting franchise opportunities, insight, news, and advice.

TRENDING ONLINE: PERI-PERI PROFITS

The grey months present early on in the year typically result in more and more Britons looking to spice things up a bit from a culinary standpoint to break up the monotony of winter dreariness.

While many people partake in Veganuary and reach for the green smoothies, others look to more exotic dishes to offer a contrast to the multitude of heavy roast dinners they're now getting tired of.

This attitude and shift in behaviour has become the main thesis for why we, at What Franchise HQ, believe



NEWS IN BRIEF

FIRST CLASS LEARNING ENJOYS RAPID SCOTTISH EXPANSION

First Class Learning (FCL) is rapidly expanding in Scotland and has recently opened tuition centres in Edinburgh, Aberdeen, Dundee and Glasgow.

The tuition business, which specialises in maths and English programmes, has just experienced its busiest January ever. With the end of the pandemic hopefully in sight, concerned parents are now seemingly determined to help their children catch up on all the education they have missed over the last two years.

FCL, which has over 300 franchises throughout the UK, has now expanded throughout Scotland, with its Aberdeen and Edinburgh tuition centres opening in 2020. Further centres have now opened this month in both Dundee and Glasgow,

as demand for out of school education continues to grow.

Ed Hyslop (pictured), FCL's CEO, said: "We have seen real growth in Scotland recently, and this is just further evidence that out of school tuition is in very high demand. Our Aberdeen franchisee is doing fantastically well and has just expanded by opening a second centre in the city.

"Edinburgh is also doing very well and is pretty much full to capacity, so they are also looking to expand in the months ahead. We also have brand new franchisees in Dundee and in Glasgow, both of which have launched this month, so it is a very exciting time for us north of the border. In general, this has been the busiest January we have ever experienced. We have received a record number of enquiries from parents who know their children need extra support to make up for the disruption to their learning."



SMALL BUSINESS SECTOR COULD BE SET FOR A 'BOOM' IN 2022

Britain's economy saw its fastest annual growth rate on record in 2021 – rising by 7.5 per cent throughout the year. This comes after businesses throughout the UK showed great resolve by adapting to restrictions caused by the pandemic.

One of the most impressive sectors in the UK business scene is the small business sector. SMEs throughout the UK saw impressive growth throughout 2021 and have continued this momentum into 2022 with 56.2 per cent of SMEs reporting a rise in earnings in the last quarter of 2021 versus the same period of 2020. The small business eco-system is predicted to be a 'boom sector' throughout 2022 for UK business with UK SMEs looking to drive employment and investment numbers with 58 per cent of SMEs predicting an increase in revenue this quarter compared to last year.

"The UK small business sector is in an exciting time," said Luke Davis, CEO of IW Capital. "SMEs have worked so hard throughout the last year, not just to survive but to prosper and with restrictions ending the small business sector looks set to revel in the opportunity to grow their businesses significantly throughout 2022."

After a promising start to the year, 40 per cent of UK small- and medium-sized businesses are planning to hire, on average, six new employees as they look to continue to grow and progress their company.

Colin O'Flaherty, head of small business at Barclaycard Payments, said: "Small



and medium-sized businesses have had a positive start to the year and it's encouraging to see so many seeking to add to their workforce.

"The coming months will no doubt present continued challenges for British SMEs and the impact of rising costs will remain front of mind. Businesses will need to call on the same spirit for innovation and specialised support that has propelled them through the last two years."

SME investing represents an exciting opportunity for UK investors, providing them with tax benefits and a realistic chance to maximise their returns. In 2021 there were a record 319,000 new businesses registered in the UK, with the number of small businesses in the UK now standing at 5.5 million, with recent research showing that two-thirds of the UK workforce want to start their own company.

BOOST JUICE CLAIMS TOP PRIZE AT THE GLOBAL FRANCHISE AWARDS 2022

Boost Juice, the global fresh juice franchisor, has taken the Global Franchise Champion award at the Global Franchise Awards 2022 ceremony in San Diego.

Held on 25 February at the Manchester Grand Hyatt as part of the annual International Franchise Association convention, the awards saw 15 international brands and companies take home 17 awards for various categories and regions.

This has proven to be the most successful edition of the Global Franchise Awards, with more

brands entering than ever before and more categories to compete in. The ceremony was packed with some of the largest franchisors in the world, and amongst the most highly-experienced franchising professionals.

“It’s been a record year for the Global Franchise Awards, and that can only come down to the perseverance of franchise systems over two difficult years. Every brand that entered and won has had a fantastic year, and much to be proud of,” said Kieran McLoone, editor of Global Franchise.

“I would, however, like to extend a special congratulations to Boost Juice for taking the Global Franchise Champion award home.

It says a lot about the brand that it continued to grow and innovate during 2021, when many were just trying to play catch-up to their lost 2020. The judging panel were especially impressed with how Boost supported its franchisees during the toughest parts of the year.”

The highly experienced judging panel played a crucial role in the awards.

“I feel proud to be part of such a high-quality judging panel at the Global Franchise awards this year,” said Pip Wilkins, CEO of the British Franchise Association.

“All of finalists have shown a real commitment and drive to brand development and integrating this approach into further progressing international franchising, they really do deserve recognition for all their hard work.”



THE WINNERS

Global Franchise Champion - Boost Juice
Contribution to International Franchising Award - Anthony Geisler, CEO, Xponential Fitness
Best Food & Drink Franchise - Boost Juice
Best Children’s Service & Education Franchise - School of Rock
Best Fitness Franchise - Snap Fitness
Best Lifestyle Franchise - Mr. Jeff
Best Signage & Communications Franchise - FASTSIGNS
Best White Collar Franchise - Express Employment Professionals
Best Emerging Franchise - Ice Cream Lab
Best Nursing & Care Franchise - Home Instead
Best Property Maintenance Franchise - Chem-Dry
Best Franchise Law Firm - Hamilton Pratt
Best Franchise Consultancy - MSA Worldwide
Best PR & Marketing - Local Fame
Regional Champion Americas - School of Rock
Regional Champion Europe - Bodystreet
Regional Champion Asia-Pacific - Just Cuts
Regional Champion Middle East & Africa - Danube Home
Newest inductees into the Global Franchise Hall of Fame - Brad and Sherri Fishman, Fishman Public Relations

GERMAN DONER KEBAB SET FOR PROLIFIC 2022 IN THE UK

The Hero Brands-owned concept, German Doner Kebab (GDK), plans to build 78 new locations across the UK in 2022, in an attempt to almost double the brand’s footprint across the country after opening 39 during 2021.

The 78 new locations should generate 2,900 new jobs. GDK has a further franchise development pipeline of 350 franchise units over the next seven years.

The kebab brand plans to build new locations in Leeds, Brighton, Portsmouth, Great Yarmouth, Aberdeen, Stoke and additional sites in London and Glasgow. Same-store sales were on the rise too in 2021, with a 75 per cent increase from the previous 12 months. 2021’s same-store sales were also up 27 per cent on 2020.

“2021 has proven to be a landmark year in the German Doner Kebab story, however, the next 12 months are going to be even bigger as we open 78 restaurants and double our UK portfolio,” said Imran Sayeed, CEO of GDK.

“We have been extremely agile during the pandemic, listening to the needs of our customers and responding to the huge demand for our game-changing kebabs.

“This has enabled us to build greater levels of brand awareness and customer loyalty as we bring the German Doner Kebab experience to more cities and towns throughout the UK. We are now looking forward to building on this wave of momentum as we develop the fast-casual brand of the future and bring a fresh and exciting alternative to the Gen Z and millennial audience.”

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How to devise your exit strategy

So, you've bought your shiny new franchise – what's your exit plan?

WORDS BY SUZIE MCCAFFERTY



THE AUTHOR

Suzie McCafferty
is CEO of franchise
consultancy
Platinum Wave

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, right from day one.

So, what are the reasons for bringing your time as franchise owner to an end? Reaching retirement age; no enthusiasm for signing up for another five- or 10-year term; wanting to try something new; you've made enough money; you've not made enough money... surely the best reason of all is that you've reached your goal?

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 one that should hopefully appreciate in value and become 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 outgoing franchisee has run the business.

Let's say your goal at the start is to pass the franchise onto your children: how are you 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 have the final say on who you can sell/pass the business to, how are you going to ensure they are up to the required standard when the time comes?

Having a solid exit plan allows you to check in regularly on how you are performing against that ultimate target. For example, you might be enjoying 20 per cent year-on-year growth and delighted with how things are moving along, but if it's actually going to take 30 per cent year on year to get you where you need to be by the end of those 10 years, you've suddenly got less to be delighted about. But with a regularly reviewed exit plan, you should at least have time to do something about it.

"It's far better to have a clear exit strategy from the outset"

How to sell

So, what are the practicalities of selling your franchise? You'll probably find it to your advantage to share your exit plan with your franchisor right 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 they would a brand-new franchisee, so springing your intentions on them at the last minute is unlikely to work in your favour. Also, your franchisor might well have someone in mind for your territory – someone from their recruitment pipeline, or perhaps even a neighbouring franchisee. Working together towards a mutually beneficial exit would always be the best advice.

And finally, there are a number of formulas used in the sector to value the business and it is wise to seek advice to help you assess yours and package it properly for sale.

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



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delivering new skills in a highly inclusive way, giving children access to new sports, providing social engagement opportunities, and creating fun!

That sounds like an impressive 'score' from running a profitable franchise!

WHY THE LITTLE FOXES CLUB BEATS COMPETITORS

There are other important reasons to explore this company's attractive franchise agreement too, including that Little Foxes' franchisees enjoy excellent IT support, such as a ready-made website with payment processing and CRM built in, and proven business software for managing bookings, for example.

A truly unique part of this franchise package is help with answering phone and online enquiries, seven days a week, which frees up your time for other business tasks, or hands-on coaching if you prefer.

As you would expect from such a highly recommended sports franchise partner, The Little Foxes Club HQ helps with recruiting and training your community coaches. It's also leaping ahead with national and regional marketing.

If you're ready to serve up an exciting way to be a winner in children's sports coaching, contact the friendly Little Foxes team today.

G rassroots sports – and children's fitness in general – is big news, resulting in sizeable new government funding for primary school-level sports activities and enabling successful children's sports coaching company The Little Foxes Club to be even more ambitious in its UK team-building programme.

This sector's market leader is determined to create a network of successful franchisees in communities currently under-served by local sports provisions. A franchise with The Little Foxes Club offers an excellent way for anyone with a business background – and an interest in sports – to tap into the fact that parents and education providers are actively searching for well-run local activities for children.

A FRANCHISOR CHAMPIONING FAMILY AND PROFIT

Having the backing of such a highly respected sports coaching brand can help new start-ups hit the ground running when it comes to providing such an important service to children. Little Foxes offers the additional advantage of being a low-cost home-based franchise opportunity which you can mould around family commitments.

Yet the potential profit levels are substantial, especially if you optimise the different income streams supported by The Little Foxes Club. One of the best reasons to kick off a new children's sports coaching business with The Little Foxes Club is the organisation's family approach to franchising. Not only do you get a lot of help launching your own venture in an exclusive territory, but your parent company will also nurture and support your business growth. It could even become a multi-territory franchise opportunity!

DELIVERING WHAT LOCAL COMMUNITIES WANT

A children's sports coaching franchise with sector-leader Little Foxes is not all about the 'healthy' return on investment you can expect. It's also about the health of the nation!

There's a high demand for curriculum-based and afterschool sports coaching, pre-school sports classes, local football leagues and sport-themed birthday parties, all of which you can provide as a franchisee of The Little Foxes Club.

In return, you enjoy substantial job satisfaction from knowing your community-based franchise is boosting fitness,

At a Glance The Little Foxes Club

Established: 2007. Started franchising in 2021 after successful pilot programmes

Number of franchised outlets: Three

Location of HQ: London

Investment range: £14,950 - £25,000

Minimum required capital: £5,000

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5 reasons why empathy rules in leadership

Graeme McKinnon knows first-hand how important it is for franchisors to use emotional intelligence to forge strong positive connections. Here are the leadership lessons he's learnt in 16 years of leading successful franchise brands

WORDS BY GRAEME MCKINNON



THE AUTHOR
Graeme McKinnon
is CEO and founder
of Why Leadership

Developing emotional intelligence and understanding the importance of empathy can be transformative for franchisors and franchisees alike. In fact, franchisors and support teams with emotional intelligence really stand out from the crowd, as they have a greater ability to tune in to the needs of franchisees, enabling all parties to develop a growth mindset and thrive in business. This, in turn, leads to great relationships which are built on a foundation of openness, honesty and trust.

Conversely, low emotional intelligence tends to result in unhelpful, negative outcomes, as people display behaviours that are associated with a fixed mindset. This can create a culture of blaming others, deviating from the franchise system and playing the victim which, if left unchecked, can spread negativity like wildfire.

Leading with empathy and compassion is now even more important than ever, especially given the challenges of the past two years. When delivered effectively, this approach can provide positive experiences for franchisors and franchisees to grow stronger and drive growth and profitability together. Highlighted below are just a few examples of some other key benefits of developing your emotional intelligence in business relationships.

1 Build trust through self-awareness

A franchisee who is self-aware and backed by a support

team with elevated levels of emotional intelligence is an essential element to building a high-performing franchise.

Possessing higher levels of emotional intelligence and empathy allows people to open up regarding their own strengths and weaknesses, so they can build stronger relationships at every level. This creates an environment where employees can speak openly about the challenges they're facing, which gives everyone a much better understanding of how to turn these challenges into opportunities for growth and personal development, the key to future success. Being open in this way also helps to develop trust and credibility as an emotionally intelligent leader, which will bring out the best in other people. Allowing this interdependent relationship between franchisors and franchisees means the brand can thrive as a whole.

2 Realise the power of vulnerability

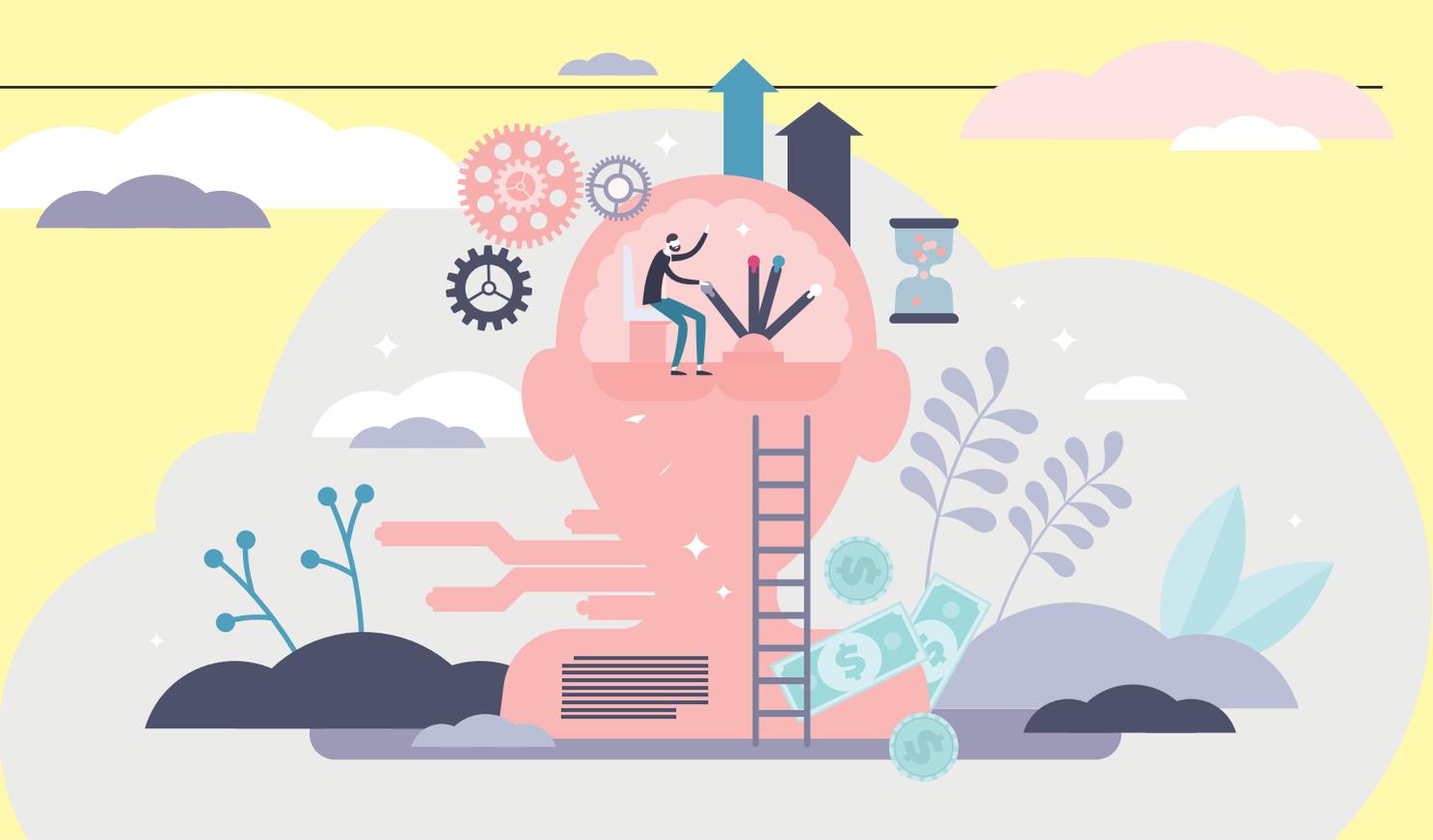
Leading with compassion and creating a trusting relationship with your franchisees requires those in leadership roles to recognise the power of vulnerability. Some leaders believe that showing vulnerability is a sign of weakness, whereas, in my view, it's actually a sign of strength. Whilst it may sound counterintuitive, the reality is that vulnerability is part of what makes us human. No one has all the answers and your team does not expect it of you either, although they will expect you to admit what you don't know.

The second thing to do is be clear about your purpose. Vulnerability, underpinned with a powerful sense of purpose, makes you relatable, which in turn enables trust to grow. A further way to develop trust and credibility with your staff is to show appreciation for their efforts and commitment. This doesn't have to be complicated – you can show gratitude by sending congratulatory messages, offering public praise when your staff demonstrate that they're living the organisation's values, and distributing tangible rewards through internal newsletters and awards.

3 Nurture the manager-staff relationship

The dynamic between a franchisee and staff must work well for both parties to succeed. I know, you've heard it all before, but how often do you really put the needs of your staff before your own? Does everyone in the leadership team know what it's like to operate at the coal face, and do your actions actually speak louder than your words? Even if you do these things, are you consistent, or are there times when you've inadvertently acted in a way that's more 'do as I say, and not as I do'.

As an ethical, responsible franchisee, it's your job to inspire, lead and support your staff to the extent that they're delivering an outstanding level of customer service. The more support an employee receives, the better your franchise business will perform. To add value to your relationship with your staff, consider their dreams and aspirations for the future.



What can you do to help them achieve whatever goals they have set for themselves? How can you help them overcome the challenges they are facing? And can you become their ‘uncomfortable friend’ when a situation requires honesty over politeness? Franchisees who have helped their team to develop their emotional intelligence are much better equipped to provide the support their staff need in the moment, including knowing when to deploy coaching as opposed to mentoring. Of course, nurturing this relationship and creating a coaching culture can be time-consuming, but it’s an investment that will pay off in the long run.

4 Empathy and controlling your own emotions

Being self-aware allows leaders to identify any gaps that they might have in their leadership skills, and even where they might need additional support. Self-awareness also helps you identify and express your own emotions more effectively, which helps you make better decisions.

Being open to improving your own self-awareness is a great strength. As a proud Scot, Robert Burns put it well in one of his poems when he said: “Oh, would some power give us the gift: to see ourselves as others see us.” In a business setting, this could include

“Possessing higher levels of emotional intelligence and empathy allows people to open up regarding their own strengths and weaknesses, so they can build stronger relationships at every level”

introducing and participating in regular 360-degree reviews and feedback processes.

Being a franchisee is no walk in the park. There will be many bumps in the road on the path to success and you will have to deal with everything from customer complaints and everything else that comes from running a business in a very uncertain world. You can’t control everything that happens, but by developing your emotional intelligence you can get better at managing your emotions and reducing the risk of burnout, anxiety and stress.

5 Effective communication

There is no denying that effective communication in the workplace can eliminate unnecessary problems and promote better performance. In fact, I would go as far as saying that the ability to communicate effectively within a franchise is essential to increasing the success of the franchise overall.

As an emotionally intelligent business owner, you will encourage your staff to communicate openly with you. An entrepreneur with high emotional intelligence is empathetic, able to solve problems and in possession of good social skills, instantly becoming more approachable. Therefore, people are more willing to talk to you. Think about it: we all know how difficult it can be to communicate with someone to whom you can’t relate. If your employees can’t connect with you on a human level, communication naturally will become more complex and, in turn, your business will suffer.

When running any franchise, always remember that one of the best investments you can make is in developing yourself and your team. Finding a compassionate business coach, mentor, or non-executive director, who really understands how to optimise the franchisee-employee relationship, can really help your business to grow and thrive.

Franchising for your future

Investing in a franchise may just be what you need to relieve your retirement worries

WORDS BY DANNY HANLON



THE AUTHOR

Danny Hanlon is UK COO of TREND Transformations

According to Scottish Widows, as many as 50 per cent of us worry that we're not doing enough to prepare for retirement. With the increasing cost of living and all the other financial burdens we carry – cars, mortgages, unexpected events like global pandemics – it's hard to make sure we're putting enough away for the future.

Squirreling a little every month from our salaries is one way to save for retirement, but unless you're very lucky in your job, this is only ever going to achieve so much. Most of us are unlikely to be able to boast a rich portfolio of stocks or property by the time we reach middle-age, either.

While the high-risk, high-gain option of investing your money in a variety of funds can seem like a very tempting option, you could easily lose what

you already have. Moreover, if you work for someone else, you're always going to have a limited control over your financial future and, if the pandemic has taught us anything, there's no such thing as a 'safe job' anymore.

Without a doubt, starting your own business is one of the best routes you can take to the kind of financial freedom we all dream about, but it can also mean risking your hard-earned cash.

So, how exactly can you break free of this catch-22 situation and do something meaningful to build

the future you want? Fortunately, there is another way – franchising.

Invest in you

When we talk about the advantages of franchising, we tend to focus on how it can help us fulfil our immediate ambitions. In partnering with an established brand that already has a proven business model and a well-honed product or service, you're certainly giving yourself a huge head start in becoming your own boss and increasing your earning potential.

Throw in the training and ongoing support that some of the very best franchise opportunities can offer and you can see why it has become such a successful model – but have you considered how it could also help you plan for your retirement?

You'll be able to build a stronger revenue stream of course, which means more



“Your 40s and 50s can be a real sweet spot when it comes to starting a business that will help you build that all important nest egg for the future”



money to put aside. You will also be building a valuable business that will only increase in worth with the more work you put into it. When retirement rolls around, you'll have two options: appoint someone else as manager and keep the company in your name, or sell it on wholesale as a valuable, established business.

If you decide to keep ownership, you can continue to enjoy a residual income, and even carry on working in a capacity that suits you – and a lot of retirees do value keeping their hand in these days, even if it's only part-time. Should you decide to sell your business instead, you can enjoy a large cash sum that will greatly exceed your initial investment – after all, your hard work will have built something very attractive to younger entrepreneurs coming into the franchise market. There's always a brisk trade in resales, especially when you can easily demonstrate how successful you've made your franchise.

How to choose a franchise

With around 1000 different franchise systems in the UK right now, there really is something for everyone – the trick is finding the right one for you. There are a great number of factors you'll want to consider before you take the plunge, not least if the business

model is one you can really commit to. You want it to pay off in the long run, so be sure it is an industry that you can give your all to for many years to come.

Apart from that, there are two major factors you should always pay close attention to when selecting a franchise investment: support and long-term value appreciation.

While there is no shortage of excellent start-up packages out there, you will want to be sure that the franchise you choose is fully committed to continuing to support you over the long term. The best franchises will work closely with you, not just over your first few months or years, but for as long as they're your partner. Give priority to any franchise that has a solid support team and a genuine interest in helping you to grow your business for the next five, 10, 20 years, or more.

With this long-term strategy in mind, you should also consider how a franchise will help you increase the value of your investment over time. Make sure their products and services are something that has long-lasting appeal and pay close attention to brands that invest a lot in R&D and innovation, so that you can continue to enjoy added value far into the future.

When's the right time?

There's no upper or lower age limit on who can benefit from being part of a franchise and there's certainly no such thing as too early to start planning for retirement. So, really, it's all about what stage you feel that you are at in your life and career. Despite being one of the safest and most reliable ways of starting your own business, franchising is not a golden ticket to success. You've still got to work hard for success and have the necessary skills, experience and confidence to run your own business.

For this reason, your 40s and 50s can be a real sweet spot when it comes to starting a business that will help you build that all important nest egg for the future. You've gained the skills and self-discipline necessary to make it work, probably have easier access to the funds necessary to get started, and still have plenty of time to really build something worthwhile.

Whether you're 25 and have what it takes to be successful, or are over 65 and just looking for a retirement income, there's no reason to hesitate. There's no time like the present to start thinking about franchising!

Are you ready for a whole new level of success?

Caremark is looking for talented professionals just like you!

“**T**here is never a better time to invest in a home care franchise,” says Mark Thompson, Caremark’s director of franchise recruitment.

“Demand for good home care is outstripping supply, especially now more people prefer to stay in their own homes and receive support.

“It’s an ideal time to re-consider your career options and choose to do something worthwhile that will also bring great financial rewards.”

Here, Mark talks to What Franchise about the Caremark franchise opportunity and why now is the perfect time to invest.

I DON’T HAVE A BACKGROUND IN CARE, IS THAT A PROBLEM?

Quite simply, no. You don’t have to have any previous experience of working in the care sector. We have people from many different professional backgrounds, from accountants to IT specialists, even wine retailers! However, the common denominator is that they all have a passion for care and are hungry to build their own business.

We will give you all the training you need. Plus, you will have access to a team of professionals, with both the Franchise Support Centre and in the field who will hold your hand in the early days and guide you along the way. Not only that, we are there for you throughout your business journey.

WHAT KIND OF PEOPLE ARE YOU LOOKING FOR?

If you are motivated, ambitious and can see yourself running your own successful enterprise, then we would like to meet you!

That said, it is helpful if you already have management experience and even better if you have already owned or run a business because we do look for individuals with a modicum of business acumen.

It’s not enough to be passionate about the care sector. There also needs to be the drive to



“Your vision, ambition and hard work are what will build that business of your dreams!”

get out there and make it happen. We will give you the tools to do this. The rest is up to you. Your vision, ambition and hard work are what will build that business of your dreams!

HOW MUCH DOES THE FRANCHISE COST?

The minimum required capital is £35,000 with an investment range up to £115,000. However, if you do not have the total investment needed, a business loan is one way to raise the balance and we do have excellent relationships with four major commercial high street banks.

Subject to you producing a satisfactory business plan (which we will guide you through), the banks will lend up to 70 per cent of the total investment, provided you can raise the other 30 per cent.

WHAT KIND OF TRAINING WILL I GET?

We make sure you have a thorough grounding and understanding of our business model and the care sector itself. When you join us, you will undertake an initial residential two-week training course. At the end of the course, you will sit an exam and must pass that before you can join our network. But don’t worry! You will receive first-class training and all our franchisees really enjoyed their learning experience with fellow newbie business owners!

ISN’T SUCCESS ALL ABOUT YOUR LOCATION?

No, not necessarily. Some areas offer more



“You will get ongoing support, guidance, and encouragement from us to help you grow and develop”

work with the local authority and the NHS commissioning teams, while others provide a bigger opportunity in the private market.

The due diligence and research that you undertake during your exploratory period will help you understand the commercial possibilities in that region. So, your location is not the defining factor between success and failure – it's more a case of looking for every possible opportunity to market yourself, and that may be in the private sector to begin with.

WHAT'S IN IT FOR ME?

With hard work and determination, you have the possibility to build a £1 million turnover business within three years. Now that's something to aim for!

How much effort and energy you put into your business will decide how much you get out of it and how quickly you grow. It's as simple as that. You will get ongoing support, guidance, and encouragement from us to help you grow and develop, as we want you to succeed as much as you do!

It's worth noting too, that approximately 10 per cent of our III franchised outlets now operate multi-site offices, employing hundreds of staff and delivering care to large areas in their territories.

WHAT SUPPORT DO YOU GIVE TO FRANCHISEES?

As soon as you have signed your franchise agreement you will get introduced to your regional support manager who will be your

TALK TO THE TEAM

Contact: Mark or Charlie

Tel: 01903 266 392

Email: franchise@caremarklimited.co.uk

point of guidance and contact on a regular basis.

Next, we will give you the best training to equip you with all you need to know about the business model, the care sector and ultimately to feel confident in starting your own home care business.

After that, you will have access to our Franchise Support Centre team who are always available to answer any questions you may have, from training your staff to complex IT queries. In short, our support is second to none and we are there for you, every step of the way.

DO I GET MY OWN TERRITORY?

Yes, absolutely! During our exploratory meeting with you, available territories will be investigated and depending on where you wish to live and work, we will discuss what areas are available for development.

Once you have selected a territory and paid your deposit, that area will be reserved for you, and after you have joined us, that territory will be exclusively yours.



At a Glance Caremark

Established: 2005

Number of franchised outlets: 124

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

“Why the care sector has to put its people first”

Carer-centric franchise, Visiting Angels, urges more brands to follow its lead in ensuring staff are properly supported and rewarded for the vital work they do

WORDS BY DAN ARCHER



THE AUTHOR

Dan Archer is managing director of Visiting Angels UK

The pandemic has revealed to everyone the sacrifices that carers up and down the country make on a daily basis. Their commitment to the industry – one which so regularly criticised for low pay, lack of career progression and unsociable working hours – is rarely seen as prominently in other sectors.

Over the past two years, we’ve learned of the unwavering commitment that carers have given to our loved ones in need, and the hugely detrimental impact that the pandemic has had on their own physical and mental health.

A world without carers would have a devastating impact on all our lives. As a responsible and ethical care brand, Visiting Angels has a duty of care towards its carers, demonstrating that their efforts are not in vain and compensated in proportion to their sacrifice.

By pioneering a carer-centric approach to services, Visiting Angels places its carers before anyone else in the network, which in turn allows for consistent success in the delivery of services. This in-home care franchise is taking the necessary steps to give back to its carers in a manner that reflects positively on their incredible work – a policy that is bound to have an impact on the wider industry in years to come.

Competitive pay

As one of the lowest paid sectors, recruiting dedicated and specialist staff naturally becomes very difficult. But retaining staff is a near-impossible task for many care brands, with turnover rates as high

as 75 per cent for some care services.

The sector has historically depended on staff accepting low pay, as well as issues surrounding unfair compensation in between client visits, which leads to some carers’ salaries being dangerously close to below minimum wage.

Visiting Angels provides a

starting salary which is above the national average in this sector, followed by guaranteed pay increases using sophisticated calculation software. As well as basic pay, there’s also a larger financial return for the miles travelled between visits. In fact, we are one of the only providers to pay



our carers for travel time between visits.

Could the answer to the industry's high staff turnover be in companies investing a percentage of their profits to maintain a devoted, passionate and well-compensated workforce? If a reduced profit margin results in the continued successes of its carer-centric approach to care delivery, then Visiting Angels has bought in 100 per cent.

Career progression

As a company that's fundamentally about caring for those in need, Visiting Angels doesn't shy away from projecting the same care onto the people who contribute to our success. Offering career progression in any industry is imperative to its sustainability. We press the importance of saying "thank you" for a job well done, and encourage our people to strive for their goals.

Each caregiver has a personal development plan with a detailed overview of the steps they can take in order to progress. This is also represented in our 'inverted pyramid' model, as carers are, of course, the most important asset to our brand.

Personal relationships

The success of the Visiting Angels franchise over the past four years, when it arrived in the UK, has not been achieved without hard work. The care and time afforded to clients is largely unseen anywhere else in the industry.

The pandemic has exposed the pressures that the industry

"Over the past two years, we've learned of the unwavering commitment that carers have given to our loved ones in need, and the hugely detrimental impact that the pandemic has had on their own physical and mental health"

is placing on carers, as they appear to be constantly playing 'catch-up' through no fault of their own, which ultimately results in delivering a lesser service to those in need.

Through a careful recruitment process, Visiting Angels matches carers to suit the individual needs of the client, resulting in flourishing carer-client relationships and a less frequent rotation of staff. In addition, providing the personal touch, an element which so many care providers lose as they grow, continues to be central to the brand. Not only does this improve customer service, but means that clients need not worry about potentially unfamiliar characters entering their personal space.

Events and social opportunities

We've all been eagerly awaiting freedom for nearly two years and the care industry is one such workforce that has been restricted by the pandemic more than any other. As we near the end to what has been an incredibly traumatic period, we should be making a collective effort to celebrate with those who have been waiting the longest.

As soon as the opportunity became available in July 2021, Visiting Angels hosted Carefest, a chance for carers, frontline workers and NHS staff to come together and enjoy some well-earned respite from the trials of the pandemic.

This was not an isolated event and it didn't just happen because of COVID-19. A key element of our 'carer-centric' model means that carers are regularly thanked and rewarded for their unwavering commitment to a demanding role, with work anniversary celebrations, bonfire night and work awards to name just a few.

Caring for carers

With the relentless pressure put on those on the frontline to support the vulnerable members of society struggling to remain safe during the pandemic, it comes as no surprise that the mental health of carers would rise to the fore.

Co-developed by psychiatric consultant and mental health specialist Ishbel Straker, AngelCare is a caregiver welfare programme which equips Visiting Angels care workers with unlimited access to counselling, as well as wellbeing and peer-to-peer resources.

We are proud of the positive impact this carer-centric strategy has already had on our staff, and excited by the potential for the sector if other providers follow suit.

We've all been reminded of the importance of appreciating what we have and who we love in this generation-defining period, and it has become a key ambition of Visiting Angels to inspire all care providers to follow its lead by providing opportunities, recognition and reciprocated care for their staff, too. Moving the industry forward in such a way will make roles in this sector more sought after and respected by all – much like roles within the NHS.

This model, meanwhile, only works with more entrepreneurs investing in care franchises. In a time that has been so heavily defined by the sacrifice of carers, we are seeing increasing demand for reputable, high-quality care services, which, in turn, is increasing the demand and opportunities for carer roles in the sector. Let's help our industry by focusing on our carers, our number one resource.



Shared risk, shared success

A unique 50/50 partnership model is fuelling
Laser Clinics' rapid expansion in the UK

The world's leading provider of cosmetic aesthetic treatments is celebrating a spectacular 12 months, as Laser Clinics UK reached its milestone 40th clinic opening.

The launch of 28 new clinics, a range of new services and exclusive new products are highlights of a dramatic expansion in the last year for the brand, which recently moved into new offices in Marylebone to accommodate the growth of its team.

Laser Clinics is the global market leader, providing over 3.5 million treatments in 2021 and operating more clinics than any other aesthetics brand.

In what's believed to be a unique franchise model, each clinic is a 50/50 partnership between Laser Clinics UK and its franchisees: both parties invest the same amount of money to begin with, and ongoing profits – up to £1m in the first five years – are split 50/50 too.

The franchise partner also takes a £40,000 salary as the face of the clinic, avoiding the loss of income that's all too common for new business owners.

"It's shared risk, shared rewards, where we both enjoy the benefits," says Jonathan Gardner, managing director of Laser Clinics UK.

"We have nearly 200 clinics across the world. It's a business model which is proven time and again to deliver outstanding results for franchise partners."

RAPID GROWTH

Clinics focus on four core areas: laser hair removal; skin treatments; skincare products; and cosmetic injectables. Using its scale to secure exclusive deals, the brand is a leader



on price and innovation in the booming aesthetics market, which franchise partners say creates exceptional demand.

Sophie Al-Sharhan, Laser Clinics Brent Cross, says: "My wow moment so far? I didn't expect the clinic to earn this much money so early on! Month after month we've exceeded our targets. It's really exciting to see how far we can get in a couple of years' time and see that potential growth."

Having moved back from Australia to the UK to open her clinic in Glasgow, Gillian McDougall had seen first-hand how big the opportunity was. "I see the UK as four or

five years behind the Australian and New Zealand markets – the amount of waxing that still goes on here amazes me!" she says.

"In Australia everyone gets laser hair removal, it's become the norm. The UK is still very untapped."

NO BEAUTY EXPERIENCE NECESSARY

Franchise partners manage the day-to-day running of their clinic, leading a team of skilled therapists who are trained to deliver the highest quality treatments by Laser Clinics head office. So rather than a background in beauty, you need positivity, people skills, and a passion to be the best.

Anna Muskett is proof of this. She left a 27-year career in IT sales to start her first clinic in Luton in 2020, and recently opened her second clinic in Milton Keynes. She says: "I didn't know what to expect – now I live and breathe Laser Clinics."

"If you've got the energy, drive, enthusiasm and the will to succeed, Laser Clinics gives you a clinic in a box. All you have to do is put your own personality onto it."

"This is a life-changing opportunity for the right person," says Jonathan. "The demand is there, and the risks of going into business are minimised because you're partnering with a company that not only knows the industry inside out, but has an equal stake in its success – and yours."

At a Glance Laser Clinics UK

Established: 2008

Number of franchised outlets: 190+

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

Investment range: £200,000+

Minimum required capital: £100,000

Contact: Diane Vesey,
franchising@laserclinics.co.uk

laserclinics.co.uk

"I didn't expect the clinic to earn this much money so early on! Month after month we've exceeded our targets. It's really exciting to see how far we can get in a couple of years' time and see that potential growth"

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- £60,000 Investment
- 25 m² surface required
- Turn key system
- Locations: Shopping malls, airports, fairs, amusement parks, food corners

CHUTY'S FOOD TRUCK

- £35,000 Investment
- 12 m² surface required
- Turn key system
- Locations: Shopping malls, airports, amusement parks, food corners, fairs, events



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or email richard@limelicensinggroup.co.uk



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Richard & Steven Gill, father & son franchisees for Hertfordshire: "We hit the road running in March 2021 & never looked back."



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Appetite for expansion: Döner Shack grows its global footprint

COVER STORY

Döner Shack, the German street-food concept, is one brand that is already proving to be a recipe for success in the UK



The fast-casual boom in the UK's restaurant industry is becoming increasingly hard to ignore. A category packed with potential, fast-casual restaurants have become an important part of the dining experience and lifestyle and changed the way people eat and how ingredients are sourced.

Döner Shack, the German street-food concept, is one brand that is already proving to be a recipe for success in the UK. Launched in Leeds in 2019, with the most innovative systems and best-tasting products, the franchise has grown with two new sites in Manchester and Leicester

since November 2020, serving unrivalled and ethically sourced ingredients with the convenience and speed that customers desire.

Spearheading the brand's expansion, co-founder and managing director Sanjeev Sanghera, is now fulfilling his vision for Döner Shack to become the number one kebab franchise brand worldwide. Not only does he anticipate being in every major city in the UK by 2023, but he is also looking to grow the business internationally.

The pandemic-driven boost in demand for takeaway and delivery food has prompted a wider and faster development.

Döner Shack's multi-unit franchisees have ambitious plans to scale up the business and open between 10 and 15 new outlets this year, while creating up to 500 jobs. Three flagship locations due to launch later this year are Glasgow, London, and Manchester, with many more in the pipeline.

"We've enjoyed incredible success in our venues in Leeds Trinity Kitchen and Manchester Arndale, and most recently with the new location at Leicester Highcross," Sanghera explains. "We intend to replicate the same experience by bringing a new generation of street food to every location where we open a new site."



“Döner Shack is a highly systemised, simple, and easily scalable business model”

Every time we launch a new restaurant, we are completely taken aback by the initial support we receive, from both our staff and customers. Having seen the success from our sister restaurant, Döner Haus, in Manchester and Glasgow, we are now seeing equal attainment in our Döner Shack locations.

“We are evolving into a multi-site franchise business with big plans for the future and understand that now more than ever, people don't want to compromise when it comes to quality, taste and their dining experience. It is for this reason that we have taken our time to perfect each of these elements, and only once we're happy and confident that we can provide the best customer experience, will we open the doors to our restaurants.”

STAYING AHEAD OF THE TIMES

Döner Shack is a highly systemised, simple, and easily scalable business model. It is pioneering in its innovation and technology and is one of the most fashionable and profitable fast-casual concepts in the food industry. The network of multi-unit franchise partners is growing in the UK and rapidly gaining a valuable reputation as one of the leading franchise brands in the fast-casual restaurant sector.

Sanjeev's approach has centred around his knowledge and expertise of the latest technological trends and innovations; as shown by the brand being the first kebab restaurant in the UK to introduce robotics and advanced operating procedures to prepare the food in its kitchens. The franchisor is constantly driving toward greater efficiency in its restaurants and to ensure its speed of service is best in class, as well as creating a safe and simple place to work. Delivering good food is always objective number one at the organisation, but ensuring convenience is maintained is a close second.

“The footfall in our restaurants is proof that we are providing our customers with a desirable product offering in a cool and contemporary environment,” says Sanjeev. “We serve up 3,000 kebabs per week per store, which demonstrates that people are loving the authentic taste of the Berlin doner kebab filled with freshly made quality meat, vegetables and signature sauces – something they would not expect from previous visits to a kebab shop.”

OVERSEAS EXPANSION

The pandemic has stimulated a desire for fast-casual brands to expand globally, and it has been widely recognised that success in the UK acts as a foot in the door to both Europe and the USA. With

the demand for new food concepts and a strong proven business model, Döner Shack is now looking to expand to other territories across the pond with a view to open sites initially in New York and Florida.

“We are working in collaboration with a well-known American franchise professional to develop and identify the core American markets where we can open franchised outlets,” he says. “Depending on this success, we will then look to roll out the brand across America and then into Canada. International franchising is something that we have had as a goal for a long time, but before we progress our plans, we needed to make sure that we had the fundamentals in place in our UK sites. It is essential that by building a strong foundation, we can be confident to deliver the Döner Shack experience anywhere in the world.”

“The USA offers a huge opportunity for Döner Shack. We are really excited to be putting an international foot forward now, and it is our responsibility to be conscientious and make sure that we make it a good place for the brand internationally. The Middle East and Asia are also on our radar in the near future, and we are now exploring these areas to see if it is viable to expand into these countries too. We are so excited about the future – we have an appetite for success!”

BUILT FOR THE FUTURE

Döner Shack is determined to change people's perceptions of the kebab and for its lean high-quality kebabs to become an everyday option for eating out. From Glasgow to London and then Manhattan and beyond, the franchise aspires to be in so many more communities over the next five years. “We know the role fast-casual restaurants like ours play in employment levels and upskilling the next generation. We want to be a good business and neighbour that is committed to ensuring this remains the case as our growth continues with greater investment in our people and in our communities.”



At a Glance Döner Shack

Established: 2017

Number of franchised outlets: Four (100+ signed development agreements)

Location of units: UK

Investment range: £300,000-£450,000

Minimum required capital: £200,000

Contact: franchise@donershack.com

donershack.uk/franchise

A day in the life

Sanjeev Sanghera, co-founder and managing director of Döner Shack, gives us an insight into his daily routine at head office, where he focuses his time defining the franchise's restaurant concept

As someone who's been in the restaurant industry for more than 25 years, I've had a huge array of experiences that have shaped the way I now operate restaurants. Having worked my way up through the hospitality trade and had positions from kitchen porter to executive chef and restaurant owner, I then moved on to restaurant operations and new concept development. This is what I enjoy the most and where I focus the majority of my time.

Concept design and development is the most important part of a restaurant, so my role as managing director is to ensure this is clearly defined so our franchisees can deliver the brand effectively. When I talk about concept, I am referring to the foundation of the business which is the products we serve and how they are going to be perceived in the new markets. This will then enable us to deliver high-quality products consistently with a better level of service than our competitors.

It is a complex process bringing together all the different facets of a restaurant, which is why we need to get it right. It is more than detailing the products we serve, the service we provide, or the theme and décor of the restaurant. There are a whole host of other factors to be considered, such as our vision, value proposition and points of difference, industry research and innovation, site and menu design, branding and marketing, management and financial modelling, to name a few.

TAKES TIME AND INVESTMENT

Restaurant concept planning takes time and investment and is one of the biggest challenges any restaurateur is faced with. I therefore spend a great deal of my time checking the specifications for each franchise location – this entails finding the right city in terms of population and economy, the cost to build or lease the site, accessibility and visibility and potential plans for the neighbouring area.

I also work extremely closely with our training and operations managers to identify where there may be training gaps for the teams operating the restaurants.



“If you get the food and service right every time, you can achieve success”

For example, if someone does make a mistake, it usually identifies a training issue, and this needs to be addressed.

MEETING CUSTOMER EXPECTATIONS

Training is an important part of my development, as well as the business. I have just attended a course called 'operations excellence' and it has completely transformed the way we consider our restaurants. Our whole philosophy has changed to make certain we give our customers what they pay for every single time. We have a new mission, which has become the driving force for Döner Shack: 'to deliver our products and service 100 per cent to brand standards every single time'. This implies that we will deliver exactly what

the customer is expecting in terms of food and service. We do not ever want to feel we are cheating our customers.

Another key element of my job is spent on strategy to determine how we will expand the franchise. I know this does not sound very glamorous, but it is so important in terms of the messaging we are sending out to our franchisees.

It is not hard to run a restaurant. If you get the food and the service right every time, you can achieve success. We know our products, the business model and locations are all robust, but once you have all these elements in place, the success factor comes down to how well you deliver that experience for the customer. And if you do that time and time again, you will have a prosperous franchise.



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Need to know: Jackson Fire & Security

The top 10 things you need to know about the Jackson Fire & Security Franchise opportunity

1. IT'S A MANAGEMENT FRANCHISE

The Jackson opportunity is a management franchise, whereby the owner manages the operation of the business while relying on their employees to carry out the work required to deliver the service.

2. NO PREVIOUS INDUSTRY EXPERIENCE REQUIRED

This franchise opportunity requires no previous industry experience. A sales or managerial background will be of particular advantage to anyone applying to run the franchise, while a candidate with strong interpersonal skills, an appetite for growth and a passion for customer service will thrive.

3. EMPLOY AN ENGINEER FROM DAY ONE

You won't need any technical knowledge to run your business as your engineers and electrical sub-contractors will carry out the skilled work within the business. You will be required to employ a multiskilled fire and security engineer from day one, while recruitment support will be provided.

4. WORK FROM HOME OPPORTUNITY

This opportunity allows you to start your business from home. The brand recommends you have a separate office space at home,

At a Glance Jackson Fire & Security UK Ltd

Established: 1991

Number of franchised outlets: 11

Location of units: North Wales, North West England, Yorkshire, Teesside, Cambridge, Kingston upon Thames & Guildford

Investment range: £39,500

Minimum required capital: £40,000

Contact: rachel.evans@jacksonfire.co.uk

jacksonfire.co.uk/franchise



in addition to small storage area for stock. The franchisor requires you to register as a private limited company and purchase a virtual address, which provides you with a professional-looking business address.

5. THERE'S CONSTANT DEMAND AND REPEAT REVENUE

Every organisation operating from premises must install and maintain fire safety equipment – this is a legal requirement. The majority of these organisations also seek to protect their premises with a range of security solutions. All this equipment will need regular servicing providing franchisees will multiple streams of repeat revenue.

6. COMPREHENSIVE TRAINING PACKAGE

Franchisees are trained in the management of all aspects of the business. Jackson's 20-strong head office team is ideally positioned to help you meet any challenge in your new business. The 30-day training

course conducted at the brand's national training centre is designed to help you qualify as an accredited fire and security provider.

7. BESPOKE MARKETING LAUNCH PACK

A comprehensive lead generation campaign within your chosen territory will help you to secure new contracts from customers who are seeking to find better value and service from a local provider. The launch pack includes email marketing, telemarketing, search engine optimisation, pay-per-click advertising and PR. Marketing support starts during your training session and leads are guaranteed.

8. THE FEES

The franchise fee is £39,500, plus VAT. This includes a license fee, training fee, stock and equipment, delivery of liveried and ply-lined vehicle, accreditations and your marketing launch campaign. A nine per cent management fee is taken from your turnover, and an additional two per cent advertising fee is also applied. The brand recommends you have a £40,000 working capital provision to cover the cost of your engineer's salary and other business expenses during the first few months.

9. TERRITORY STRUCTURE

Franchise territories are split up using postcode sectors and each territory has access to over 20,000 businesses. This does not include additional public sector and local authority buildings. Territory sizes have been carefully determined to provide each franchise owner the opportunity of developing a business of at least the same size as the franchisor's current business.

10. NEXT STEP: DISCOVERY DAY

As an initial step without obligation, join the brand for one of its Discovery Days at the offices just outside Chester. This provides you with a friendly, relaxed environment for you to find out about the franchise opportunity and to meet the team.

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YOUR ULTIMATE GUIDE TO
LOW-COST
FRANCHISES

A low-cost investment doesn't always mean minimal returns. Here's everything you need to know about buying a business on a budget

WORDS BY LINDA WHITNEY





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

Starting a business need not cost you a fortune – but starting as a franchisee could make your investment go further, faster.

Of course, you have to pay an upfront fee to start a franchise, but it's possible that you could start a franchise for less than the cost of starting up a business on your own.

Plenty of franchises in all sectors require an investment of less than £25,000, and many franchise investment figures group around £15,000 – plus there are a surprising number below £10,000.

Having a limited amount of money to invest is not unusual: research for the British Franchise Association Royal Bank of Scotland Franchise Landscape Report 2018 showed that the franchise fee was the number one financial consideration among 85 per cent of those setting up a franchise, at all levels of investment.

In fact, knowing how much you have to invest, taking into account not just the basic franchise fee but also the need for capital to keep you going until the business starts making enough profit to pay you a wage, is something all franchisors will look for – whether you are investing a six-figure sum or just a few thousand pounds.

Limited funds need not stop you getting into business though. With a low-cost franchise you are more likely to be able

“Check that you have chosen a franchise in a sector of on-going demand, where the franchise model is proven to work, and where you feel confident in the expertise of the franchisor”

to find start-up capital from your savings, a redundancy payout or money pooled by family or friends. Avoiding the need to borrow means debt repayments do not eat into your profits.

How franchises can help you leverage funds

Even if you need to borrow to get started, with an established franchise you are likely to only need a third of the start-up capital required, because bank or other lenders will commonly lend 70 per cent of the total investment to suitable applicants, provided they are approved by a reputable and well-established franchisor.

Chris Wooton, managing director of the Poppies cleaning franchise, points out: “The total investment here is £27,000, including working capital, but we have been in business for decades and have built good relationships with banks, so they will consider lending 70 per cent of the total investment to suitable people. That means you can get started with £8,250 of your own money.”

He adds: “This means you can leverage the money you have to raise a far larger sum. This is something that would be far harder to do if you approached a lender looking for funds to invest in a business that had no history or proven success in the market.”

It also means that you are not limited in your choice of franchises to those that you can pay for outright.

A warning

Be careful not to start your business under-capitalised. Starting a business on a shoe-string sounds romantic and exciting – but it makes it more likely that you will

fail. Running out of capital is the number one reason that start-ups go bust. Franchisors know this, and will want to see that you have enough capital. Insufficient capital is the number one reason that franchisors turn down prospective franchisees (accounting for 61 per cent of turn-downs).

Low cost should not mean low commitment

Just because you are seeking a low-cost franchise don't be tempted to think of it as a “pin money” job requiring low commitment. It's true that many lower-cost franchises are designed to be run part-time, especially at first, but franchisors expect commitment to business growth because success for you means success for them.

Bear in mind that you are not buying a job.

Hands-on franchises, where you do the work yourself (at least at the start) can look like ‘buying a job’ but franchisors do not see it like this. ‘Seemed to be just buying a job’ is the reason for 38 per cent of prospective franchisees being turned down by franchisors.

Choose your franchise carefully

Take as much care and do as much research before investing in a low-cost franchise as you would if you were investing a large sum. It's true that if your low-cost franchise goes belly-up you will lose a lot less money than you would had you invested hundreds of thousands, it still means you will have wasted a lot of your valuable time and effort.

No-one likes to see their business bite the dust, whatever their investment, so check that you have chosen a franchise in a sector of on-going demand, where the franchise



“Investing in a low-cost franchise need not mean accepting skimpy training – but check what you get”

model is proven to work, and where you feel confident in the expertise of the franchisor.

Check the legal situation

Where lower investments are involved, it can be tempting to save money by not getting the franchise contract checked out by a franchising lawyer before you sign it. This is risky, because you need to understand the full implications of the contract for you as franchisee, whatever your level of investment. Typically, franchise lawyers offer a fixed price contract review service that will check the contract and explain the implications to you for a few hundred pounds – not much to pay for a bit more peace of mind about what you are buying.

Start small, grow big

Many franchises, despite allowing you to start small, will expect you to be committed to growth and will help you expand, take on staff and move into management.

For instance, if you start a low cost van franchise, doing the hands-on work on your own, they will expect you to grow to take on other operators to run vans within a relatively short time – say, two years, so you will be under pressure to meet these performance criteria.

Chris Wooton says: “We don’t have strict performance criteria like this, as we want to encourage people to achieve their ambitions, and if that’s a lifestyle franchise that can be fitted around a family, that’s up to you.” He offers a standard business franchise plan and a ‘high achiever’ plan that requires

franchisees to commit more of their time to the business and reinvest in it earlier.

However, he adds: “We are increasingly looking for people who want to prioritise business growth, and who are not specifically looking for a cleaning management franchise – though an interest in homes and people is a big advantage.

Check the training

Investing in a low-cost franchise need not mean accepting skimpy training – but check what you get. In some cases, training from franchisors can even lead to professional qualifications.

Franchisees investing in the Healthyfeet mobile footcare clinic



Healthy Feet helped Lisa get her foot in the business door

Lisa Reddy launched her Healthy Feet mobile clinic in March 2019, covering the Bolton and Darwen area of Lancashire. Lisa says: "Going into a franchise was not a decision that I took lightly. Leaving a well-paid, secure job of 15 years was initially a daunting thought, but the job did not fit well around my young family, and it was quite stressful.

"I needed a job that was flexible, financially on a par with my previous role and that ideally did not involve any day-to-day stress."

She now has a Diploma from The College of Foot Health Practitioners and has found that her investment soon paid off. "Very soon after I started my diary was booked up a month in advance," she says.

Two years after the launch of her franchise, it had dramatically improved her work-life balance.

"I can work flexibly to suit my lifestyle and family and have the pleasure of being my own boss. I work part time hours, but financially it's comparable to working full time and from the outset I was supported and mentored to get the best out of my business.

"It is hands down one of the best decisions I ever made for myself, my own personal development and my family."



franchise get clinical training which includes a course delivered by selected foot health practitioner training centres, so you can become a fully trained and registered Foot Health Practitioner. This is a level three qualification which can be achieved in three to four months. The franchise also provides marketing and business development training.

These come as part of the franchise package, which requires an investment of £9,995 for a part time business and £14,995 for the full-time option. The franchise fee can be adapted for those who already have the FHP qualification, making it a way for existing practitioners to set up their own businesses.

Debra Rose, who set up the Healthyfeet franchise in 2018 after running the business herself since 2011, says: "The demand for foot care has grows year on year

and our service has become more popular than ever since the pandemic, as elderly clients in particular feel more secure having the treatment provided within their homes, and card machine payments now make it easier to pay too."

"The role is extremely rewarding and gives you the opportunity to manage your own time and appointments, which are typically Monday to Friday nine-to-five," says Debra.

"It can also appeal to couples who can both benefit from making the most of their franchise territory. Where there are feet, there is a demand!"

Debra has 10 franchisees now, and is transferring her own franchise, Hinckley, to her latest franchisee so that she can concentrate on the growth of the brand, looking after her franchisees and recruiting more.

The low cost lifestyle business that delivered financial success

After more than 20 years as a Business Manager at Lloyds Bank, Charles Kirkman and his wife, Christine – who also worked at the bank as a business support manager – decided it was time for a change.

Having supported many prospective business owners over the years, the pair had begun to crave the same autonomy and flexibility they were helping others to achieve. After careful consideration, they launched their Poppies cleaning franchise in The Peak District in 1997.

Charles says: "Having worked in the bank for many years, I felt it would be valuable to go into a franchise, rather than just doing it by myself." Charles' knew about Poppies, having helped a Poppies franchisee secure funding, and could see the financial potential of the business.

"Financially, we've done much better than we would have by staying in our banking careers – but it's about more than that. We built a viable and prosperous business that worked for us when we

had young children and evolved with us."

Charles and Christine operated the business from home, allowing them to fit the business around their two children.

"We could attend school functions and be involved with the children's lives, going to school plays, parents' evenings and sports days, but at the same time we worked to grow the business," says Charles.

Within nine months, Christine left her role at Lloyds Bank to join Charles in the franchise full time. In 2012, they bought a number of holiday cottages and thanks to the flexibility of the Poppies franchise, could run both businesses side by side.

Recently Charles and Christine decided to retire and sold their Poppies franchise to a new franchisee for a six-figure sum – proof that a low-cost franchise can bring big returns.



Sources of lower-cost franchises

Some sectors offer more lower cost franchises than others. Here's some to check out:

- Home-based franchises, such as customer services or travel agencies. Nearly four out of ten franchise systems can be run from home and 16% of franchisees say they run their business from a home office.
- Mobile franchises, such as mobile vehicle services, coffee delivery, and garden services. British Franchise Association figures show that seven per cent of franchisees run their franchise from a van.
- Franchises that mean delivering services at hired local venues such as church halls, or school premises out of hours. This model is common in the children's activities, tutoring and fitness sectors.

Note that many franchises in the fast-food sector offer a choice of investment levels, so that you could choose to start out with a mobile cart or a small kiosk at a far lower cost than their full-scale restaurant option

Meet Camile Thai, the fastest growing Thai restaurant group in UK and Ireland

Camile is now the largest and fastest growing Thai restaurant group in the UK and Ireland, having just opened our 46th site, and plans to open a further 20 outlets during 2022 across the British Isles. As well as their core neighbourhood home delivery restaurant concept, Camile will this year also open new restaurants in partnership with International Transport Caterers SSP, Motorway Services provider Circle K, and with Tesco in the UK and Ireland. “Our suburban restaurants, which were 70% home delivery before the pandemic arrived, are ideally positioned for our changed world” says CEO and founder Brody Sweeney. Camile’s delicious and healthy Thai inspired menu has proven a clear winner in the hot meals delivered to the home sector. “Our delicious food is quick to prepare and holds well during our 30-minute delivery slot” says Sweeney. “And that provides a great business opportunity for ambitious entrepreneurs”. The Camile franchising model has been well developed in Ireland and is a winning business model. With single-unit and multi-unit franchisees growing the businesses at a steady rate, it’s an amazing time to join Camile Thai.

- Healthy and sustainable food offer to appeal to young urban professionals (100% compostable packaging, prominent vegan menu, calorie and carbon counted dishes)
- Existing restaurants turnover up to €40,000 per week in Ireland (where Camile are brand leaders) / £20,000+ in London.
- 60% of franchisees have come from within the business
- Award winning app - Using the latest bespoke technology to manage the logistics of delivery and online ordering experience
- Suits owner-operators capable of building their own teams
- Contemporary restaurants and unique packaging design, with a brand focus on innovation, taste, health and wellness and sustainability
- Minimum personal investment £100k (total £250k+)

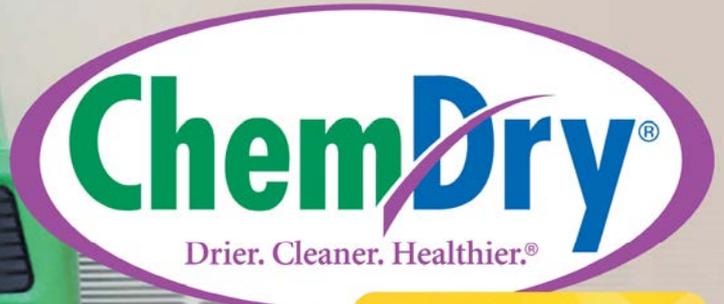


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THE GREAT RELOCATION

How to ditch the office, breathe the fresh air, and start an outdoors-based business

WORDS BY LINDA WHITNEY

Suddenly people are waving goodbye to office life to break out into the open. The UK's Royal Horticultural Society (RHS) says that demand for its work-based training programmes jumped 58 per cent in 2021, the highest rate of increase for decades.

It sounds great, but there's a snag: many of the jobs that involve outdoor work offer poor pay, especially at entry level. Starting pay as a horticulture apprentice, for instance, averages £15,000 a year according to job comparison website Glassdoor. Your desire to get outdoors may be trumped by the need to earn more than that.

THE SOLUTION? AN OUTDOOR FRANCHISE.

By starting a business that takes you outdoors you are not subject to the pay rates set by employers – and there are loads of franchises that will help you set up and grow an outdoor business that can pay you more than you would make as an employee.

Outdoor franchises cover many sectors, including:

- Garden maintenance, from lawnmowing to full gardening services.
- Van-based franchises that involve outdoor work such as erecting signboards for estate agents, windscreen replacement, mobile tyre fitting, and many more.
- Outdoor sport and recreation franchises. The lockdown meant many people abandoned the gym and took to exercising outside, prompting the founding of outdoor fitness franchises, while existing

fitness franchises adapted their models to include outdoor fitness sessions.

- Dog walking services. The surge in pet ownership during lockdown working from home has meant increasing demand for dog walking now that owners have gone back to the office.

FITNESS OUTDOORS

The pandemic boosted the nascent, outdoor fitness sector. Mike Rollason, managing director of



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

“Not everyone is cut out for working outdoors – but in some cases they may not realise it”

Exercise Anywhere, trading as WALX and Nordic Walking UK, says: “As a former director of the Fitness Industry Association I knew that the majority of the population were not engaging with health clubs, especially the over 45s – but they did like walking. I decided to focus on that, which meant developing a new industry to deliver outdoor fitness sessions.”

Now his franchise WALX collaborates with organisations such as local authorities and Age UK to provide walking fitness

WHY WE LOVE GARDENS AND GREEN SPACES

A YouGov survey for the Horticultural Trades Association in 2020 found:

- 87% of British adults believe gardens and green spaces benefit their state of mind
- 84% believe they benefit their physical health
- 94% believe they benefit the environment
- 94% believe gardens and green spaces make an area a pleasant place to live
- 93% of British adults believe gardens and green spaces help to support wildlife

How the pandemic propelled Mick Perrone into an outdoor franchise

After over 20 years as an account manager in audio-visual distribution Mick Perrone took on Greensleeves' Bedford territory six months ago.

"I decided I needed a change. I was frequently up and out early and back late, I had to travel a lot, and just didn't really have enough spare time to spend with my family," says Mick.

"When the pandemic hit, I found myself stuck at home doing online meetings and trying to sell visual products over Zoom. It was difficult and demoralising, but being stuck at home made me appreciate things more, like spending time in the garden and with my children."

Mick decided he needed a better work-life balance and investigated franchising because he knew that changing careers and starting up a business on his own would be a challenge with no previous experience.

"I needed a great support network, which is what I found when I discovered Greensleeves. Franchising also meant I could run my own business and choose hours that suited me. I have a young family, so as franchisee with Greensleeves I can support them and even do the school run," he says.

Mick had no experience in lawn care but had the basic skills required to operate a business. He says: "The training was excellent and the ongoing support has been equally good. By joining a franchise like Greensleeves I also have access to the encouragement and knowledge of Greensleeves franchise network – something I wouldn't have had if I started my business on my own."



From the corporate world to the outdoors with a Countrywide Signs franchise

Duncan Sands and his son David were both keen to shut the door on office life. "After 35 years as a senior manager in the motor trade and, in David's case, 11 years with business consultancy Deloitte, we'd both had our fill of the corporate world," says Duncan.

In May 2021 the two launched their Countrywide Signs franchise, erecting and removing estate agents' signs across Hertfordshire, Bedfordshire and part of Cambridge. "Mostly we are working outdoors from a van, and our territory is mix of urban and rural areas, so some of the time it means driving in lovely countryside – though time spent driving is less profitable than time spend erecting and taking down signs."

As for the weather, he says: "It's not so much fun when it's chucking it down but there's nothing to be done but get on with it."

Currently he and David are working about 10 hours a day, but he says: "It doesn't feel as pressured as office life because it's our business and we can set the pace. Changing from corporate careers to this business has been liberating. Now we are outside, doing physical work, which is healthier, and we're permanently on the move, so it's more dynamic. While we are working we are also thinking about ways to develop our business."

"You feel more alive, and you can immediately see the rewards of your efforts."





Walking her way to business success in the outdoors

sessions outside, aimed at people with specific health needs.

WALX offers a lifestyle franchise that allows instructors to lead walking and exercise sessions and those who want to can go on to invest in a management franchise that means managing the service in local areas.

"We're looking for 300-400 franchisees across the UK, who are attracted by the outdoor aspect, are selfless and want to change lives in local communities but are also business-minded enough to grow what could be described as an outdoor health club," he says.

COULD YOU MAKE THE CHANGE?

Not everyone is cut out for working outdoors – but in some cases they may not realise it. It's one thing pottering about on the garden on a sunny summer day and

another going out on a cold and wet morning in November to change a tyre or put up an estate agents For Sale board.

Horticultural recruitment agencies always see an increase in eager candidates in spring, when working in parks and gardens looks idyllic, but many of those who get jobs are gone by the time winter comes round, put off by the bad weather. When it's your own business, you cannot just leave when it gets cold.

This is where it will help spending time with existing franchisees – not just a few hours but at least a couple of days – so ask franchisors if you can do this.

IT'S NOT JUST ABOUT THE OUTDOOR WORK

Enjoying outdoor work is not enough when it comes to running a successful business. If you prefer flowers to people or hate business administration, it may pay to think again.

"There's something magical about the outdoors this year. People seem to be more in tune with the environment and value nature and the outdoors more," says Emma White.

Emma, a former biology teacher, is the Leamington and Warwick franchisee with Walx offering innovative walks and outdoor exercise sessions, developed by WALX over the past 14 years.

"I presently deliver around 20 walks and classes per week, accommodating my members that are looking for general fitness and wellbeing. In addition to providing cardiovascular exercise, we include strength, balance and flexibility. We offer a range of walks and classes from Nordic Walking, Total Body walking, tai chi, yoga, and Pilates, to Explorer WALX that are more social and engaging with nature. I also offer specialist classes for people with Parkinsons." All are led by suitably qualified instructors and are pre-planned according to the participant's personal goals.

"As a franchisee, it's a combination of actively being involved in the delivery and managing the business. A lot of the systems such as online booking are all automated which helps tremendously but I handle enquires from potential clients, discuss their medical conditions, lifestyle, diet and exercise goals and then advise them about which sessions will be most suited to them and the correct techniques to use," Emma says.

"It's not just about strolling around the countryside. As well as leading walks and classes, franchisees have to risk assess the routes, terrain and weather, to keep customers safe. I have to ensure the groups are managed correctly, deal with client queries and problems, advise on equipment choices and manage my guides and instructors."

She also needs to get permission from landowners and farmers to use their land and bear in mind other users, public safety and courtesies.

"You get a lot of support from the franchisor, with help and training to develop your business skills and help you to grow and develop your business," says Emma.

"It's hard work but there's lots of camaraderie among other franchisees and the franchisor is always keen to take on board your ideas about how you can move forward in your business."





“We’re looking for 300-400 franchisees across the UK who are attracted by the outdoor aspect”

As an outdoor franchisee, you will be running your own business, albeit with the help of the franchisor, so you must be willing to do the admin, business development and customer consultation required to grow a successful business. Fortunately, franchisors provide not just practical training but business training, too.

David Truby, the former sports and amenity turf management expert who went on to start the Greensleeves lawn treatment franchise, says: “The typical job of a Greensleeves franchisee is to analyse, offer advice and treat their

customer’s lawns. Most franchisees start out on their own, running the business from home.”

New franchisees spend most of their time advising customers, delivering the relevant lawn treatments, and doing their own marketing and administration, but as customer numbers grow they employ operators to do the treatments, and move into a managerial role. Some franchisees operate with up to a dozen other vans.

“You don’t need horticultural or groundskeeping experience to become a Greensleeves franchisee, but a head for business

and ambition for growth is essential,” says David. Many of his Greensleeves franchisees came from corporate backgrounds and had no experience in horticulture. The franchise provides training and qualifications in the practical skills.

“Ideally, our franchisees have a vision of what they want to achieve and all the business skills needed to achieve that: motivation, personality, organisation and high customer service standards. It is the business skills that will help somebody succeed rather than an understanding of the technical aspects of the industry which we already have in house.”

WHY WORKING OUTDOORS MAKES YOU HAPPIER - AND MORE PRODUCTIVE

A report co-authored by Viren Swami, professor of social psychology at Anglia Ruskin University, called Emotional Well-Being Under Conditions of Lockdown, found that people who spent more time outside during the pandemic were happier than those who remained mostly indoors.

He says: “The more time spent outdoors, the more you’ll feel the restorative effects. Beyond mental and physical health, being outdoors improves imagination and learning, and increases creativity and the feeling of fulfilment.”

Working outdoors makes you more productive, too, says Dr Ruth Allen, a psychotherapist, coach, organisational trainer and author of *Grounded: How connection with nature can improve our mental and physical wellbeing*.

Dr Ruth, who runs training days for companies keen to increase productivity by using the outdoors, says: “If you want to live a healthier, more balanced

life whilst enjoying the great outdoors there has never been a better time to forge new habits and consider some ...changes in your work life.”

She advises: “Sitting in the same indoor environment can send our grey matter into stasis and make us adopt habitual ways of thinking, but shifting our environment has been proved to support creative solution-making... Going outside restores our brain to better, slower functioning where deeper work becomes possible again.”

On top of that, there’s physical benefits. Time spent outside boosts the immune system, lowers blood pressure, reduces stress and promotes feelings of calm.





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The International Franchise Show is coming

The International Franchise Show connects you and over 10,000 other budding entrepreneurs with the largest selection of franchise brands all under one roof, giving you all the knowledge you'd need to start your franchising journey

Each year this unmissable event plays host to over 250 brands from across the globe in 25 different industry sectors. The International Franchise Show showcases the best selection of British and international franchise brands all under one roof, building international connections. Looking for a new franchise concept to the market? You have the ability to be a part of something with the potential to go big with tonnes of new brands at the show. As well as this, you'll find some great low-cost franchises, giving you the opportunity to find the ideal franchising opportunity for yourself no matter your budget.

Not only this, The International Franchise Show has partnered with d&t to bring you The Finance Clinic. The d&t team will be on hand to give you expert advice on what finance options are available and introduce you to a variety of services that will support you along your journey, whatever stage you are at!

Whether you're a franchise first-timer or a hardened business owner looking to become part of a globally-recognised or up-and-coming brand, The International Franchise Show is dedicated to answering all your franchising questions and providing you with a whole host of incredible opportunities to take charge and become your own boss.



"The International Franchise Show is dedicated to answering all your franchising questions"



Hear from industry experts in the field of franchising

#IFS22 has a great selection of keynote speakers and seminars from some great brands in franchising. Keen to learn industry secrets and understand how

you can expand your portfolio into franchising? Take a look below at the agenda over this two-day event.

This year's seminar agenda is sponsored by What Franchise and Global Franchise!

KEYNOTE SPEAKERS FOR THE INTERNATIONAL FRANCHISE SHOW 2022

DAY 1 11:00-11:30



Cake Box

MR SUKH CHAMDAL, CAKE BOX

CREATING, RUNNING & GROWING A SUCCESSFUL FRANCHISE

How the business started in 2008, developing into a multi-site franchise. How it grew and developed and the big leap to a PLC in 2018.

DAY 1 11:45 - 12:15

DAY 2 14:00 - 14:30



Accentia
Franchise Consultants

PAUL MITCHELL, ACCENTIA

EXPAND, GROW AND ULTIMATELY EXIT THROUGH FRANCHISING

Learn how to grow your business through franchising. Build your brand, create your supply chain and optimise your network cash flow in a way that creates optimum value at exit. We have helped multiple brands in a variety of sectors achieve this through our specialised subsidiary companies.

DAY 1 12:30 - 13:00



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NIGEL MAYNE, TUTOR DOCTOR

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DAY 1 13:15 - 13:45



MATHNASIUM
The Math Learning Center

JOHN PRESTON, MATHNASIUM

THE DOUBLE BENEFITS OF OWNING A TUTORING FRANCHISE - BEST OF BOTH WORLDS: PERSONAL AND FINANCIAL REWARDS

I started my franchise because I wanted to make great money, yes – but more than just that; to make a difference, and to feel value in what I was doing.

Managing a tuition franchise, that's exactly what I've found.

I'll share my experiences of moving from the banking world to something completely different... something rewarding in every sense.

DAY 1 14:00 - 14:30



Rise
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DAY 1 14:45 - 15:15

DAY 2 11:00 - 11:30



MARIANNE DOCHERTY, HSBC

GROWTH MINDSET

People holding a fixed mindset believe their intelligence and other personality traits, such as talent, are set in stone. However, those with a growth mindset believe that through training, effort, learning and practice they can positively influence their abilities. All levels of business can benefit from a growth mindset. Come and join us to find out how to unlock your growth mindset.

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“The International Franchise Show showcases the best selection of British and international franchise brands”

**At a Glance
International
Franchise Show**

When: April 8-9

Where: ExCel, London

thefranchiseshow.co.uk

“I love making a difference through creativity”

For Anne Crump, running an enterprise that brings arts and crafts to communities is richly rewarding. Find out how a franchise with The Creation Station could become your secret to career contentment, too

Anne Crump used to combine a career as a teacher alongside running her own catering company.

After juggling these two very different roles, Anne was ready for a change, and decided to combine her passion for making a difference to people's lives with running her own business.

Anne says: “I wanted to work at something that was fun, positive and fulfilling. I decided to invest in a franchise business in order benefit from a tried and tested business model and a leading brand.

“I'd run my previous catering business as a sole trader and therefore I knew it can get lonely at times. I could see the value of having support in place and being part of a bigger team.

“I first looked at The Creation Station in 2011, and although it stood out, the timing wasn't right for me. When I started exploring new business ideas in 2021, it was fantastic to see that The Creation Station was still flourishing, providing a first-class service along with many more income streams for franchisees.”

A CLEAR PURPOSE

The Creation Station inspires imaginations and nurtures potential for all ages through award-winning art and craft classes, clubs, parties and events. Over 1.5 million children and adults have been inspired to date by over 70 franchise partners. Customers have rated The Creation Station as the most recommended arts and crafts activity company in the UK.

“I wanted to work flexibly, run a successful business and scale at my own



pace, but it was so important to me that I was also making a difference and supporting my local community in West Cheshire,” explains Anne. “I'm proud to deliver our brand values and make a difference.”

TRAINING AND SUPPORT

“Creative art and crafts activities are important at all stages of life,” she continues. “The Creation Station adapted and responded brilliantly to the challenges during the pandemic, to the point where I decided to train and launch my business during the pandemic. I've three wonderful grown-up kids and my daughter Millie had been travelling during COVID and had to self-isolate in a hotel on her return. The support team tailored our training so that Millie could train too while self-isolating!”

ADDED VALUE AND BUSINESS GROWTH

“Being part of The Creation Station family gives me more marketing clout

through its national branding and vast support network. I value the day-to-day support of such a large team, which includes the support office, our business developmental managers and my fellow franchisees. My husband frequently comments on how helpful everyone is. I find being part of something positive and bigger than yourself is very motivating.”

SUSTAINABLE MODEL

Anne's business has taken off much quicker than she thought. She now runs local parent and baby keepsake classes, preschool STEAM classes, after school clubs, holiday camps, parties, adult workshops and events. “I have a lovely mix of activities to offer and I'm building relationships with local families and businesses, too,” she concludes. “I love running my inspiring business and making a difference through creativity.”

At a Glance The Creation Station

Established: 2002

Number of franchised outlets: 70

Location of units: UK

Investment range: £6,000-£13,200

Minimum required capital: £1,000

Contact: Ruth Morris, operations manager
01395 239700/07983 492281

thecreationstation.co.uk/whatfranchise

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PHC is cleaning up

Discover a unique franchise opportunity in vacuum cleaner repairs, designed and destined for success

After more than 30 years in the vacuum service industry, PHC is now the UK's largest independent vacuum service centre with an impressive reputation.

Established in 1989 by husband-and-wife team Garry and Tracey Brown, PHC's motto is "repair not replace", because they know that "as our world changes and the population grows, the more we can do to reduce waste and help our environment, the better it is for everyone."

30 MILLION VACUUM CLEANERS

With almost 22 million domestic households in the UK with at least one vacuum cleaner (many have more than one), and the spend on a machine now topping more than £700, our vacuum cleaners warrant the same care and attention that we give to our laptops.

This is where PHC comes in. With its loyal and reliable team of field engineers, the PHC team already services and supports customers across Kent, Surrey, Essex and south east London, but is now looking to expand its very successful business model by franchising in surrounding counties and beyond.

A MODEL FRANCHISE

When Garry and Tracey Brown approached a franchising expert for advice on converting their successful company into a franchise, they were told that there's rarely a business model with such strong credentials and heritage.

At a Glance PHC Vacuum Service

Established: 1989 for main business & 2022 for franchise model

Investment range: under £20,000

Minimum required capital: £12,500

Contact: Garry and Tracey Brown, 01634 722220
phcvacuumservice.co.uk



The PHC franchise model now offers others the chance to join the team. With a low-cost buy-in it's an attractive proposition. Full training is given and PHC has invested in bespoke technology systems which support their engineers in booking appointments, following up, service records and everything else they could need. The added bonus is that the specialist service engineers don't work weekends or evenings, and that's highly appealing.

CUSTOMER LOYALTY

There's a clever addition to the PHC customer service offering: a customer membership scheme that franchisees can also promote when they're visiting homes. Customers can become a PHC VIP Member with a small monthly subscription, which covers an annual vacuum service and insures the machine against breakdowns.

HOW TO JOIN PHC

If you're self-starting, highly motivated, ambitious and ready to take on a new challenge, then PHC could be the franchise opportunity waiting for you. Contact Garry and Tracey to find out more or drop in and see them on Stand 546 at The International Franchise Show in April.

“PHC has invested in bespoke technology systems which support all their engineers in booking appointments, following up, service records and everything else they could need”

WHAT PHC CUSTOMERS SAY

“Great service”
“Knowledgeable, friendly & professional”
“Second-to-none service company”
“Fantastic value for money”
“Quick and efficient”
“Professionalism, quality, responsiveness, value”

Innovating the future of home care

Home Instead, the UK's leading home care franchise, is continuing to grow – delivering companionship-led home care services to elderly people across local communities

Since launching in the UK in 2005, Home Instead has grown its franchise network to 240-plus offices, welcoming caring entrepreneurs to grow their own successful home care businesses while making a real difference to the lives of older people.

Home care is a growing sector. The UK has an ageing population, most of whom will at some point require care. Home care keeps older people in their homes, where we all want to be - while delivering vital care and companionship.

The pandemic has highlighted the benefits of keeping older people at home, and the growth that the care sector has witnessed in the past year alone is staggering.

AWARD-WINNING CARE

A third of Home Instead offices in England are rated 'Outstanding' by the Care Quality Commission (CQC), the highest rating possible for a care provider. The company was also named as the Best Home Care Group in the Home Care Awards for 2021.

“A third of Home Instead offices in England are rated ‘Outstanding’ by the Care Quality Commission (CQC), the highest rating possible for a care provider”

Home Instead also holds the top spot in the Elite Franchise Top 100, winning for the fourth time. It was also named 'Gold Franchisor of the Year' for 2021 in the British Franchise Association awards for providing unrivalled support and nurturing a collaborative culture.

RESPECTED PARTNERSHIPS

The Home Instead network is strengthened by the initiatives and partnerships spearheaded by its national office team.

A partnership with Parkinson's UK has seen Home Instead develop a bespoke training programme for its Care Professionals, allowing them to deliver more specialised care to clients living with Parkinson's.

Home Instead has also partnered with Boots UK to become the first home care provider listed on the retailer's health hub, helping to boost the profile of home care more widely and letting people know it's an option within their local area.

SUPPORT AND TRAINING

Home Instead franchisees receive ongoing support from the 80-strong, award-winning, national office team.

The company has nurtured a collaborative culture between their franchisees, with the network benefiting from a wealth of peer support and guidance – including regional meetings, review groups and annual conferences where franchisees can connect and share best practice.

RESALES AND MULTI-UNITS

As an established franchise, a handful of Home Instead franchisees are reaching retirement age and looking to sell on their successful businesses.

Home Instead resales are perfect for business-minded people who can see the market potential of an ageing



population and have the skills required to take an already successful enterprise to new heights.

The company is also proud to have franchisees who have gone on to buy multiple franchise units and expand their businesses, which in turn enables them to care for more people.

GET IN TOUCH!

To find out more about Home Instead's franchise opportunities and the territories available, including across Northern Ireland, the North East and East of England, get in touch on 01925 730273 or franchise@homeinstead.co.uk.

At a Glance Home Instead

Established: 2005

Number of franchised outlets: 240-plus

Location of units: UK

Investment range: £90,000 - £120,000

Minimum required capital: N/A

Contact: 01925 730273 or franchise@homeinstead.co.uk

homeinstead.co.uk/franchise

“Demand for our cosmetic procedures keeps on growing”

Giulia Tom, co-founder of the London Beauty Lasers franchise, reports on the stratospheric rise in interest for beauty enhancements since the pandemic

The plastic surgery business is booming, thanks to the pandemic. In mid-March 2020, non-essential

services such as cosmetic surgeons and dermatologists in major hubs across the world were forced to temporarily close, but as they began to reopen their doors three months later, prospective clients were quick to knock.

Giulia Tom and Gabriela Brewer are co-founders of London Covid Testing Clinic (londoncovidtesting.com) and London Beauty Lasers Clinic (londonbeautylaser.co.uk), which provide a range of health and beauty services from PCR, antigen and antibody tests, to beauty procedures such as facial laser CO2 treatments, EMS body sculpt, U shape and many non-surgical aesthetic treatments.

Demand for EMS, a body-contouring



“Demand for EMS, a body-contouring alternative to liposuction, was 20% higher in July than during the same period in the previous year”

alternative to liposuction, was 20 per cent higher in July than during the same period in the previous year.

“When restrictions lifted, available appointments in our clinics for EMS Sculpt became very scarce, as Brits wanted to lose their extra pounds fast,” says Giulia. “Botox and Co2 also rose in demand, as people got ready to socialise once again.”

“We were booked up for months,” she continues. “And interest in our treatments didn’t peak when quarantine ended – it just keeps on growing.”

Giulia says that the “quarantine 10” – the typical 10 pounds gained during the pandemic – might at least be part of the reason for the increased interest at her clinics. And while gyms were closed, people got used to either training at home or not training at all, which makes them more open to trying alternative procedures. She believes social media plays a part, too. “People are more open to cosmetic enhancement after using the various filters that make them look better,” she says.



At a Glance London Beauty Lasers

Established: February 2021

Number of franchised outlets: 4

Location of units: Victoria London, Knightsbridge London, Glasgow, Manchester

Investment range: £100,000 minimum

Minimum required capital: £20,000

Contact: info@londonbeautylasers.com

londonbeautylasers.com

Searching for success

A resilient business model and an outstanding reputation for customer service ensures property search provider X-Press Legal Services is a market leader and a sound franchise investment



X-Press Legal Services is the UK's largest independent property search provider, with 27 franchise offices across England and Wales.

The franchise network provides hundreds of thousands of expert property search reports to solicitors and conveyancing professionals each year, keeping the property sector moving.

Franchisees look to build a loyal customer base and pride themselves on offering quality customer service, always at the end of the phone to help a client. They really become part of a client's team.

A RECESSION-PROOF BUSINESS MODEL

Even throughout recessions and a pandemic, X-Press searches are in demand as an essential part of every property purchase, sale, repossession, remortgage or redevelopment. The business model is resistant to fluctuations in the property market, bringing in regular, repeat business.

Providing searches requires meticulous attention to detail, a thorough understanding of technology, flexibility, independence, and strong communication

skills. These are all skills that X-Press looks for in its franchisees.

UNRIVALLED SUPPORT

Thorough initial training is provided to help franchisees understand the business and the sector, as well as ongoing training through the X-Press Academy. Franchisees don't need legal experience, as their clients are experts in the law.

The academy is an internal programme of support webinars and workshops, helping franchisees master every aspect of the business.

X-Press also has a strong peer support network, with franchisees sharing best practice and helping each other through frequent roadshows and conferences. Franchisees hold regular CPD events and webinars for local solicitors and conveyancing experts.

ONGOING INNOVATION

X-Press's national office is constantly innovating the range of products and services that franchisees can offer to their clients – providing a complete end-to-end service.

X-Press recently formed new partnerships with SDLT.co.uk and Compass, both products offering a more compliant way of

working out tax payments for a property.

It has also been granted a National Land Information Service licence, giving franchisees direct access to authoritative search data direct from every local authority in England and Wales, as well as the Coal Authority and HM Land Registry.

X-Press is continually investing in its online products and security – including being Cyber Essentials Plus accredited.

BE YOUR OWN BOSS

Launching an X-Press franchise couldn't be easier, and it can be run from home with minimal overheads.

Being an X-Press franchisee offers a great degree of flexibility with your working life, as you are able to fit your hours around your lifestyle. Franchisees often work from a home office before growing their team and moving to an external office. Many go on to manage large, successful businesses, turning over in excess of £1m.

Over half of X-Press's franchisees have been with the company from day one, testament not only to the success of their businesses, but the support and guidance from the national office.

GET IN TOUCH

X-Press has several territories available, including in Kent, Dorset, Surrey and Northumberland. It also has a resale opportunity available due to retirement, where you can take on an established business with a client base in situ.

At a Glance X-Press Legal Services

Established: 2005

Number of franchised outlets: 27

Location of units: England and Wales

Investment range: £32,500

Minimum required capital: N/A

Contact: 01925 393 333 or hello@xpresslegal.uk

xpresslegal.co.uk

10 time management tricks for business owners

By making some changes to your daily routine and focus, you can achieve more from a working day

WORDS BY MAGS FULLER



THE AUTHOR

Mags Fuller is co-owner of The Alternative Board

They say ‘time is money’ and that’s especially true for business owners. Finding the best use of your time and working according to your list of priorities is a challenge faced by most entrepreneurs. Whatever business you run, your days are spent flicking between your role as a visionary leader and a frontline employee. Very often, you’ve got no choice but to switch between the two roles at a moment’s notice. When it comes to the end of the day, can you say that you’ve assigned enough time to managing the strategic direction of the business?

As the co-owner of The Alternative Board, I’m delighted to give SME owners the chance to be part of an advisory board with likeminded people, not to mention give them access to business coaching and a suite of exclusive business tools. It’s a franchise business, and there are boards across the country which are run by franchise owners with vast experience in running successful businesses. They often see their board members frustrated at finding themselves doing tasks that could be done by others.

Whether it’s working on the website, filling in reports or running errands, several responsibilities could be done by a less-expensive

resource, but it’s often tempting to just press ahead and do it yourself.

To be a true master of time management doesn’t have to mean doing anything drastic. By making some changes to your daily routine and focus, you can achieve more from a working day.

Here are my top 10 tricks to make the most of your time as a business owner, tried and tested by our members over the years:

1 Schedule your day around your focus

When do you have the bandwidth to focus on aspects of your workload which particularly need attention? Whether you’re most productive first thing in the morning or late at night, find that time and reserve it! If you can, avoid scheduling any meetings during that period to ensure that it stays as the time for important tasks.

2 Plan for disruptions

Customer issues, employee questions and other minor emergencies are an inevitable part of every business owner’s day. Planning ‘disruption time’ gives you a more realistic outlook on how much work you can get through. But equally, don’t be afraid to avoid disruptions as much as possible, for example by asking employees not to contact you at certain times of the day.

3 Find your priorities

The day-to-day priorities of running a business aren’t always compatible with the wider view a business owner must keep in mind. Business owners shouldn’t forget about higher-level tasks such

as marketing, strategic planning and product/service developments. What new opportunities could come about if you spent significant time in these areas? If you made these the priorities for your time, how would your business grow?

4 Batch phone calls

Rather than let yourself get interrupted throughout the day, force yourself to return phone calls only at appointed times. You can set priorities by creating a voicemail that tells callers when they can expect a response.

5 Make email work for you

Email is a powerful business tool, but it also tops the list of time wasters for business owners. There are a couple of tricks that stop your inbox being a hindrance. You can turn email notifications off, organise emails into folders according to various projects, and automatically forward certain emails to colleagues. That means you can process emails at the time that is most convenient to you, and not compromise on the tasks you set out to achieve in the day.

6 Using available tools

Too often, business owners overlook easily accessible tools in search of a silver bullet to improve productivity. Don’t forget about the technology on a smartphone that can be leveraged to manage your time more effectively. For example, voice recognition tools can be used to text and answer emails more rapidly. It prevents you from getting bogged down in admin.

“To be a true master of time management doesn’t have to mean doing anything drastic”

“Many business owners are guilty of delegating and then micromanaging a task”

7 Write it all down

It might feel natural to rely on memory to store repetitive procedures, systems and training materials. But this often means that only you can carry out certain tasks and make decisions. If you write down steps that need to be taken, you can hand over responsibilities to colleagues from time to time and focus on priorities.

8 Learn to let go

Many business owners are guilty of delegating and then micromanaging a task. It's understandable, since it could come from the fear of losing control and seeing it fail if somebody else carries it out. But the truth is that not letting go could impact on the health of the business, whether that's through employees not progressing their own skills, or simply you not spending enough time on important tasks. Have faith in your employees once they're trained.

9 Find focus with one simple question

Sometimes it's essential to take a step back and assess whether you're focusing on the most important task. Instead of letting yourself get distracted by day-to-day work, consider what you need to do to achieve your objectives. You can do that by asking the question 'Is what I am working on the most important priority?'

10 Keep the target small and focused

Trying to achieve several goals at once only means being less efficient. Transitioning from one task to another so frequently will take more time than if you just have one or two projects on the go. It will give you

a greater sense of accomplishment completing tasks regularly and inspire you to move onto the next challenge.

Our members have seen such impressive business growth thanks to joining their local board, and there's no doubt that becoming better at time management has played a part. In fact, nearly two thirds (62 per cent) say that their business' profit has increased since joining The Alternative Board. But just as crucially, becoming a master at time management has given them a better quality of life. Again, nearly two thirds (64 per cent) say that they now have a better work-life balance.

So often I see members saying that they spend too much time fighting fires. It only means that not enough attention is paid to taking the business to new heights. But by changing your mindset, refocusing your responsibilities, and channelling your team and their skills, you can make the best of the 24 hours in the day.





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Scan the code today to download our free prospectus or to book a discovery call!



The Design Print Distribution Group



Join a market leader

Kaspa's Desserts is a fast growing brand with nearly 100 restaurants in the UK

Kaspa's Desserts is a UK market leader within the dessert parlour industry, serving hot and cold desserts with a full range of hot drinks, coffee and cakes, among various other products.

The company was founded in 2012. The first store opened in Croydon and quickly became a huge success. This led to the expansion of Kaspa's Desserts as a franchise model, stretching to nearly 100 restaurants.

Global expansion has also started within Pakistan and the UAE region, with more to follow.

Kaspa's Desserts appeals to – and caters for – a wide demographic, among which are families, students and professionals who may be looking for something different each time they visit - from a pleasurable and memorable celebration to a lunch break or special treat.

With an appealing retro design, Kaspa's Desserts establishments and the Kaspa's brand are instantly recognisable all over the UK.

IS IT THE RIGHT TIME TO START A FRANCHISE WITH KASPA'S DESSERTS?

Definitely. Many successful new businesses started during difficult times, when only those with a vision can see the opportunities. At present:

- Responding promptly to the challenges of COVID-19, Kaspa's Desserts has devised new formats and delivery opportunities with flexible investment requirement levels.
- This has led to the brand winning the Deliveroo Best Dessert-Only Restaurant Award in 2019 and 2020.
- Kaspa's Desserts has been voted among the 'Top 100 Franchises' in the UK.
- This company is a fast growing brand within the gelato and dessert market, which has experienced significant growth in the last decade.
- Asset finance is available to most Kaspa's Desserts franchisees.

- Landlords are keen to take on as tenants franchisees from national brand franchises like Kaspa's Desserts.
- Kaspa's Desserts achieves one of the highest profit margins in the food industry.

The gelato and dessert market has experienced significant growth in the last decade"

WHY CHOOSE A KASPA'S DESSERTS FRANCHISE?

The company sees franchisees as partners who share Kaspa's Desserts' passion for hospitality. It strives to achieve mutual success and improve what it does with shared benefits.

Unlike other restaurant franchises, Kaspa's Desserts has developed:

- Direct core products production. These are the company's trademarked, family personalised recipes for higher and most consistent quality.
- Direct distribution of most goods through the Kaspa's Desserts warehouse and shipping infrastructure for a punctual and reliable supply chain.
- Full training programmes.
- Full design and site searching support.
- Business coaching for maximum optimisation of formats, operations and management.
- Business formats to suit small, medium and multi-site investors with investments into Ghost Kitchens, Mini Kaspa's and Classic Stores.
- Business collaborations with multinational brands, such as Reese's, Hershey, Thorpe Park and Paramount Movies, amongst others.



KASPA'S DESSERTS IS THE DELIVEROO 2019 AND 2020 BEST DESSERT-ONLY RESTAURANT AWARD WINNER

Kaspa's has adapted to the current climate and the challenges through changes in its sales model to concentrate on delivery and takeaway.

Kaspa's has achieved great success in sales while working with the delivery platforms, which has resulted in being awarded the Best Dessert-Only Restaurant 2019 and 2020 by Deliveroo, which was voted by the public.

This adaption shows vision and forward thinking to ensure the brand's growth and success for its future.

At a Glance Kaspa's Desserts

Established: 2012

Number of franchised outlets: 78

Location of units: nationwide

Investment range: £40,000-£295,000

Minimum required capital: £15,000

Contact: franchise@kaspas.co.uk

kaspas.co.uk

Five ways how networking can grow your business

It's time to rekindle those personal and professional connections again, says Paul Dodgshon. The success of your franchise may depend on it

WORDS BY PAUL DODGSHON



THE AUTHOR

Paul Dodgshon is sales director of Business Partnership, a unique national franchise network connecting business sellers with business buyers

What do you think of when you hear the term networking? Small talk with a room full of strangers or over Zoom? The obligatory business card exchange? Handshakes?

For most people, the idea of networking is a nightmare. I get it. When your calendar is already overcrowded with work appointments and family commitments, the last thing you want to do is chat with strangers at yet another breakfast, awards evening or online.

However, networking is absolutely essential for any business owner to retain a competitive edge and stay on top of the latest industry trends. It's also a great way to meet prospective mentors, partners, and clients, and gain access to necessary resources. It can aid growth and can even assist with the sale of your franchise. And getting yourself out there and making connections with like-minded people has never been easier, with online networking becoming a lasting legacy of the pandemic.

Here are five good reasons why investing a little more time in making professional connections informally and in person can boost your business, and even offer a little bit of fun and enjoyment in the process.

1 You develop long-lasting relationships and meet good franchisees

No matter what industry you are in, knowing the right people is the key to success. This is never truer than when looking

for suppliers and potential franchisees.

Attending industry conventions and networking at events can expose you to many new faces who may be interested in your business. Sure, when looking for potential staff, you could employ recruiters to conduct talent searches. However, at fairs, exhibitions, awards, conventions and virtual events, you may find candidates or suppliers yourself who can take your business to the next level or would like to buy it from you. You will also become more aware of what talent is available in the market.

When networking, I would suggest focusing on meeting industry experts and people close to your line of work. This way you will be able to meet the right kinds of people, and your chances of benefitting from it will increase.

2 You discover new opportunities

A natural perk of networking is that people start noticing you, which in turn opens the door to new opportunities. Networking events give you the chance to meet like-minded businesspeople to forge new investment ties. You may find this leads to an acquisition, or new ways to reduce your costs and boost profits. Some networking events even provide opportunities to learn about new technology products and services that can add value to your business.

Networking will also help you market your brand and make a more significant impact in a shorter period. One of the few benefits of the pandemic is that you can now step outside of the traditional networking borders,

using sites like Zoom and online business groups to meet up. Before, you would connect locally or at a conference; now virtual networking has opened the door for you to benefit even more from networking's many possibilities.

3 You can grow your status

Making connections is a powerful tool for growing your business or selling a franchise because it helps you stand out in the business community. As mentioned above, being visible



and getting noticed is a big benefit of networking.

By regularly attending business and social events, people will begin to recognise you, and by offering helpful information or tips to people who need it, you can help build your reputation as a knowledgeable, reliable and supportive contact. You will be more likely to get more leads and referrals as a result.

To grow your status, I recommend adding value to the people you're already networking with in person. For example, interact with their social media accounts and offer your services if they need help with something. By giving help and support before you're asked, you'll be surprised at how many favours you get in return.

4 You can exchange ideas and learn about new industry trends

Professional networking is less about connecting people and more about connecting ideas and opportunities. When you

network, you will often meet people with different perspectives to you, who are bubbling with new ideas and fresh viewpoints. These people are invaluable, as they can help you to stay ahead of the curve and innovate within your franchise.

So, by networking, you essentially have the chance to learn about trends, innovations, changes and techniques that will help you keep ahead of your competitors.

5 You get out of the office

As you can see, there are already plenty of good reasons to start networking as a franchisor. However, last but by no means least, it gets you out of the office. Interacting with people will not only help you build new business contacts outside of the office or conference room in a more relaxed environment, but it will also help you seek guidance from experts on various business issues and

"No matter what industry you are in, knowing the right people is the key to success."

have some fun in a more casual atmosphere, too.

So, it is clear that networking can fast-track your career growth and improve your standing within business circles. In fact, having a good reputation with a wide range of people will increase your chances of getting referrals and open up new business opportunities.

I urge you to network outside of traditional networking circles. Test out new groups and when you find the ones which work well for you, be present. Turn up regularly and be part of every meeting. You never know the connections you could make via someone in the group, or what you might learn, but the outcome could be amazing.



FRANCHISING AFTER THE FORCES

Ex-military personnel make great franchisees, thanks to their highly transferable skills and compatible values. Meet five franchisors providing fantastic opportunities for service leavers looking for a rewarding and autonomous new career

Why go into franchising after a military career? The fact that you may never have run a business before needn't come into it. Franchisors are always keen to speak to service leavers because the skillsets and principles required for a career in the armed forces transfer so well to running a franchise – such as a can-do attitude, attention to detail and perseverance, among many values. In fact, according to the British Franchise Association

(bfa), the concept of franchising could've been designed specifically for service-leavers, which is why the bfa has published its Life After The Military download in partnership with Civvy Street magazine, exploring the ins and outs of business format franchising for those who have left or are leaving the military. You can download a free copy from thebfa.org, but in the meantime take a look at five franchise brands which offer great packages for ex-service men and women.

Become a travel entrepreneur

With unrivalled support from an award-winning team, ex-military personnel can build their own fully bonded, online travel agency brand from home, tailored to the destinations and types of holidays they're interested in, while enjoying the autonomy and rewards that come from owning and running a business.

The Holiday Franchise Company is looking for personable individuals who have an inner drive to achieve success; people who are passionate about travel and skilled at building a rapport with others – attributes and skills already possessed by many leaving the armed forces. That's why the award-winning franchise team has just launched its Life After a Military Career recruitment campaign, aimed at ex-service men and women who are able to offer great insight and personalisation to customers through their knowledge and experience.

For an investment range of £13,745-£15,795, The Holiday Franchise Company will help you to build a brand to your own vision, providing second-to-none support and training in every aspect of the travel business – from creating and maintaining a website, to marketing, sales, systems and much more – and operating in a way that feels more like a business partner than a franchise.

The process starts with a 30-minute open and honest one-to-one meeting to help determine whether you'll make suitable partners going forward, so call Luke on 07387 586 620 or email opportunities@holidayfranchisecompany.co.uk to start outlining your business plan based on your personal interests.

holidayfranchisecompany/life-after-the-military

Countrywide Signs needs you!

Countrywide Signs is looking for more than just a hands-on ability for erecting signs when it comes to recruiting new franchisees. It's also searching for people with a strong work ethic – determined, committed, disciplined and organised – all qualities possessed in abundance by ex-military personnel.

The Countrywide Signs franchise model provides its veteran franchisees with the structure they're accustomed to, along with freedom to be a successful business owner in property sign management. In addition, support and tools are provided to enable franchisees to turn over a decent profit, through its network of existing accounts and in-house franchise experts.

Perhaps best of all, the business model has two aims: to quickly generate cash flow to give you the lifestyle you want and secondly to grow an asset to sell in the future, providing you with a long-term return on your original £10,000 minimum investment, of which almost 50 per cent will be channelled back into your business. For a total investment of around £22,950 - £35,000 plus VAT (Countrywide Signs has partnerships with leading franchise lenders offering up to 70 per cent of investment) you can start with a one van operation enjoying 55-65 per cent profit on your turnover, and expand into a multi-van business with a turnover potential of £250,000 per annum.

Overheads are minimal, and if you follow the proven franchise business model – as well as take full advantage of all the support available – profit, business growth and your future retirement will be secured.

countrywidesignsfranchise.com



Continue to serve, support and keep safe

Using all the skills gained in frontline active service as an army medic – and, of course, hard work – Silviu Pop, co-founder of domiciliary care staff provider SylvianCare, has developed a multi-million-pound turnover business, which is currently expanding through franchising.

Silviu knew that when he left the forces, he wanted to own a business which would not only give him financial benefits but would also benefit the local community. "Owning a business that cares for others has given me a tremendous amount of personal satisfaction," says Silviu. "The same type of satisfaction that I used to get when helping my colleagues, or the communities where I was deployed."

As a SylvianCare franchise owner, you benefit from tailored training and support, from finding suitable premises, business plan, funding, recruiting and

business systems, to marketing and CQC inspections. Currently, the initial cost of setting up a full territory is £27,000 + VAT, but the franchisor also offers HUB territories, smaller locations with a minimum population of 90,000 at a lower fee of £15,000 + VAT. Help with SylvianCare funding, including working capital, is available through HSBC and the company can also assist you access funds through the government-backed Business Start-up Loan Scheme.

sylviancarefranchising.co.uk

"Franchisors are always keen to speak to service leavers because the skillsets and principles required for a career in the armed forces transfer so well to running a franchise"

The UK's fastest growing fitness franchise

Originally British Military Fitness and rebranded as Be Military Fit with Bear Grylls in 2018, this fast-growing fitness franchise now has an even broader public appeal, improved business systems and a rapidly-growing network of highly professional franchisees across 100 locations, making BMF the leader in military fitness and the largest outdoor fitness business in Europe.

As a veteran-owned and managed company, BMF has a proven track record of helping ex-service men and women to start and scale their own fitness business, providing a community of likeminded professionals who share a passion for helping people get fit for life. Military skills and experience are very transferable to running a BMF franchise and enable you to be your own boss with the wider support of the BMF company and brand.

Startup costs vary from £30,000 to £150,000 due to a range of packages on offer, but they all provide access to world class operating systems and marketing solutions, providing a complete set of tools needed for success. A low capital investment and low-operating cost model can help you get into the game quickly, and with the Train Anywhere model, which includes outdoors, mobile, urban and digital training systems, you'll have the opportunity to grow your business and dominate your local market.

bemilitaryfit.com/franchise



Take on a new mission

If you're ex-military and looking for a supportive business network, Belvoir lettings and property management franchise could be the smooth entry into civilian life that you're looking for. Founded in 1995 by Mike Goddard, who himself served with the RAF as Wing Commander, the original franchise model was set up with the intention of providing former military personnel with new career opportunities. "There are several ex-military personnel within Belvoir," says Paul Wallace-Tarry, owner of Belvoir Shrewsbury and winner of the Belvoir Lifetime Achievement Award, who in the past 18 years has expanded his portfolio from 90 to 340 properties after nearly 30 years of service in the Royal Engineers. "Most people in my position want to continue leading something, so running your own business with the back-up and support of a Central Office team, is a natural career progression."

Belvoir is flexible in matching franchisees with an opportunity that suits their financial position, offering tailor-made ownership plans and providing support around finding the capital needed, which is typically in the region of £150,000-£200,000 depending on the area and franchise model chosen. Full training and support will be ongoing, as well as help in starting up, legislation, marketing and IT. Belvoir says that franchisees have a 97.6 per cent chance of success, compared to only 50 per cent of independent new businesses, with some Belvoir franchisees achieving turnovers of £1m and more.

belvoirfranchisegroup.co.uk

Care for a new career?

The buoyant home care sector offers amazing professional opportunities for younger entrepreneurs driven to make a positive difference, as Jyoti Kumar and Devang Amin discovered

Professional, quality care at home is still in high demand and the last decade has seen a steady increase in people choosing to buy their own home care business.

This fact has not escaped the attention of ambitious younger professionals too, looking for fresh opportunities as they emerge from the shackles of the pandemic.

The last two years of COVID-19 saw a big shift in the work practices of many companies, impacting significantly on the lives of employees and directors alike. Forced to work from home, accept redundancy or be furloughed, there was time for people to re-evaluate their careers and consider making changes.

This is certainly true for the newest recruits to the Caremark network. They sit in the 30-to-40-something age bracket of budding entrepreneurs who decided to make a leap and go for something completely different.

Prime examples are Jyoti Kumar and Devang Amin, joint managing directors of Caremark (Surrey Heath and Rushmoor), who count among the younger set of entrepreneurs coming into Caremark's network.

Reflecting on his decision to leave his previous job and join Caremark, Devang Amin said: "Although I came from a background in franchising and I was working for an established brand, my keen interest in wanting to give back to my community was the driving factor for this change.

"My previous role was all about excellent customer service, but I realised I wanted more from my job."



“Devang and Jyoti’s future now looks exciting, with the realisation of their dreams made possible at last”

The lockdowns provided the ideal opportunity for people to begin thinking about making a stab for a more satisfying career and reaching for their dream, and Devang was no exception.

He continued: "When I came across Caremark's franchise opportunity, I really liked the company values which paralleled with my own."

For Devang, Jyoti and other similarly-minded professionals, continuing with the same role was no longer a viable option. Life was suddenly too short to waste doing something merely to replenish your bank account each month.

MOVING IN A POSITIVE DIRECTION

This change of direction may be a world away from Devang and Jyoti's intended career path, but when push came to shove, it offered two things they were searching for: a meaningful enterprise which would deliver help to others and financial and personal rewards to them.

Jyoti Kumar explained: "Having completed my post-grad studies in commerce, I always wanted to do something that was my own, but then I had my children and my life went in a different direction.

"Then when COVID hit us all, I realised that I needed to help my community and give something back to society. I looked around for opportunities where I could make a real difference to society, as well as earn a good living. It was then that I knew I wanted my own home care business.

"Caremark's franchise opportunity was just right and what I wanted in the way of a career that would give back to my community and be financially rewarding for me as well. I couldn't have asked for anything better."

ATTRACTIVE PLUS POINTS

What made Devang and Jyoti's decision even easier was that Caremark's home care franchise opportunity ticked all their boxes:

- A great chance to be your own boss and achieve a better work/life balance
- No previous care experience required
- An enterprise that will deliver financial and personal rewards
- A proven business model in a buoyant market sector
- An established brand with unchanging core values that percolate throughout the franchise network
- A modest franchise fee with lending possibilities from four commercial banks that partner with Caremark

This attractive package also comes with initial foundational training in both the business model and the highly regulated care sector. Add to this an unparalleled level of guidance and support offered to all franchisees from Caremark's Franchise Support Centre and regional support managers, and you have a commercial opportunity that sells itself.

All in all, a business in home care is an excellent way to do something worthwhile, contribute to local employment and answer a call to a growing need of people wanting to stay at home and be cared for where they feel happiest.

Devang and Jyoti are delighted they made the jump! Their future now looks exciting, with the realisation of their dreams made possible at last.

At a Glance Caremark

Established: 2005

Number of franchised outlets: 124

Location of units: UK, India, Ireland and Malta

Investment range: up to £115,000

Minimum required capital: £35,000

Contact: 01903 266 392,
franchise@caremarklimited.co.uk
caremarkfranchises.com

Make a splash!

A Puddle Ducks franchise provides freedom, flexibility and fun for business-minded water lovers

Puddle Ducks is a leading baby and child swim school franchise, with 33 franchise offices teaching over 24,000 children to swim each week.

With Puddle Ducks, franchisees aren't tied to a desk. They enjoy the freedom and challenge of running their own business, with flexible hours and the pride that comes from helping a child become a confident swimmer.

THE PUDDLE DUCKS DIFFERENCE

The franchise is the only national swim school offering classes from bump through to 10 years of age. All teachers are STA qualified and one of the top experts in baby swimming, head teacher and technical director Ali Beckman, continually develops the classes, ensuring their structure and content is ahead of their competitors.

Puddle Ducks' teachers undergo 300 hours of training, in and out of the pool, to ensure they achieve the very highest standard.

Franchisees also benefit from joining a nationally recognised, trusted brand, while their customers create cherished memories at Puddle Ducks' lessons.

AWARD-WINNING SUPPORT

Puddle Ducks has achieved a five-star Franchisee Satisfaction Rating for nine consecutive years, one of only two UK-based franchisors to achieve this. 92 per cent of its franchisee network would recommend a Puddle Ducks franchise to anyone looking to start their own business.

The head office team provides franchisees with the tools needed to manage every aspect of the business, as well as ongoing training, IT and marketing support. The company is also renowned for pushing forward innovations in the sector.

Communication is key to a successful franchise, so Puddle Ducks hosts regular face-to-face meetings and conferences where the network can connect, learn and share best practices.

And the Puddle Ducks brand is continuing to evolve, leading the sector



“Be part of a network that’s leading the way in children’s aquatics and development: teaching an essential life skill while growing your own business, realising ambition and providing a good work-life balance”

in progressing to pool ownership and management. A number of pools are built and owned by franchisees, guided by experts at head office.

DIVE RIGHT IN

Puddle Ducks franchisees are talented, passionate people with business acumen. They are mentored closely on their journey with outstanding head office support and back-office systems to ensure their business runs smoothly.

Most Puddle Ducks franchisees start off teaching in the water, fully immersing themselves (literally!) in the product to truly understand their customers. Ultimately, franchisees progress to managing a team of teachers within their own, unique territory.

No previous experience in the sector is necessary, and franchisees come from a range of backgrounds. What they have in common is a shared passion for the water and for building a business which is fulfilling and flexible, while benefitting from a proven business model and strong leadership.

Puddle Ducks currently has a number of territories available across London, Surrey, West Midlands, Hampshire, Devon, South Wales and South Scotland.

At a Glance Puddle Ducks

Established: 2002

Number of franchised outlets: 33

Location of units: England, Wales, Scotland

Investment range: £24,000

Minimum required capital: N/A

Contact: info@puddleducks.com

puddleducks.com/franchising

Friends to founders

Carol Arnold and Cath Godding decided that two heads would be better than one in business, and their joint-owned Extra Help franchise complements their individual skills and strengths perfectly



There are many pros and cons to starting a company with a friend, but for two mums, Carol Arnold and Cath Godding, it was a decision that they've never regretted.

Carol and Cath first met in the playground at their children's school. Their friendship progressed into attending yoga classes together, until one day, after class, they discussed the possibility of starting a business together.

Prior to this, Carol had been an administrator for her local preschool for seven years, while Cath was previously employed as the language director at a grammar school for 16 years. Both ladies felt it was the right time to try something new and, as Carol had previously owned a franchise many years ago, they

started looking for a franchise opportunity together.

Carol says: "It was important we found something we both enjoyed. We weren't looking to make millions, but just wanted to find a business that was relatively easy to run and would provide us both with an income that would take us up to retirement."

FINDING THE PERFECT FIT

Carol and Cath attended the National Franchise Exhibition together to gain some inspiration, where they noticed an advert in the show guide for Extra Help, the home help and domestic cleaning franchise network.

Carol explains that Extra Help particularly appealed to them both because they could provide various services rather than being restricted to only one, enabling them to pick and choose which services to promote and respond to their target market more effectively. They didn't feel comfortable with providing personal care and were attracted by the fact that home helpers are self-employed, so there is no PAYE, National Insurance or pensions to manage.

In 2016, Extra Help Wirral was born. Since then, Carol and Cath have gone on to build an extremely rewarding home-help business that suits their lives perfectly, with 240 clients and a team of 50 home-

helpers. Their services are constantly in demand and they no longer have to advertise, relying solely on word-of-mouth referrals. This is largely due to their excellent relationship with their local social services department and the outstanding reputation which they've built within their local community.

SUCCESSFUL TEAM

Carol and Cath work extremely efficiently together, having assigned themselves very specific roles within the business that make the most of their individual skills and strengths.

"We used to just try and cover everything between us, but last autumn we came to the decision that I'd be more office-based and concentrate on dealing with client calls and admin, while Cath goes out to meet new clients and sets them up with home-helpers," says Carol. "She's more of a people person and I'm good at the admin, so this works much better for us and our business runs more smoothly.

"We've been running Extra Help Wirral together as a team since the beginning, and it's been a lot easier than if I'd done it on my own. We're so busy – it can be quite full-on sometimes – so it's great to have each other to share the workload."

And the results speak for themselves. At the latest Extra Help Conference, Carol and Cath bagged more awards than any other territory, including the coveted Franchisee of the Year!

Extra Help Wirral provides many essential services, such as laundry, bed changing, shopping, gardening, and meal preparation. As many of Carol and Cath's clients are elderly or vulnerable, they particularly appreciate the helping hand they receive from Extra Help Wirral, which makes an enormous difference to their quality of life.

Carol says: "Extra Help is a very rewarding business. I feel like I'm doing something valuable – it's a very positive sector to be involved in. It's great to be part of such a friendly and approachable franchise network, but one that's also extremely professional. We know we have support whenever we need it!"

At a Glance Extra Help Ltd

Established: 2010

Number of franchised outlets: 35

Location of units: UK

Investment range: £8,500 (+ VAT)

Contact: 01752 905790 or info@extra-help.co.uk
extra-help.co.uk

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franchise@gacarers.co.uk gacarers.co.uk/franchise

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Mailshot franchise pushes the envelope on success

The Design Print Distribution Group is a low-risk option for anyone considering investing in a franchise

With 80 per cent of the UK's top advertisers using door-to-door mailshots, and this form of marketing seeing continual year-on-year growth, The Design Print Distribution Group franchise is pushing the envelope on success.

It was this annual growth, even at the height of the pandemic, that encouraged founder Mike Ethridge to decide to franchise.

"I've always believed that as long as people live in homes with letterboxes, and as long as there are businesses looking for new customers, there will be demand for leafleting and direct mail, and this confidence has paid off," said Mike.

The Design Print Distribution Group offers its franchisees four ways to earn money. Many customers want a design service for their marketing material; others may already have the design but need their leaflets or flyers printed. These two services offer added value to the customers.

When it comes to distribution, customers may opt for either door drop delivery, or direct mail, or even both.

Door-to-door leafleting is the ideal way for businesses to target a specific audience in a geographic location. Through direct

"Door-to-door leafleting is the ideal way for businesses to target a specific audience in a geographic location"



mail, customers' marketing material can go nationwide, with no capacity limit and the ability to target specifics, like income groups and property sizes.

THE MARKET

The scope for doing business is vast. Ideal for B2C businesses in particular, door drop and direct mail are attractive options for gyms, restaurants, venues, salons, estate agents, schools and tradespeople alike.

Each territory is based on a city or large conurbation postcode, within which there will be around a quarter of a million homes – that is a lot of marketing potential.

FRANCHISE PACKAGE

The four income streams form the backbone of each franchise, which is low risk, low cost and with low overheads: low

cost because there is just one investment option, with one territory per postcode; low overheads, as other than their initial investment all the new franchisee needs are a car and laptop; and low risk because it is a proven business model, with each new franchise owner offered two months' extensive training and ongoing 24/7 central team support.

ESSENTIAL SKILLS

"Our franchise is ideal for someone with a background in marketing, customer services or logistics, who wants a new challenge and the opportunity to build a significant business, using a proven model in a growing market," said Mike.

"We have kept the model simple – one franchise, based on one postcode area, at one cost – and that is proving attractive, as we have more franchises due to come on stream. But with so many cities and large towns in the UK, the scope is enormous. With our training and ongoing support, this really is a low risk option for anyone considering investing in a franchise."

At a Glance

The Design Print Distribution Group

Established: 2016

Number of franchised outlets: Seven

Location of units: Bristol, Bath, Swindon, Sheffield, Plymouth, Exeter, Reading

Investment range: £15,000

Minimum required capital: £7,500

Contact: Mike Ethridge 0333 202 6989

dpdgfranchise.co.uk



Join the UK's #1 Home Cleaning Franchise

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

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



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



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Camile appeal

Meet Camile Thai Kitchen, the fastest growing Thai restaurant group in UK and Ireland

Camile Thai Kitchen is a home delivery food experience that not only excites its customers, but also provides a great business opportunity for budding franchisees.

Created in 2010 by Brody Sweeney, founder of the award-winning O'Briens Sandwich Bar chain (350 outlets in 16 countries), Camile is the result of years of business experience, a desire to create something new and different, and a dedication to providing really delicious, restaurant-quality food.

Camile is poised for significant growth in 2022, both in the UK and overseas. It's the largest and fastest growing Thai restaurant chain in the UK and Ireland, with 46 outlets already and plans to open a further 20 more across the UK during 2022.

As well as its core neighborhood home delivery restaurant concept, this year Camile will also open new restaurants in the UK and Ireland in partnership with International Transport Caterers SSP, motorway services provider Circle K, and Tesco.

BEST FOR CUSTOMER SERVICE

Unlike many other hospitality businesses, Camile has thrived throughout the pandemic, as its suburban-based, home-delivery model has proven resilient to exceptionally difficult trading circumstances. Camile restaurants are geared towards a quick and efficient delivery process, facilitated by an award-winning app, offering a reliable ordering service for home delivery and collection.

Roughly 70 per cent of Camile's business is home delivery, and Camile aims to deliver 80 per cent of orders within a 30-minute time frame. The innovative food product, developed through more than 10 years of research in the food delivery space, is perfectly tailored to holding its heat and quality during delivery.

The branches run their own driver fleets, while maintaining mutually beneficial relationships with industry leading aggregators. This two-tiered approach to delivery gives them a significant advantage over their competitors.



growing at a steady rate, it's an amazing time to join Camile Thai.

Camile is proud to say that 60 per cent of its franchisees have come from within the business, both a testament to how Camile operates and its ability to find great talent. Multiple franchisees have gone on to become multi-unit owners, with Pramod Thankappan currently on 10 sites and two more under construction. With a variety of formats available, from core neighbourhood home delivery restaurants, to cloud kitchens, Camile has an offer to suit every market.

Camile franchise owner Rakesh Gopalakrishnan was working as a manager in the Camile Tooting Bec location when he saw the potential of running his own Camile Thai

business. In late 2018, he took the keys to his first restaurant, investing in two more London branches in 2021. He has since racked up high double-digit like-for-like sales, strong gross profits, and assembled a dedicated restaurant team to deliver an amazing guest experience. "2021 was an extremely busy year," says Rakesh. "But with the support and guidance of the Camile Thai team, I feel well-equipped to continue my journey as a business owner."

With Camile, prospective franchisees will find an opportunity to join a unique and thriving food delivery brand in a booming market, with an incredible opportunity for growth.

MARKET-LEADING SUSTAINABILITY CONCEPT

Sustainability is key to Camile in 2022. On the back of being crowned Best Eco-Restaurant in the UK at the Deliveroo Awards, Camile is now striving towards becoming one of the most sustainable restaurant groups in Europe. There is a substantial vegan selection on the menu, catering for a growing customer base wanting more plant-based choices, and plastic has been removed from all deliveries. In addition, the forward-facing company has several initiatives that further outlines its commitment to leading the way on healthy living and sustainability:

- The first home delivery chain in Europe to go 100 per cent compostable on packaging
- The first to print calories on menus
- The first to deliver by drone and to carry out free healthy cookery demonstrations for our guests
- The first to have carbon-counted dishes on their menu

PROSPECTS FOR GROWTH

Since opening its first location in 2010, the business has expanded through a combination of company-owned and franchised restaurants. The franchising model is well developed in Ireland and ongoing expansion in London is at the forefront of Camile's business strategy. With single-unit and multi-unit franchisees

At a Glance Camile Thai Kitchen

Established: 2010

Number of franchised outlets: 45-plus

Location of units: ROI, UK and USA

Investment range: £250,000 - £500,000

Minimum required capital: £100,000

Contact: Shabu Mani, UK managing director at franchise@camile.co.uk or go to camile.co.uk/franchising

No limits!

Join the unique logistics franchise network providing bespoke solutions for a loyal international client base

PACK & SEND is the UK's leading packing and shipping franchise, specialising in the shipment of fragile, large, awkward and valuable items to destinations across the world.

As the logistics sector continues to grow, PACK & SEND'S unique offering is seeing its franchise network expand rapidly, with revenues up by 25 per cent year on year for the past two years.

Now is the perfect time to get involved in this buoyant sector and benefit from PACK & SEND'S proven business model, established brand awareness and excellent job satisfaction.

ANYTHING. ANYWHERE.

PACK & SEND franchisees are differentiated by their extensive packing capability and their commitment to providing shipping solutions for anyone. This could be anything from the smallest package to a full sea container and beyond.

This customer-focused approach enables franchisees to build a trusted reputation with an ever-growing base of loyal clients. These could be international students relocating their personal effects, corporate clients shipping IT equipment across the world or private individuals buying art, antiques or musical instruments.

PACK & SEND's franchisees are always willing to find a solution, no matter how unusual or complex the challenge. And, unlike many other franchises, their customer base is not defined by territory; customers come from all over the world needing packing and shipping solutions from the UK.

Consequently, PACK & SEND has no direct competitors and there are no limits on the size of business a franchisee can build.

UNRIVALLED SUPPORT

Franchisees are supported in their journey by a strong brand and proven business model, as well as a wealth of help and resources from the experts at HQ.



“There are no limits on the size of business a franchisee can build”

PACK & SEND'S unrivalled launch support package helps franchisees achieve rapid growth in their first year, with a marketing spend match and lead guarantees ensuring new franchisees get off to a flying start.

Joining a national network means PACK & SEND franchisees can also access highly competitive supplier deals; a unique, state-of-the-art pricing, job management and wcustomer contact system, and ongoing national marketing and advertising support.

YOUR PERFECT OPPORTUNITY

PACK & SEND franchisees pride themselves on customer service, so to join the network you must have great people skills and jump at the chance to solve a problem or take on a challenge.

No previous experience of packing or logistics is required as HQ provides comprehensive training and support, but

sales and customer service skills are essential.

Franchisees can grow sizable businesses based in high-traffic, high street retail locations, with the most recent store openings achieving record breaking sales in their first months of trading.

GET IN TOUCH

PACK & SEND has a number of franchise territories available across the UK. From time to time there are also re-sale opportunities, where you can buy an established PACK & SEND franchise and grow it to new heights.

At a Glance Pack & Send

Established: 2008

Number of franchised outlets: 19

Location of units: UK

Investment range: £120,000 - £135,000

Minimum required capital: £50,000 - £60,000

Contact: franchises@packsend.co.uk

packsend.co.uk/uk-franchise-opportunities

Keeping it in the family

For Natalie and Sue Windsor, a joint Platinum Property Partners franchise supplies them both with a decent income now and a nest egg to invest for future generations

They say never work with family. But for Natalie and Sue Windsor, family was the key driver in their decision to join long-standing property investment franchise Platinum Property Partners.

As a busy working mum of two with a high-pressure full-time job, Natalie already kept a fair number of plates spinning. When she joined Platinum Property Partners at the end of 2019 alongside Sue, her aunt, she added a whole crockery set to her already busy life.

But the great thing about franchising, and Platinum in particular, is having the additional support network and expertise on hand to help keep those plates upright and in motion. A robust and proven franchise business model, operational support and bespoke property management systemisation are coupled with mentoring and training from experts in buying, renovations, planning, and lettings management.

"I believe in the Platinum business model, as it's helped so many people join the network and build successful property portfolios," says Natalie, who combines her busy home life with her role as Platinum's head of



partnerships and commercial. "I was always planning to join as soon as I had enough equity in my home.

"As it happened, Sue relocated back to the UK from the west coast of the USA after a major life change and wanted to invest some of her own money. She wanted a secure investment, something that would enable her to pass down her wealth to future generations. So, we decided to pool our resources and skills and go for it sooner than planned."

JOINT BENEFITS

With Natalie's knowledge of the co-living sector (houses in multiple occupation, to use the more official name) and Sue's natural instinct for creating beautiful homes, their combined skillset saw the pair offer and complete the purchase of their first property in March 2020.

Less than a week later, the country was plunged into the first COVID-19 lockdown.

"The lockdown was a stressful time," reflects Natalie. "Not only did we have this property and no way of pressing on with renovating it, but I was also combining my job with home schooling my daughter and looking

after my three-year-old son. Evenings were spent looking at floor plans, architect's drawings, and quotes.

"But while it was a hugely busy time, it did allow us to study the finer points of the property and think about what our potential tenants would want in a home, post-COVID. Developing a property investment strategy in co-living is complex, so having our Platinum mentors with us at this point was an amazing safety net."

JOB SATISFACTION

Fast forward nine months to just before Christmas 2021, and Natalie and Sue's first project was completed, with six housemates moving in.

"We feel proud to have created this incredible home," says Natalie. "Of course, for us, it's a business too, and our numbers with the first property stacked up well, enabling us to start work on second and third properties nearby.

"There's no way we could have built a three-property portfolio so quickly, without all the expertise and guidance we've had from Platinum."

Although properties two and three are in renovation and both due to open their front doors to a new batch of housemates in 2022, the first property will always have a special place in Natalie's heart.

"It's been incredibly hard work, but mainly it's been really good fun," she admits. "Sue and I have different strengths and weaknesses and work well as a team. But it's also that feel good factor of creating nice homes for our tenants to live in."

"And a big part of the satisfaction for both of us comes from knowing that, financially, what we've created with Platinum has provided a safety net – not only for the whole family now, but for generations to come."

At a Glance Platinum Property Partners

Established: 2007

Number of franchised outlets: 400+ franchise partners

Location of units: N/A

Investment range: £175,000

Minimum required capital: £175,000

Contact: info@platinumpropertypartners.co.uk
platinumpropertypartners.co.uk

Take this tasty opportunity

The Spitting Pig Co is looking for fun, friendly, hard-working people who have a passion for food and delivering first class customer service



their first year of trading, according to the company.

NO EXPERIENCE NEEDED

You don't need any previous catering experience to become a franchisee, according to Stephen, who adds: "The company is looking for fun, friendly, hard-working people who have a passion for food and delivering first class customer service."

Franchisees will be tapping into over 25 years of experience in the outdoor event catering trade when they invest in a Spitting Pig Co business.

On top of this, they will benefit from a tried and tested franchise that has been replicated across the UK and a commitment by the franchisor to the continual growth and development of the brand, which has an excellent reputation in its sector.

Stephen says: "Because of the nature of the business, franchisees are able to be flexible in the hours they work, enabling them to run their company around other commitments, while benefiting from the fact that The Spitting Pig Co's menus are popular with people of all ages and suitable for all different types of events and special occasions."

The Spitting Pig Co gives you the chance to become part of the UK's leading hog roast brand.

The company is a full-service event catering business that specialises in outdoor cooking and has been providing hog roasts since 1994 at weddings, private parties and corporate functions.

Stephen Marsden, the company's managing director, founded the business, successfully growing it to become the UK's number one supplier of hog roast catering.

The decision was made to franchise the business 18 years ago and currently The Spitting Pig Co has 28 franchisees in the UK.

TWO OPTIONS

The Spitting Pig Co franchise allows you to run a part-time business, organising events at weekends, or launch a full-time catering operation.

Whichever option you choose, franchisees are provided with everything they need to run a successful business, including:

- Full initial and ongoing training and support, including expert advice in event

catering, from food preparation and menu planning to logistics and customer service.

- An exclusive trading territory.
- A range of equipment, including two hog roast set-ups, hog roast machines, gazebos, tables and chafing dishes.
- Lead and booking generation from head office. All your bookings are provided for you from head office.
- Your own website, email address and bespoke social media campaigns.
- An established supply chain.
- Advice on storage solutions.
- Uniforms for all members of your catering and events team.

COMPREHENSIVE SUPPORT

Once up and running, franchisees are given comprehensive admin support, including creating all paperwork, quotes and invoices, managing accounts and completing all necessary PAYE, VAT and year-end tax returns.

They're also granted access to The Spitting Pig Co's mentorship scheme, as well as membership to The Nationwide Caterers Association, the UK's only trade body for mobile caterers.

Franchisees can expect to be profitable in

At a Glance The Spitting Pig Co

Established:

Spitting Pig was founded in 1995. Franchised in 2012

Number of franchised outlets:

36

Location of units:

UK and Ireland

Investment range:

£12,500 (plus VAT) franchise fee

Minimum required capital:

£3,000

Contact:

Ash Greenwood, head of marketing.

marketing@spittingpig.co.uk.

0800 587 5899

spittingpig.co.uk

SPORTS COACHING FRANCHISE OPPORTUNITY

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- ✓ **High earning potential**



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franchise@thelittlefoxesclub.com
www.thelittlefoxesclub.com
020 7376 0006



The Little Foxes Club®

Have you ever dreamed of running your own business, of being your own boss?

If the answer is yes, then we think a Puddle Ducks franchise would be perfect for you.

Reasons to take a closer look at Puddle Ducks:

- The UK's only 100% child-led baby & child swim school – technically world-class product
- A team of experts supporting you every step of the way and a fantastic network of franchisees with a wealth of experience for you to draw on
- Full bfa and EWIF members and multiple award-winners and finalists with both of these bodies
- Our established franchisees enjoyed profits of over £100,000
- Don't just take our word for it – hear what our happy franchisees have to say. Scan the QR code to watch our short video.



Territories available near you!

Puddle Ducks



2021
5 STAR
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Get in touch with Claire on claire.mills@puddleducks.com or 01477 410082 for an informal chat or to ask any questions you may have.

Find out all about our Franchise offering at www.puddleducks.com/franchising

We've been awarded 5* Franchisee Satisfaction for 9 years in a row!

As seen on
TV

There's nothing else I'd rather be doing

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

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

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

Two years later, Grant's business has not only survived trading through a global pandemic – it's soared past all projections.

DOING SOMETHING REAL

He says: "My career was in manufacturing, producing things like paper plates and greeting cards, and I always felt I wanted to do something more real that would give back to my community.

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

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

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

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

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



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

FAMILY FRIENDLY

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

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

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

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

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

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

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

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

At a Glance Right at Home

Established: 2010

Number of franchised outlets: 70

Location of units: England, Scotland and Wales

Investment range: approximately £125,000

Minimum required capital: £40,000

Contact: Kate Dilworth,
franchise recruitment manager

rightathomefranchising.co.uk

Insights to impact

How data-driven marketing is driving success in sales – and how to tap in

WORDS BY TAYLOR CALISE



THE AUTHOR
Taylor Calise is CEO
of Imaginuity

Over the past few years, the best ways for franchises to market themselves have significantly changed. A profusion of new tools, platforms and digital technologies have resulted in a more insightful, holistic approach to marketing, resulting in better customer understanding and more efficient ways to convert new customers.

However, rather than making things easier, this transformation has actually made marketing more complex, as the proliferation of technology has resulted in yet more ways to reach and engage with customers. What was once a fairly straightforward process – awareness to consideration to purchase, supported by a few broad-reaching media options – is now a constellation of directly and indirectly connected data and touchpoints that even the most seasoned franchise marketing team can find difficult to harness.

Consider that there are now hundreds of offline and online media channels available to reach customers. They can be reached in their homes via direct mail, traditional broadcast television or streaming OTT (over the top) platforms such as Netflix or HULU, or via through out-of-home media and SMS text campaigns, delivered to their smartphones or even their watches.

Franchise customers also rely heavily on organic search to find

what they're looking for, and they search differently on their phone versus their desktop or laptop. The fact that Google changes its search algorithm, which determines placement in search rankings, almost daily, makes managing this alone a daunting task.

Start with the customer

Any successful marketing programme should start with the customer, or even better, a detailed, data-driven portrait of their demographic and behavioural characteristics. There are hundreds of customer data points available from first-party (information a company has about customers), second-party (information other companies like Facebook and Google have about customers), and third-party providers (aggregated information on customers from sources like Experian, First American, and Equifax). When combined in the right way, these data types will paint a quantitative, actionable profile of a franchise's customers.

One of the best ways franchises can collect, analyse and activate disparate customer data is through a Customer Data Platform (CDP). CDPs are technology systems that create a unified customer database from many different data sources. The resulting structured customer profile data is then made available to other systems like CRM and

marketing automation platforms for activation.

A CDP can also create 'look-alike' audiences made up of people not doing business with the brand, but that share the same personal and lifestyle characteristics as its most valuable customers. These look-alikes have a higher likelihood of doing business than people in general. The benefit of using a CDP is that it collects, analyses, distributes and visualises customer and look-alike customer data, serving as a catalyst for more effective and efficient marketing programmes, from awareness all the way through to purchase and loyalty.

Avoid marketing silos

One issue many franchise marketing teams are dealing with is a siloed approach. For example, there may be one team or agency executing direct mail or video campaigns and another dealing with paid search or online display advertising. Additionally, there could be different agencies working for regional groups.

In some instances, these teams or agencies may not communicate well with each other, resulting in friction, inefficiency, and poor cross-organisational sharing and learning. The better approach is to bring everyone together, all armed with data insights from a CDP. When one integrated team – consisting of subject matter experts, media planners, direct mail specialists, broadcast buyers, search engine optimisation (SEO) experts, data analysts and web developers—has shared, real-time access to information about what is being planned and executed, as well as what is and isn't working, they can make more meaningful cross-departmental connections and collaborate more effectively. In this way, new ideas can flourish

“Any successful marketing programme should start with the customer, or even better, a detailed, data-driven portrait of their demographic and behavioural characteristics”

and campaigns can be optimised, resulting in better marketing performance for the organisation as a whole.

Refine the media mix

Take a smarter approach to attribution. While many customers may appear to convert online, by, say, filling out a form on a website, their journey may begin offline where they were first reached by traditional media, such as direct mail or a video ad. The most effective marketing practices today should be able to track a customer's behaviour as they pinball between multiple offline and online media touchpoints, and across different devices, on their journey from awareness to conversion.

Embrace direct mail

The common 'last touch' attribution model is widely used to determine which media channel generated a conversion or drove a sale. However, this model is deceiving and often overvalues the influence of online media, since that is typically where the customer converts. Using a CDP and direct mail as an example, every piece of mail can be tracked and stored, down to the recipient's individual address, providing insight into when mail was delivered to the home of someone who later converted online from a programmatic display ad on a website, a video on YouTube, or through organic or paid search. Recent in-house analyses of hundreds of millions of mail pieces have shown

exceptionally high correlations between the presence of mail in the home and online conversions.

Connect organic and paid search

Today when franchise customers are shopping, they often start online and use search engines to find what they are looking for. In fact, over 90 per cent of all web traffic comes from search engines, and 75 per cent of internet users do not look beyond the first page of search results before clicking. In addition, 46 per cent of all Google searches are locally linked, so ranking highly in organic search results should be one of the top priorities for a franchise business.

High rankings can be accomplished through an ongoing search engine optimisation (SEO) programme. However, to get the best results from search, a brand's SEO program should be tightly integrated with paid search (PPC or pay-per-click). Understanding what keywords convert best allows the marketing team to be more efficient with local paid search budgets, especially in a franchise organisation. When combined with an advanced CDP, companies can have insight into conversions beyond a web form fill or online phone call.

Get with the program(matic)

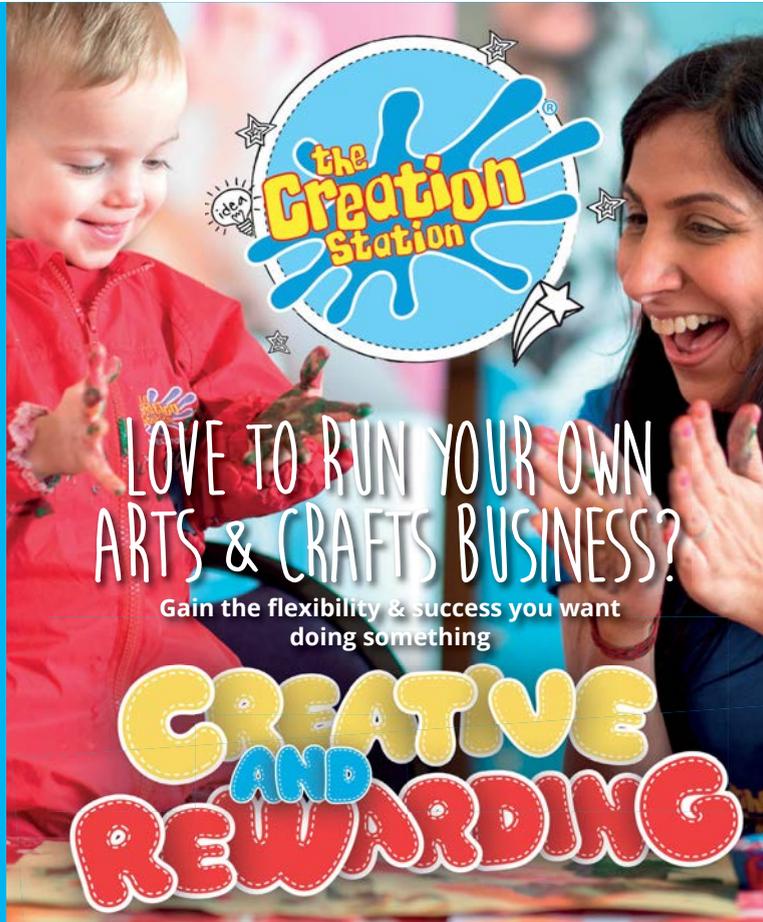
A relatively new way to advertise online is through programmatic advertising. This is the process of

automating the buying and selling of online ad inventory in real-time through an automated bidding system. Despite its promise, it's often difficult to measure the effectiveness of a programmatic campaign, because performance metrics are generally measured by impressions – a relatively meaningless KPI (key performance indicator). But a sophisticated CDP can ingest data directly from the programmatic trade desk and get franchise performance analytics straight from the programmatic ad server, yielding insight into more actionable campaign measurement metrics such as video completion rates.

The most efficient conversion paths can also be identified, for example, whether a customer viewed a programmatic display or paid social ad but then converted through a search ad. Programmatic technology ingested by a CDP can also be used for new customer look-alike prospecting. This is done for the franchise through machine learning and online mining for audiences that look like customers who have already taken a desired action.

There are tens of thousands of tools and platforms designed to help marketers plan, execute and measure marketing performance. Forward-thinking marketing teams should look for ways to insightfully connect the dots between multiple customer touchpoints along the path to purchase. This simplified approach allows for the delivery of the right message to the right customer at the right time on the right channel.





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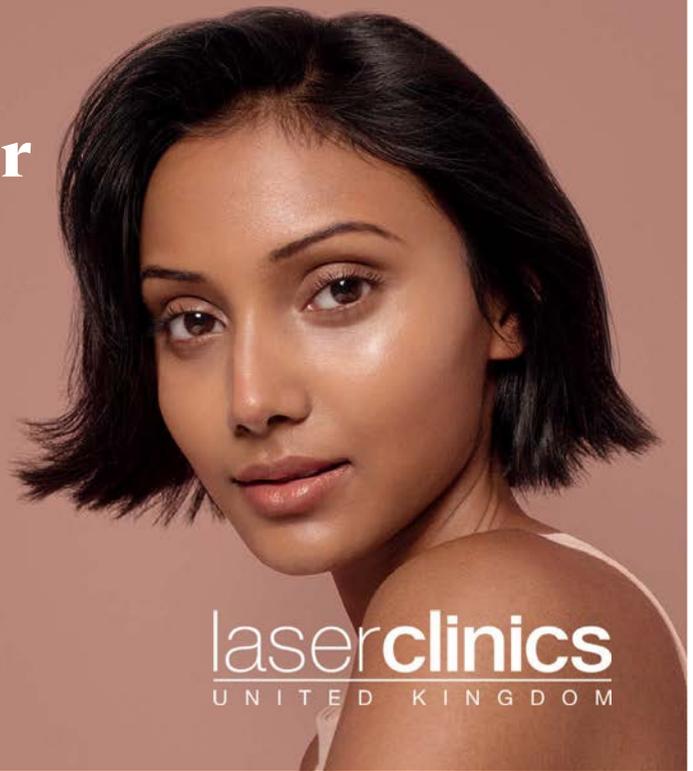
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Our carer-centric model leads the way

Visiting Angels puts its carers at the heart of the business, leading to great staff retention and impressive growth for franchisees



The number one question that you need to ask a home care franchisor is this: how can you help me find staff?

During the past 10 years there's been a dramatic increase in the number of franchise opportunities in the home care sector. An ageing population, pressure on the NHS and resistance to going into residential care has led to a huge growing demand for in home care providers.

But, the same time as this increased potential for businesses providing home care, the US has seen a reduction in people wanting to work in the sector, with media and industry commentators highlighting that it's harder than it's ever been to recruit care staff.

THE VALUE OF QUALITY HOMECARE

Many home care franchisees choose this sector because they can build a satisfying business making a difference to people in their local community. To do this, you need to be differentiated as an employer. Put simply, if you can't find staff in your local market, you won't be able to build your business.

There are dozens of care franchise opportunities, all with subtle differences

“The Visiting Angels model has unique strategies for recruitment and retention of carers”

between the models that they operate, but Visiting Angels is the UK's first carer-centric home care franchise. When founder Dan Archer brought the business to market in 2017, he knew that having enough quality care staff would be key to its success.

Dan says: “Our business is carer-centric; we are the first home care provider in the UK to make carers the most important people in the business. This has given us a significant advantage both during and coming out of COVID-19. Our market-leading staff retention means that each client sees a limited number of carers, meaning fewer people going into their homes. Not all care businesses work like this – we've had staff available when many other care providers have been struggling to find them.”

A FLOURISHING BUSINESS MODEL

When considering a franchise, Visiting Angels recommends that prospective franchisees should ensure that the business opportunity has flourished during the last few years.

Visiting Angels is one of the fastest-growing care businesses in the UK and a runner up in the bfa Franchisor of the Year awards 2021, as an emerging franchisor.

Dan says: “To be differentiated as an employer, you need help with marketing job vacancies, support in selection and recruitment of candidates, assistance with an onboarding process which bakes in loyalty and innovation, and on retention techniques, to encourage staff to stay. In short, you need a franchisor who recognises what the problems are and helps you to succeed. You need a franchisor who is carer-centric.”

The Visiting Angels model has unique strategies for recruitment and, most importantly, retention of carers. This gives their franchisees a competitive advantage and helps them to grow faster.

Visiting Angels is a substantial, premises-based management franchise with the potential for a multi-million-pound turnover. You will need £30,000-£50,000 of your own money and the ability to borrow up £50,000-£70,000 more to start a business.

For a franchise information pack and an illustrative trading projection, please call Dan Archer on 07584 178458.

At a Glance Visiting Angels

Established: US 1998, UK 2017

Number of franchised outlets: 70-plus worldwide, 24 UK

Location of units: nationwide

Investment range: £80,000-£100,000

Minimum required capital: £30,000-£50,000

Contact: Dan Archer, 07584 178458

visitingangelsfranchise.co.uk

“The brand gets you in the door, but the personality of the person sitting on the sofa wins the business”

easyProperty CEO David Brierley on Stelios, stamp duty and getting franchisees selling

INTERVIEW BY ANDREW SANSON



It was all the way back in 1994 that easyJet revolutionised air travel. It may not quite have been a Wright brothers scale breakthrough but the airline founded by Sir Stelios Haji-Ioannou saw airlines meet affordability. In 2022, David Brierley is CEO of similarly orange business easyProperty (part of the

easyGroup), and is on a campaign to change estate agency for ever.

“Our mission statement is to help move people from A to B, much as easyJet does with its passengers,” Brierley says from his Portsmouth office. “It’s not a complicated process and what’s happened is that there are too many stakeholders in a transaction, and they’re all trying to protect their own little fiefdoms.”

Aiming to empower homeowners and buyers with a blend of sparkling human interaction and cutting edge technology, easyProperty’s unique approach is to ‘make every move easy’. This includes payment plans with sellers having the option to pay a one-off fee upfront, half before and half after sale, or a one percent commission fee. Having secured over £800,000 worth of funding last year to grow and scale up the business, things are only moving in one direction at the moment.

Brierley knows the power of the easyGroup branding and with 98 per cent consumer awareness in the UK it’s easy to see why. “They can trust it, they’ve got confidence in it, and it will give them good value for whatever service or product that they’re buying... It’s more than a little estate agent, it’s actually an epic brand.”

Despite the size of this brand, you will not find a single easyProperty estate agent on your local high-

street, with Brierley asserting: “I really don’t think there’s a need for that presence anymore”. He acknowledges many traditional estate agents would argue that their shop window is their brand but counters: “You can put it on Facebook, or you can put it on Instagram or any other social media for either nothing or very little if you’re boosting it.”

A FOOT IN THE FRANCHISE DOOR

“The brand gets you in the door, but the personality of the person sitting on the sofa wins the business.” It is here where Brierley and his team work their magic. “We have a very comprehensive training and support programme. We can train people that have got experience or have no experience at all,” he explains. A three-week initial training scheme is just the start of what Brierley describes as a “very intense” three months of support to follow.

“We’re in there supporting the franchisee every day, because it can be a lonely world, waking up in the morning and an empty diary and thinking, ‘God, now what do I do?’ We’re there to help people through that, and make sure that they have appointments in their diary.” Brierley himself has assembled an impressive team including national franchise director Kelvin Brooke and talent coach Jo Bourne (previously of Purple Bricks), both of whom have a wealth of industry experience and a hands-on approach. “Franchisees will see a lot of Kelvin and Jo in those three months especially,” he says.

In addition to the training, franchisees will receive access to easyProperty’s suite of technology,

“Aiming to empower homeowners and buyers with a blend of sparkling human interaction and cutting edge technology, easyProperty’s unique approach is to ‘make every move easy’”



with a lush new website, a 24/7 customer dashboard and a brand-new app designed to close the distance between agent and client. With this CRM system buyers and sellers can manage viewings, listings and appointments all in one place. Brierley believes as well this will take a lot of ambiguity and waiting out of the house purchasing process with prospective buyers giving instant feedback. “Agents are very bad at giving bad news,” explains Brierley. “They hate to upset anybody. So they kind of dress it all up. Whereas when you see a Trustpilot review, if somebody is not happy, they write it down.”

PEOPLE SELL PROPERTY

Brierley himself has plenty of sage advice for franchisees. “They’ve got to be everywhere... school gates, golf clubs, rugby clubs, pubs, cafes, the more you can be seen out and about, and talking to people, the better.” It becomes clear talking with Brierley that he also has a passion for people. “If you’ve got a quiet day in your diary, just get out and go walk around the streets, find somebody to talk to and you never know... if you’re not doing anything, nothing will happen,” he says.

With the government’s stamp duty holiday now over the famously unpredictable property market

is living up to its reputation, but Brierley is bullish about the success of the easyProperty model. “I don’t think it’s a huge impact,” he explains. “It will affect some people’s decisions but really, the big savings were at the expensive end of the market.” When asked about a potential market slowdown, Brierley draws on his own experience: “If you need to move, for whatever reason, you move. I’ve seen terrible markets and I’ve seen good markets, but I’ve seen more good markets than I’ve seen bad. People are always having to move for a reason.” Brierley is confident that with the right training and a people first approach that: “There’s no question that you can make a very good living out of being the local estate agent.”

One franchisee that Brierley is keen to highlight making the most of their training is Castleford Tigers’ professional rugby league player Liam Watts who he wryly dubs “our most photographed franchisee”.

“He’s a classic example of someone who wins business simply because of who he is,” he explains while praising Liam’s discipline as a professional sportsman and how that translates to being a successful franchisee. “In any business, you need discipline. You need to get up in the morning and have something



“There’s no question that you can make a very good living out of being the local estate agent”

to do otherwise it will disappear.”

This may all sound like hard work but for Brierley the satisfaction is well worth it. “You make a lot of friends out of it, it’s not just a transaction; it’s a period of six, 12 months, where you’re supporting these people,” he explains. “Sometimes things don’t go quite according to plan, and you can get it in the ear – you just deal with it. Other times customers turn up with champagne and chocolates.”

Ethical apparel thread masters down under

In 2022, brands and consumers alike desire their products to be environmentally and socially friendly. OCC Apparel provides that peace of mind, and is the perfect brand for a screen printer or apparel business to take up and run with



OCC Apparel is a brand with ethical manufacturing and long-term global strategy sewn into every process and decision

it makes. Founded in 2004 by Nick Barclay in Australia, OCC Apparel has grown from strength to strength since inception. As consumers' demand for ethically sourced clothing and apparel has become front and centre, many companies and brands are looking for the exact ethical apparel products, services and advice OCC Apparel offers.

As a result, when an ethically minded company, organisation, university, fashion brand requires ethically accredited t-shirts, hoodies or caps, they consistently turn to OCC Apparel for their needs.

"Ethical fashion styles, highest screen-printing quality, transparent supply chains, reduction of plastic waste and fair living wages for workers worldwide has been a dedicated focus and the founding DNA of OCC Apparel for over 18 years now," says Nick Barclay, founder and CEO of OCC Apparel.

"The demand has increased consistently over the previous decade and will only

grow stronger the further our OCC Apparel green star brand spreads its wings to other countries around the world."

A LIFELONG ETHICAL APPAREL JOURNEY

Nick Barclay is an accomplished operator in the world of ethical apparel, and has always had a deep interest in the manufacturing of durable and sustainable clothing. Almost 20 years ago, Barclay was working in New York as a retail sales associate for Patagonia. The seed of organic cotton was planted in his mind, and it took very little time for his business idea to blossom and be harvested into a profit-making business.

"I was working for Patagonia in the United States. They had a wholesale organic cotton blanks t-shirt and tote bag division at the time called 'Beneficial Ts,'" says Barclay.

"When I returned home to Australia there were no organic cotton apparel wholesale options so I started importing Patagonia Beneficial Ts and sold them at organic farmers markets. From there

more and more businesses and brands not only wanted the blank organic garments. They wanted different styles, more colors, different fabric compositions. They wanted their brand label sewn or heat pressed in the neck, they wanted screen printing, DTG (Direct to Garment) decoration all along with expert apparel advice, speed to deliver and competitive price. OCC Apparel was born."

In little time, Barclay developed the OCC Apparel brand from its humble origins into the recognised green star apparel brand it is today. He recognized the need for truly customizable, blank apparel that could be branded later on and has partnered a global network of ethical suppliers and brands that is unique to the OCC Apparel business.

18 years on since his first organic cotton



t-shirt sale at a farmers market, Barclay has built OCC Apparel into a compelling, honest and globally scalable brand that is destined to be the largest wholesale ethical apparel franchise business in the world.

ETHICALLY ACCREDITED APPAREL IS IN HIGH DEMAND

Ethics are the top concern with almost any product category now, and is especially the case with clothing. Not for profit organisations, corporate business, university's, entertainment, fashion brands and locally made artisan businesses are the leading business types searching and demanding ethically manufactured apparel.

Today's front-end consumers, especially those in a younger demographic, are acutely aware the damage fast fashion has done to the planet. They are environmentally educated, socially conscious and aware, willing to make change and actively searching for accredited apparel alternatives.

This attitude is filtering up into the uppermost layers of business, who need to react to the changing attitudes of customers along with protecting their brand. Fair and liveable workers' wages in the apparel industry are a hot topic too, and one that OCC Apparel has completely endorsed and supported via its long-term supplier

partnership with the Continental Clothing Company and its Fair Share branded range.

OCC Apparel put in place a program alongside its partners, to give its Indian factory garment workers a living wage, with the first stage of the wage increase having come into effect from 2016 onwards. Consumers are happy to pay a small premium on their clothing if it means that money goes directly to the workers who made it.

The Earth Positive range is made completely of organic cotton, and is fully accredited by Fair Wear and the production of these products is carbon-neutral. It doesn't stop there; OCC Apparel has a 360-degree view of ethics, and it is deeply embedded into everything the brand does and the world class leading ethical apparel brands it offers within its business which includes: Earth Positive, Salvage, Fair Share, Continental Clothing, AS Colour, Certton Australia, Stanley Stella, Vapor Apparel and Royal Apparel.

OPPORTUNITY KNOCKS

It wasn't too long ago when the average consumer's concern with the source and environmental impact of their products was an afterthought. The world is a different place compared to just ten years ago, and people's scope of what contributes to climate change and unethical business practices

“In every sphere of their lives, young people want their products and services to have ethics at the forefront of them”

has significantly widened. In every sphere of their lives, young people want their products and services to have ethics at the forefront.

Many companies have long-standing apparel suppliers who are resistant to change, but for those who do not offer ethical garments, it's only a matter of time until they are forced to reconsider the source of their apparel. That's why right now is the perfect time to become an OCC Apparel master franchisee.

The global demand for ethical garments is rapidly rising and acute business leaders have the opportunity to quickly establish themselves as the market leader for ethical apparel in their country by registering and securing the OCC Apparel master franchise rights.

At a Glance OCC Apparel

Established: 2004

Number of franchised outlets: 5

Location of units: Sydney, Gold Coast, Dunedin, Auckland (2022), Wellington (2023)

Investment range: \$44,000 - \$126,000

Minimum required capital: \$44,000

Contact: Nick Barclay, CEO and managing director, nick@occapparel.com.au

occapparel.com.au



Ready to invest?

Richard Pakey demystifies the fees and costs around setting up a new franchise and explains how you should plan ahead for success

WORDS BY RICHARD PAKEY



THE AUTHOR

Richard Pakey is a franchising expert and managing director of the award-winning Lime Licensing Group (limelicensinggroup.co.uk).

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With such a vast range of franchising opportunities available, all requiring differing levels of investment, you may feel confused and possibly daunted by the financial commitments attached to buying a franchise, especially if you're leaving the security of the employee trap behind. For many, walking away from a monthly salary is nerve wracking, especially when you have to stump up a substantial amount of cash in order to get started on your new business venture.

It's not just the initial franchise fee, which can range from £10,000 to upwards of £30,000, which you need to consider. There are other costs involved too when it comes to setting up (and running) a franchise, which we will explore here.

What is covered by a franchise fee?

You'll come across reference to a franchise fee on every option you look at, but what is it actually for? It might initially look like a made-up figure designed to line the franchisor's pockets, but it should actually be a considered amount that covers some very important factors to help you launch your business successfully.

In a nutshell, the franchise fee covers your training, ongoing support, and site selection assistance (if you are looking at a bricks and mortar franchise). It should also give you a degree of exclusivity, as part of this payment will sign off the franchisor's right to compete with you.



Depending on the franchise, there may well be an extended list of what is included as part of the fee package, but you should ask for some clarity if you're unsure of what these are.

The size of the fee will really depend on the franchise format. A well-established brand can command tens of thousands, whereas a work-from-home, mobile type of business looking for early adopters might only set you back a few thousand.

Bear in mind that finding the fee is the first financial hurdle you'll encounter in becoming part of your chosen franchise, and the franchisor will be closely watching your ability and speed in paying up.

Legal and professional costs

You might well see international terminology banded in some

UK franchise packs and not others, which could create initial confusion. Bear in mind the UK is an unregulated market for franchising. A franchise disclosure document (FDD) may be useful to you to view as a potential franchisee, but if you're not offered one it shouldn't cause you concern, as it's not a legal requirement to produce an FDD in the UK. Most UK brands won't stump up an actual FDD, but instead will ensure you have as many details as possible to help you make an informed decision.

If this is your first time in business, you should seek professional advice before signing any paperwork. In fact, you might find one of the clauses in the franchise agreement (which you will come on to at a later stage), will require signatures to confirm that you have sought independent professional support anyway, so look at any accountant and legal fees as an investment rather than a cost.

Bricks and mortar considerations

Once a site is sourced and verified by the franchisor, you'll need to factor in the fit-out costs, which can be quite considerable on some larger square footage formats. The franchisor will often have a guide to cost per square metre, so you have an indication of the investment beforehand, as well as advice on how much can be secured against bank or asset finance options, so the cost to you may not be as severe as it initially appears.

You'll also incur additional charges costs for ongoing supplies, which is especially the case with food and beverage franchises where you will be

expected to carry initial stocks to open your store. These can often be provided on credit terms, so can be funded through your turnover – assuming, of course, that you are taking enough to cover these costs, which is not always the case for a new store opening in a new location.

Personal costs

Think about the major purchases you've made in your lifetime, which for most of us will probably be a house or car. You'll know that the cost of buying large assets doesn't stop with the purchase fee – there's the ongoing taxes, insurances, maintenance and repairs to consider, too.

“If you plan for all costs before you commit, you'll be on your way to a much higher chance of success”

Running a franchise should be looked at in a similar way – it will generate ongoing expenses. Although your business should create revenues to fund these through working capital, remember that many businesses don't fail because they're unprofitable, but simply because they run out of cash.

Ensure you are adequately funded to cover ongoing costs. In fact, you may well have to declare you have the means to do this when signing your franchise agreement.

Do consider your personal costs too, while you undertake the franchisor training and establish your new business to the point where it can pay you a wage. The last thing you need is to be under pressure financially, which may affect your ability to perform.

Franchising will undoubtedly give you a leg up to owning and running your own business, but it's not entirely risk free.

However, if you plan for all costs before you commit, you'll be on your way to a much higher chance of success!



Five powerful steps to improve employee engagement

Use the leadership star to help attract and retain good people and your business will reap the benefits, says Brian Hartzler

WORDS BY BRIAN HARTZLER



THE AUTHOR

Brian Hartzler is an experienced executive, consultant and leadership mentor, former CEO of Westpac and senior executive at RBS and ANZ, and author of *The Leadership Star: A Practical Guide to Building Engagement* (£15.50, Wiley)

With the Great Resignation well underway, business owners are increasingly grappling with the dilemma of how to build and maintain high employee engagement, which of course is critical to attracting and retaining good people.

I've led dozens of businesses over the past two decades, across three continents, and during the course of my career, I've developed a simple five-point framework – the leadership star – which has helped me and other leaders at all levels to build high engagement with our teams. In many cases, it has led not only to better staff retention, but also higher profitability, customer satisfaction and productivity.

While each aspect of the leadership star has important nuances, the overall framework

They recognise that care is an action word by taking an interest in each individual as a person, not just in terms of what they do or their position in the hierarchy. They also demonstrate empathy and compassion by offering emotional support during both work and personal challenges, and meet individual needs or constraints, adjusting expectations when possible.

Highly engaging leaders show that they care about their people's development and growth. They do this by understanding each individual's abilities and aspirations, giving honest feedback and advice, investing in training and development resources and, ultimately, taking a chance on people.

They also care about results, setting high standards, offering

they explain the organisation's priorities and purpose – the 'why'. What outcomes does the organisation seek to deliver, and for whom? How do these align with the personal values of staff? Good leaders also demonstrate their personal commitment to these priorities and constantly communicate and reinforce these messages, especially when making key decisions.

Give clarity

To build and sustain engagement, leaders need people to know what's expected of them in several ways.

First is role clarity. Good leaders help people understand the purpose of their individual roles and how they are expected to contribute as members of the team. This ensures they spend their time doing the right things and working effectively with colleagues to deliver high-quality results.

The second is goal clarity. People need to know what outcomes are expected – what 'good' looks like, and what 'great' looks like. This helps them focus their time on the right things, while a small set of stretch objectives can encourage creativity and a growth mindset which in turn helps build engagement.

Finally, there's behavioural clarity. In a culture of high engagement, everyone is clear on the organisation's values and understands how those values translate into what behaviour is expected, and what isn't acceptable.

Great leaders ensure that people get regular feedback on both their performance and their behaviour, reinforcing good results and

"The leadership star has helped me and other leaders at all levels to build high engagement with our teams"

is simple and can apply to any business. To build and sustain high engagement, a leader needs to do five things: provide care, context and clarity, clear the way and celebrate success.

Show care

Genuine care is the foundation of high engagement. Highly engaging leaders show they care for their people as individuals, rather than as collective 'human resources'.

encouragement and delivering tough love where necessary. This is because a team which consistently achieves its goals is proud and confident in its own capability, and therefore more likely to be highly engaged.

Provide context

Highly engaging leaders help people find meaning in what they do and connect their daily work to their own personal values. To do this,

allowing people to course-correct when they're off track. Ideally that feedback allows people to understand both absolute performance – how they have performed against their goals – and relative performance – how their outcomes stack up in the broader organisation.

It's also important that people are clear on the consequences of their performance. The best leaders make sure that individuals are recognised and held to account for their performance. And where consequences relate to breaches of behavioural standards, it's important that they're public, so the organisation can see the leader's commitment to its values.

Clear the way

Once people are clear on what's expected of them, leaders need to be proactive in helping knock down the barriers that hold them back. This means:

Asking what's getting in the way, whether its physical constraints, financial or resource limitations, lack of knowledge, emotional or cultural barriers, or political issues

Identifying barriers that employees may not see – by talking to customers, suppliers and employees, and by digging into the details of processes

Taking action to remove those barriers, whether through direct decisions and resource allocation, or by empowering teams to quickly resolve barriers to success.

Few things inspire loyalty and engagement more than seeing that your boss really does want you to succeed.

Celebrate success

The final step of great leadership is recognising individual contributions and success, creating a powerful feedback loop for performance and engagement. In highly engaged organisations,

recognition is a fundamental aspect of the culture, and operates at several levels.

It needs to be frequent and periodic, with leaders recognising day-to-day efforts, while also celebrating major milestones such as quarterly or annual results.

It needs to be top down and bottom up too. Highly engaged organisations use both peer and team-leader recognition programmes to reinforce gratitude and pride among employees and strengthen the emotional bonds within teams.

While financial (performance pay) and nonfinancial (awards nights) recognition is important, the best leaders also use informal approaches to create recognition that has emotional impact. From 'thank you' notes and personal gifts to new development opportunities, leaders can be creative – as long as the recognition is delivered in a way that is authentic, relevant, and personalised to the individual in question.

Recognition programmes need to celebrate team performance as well as individual achievement. In most organisations, there are many 'unsung heroes' whose roles may not allow them to stand out as individual achievers, but whose experience and efforts are nevertheless critical to the organisation's success.

Who gets recognised – and for what – sends important messages to teams about what really matters to the leaders. Likewise, employees look closely at the signals embedded in recognition programmes, such as the relative value provided for performance versus behaviour, and the actions that are taken (or not taken) on people who fall short.

I've personally used all these principles to build high engagement in both my business

and not-for-profit activities, across major corporations and within small front-line teams. Apply the five Cs – care, context, clarity, clearing the way, and celebrate – and your business, no matter what industry you're in, will have little to fear from the Great Resignation.



Eco cleaning for the win

Global Franchise Award winner and world-leading deep cleaning franchise, Chem-Dry, is committed to developing its forward-thinking eco-friendly products and services



products for everything from tile and grout to pet urine treatment.

MORE THAN CARPETS

Chem-Dry is committed to offering franchise owners a suite of services that provide flexibility and are easily scalable. The brand does this by continually adapting to the changing landscape and offering a variety of cleaning methods for every surface in the home and office. With carpet cleaning as the brand's core service, franchise owners also offer upholstery cleaning, pet urine and odour removal, tile and grout cleaning, wood floor cleaning and more.

Chem-Dry is a company that's always moving forward, with an aggressive research and development team constantly looking for ways to improve products and equipment. Chem-Dry COO, Dan Tarantin, attributes this on-going research and development as the reason why Chem-Dry has been consistently ranked the top carpet cleaning franchise for the past 30 years.

"We have a history of innovation, and this innovation – continually improving the production, the processes and the services that we offer our franchisees to help them stay on the leading edge of the industry – has enabled us to be number one for the past 30 years," Dan says, adding that development of new products and processes continues today.

Chem-Dry has grown from a carpet cleaning company in 1987 to the world's largest carpet cleaning franchise with over 3,500 locations worldwide. A multi-year recipient of the top category honours, it recently won the Best Property Maintenance category at the Global Franchise Magazine Award ceremony held at the International Franchise Expo in San Diego earlier this month.

Chem-Dry demonstrated to a respected panel of judges that it will continue to expand its global footprint, maintains strong and supportive relationships with franchise owners, innovates in its marketing and promotions, and is a strong supporter of international franchising. The brand faced strong competition from other well-known names in a wide range of service areas, including cleaning and janitorial, flooring, building and maintenance.

DEEP CLEAN THE NATURAL WAY

One of the reasons consumers choose Chem-Dry over other services is because it offers a healthier, safer carpet cleaning experience. The brand is the only carpet cleaning company that uses a unique hot carbonating



extraction cleaning process utilising the natural power of carbonation to release dirt and grime from deep within carpets.

Compared to traditional steam cleaning, the Chem-Dry process uses around 80 per cent less water, meaning carpets dry in one to two hours instead of one to two days. And rather than relying on harsh chemicals, the brand's core cleaner The Natural is one of the purest carpet cleaning solutions available. It's non-toxic, green-certified, and contains no harsh soaps, detergents, phosphates, or fragrances.

Chem-Dry's commitment to eco-friendly cleaning doesn't stop at carpets. The company has a diverse range of over 50 green-certified, environmentally-sustainable

At a Glance Chem-Dry

Year established: 1977

Number of franchised outlets: 3,500

Location of units: 50+ countries worldwide

Investment range: contact the brand for up-to-date UK figures

Minimum net worth: contact the brand for up-to-date UK figures

Contact: joe.manuszak@hrisupport.com/
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chemdryinternational.com/chemdry.com

A business built on compassion

The award-winning Guardian Angels Carers franchise model provides potential for outstanding profitability in an evergreen sector, not to mention immense satisfaction from helping others

Guardian Angel Carers is an award-winning private home care enterprise, founded by inspiring double Olympian and entrepreneur Christina Handasyde Dick. As an alternative to residential care homes, the company's mission is to help clients live independently in the comfort of their own homes for longer.

CARE NEEDS NEVER STOP

The Guardian Angel Carers (GAC) franchise network is rapidly expanding, providing more opportunities for exceptional home care throughout the country. The care sector has proven to be resilient, recession and pandemic-proof, as care needs never stop. Guardian Angel Carers' proven model, based on 10 years of owned branch experience, has profitability built in. Driven by insight from the experienced head office team, franchise owners have the unique opportunity to be a part of a growing industry that survives and thrives in any economic climate.

PROFIT, PURPOSE AND PRIDE

As well as seeing profits, in some cases 400 per cent ahead of target, business owners have the chance to make a real difference in the lives of the people they serve.

GAC franchisee Tim illustrates the sense of pride he feels in running his own home care business: "For me, the high point is bringing people out of hospital, knowing what a difference that compassionate care can make to the quality of life for that person."

Franchise owner Davide says: "I feel much more fulfilled inside, because I am so proud of what we do. To help people is a great feeling."

GAC's CareAngels provide a wide range of support, from companionship over a cup of tea, to full-time live-in care. Care needs are tailored to each client as it's a bespoke service.



BUSINESS, LEADERSHIP AND CARE DELIVERY TRAINING

Franchisees receive outstanding support as they embark on the journey of becoming business owners. Franchise owner Alex praises the specialist care training given to new franchisees, saying "it gives us a unique insight into client needs and an understanding of who we need in our business to help us thrive."

Franchisees are coached and supported throughout the CQC process, meaning even those from a non-healthcare background are able to pass and begin trading.

The award-winning online and face-to-face training includes marketing, business performance, leadership and people management. It allows franchisees to outperform the competition.

WELCOMING TALENT FROM A RANGE OF SECTORS

The growing network of Guardian Angel Carers franchisees includes people with backgrounds from all sectors, from health care to business and even aviation. If you are process-driven, compassionate and

possess strong leadership skills, you have the potential to lead a thriving home care franchise.

Founder Christina Handasyde Dick emphasises the merits of owning your own business: "Managing an innovating business and team will challenge, stimulate and produce the best of your leadership skills."

At a Glance Guardian Angel Carers

Established: 2012

Number of franchised outlets: 8

Location of units: Spelthorne, Farnham, Wimbledon, Horsham, Crawley, Lincoln, Hedge End, Banstead

Investment range: £28,500 (plus VAT)

Minimum required capital: £60,000

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

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Taking storage to new heights

Like its airline cousin, easyStorage is disrupting its sector on both innovation and customer value, so now is the perfect time to get in on the action

Launched in 2018, easyStorage is fast becoming the storage company of choice for value and convenience in the rapidly growing storage market. The emphasis on customer service speaks for itself: five stars on Trustpilot and over 2,000 fantastic reviews are testament to easyStorage's innovative approach.

VALUE PROPOSITION FOR CUSTOMERS

easyStorage collects from customers, loading straight into easyPods, which sit in specially designed vans. This makes it far easier for customers than traditional self-storage, where they have the effort and expense of loading and transporting their belongings.

Back at the easyStorage warehouse, easyPods are stacked high and efficiently, saving both space and expense. This saving is passed on to customers – easyStorage is typically half the price of other self-storage options.

BRANDING IS A POWERFUL SPRINGBOARD

First made famous by easyJet, the easy brand is associated with no-frills value and a dependable service. The logo with its distinctive orange branding is instantly recognisable and provides franchisees with a powerful springboard from which to launch and build a successful business.

The storage market has remained resilient throughout COVID and easyStorage continues



to set impressive new records for sales. It's UK franchise network has grown to 24 and is set to launch in Europe in 2022, firmly in line with Cushman and Wakefield's forecast that self-storage will grow from £27bn in 2018 to £35.5bn in 2024, with the UK being the strongest market in Europe.

Central support and powerful technology easyStorage's central marketing team leads the way with digital technology. Their work is supported by social media, SEO, blogging, local marketing and a powerful partnerships programme, which drive new customer acquisition.

Customers can choose to book online or speak to a 'real person' via the central sales centre. The cornerstone of the business is VAULT, a unique technology platform which franchisees use to manage all aspects of their business from logistics to payments. It even automates accounting!

BECOME AN EASYSTORAGE FRANCHISEE

The easyStorage franchisee family includes business-minded individuals and family

“First made famous by easyJet, the easy brand is associated with a no-frills value and a dependable service”

partnerships from all walks of life. Franchisees typically start off by using an easyStorage approved warehouse partner, and then look to secure their own warehouse with greater flexibility and savings. As they build the number of easyPods in storage, recurring revenue grows.

For those interested in learning more, get in touch and reserve your place on the next discovery day.

At a Glance easyStorage

Established: 2018

Number of franchised outlets: 24

Location of units: UK-wide & Europe

Investment range: £65,000 plus

Minimum required capital: £65,000

Contact: conrad.gibbons@easystorage.com

easystorage.com/franchise



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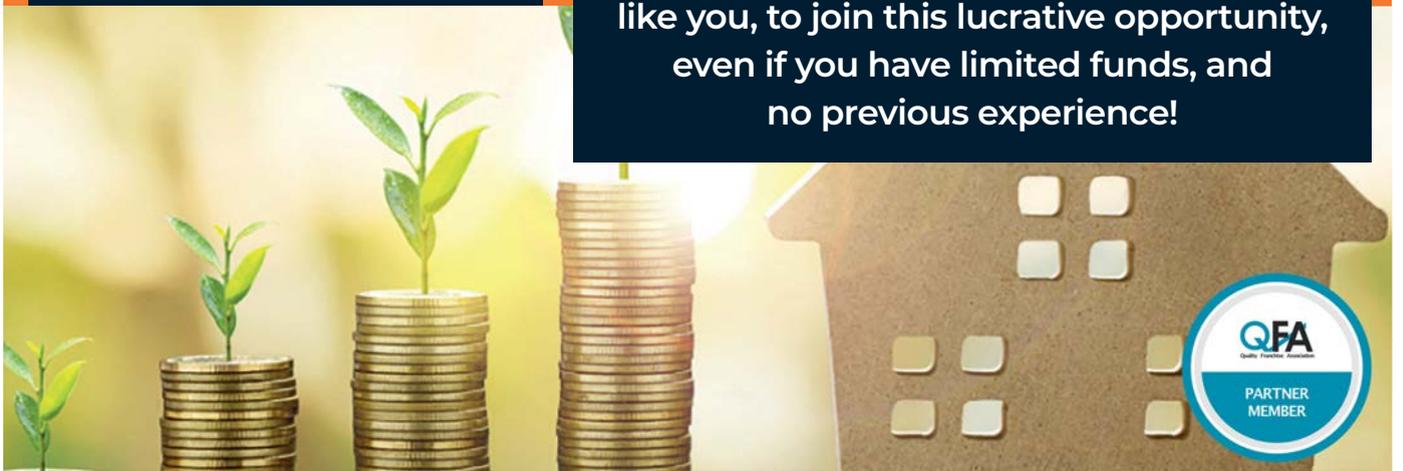


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5 FRANCHISES PURR-FECT FOR ANIMAL LOVERS

Make pets your profession with some of the best in show

WORDS BY ANDREW SANSON

3 2 million of us in the UK welcomed a furry member of the family into our homes during the pandemic, bringing the total UK dog and cat population to over 12 million each. Pets are amazing when

you're looking to unwind and relax, particularly during difficult times. But pets are not just about playtime, they can also be big business. If you love all creatures great and small, perhaps it's time to get your paws on a pet-focused franchise and

turn your passion into your career. Many of us enjoy nothing more than spoiling our pets, and much like a new kitten or puppy, this is a sector that will grow and grow. Here are some of the exciting prospects on offer.

Pets 2 Places

The world's first pet taxi franchise

Spotting a gap in the market for pet owners without cars, founder Claire Harris had the brilliant idea to launch a service getting people and their pets where they need to be. It's a specialised operation for those with two and four legs to travel together to the groomers, the dreaded v-e-t, or even a holiday.

As the world's first pet taxi franchise, Harris has seen her business grow into a pillar of the Milton Keynes community. Pets 2

Places' reputation as a trusted and trained service means its cars can be seen working with social services, Age UK, and even the police force.

Claire describes the company's ethos as: "going above and beyond for our customers. Whatever we can do to make our customers' experience with us as easy as possible, it's our pleasure to do so." It is this approach that franchisees should look to emulate on their own patch. For just £5,000 and some small startup costs you can claim your exclusive territory to operate in as either a full-time sole trader or part-time with a team, giving you more time to play fetch.

Following the Milton Keynes model, it is very possible for franchisees to be profitable within the first year of operation and those who do well can apply for an increase in their area of operations. According to Harris, Solihull franchisee Nicola Hughes earned back "20 per cent of her franchise fee in just a month!"

This is an opportunity that combines business with personality and someone with a clear love for animals and compassion for their fellow humans is bound to do well.





Bark Busters

'A better way to a better dog'

The world's largest home dog training company has come a long way from its 1989 beginnings in Wollongong, Australia. With over 250 franchises across seven countries, it has set tails wagging in the franchising world and helped over one million dogs.

Bark Busters offers bespoke training for every dog, not in group classes, but in their own home. This approach follows the principle that dogs spend the largest part of their life at home so it is not only the best place for them to feel comfortable but also where owners want learned behaviours to take effect.

A directory of trainers by area allows customers to find someone near them who is sure to be qualified to help their dog back onto the right track. The results speak for themselves: Bark Busters has an incredible level of customer satisfaction, with 98.6 per cent stating they would happily recommend the service to a friend and 98.3 percent agreeing that their dog responded to training.

An £18,000 minimum investment can go a long way; with a proven business model franchisees can reasonably expect to make over £70,000 per annum after just two years of operation. This return on investment, coupled with the obvious satisfaction of training dogs for a living, makes Bark Busters a compelling prospect. Not many people can say they truly love the work they do, but anyone who loves our canine companions will be like a dog with a bone.

Barking Mad

Temporary holiday homes for dogs with lifelong franchise support

With its first franchise launching 20 years ago this dog-sitting venture is a trusted industry leader. With over 100,000 doggie holidays under its belt, the award-winning Barking Mad provides options for those who don't want to leave their canine companions in kennels. With a network of proven volunteers, Barking Mad uses dog boarding to ensure that when their owners go off on an adventure, so do their pets.

The average day for a franchise owner is a varied one. Office work is one component but getting out and about to drop off and pick up pooches and recruiting new host families is a core part of the job and will embed you in the area as a pillar of the local dog-loving community. Franchisees should check up on hosts often and can even arrange regular group walks, lunches and meet-ups to discuss all things dog.

For your £15,000 investment you will also receive six months close support from a team of trained specialists and



ongoing help for as long as needed plus access to regular workshops at head office. Whether your handling skills need a refresher or your old IT skills have gone walkies, Barking Mad will get you in a position to thrive.

Barking Mad has also made strides into the dog grooming industry, with nine years now of operating mobile salons. You can choose to undergo further training and get involved in this side of the business as well.

Oscar Pet Foods

The future of pet food

Founded in 1994, OSCAR has revolutionised the pet food industry, delivering directly to customers. Built on the value of honesty and trust, OSCAR is proud to display on its products not only the ingredients of its recipes but also the percentage of each ingredient. It is this transparency that has helped the Preston-based business become the favourite of many pets across the nation and one of the reasons over 80 franchisees have joined OSCAR.

With low overheads and start-up costs (and just a £20,000 investment) OSCAR offers a clear model for franchisees to get started. By not taking any royalties on sales, just a fixed monthly fee, you get out what you put in and have plenty of incentive to grow. But it's not just about return on investment—people become franchisees for a variety of reasons. For Rachel Knight of OSCAR Pet Foods Northamptonshire, it was a chance to improve her lifestyle. "I'm far less stressed and I have time for myself, my husband and my two dogs, Ted and Hannie, while enjoying new friendships with my customers," she says.

Whether times are ample or lean, pet food is a constant, making this a resilient business with year-round income. With top nutritionists constantly innovating and refining recipes there is an ever expanding (currently 17) menu of meals with all British ingredients. You will learn from these experts (earning a unique formal qualification recognised by Ofqual) but also from those who have walked in your shoes. Regular area meetings are a great place to pick the brains of fellow franchisees and all members of the OSCAR family are given personal trainers to "ensure a smooth and effective start, we are with you every step of the way".



The Cat Butler

Purr-fect for feline fans

With 12.2 million cats in the UK, not all of them will be right for catteries. This is where The Cat Butler comes in. While their owners are away, cats need not lift a paw as trained sitters come to their door to care for them. Set up in 2015 by Sandra James to save any upset for cats and their owners, The Cat Butler also offers a "complimentary home care and security service, giving owners peace of mind that their home is also looked after while they're away."

A love of cats and an initial investment of £7,000 will see you in a perfect position to start a business that offers incredible flexibility to fit around your life. For this sum you will receive full rights to the The Cat Butler name in your chosen area as well as website coverage, an operations manual, a guaranteed listing on the first page of Google, and ongoing support from the experts. Bromley franchisees Gregory and Romina describe the franchisee package as "essentially the complete start-up package for those of us that love and live with our feline friends".

With a predicted profit between £30,000–£48,000 each year, The Cat Butler offers an excellent return on investment, whether it is maintained long term or the business is sold on for profit. With low overheads and support from the brand, franchisees should have, "everything they need to get their business off to a flying start in their local area and start generating earnings immediately."



On a world tour of expansion

School of Rock prepares for an encore after major international growth in 2021



In 1979, Neil Young sang that “rock and roll can never die” and School of Rock is proving the lyric to be true year after year. The music education franchise hit multiple milestones in 2021 despite the ongoing pandemic disruptions including record-breaking international development in not one, nor two, but three overseas markets: Taiwan, South Africa and Spain – with the latter being the franchise’s first location on the European continent.

The US-based brand celebrated the opening of its 300th school, and saw a boom in student figures, rising from 22,000 to nearly 50,000, along with 34 per cent growth in average school enrolment. It broadened its curriculum to include a greater range of diversity, including Black and female artists as part of its established repertoire of iconic musicians. The year also marked the company’s expansion into retail musical instruments and accessories sales with the School of Rock GearSelect program through partnerships with 40 of the world’s most

“Popular music and child enrichment is universal, and the business model allows customization to celebrate local popular music”

recognisable gear brands.

The growth of School of Rock has been off the back of a tumultuous year for education across the board, showcasing the true resilience of this finely-tuned franchise. As of the second quarter of 2021, there are over 500 School of Rock locations open or in development in 15 countries: Australia, Brazil, Canada, Chile, Colombia, Ireland, Mexico, Paraguay, Peru, Philippines, Portugal, South Africa, Spain, Taiwan, and the United States.

The School of Rock concept travels well, due to low logistical, supply chain, technological, language and operational complexity. Popular music and child enrichment is universal, and the business model allows customisation to celebrate local popular music.

“At a time when so many businesses have been disrupted, this is a particularly gratifying milestone for the School of Rock community,” said Rob Price, CEO of School of Rock.

“Reaching this scale speaks to the power of our concept and the relentless drive of our people. Few brands resonate equally in markets as different as Minneapolis and Madrid, but the School of Rock model has universal appeal.”

A MUSICAL EDUCATION LIKE NO OTHER

School of Rock’s approach to music education, The School of Rock Method, is more potent than traditional music programs, combining private lessons with weekly ensemble practices. Students learn theory, practice, and life skills through intensive, but fun preparation for live shows in real venues.

Group learning teaches both technical and soft skills and this revolutionary approach increases retention, results and brand consideration. This revolutionary approach is so successful in its approach that School of Rock was awarded a US patent for The School of Rock Method in January, validating the company’s pedagogy as an exclusive and novel innovation.

The School of Rock Method is a strong source of differentiation, and includes proprietary method books, method app, manuals and the method engine to integrate the content. The app was designed to be used by students and instructors and houses all of the exercises from the books, tools to practice the music skills at home, and allows parents to monitor the kid’s progress. The solution was recognized with the 2021 Franchise



Innovation Award for Most Innovative Use of Customer-Facing Digital Tools by Franchise Update Media.

The company was also honored to be awarded “Best Children’s Service and Education Franchise” for the Global Franchise Awards 2021. The franchise serves children as young as four years old, but also adults including grandparents who want to release their inner rock star. This core program, combined with camps, workshops, global touring opportunities and other special events is helping School of Rock build the largest community of music creators in the world.

A PROVEN INTERNATIONAL DEVELOPMENT MODEL

At School of Rock, it is the strength and success of its strategic partners that makes all the difference. For this reason, finding franchisees with the right business acumen, network management expertise and local knowledge of their market and the music sector, together with School of Rock’s proven system creates a formidable partnership.

The franchise offer creates deep value with customers. Wherever there are parents who love their kids, with the resources to invest in their children’s creative growth, School of Rock can prosper. For over two decades, the brand has done this through collaboration with extraordinary franchisee partners. Entrepreneurs with a passion for

music, whether they’re musicians themselves or just feel deeply connected to music, find themselves drawn to this opportunity.

In fact, School of Rock was recently named to Franchise Business Review’s second annual “Culture100” list. The brands that were selected received the highest overall ratings based on 12 questions specifically focused on leadership, core values, whether they enjoy being part of the organisation, and would they recommend their franchise to others.

School of Rock is excited and passionate about its current international growth and future potential. The criteria is simple; if there is a love of rock music and a desire to learn in a group format, then there is potential for School of Rock.

THE SUPPORT NEVER STOPS COMING

From the moment a franchise agreement is signed, the School of Rock team springs into action to help create its franchisees personal road to success. From the real estate search to making sure new units open with a sufficient number of students, the team is at its franchisees’ disposal.

If interested entrepreneurs are looking to open a location in a UK location, or in another country, the franchise has a comprehensive process that starts months in advance of opening a location. New franchise owners participate on a kick-off call with the project



manager and use a project management application to keep the school opening on track and on budget, and keep clear lines of communication.

Cohort calls and sessions with the operations and I.T. teams are also part of the opening process. Master franchise partners will, in turn, learn how to build their own

“I think the reason we’re doing so well is that music has such a universal appeal”



support strategies following the ones School of Rock have created in other countries.

The support continues after the opening. School of Rock has teams in place to help with operations, marketing and I.T., including a 24-hour help desk to address technology-related issues. After they develop plans, the company goes into execution mode, providing tools so master franchisees can chart their own progress as they build up their business, and the brand makes sure support teams are available and responsive.

School of Rock walks franchisees through every step of the process while still allowing them latitude to adjust the brand's systems in a way that best suits their individual markets.

Regarding training, the franchise provides a training program which equips franchisees, with or without music experience, the tools to succeed. It includes:

- On-site training in both the business and music education instruction
- Assistance in getting the school built
- A proprietary I.T. system to manage the school business
- Grand opening and continued marketing support
- Ongoing new product and program development
- The only international franchise network of rock music education schools.

WHY BECOME A SCHOOL OF ROCK FRANCHISEE?

- A proven business system in the form of complete strategies around sales, marketing, supportive system lesson

plans, instruments, including the patented School of Rock Method

- Protected industrial and intellectual property rights
- Full knowledge and support of an experienced franchisor team from School of Rock headquarters in the U.S. including set up, integration, pricing strategy and marketing material. This carries all the way through from business launch to management and development of the School of Rock territory
- Know-how on being a master franchisee, promoting, managing and developing a network of unit level franchisees in a chosen territory
- The opportunity to form part of a franchise system, including the setup of a unit level pilot franchisee in the master franchisee's territory with School of Rock
- The expertise, experience and commitment of the highly qualified franchisor team in order to help achieve the best results
- The knowledge to successfully replicate the proven concept and success of School of Rock
- The benefit of utilizing fully developed sets of policies and procedures refined over many years thereby reducing the risk of failure
- The assurance that franchisees have a serious, knowledgeable and dedicated franchisor to oversee full training and support in all preparatory and operational aspects of the School of Rock business
- Content management information system to help manage master

franchisees' pilot school as well as the sub franchisee network

- Effective accounting packages and practices
- A system that has generated continuous positive results and unique return-on-investment since 2010
- Continuous research and development to add new rock music products to existing programs
- A comprehensive master franchise development agreement with automatic renewal (subject to fulfilling set criteria).

School of Rock is searching for well-qualified candidates interested in acquiring the master franchise rights for their countries. Whether it be the United Kingdom, Italy, Germany, Japan or Singapore, among others, there is an opportunity for launching School of Rock in every community.

At a Glance School of Rock

Established: 1998

Number of locations: 301

Location of units: Australia, Brazil, Canada, Chile, Colombia, Ireland, Mexico, Paraguay, Peru, Philippines, Portugal, South Africa, Spain, Taiwan, U.S.

Investment range: \$1.5m+ for master development, \$322,000 - \$521,000 for individual units.

Minimum required capital: \$1m

Contact: franchiseopportunities@schoolofrock.com
franchising.schoolofrock.com



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Make a positive difference in children's lives

The Learning Experience expansion in the UK offers a rewarding franchise opportunity for people passionate about early education and children

In the last two years, few franchise sectors proved to be as resilient and vital to our social and economic infrastructure as nurseries and childcare centres.

For working parents who couldn't stay home with their little ones, it led to a greater recognition of the sector's importance. For parents who could stay home, it led to a new appreciation for the work nurseries do to educate and care for their children.

Going forward, demand in the UK nursery market will continue growing as working parents increasingly seek not just a safe, secure, and fun environment for their children, but one that fosters their cognitive, physical, and behavioural development, too.

THE LEARNING EXPERIENCE

Recently, one of the fastest-growing childcare and early education franchises in the US – The Learning Experience – opened its first UK nursery in East Finchley, bringing the brand's proprietary and innovative curriculum that develops the whole child – colourful and vibrant centres where imaginations run free, and beloved

characters like 'Bubbles the Elephant' that bring learning to life to children in the UK.

The Learning Experience currently has over 300 units in the US and 200 more centres under development. The brand is a childcare and early education category leader ranked No. 87 on Entrepreneur magazine's annual list of the top 500 franchising companies in the US.

As The Learning Experience expands to open more than 70 nurseries in the UK in the coming years, the franchise is looking for franchisees and international investors to join its mission of making a positive difference in the lives of our children, their families, and the communities we serve

TRULY UNIQUE MODEL

Coupled with its proprietary curriculum using the Early Years Foundation Stage for educational programmes, The Learning Experience provides franchisees a turnkey model that is completely unique in the childcare industry to make the opening of your nursery as simple as possible – while continuously providing world-class training, expert marketing support, and back of house

systems to successfully run your business.

The Learning Experience real estate department and executive team search for new centre locations based on the cost of real estate, competitive tuition cost analysis in the area, population density and growth of children and adults, and the working population.

Once site selection is complete, The Learning Experience works directly with developers and suppliers to build and set up a new centre specifically chosen to optimise your opportunity by attracting the largest number of parents and children in the area.

After handing you the keys to your new centre and throughout your journey as a franchisee, The Learning Experience's in-house experts create and provide its proprietary curriculum every month to support your teachers, as well as innovative technology developed for use both in and out of the centre, continuous marketing support in both digital and printed forms, and hiring support, comprehensive training, and ongoing operational guidance.

In addition to the brand's proven and profitable business model, which has nearly 50 per cent of franchisees owning more than the one unit, The Learning Experience franchise owners will be joining one of the industry's strongest leadership teams with a track record of success across franchised and multi-unit business models.



At a Glance The Learning Experience

Year established: 2020

Number of franchised outlets: 0

Location of units: US and UK – 303 + 1

Investment range: £425,000-£575,000 (inc VAT)

Minimum required capital: £200,000

Contact: Fiona Smith, fsmith@tlecorp.com

tle-franchising.co.uk

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



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

THREE FRANCHISE PACKAGES

What's On In offers three types of franchise:

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

FLEXIBLE OPPORTUNITY

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

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

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

OPTIONAL 50-50 SYSTEM

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

and is perfect for someone with an existing business or job who wants a 'hands off franchise'.

This option obviously requires less commitment from the franchisee.

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

LOW COST ENTRY

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

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



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

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



Reaping rewards from resales

Why investing a bit more in an established franchise business could suit you better than starting from scratch

WORDS BY RUTH BROWN



THE AUTHOR

Ruth Brown is director of business development at Home Instead

'Resale' is a term used in the franchising sector which refers to an established franchise which is being sold on. A franchise resale comes at a higher price, but with an established reputation, customer base, team of employees and a guaranteed revenue.

Many individuals looking for a franchise business opportunity are looking for a start-up, but some may instead consider a resale opportunity if they can't find a new territory in their chosen area, or realise that their strengths lie in growing a business and a team.

Why do resales come about?

Resales are part of the business cycle of any mature franchise network. Franchisees come to a point in their journey where they may wish to retire, move onto something different, or realise their investment.

Most franchise networks in the UK will have a number of resale territories available at any one time.

Resales often bring enthusiastic new faces into a franchise network who are invested in the brand and will help achieve further growth, both for the franchisor and themselves.

How is a resale valued?

A franchise resale is valued on a multiple of the operating profit of the company, representative of its success and turnover. You're investing in a business which the previous owners have dedicated years to establishing and building up to be profitable and successful. As such, franchise resales require a larger initial investment than start-up franchises, although financial help is available.

Many banks are supportive to the franchise sector, due to the very high percentage of successful businesses. Resales also have a track record in the form of a proven profitable turnover, an existing team and an established client base, meaning banks will look favourably on lending, even when it's at a higher level and sometimes over a longer franchise term.

Resales also come with a franchise fee and ongoing royalty fees, as franchisees access the same level of franchise support as start-ups.

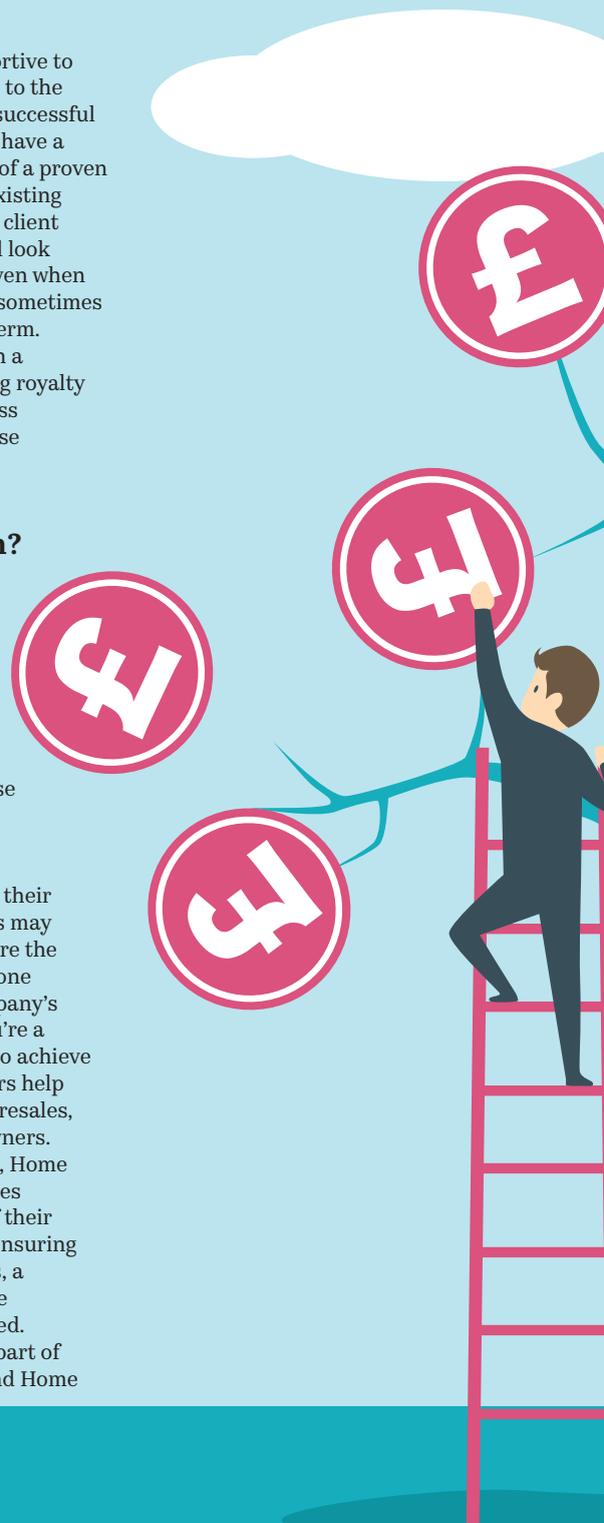
How does the franchisor fit in?

As a franchise, the business you're investing in is part of a network. The franchisor wants to invest in someone who will continue to grow the brand, mutually benefitting their franchise network as a whole as well as the individual.

When a franchisee decides they want to sell their business, the franchisors may become involved to ensure the business is sold to someone who aligns with the company's mission and ethos. If you're a good fit, you'll continue to achieve success. Many franchisors help to advertise and market resales, as well as recruit new owners.

Like many franchisors, Home Instead guides franchisees from the very first day of their journey until their last, ensuring that when the day comes, a franchisee's exit from the company is well supported.

This is considered all part of the franchise journey, and Home



Instead actively encourages each franchisee to consider their goals from the beginning, including their exit strategy.

Franchisees who are looking to sell are provided with a wealth of support from HQ, helping them to realise their investment while also being certain that the business is

being handed over to someone who shares the same ethos and mission.

What are the benefits of a resale as opposed to a start-up?

Resales are perfect for someone who has run a business before – or held senior roles in large corporates – and looking for an investment to develop further. You may want to buy a resale in a growing market or sector and manage a steady, profitable business.

However, if you want to experience the highs and lows of starting your own business, you may be more suited to a start-up franchise, where you can be more hands on with its initial development.

A resale franchisee ideally should be able to engage with and manage people straight away, as the existing team will already be established and have their ways of working. They must have a very clear vision, ethos and culture that aligns with the franchise network.

With a franchise resale, you get all the positives of buying an established business, but with the added benefits of a full franchise support package and a well-known name.

Taking over an established franchise

Home Instead has been operating in the UK since 2005 and therefore has a small number of resale opportunities due to retirement.

Resales enable franchisees to snap up a desirable location where no start-up territories are available, and Home Instead currently has opportunities across the UK, including sought-after territories in the South East, South West, North West and the Midlands.

The resale opportunities with Home Instead are perfect for caring entrepreneurs who can see the market potential of providing quality care to an ageing population, as home care continues to become the care model of choice.

Support is provided from day one, with new franchisees benefitting from an 80- strong national office team offering help with everything from marketing to IT support.

“With a franchise resale, you get all the positives of buying an established business, but with the added benefits of a full franchise support package and a well-known name”

A red hot investment

Scotland's fastest-growing peri peri brand continues to expand, and is looking for ambitious entrepreneurs to join its franchise family

Black Rooster Peri Peri started its journey in Scotland in 2016, quickly becoming a leading name in the peri peri market with its generous menu offerings and affordable pricing structure. It's now grown to an operational store count of 20 units, with a progressive expansion plan for 2022, including stores in London, the Midlands, Ireland and Europe.

The franchise model has been proven, and its process is simple, yet impressive. The team at Black Rooster Peri Peri drive for quick turnarounds, streamlined processes and, above all else, making the franchise investment a lucrative and exciting journey.

The owners of Black Rooster Peri Peri are continually putting money back into the brand, not only by opening corporate stores, but also by investing in a large-scale food supply chain, support teams and project management and

franchise assistance staff to mirror its rapid growth. This corporate development plan has allowed Black Rooster to launch operations outside of Scotland, and even finalise a master franchise agreement within Europe for a 50-store development.

“The current franchisees at Black Rooster all come from different backgrounds and levels of experience”

WHY IS THE FRANCHISE A GREAT INVESTMENT?

Black Rooster Peri Peri has a strong support team covering all areas of the business to make sure each one of its franchisees is successful right from the start. The franchisees benefit by working closely with Black Rooster's marketing and operations team, both virtually and on franchisee site. Through ongoing support, the franchisees are running profitable businesses across the portfolio and beginning to branch out to their second stores.

WHAT QUALITIES DOES A FRANCHISEE NEED TO HAVE?

The brand is looking for focus and a solid mindset as main attributes. As a potential franchisee, you must be keen to be part of a fast-paced brand and have big ambitions to grow, not only locally but regionally too. The brand is constantly evolving to meet competitive demands and processes aligned with technology and consumer requirements.

WHICH FRANCHISE MODELS ARE ON THE TABLE?

The current franchisees at Black Rooster all come from different backgrounds and levels of experience within the food and beverage sector. Black Rooster welcomes franchise partners who are first time operators as well as regional operators who are part of multi brand conglomerates and investor groups. Part of the onboarding process is to understand each person's capabilities and from that, determine whether a single unit, multi store or area developer agreement is suitable.

At a Glance Black Rooster Peri Peri

Established: 2016

Number of franchised outlets: 16

Location of units: Scotland, England and Ireland

Investment range: from £150,000

Minimum required capital: £100,000

Contact: Charles Mander

blackroosterperiperi.com



Booming demand is fueling high growth for Molly Maid

Despite experiencing exponential demand for its services, the leading home cleaning franchisor is still implementing new and innovative software, tools and techniques for its franchisees



It's no surprise the focus on cleanliness and health for the past two years has impacted the products and services families buy, and case in point is the UK's £3bn domestic cleaning industry. Aaron Watson, director of franchise development for industry leading home cleaning franchisor Molly Maid, says he has never seen anything like it in his decade-plus time working in the industry. "Coming out of the first lockdown we believed our industry would boom, but the recent growth experienced at Molly Maid has surpassed even our wildest of expectations," he says.

Molly Maid has been operating in the UK for nearly 40 years and internationally in Canada and the USA for even longer, and in that time has established a reputation as being the best in the industry. "It starts with the care we provide to our franchisees," says Watson, "then the care that they provide to their teams of fully employed staff and finally the care provided to our thousands of customers."

It's a model that has allowed Molly Maid

to not only become the most well known in the industry (something confirmed every year through independent research conducted by YouGov) but also the highest ranked franchise in the sector. "Most people can't remember how they first came to hear about Molly Maid – they just know it. New franchisees say it's this brand recognition and how it helps them secure new customers that draws them to Molly Maid," adds Watson.

ACHIEVING RECORD GROWTH

This familiarity has helped their franchisees achieve record growth in new customers contacting them for service, as well as sales growth. In the final half of 2021, franchisees handled more than twice the number of service requests they were getting pre-crisis, and so far in 2022 there has been no let-up in sight. "We were stunned to see that demand for our services in January was what we usually see in the springtime, which is always a really busy period for us. This helped our franchisees achieve an increase in sales in January of nearly 50 per cent."

This high level of growth means the company is looking for new and innovative ways to help franchisees manage and they are increasingly turning to new technology to do so. To help manage some 80,000 new customer service enquiries a year they launched a new cloud-based enquiry management software. Additionally, to help franchisees keep up to date on all of the exciting things happening in the company, they replaced their internal franchisee portal. The new franchisee portal is quite familiar to most of us in the UK though, because it is operated via Facebook, which is now Meta. Facebook's Workplace software allows organisations who want to better connect with their teams a familiar and industry leading way to do so. Watson says the company's franchisees can also look forward to Workplace being rolled out with their teams of cleaners in the near future.

"I know it sounds cliché to say that we are 'cleaning up', but we really are," says Watson.

At a Glance Molly Maid

Year established: 1984

Number of franchised outlets: 69

Location of units: Across the UK, from Scotland to the south coast

Investment range: £18,975 (+ VAT) and £7,000 working capital (£10,000 of the £18,975 is allocated to marketing for the first 12-18 months)

Minimal required capital: At least 30 per cent of the total investment (£7,975). The remainder can be funded through a business loan

Contact: Aaron Watson, director of business development. 01628 583765. awatson@mollymaid.co.uk

mollymaid.co.uk/franchise

Grow your portfolio

Gemma Jones, partner at Portfolio Millionaire, talks about how investing in her own business has allowed her to walk away from the rat race and enjoy running a company on her own terms

WHAT IS PORTFOLIO MILLIONAIRE AND HOW DOES IT DIFFER FROM OTHER PROPERTY CONCEPTS?

In a nutshell, Portfolio Millionaire helps you to build a property portfolio 'the new way'. When most people invest in property, they are simply exchanging money (mortgage deposits) for cashflow and capital growth – it takes decades to build a portfolio this way and you run out of cash very quickly.

Using creative buying strategies that enable you to extract your capital (tax-free) from your investments means you don't run out of deposit money and can continue to build your property portfolio.

WHAT DOES YOUR ROLE ENTAIL?

I am a 'partner' and as a partner, we get priority and exclusive access to investment properties that have been rigorously vetted as well as full training and support in finding off-market property deals, we can keep them for our own portfolio or trade them on to investors which Portfolio Millionaire has on its books, and you are paid a fee for these deals, typically £3,000-£5,000 per property.



WHY SHOULD ENTREPRENEURS INVEST IN A PORTFOLIO MILLIONAIRE BUSINESS?

Like any business, it requires dedication and some work initially, but if you are prepared to do this it can be extremely lucrative. Had I not invested in myself and joined Property Millionaire, I would still be in the rat race.

WHAT KIND OF RETURN ON INVESTMENT DOES IT OFFER?

The returns are not instant and can typically take three-to-six months to generate a decent income.

WHAT ARE THE BEST AND MOST REWARDING ASPECTS OF RUNNING A PORTFOLIO MILLIONAIRE FRANCHISE?

I can fit the property business around my personal life. I love spending time with my family and really enjoy not working 6am until 6pm to make ends meet.

But the best thing is I can operate this business remotely. Recently, I was in Dubai and my business continued to generate income as the systems are all in place to run the business.

“It requires dedication and some work initially, but if you are prepared to do this it can be extremely lucrative”



At a Glance Portfolio Millionaire

Established: 2019

Number of franchised outlets: 52

Location of units: N/A

Investment range: £10,000+

Minimum required capital: £10,000+

Contact: jessica@portfoliomillionaire.com
portfoliomillionaire.com

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email: rafik.farouk@pfchangs.com to arrange a meeting.

www.pfchangs.com

Letting the light in on your business success

ActionCOACH helped Excell Blinds business owner, Simon Hogan, to work on his business and not in his business. The results were incredible

Before engaging the services of ActionCOACH, Simon Hogan's bespoke made-to-measure blind business, Excell Blinds, had become stagnant. Despite Simon's hard work and expertise, he struggled like many established businesses to continue his business growth. After seeing a Facebook advertisement about business coaching, Simon began the process of constructing a more profitable and fulfilling business for himself and his family.

"I had reached a point where I was working 70 hours a week, but I didn't have a clue where the business was going," he says. "I had built Excell Blinds out the back of a van, but I had hit a point of desperation. We had a turnover of £450,000 with next-to-no profit. I felt lost. I was putting in so much effort, however, I wasn't going anywhere. I was close to leaving it all behind.

"Due to the Facebook ad, I started researching business coaches. I actually had a few coaches closer by, but I kept getting drawn back to my local Action Coach James Burke. What stood out about my coach was his energy. He helped me regain focus and enthusiasm for the business. I think I needed his motivation as I was very close to giving up on the company. My Action Coach made me feel like there was light at the end of the tunnel.

"Before contacting ActionCOACH, I was doing everything in the business. I could never take time off; I was on the road installing blinds as well as running all other aspects of a six-figure company. This was not a healthy amount of work, and I knew something would eventually break if I didn't make a substantial change."

LIGHTING UP YOUR BUSINESS PATH

"I had never really done forward planning before, and my Action Coach helped me put together a comprehensive five-year



“What stood out about my coach was his energy. He helped me regain focus and enthusiasm for the business”

strategy for my business. I realised if I didn't plan, I would be destined to stay in the same place. I could tell my Action Coach wanted me to fulfil my potential, and his support was instrumental in my success."

After putting in a thorough plan to put momentum back into the business, the pair started to take strategic steps to help transform Simon's business management.

"Before ActionCOACH, I would never have had personal development time – now I read regularly. The E-Myth by Michael Gerber was like reading a biography of my life. I couldn't believe a book could be so relatable to what I thought was my unique business situation. This development of my understanding of business helped me realise where the company was going. With my Action Coach's support, I started to see the road my business was going down."

HERE COMES THE SUN

"I saw the first pandemic lockdown as an opportunity. We'd already put new structures in place, but I realised I would never have the time again to implement all my learnings. In the first three months of lockdown, we increased our turnover by 50 per cent.

"A big part of this success came from filling positions in the business to free up my time to concentrate on leading the team. Before ActionCOACH, I was involved at every level of the business. With my

Action Coach's help, I focused on the right recruitment to fill the priority positions. This meant I was no longer working 70-hour weeks, and instead I could guide the company rather than chase it.

"This shift in strategy has led to our best year yet – with us on track to turn over £1 million this tax year, with a 350 per cent increase in profit from the previous year. We now have a factory and a shop, meaning the business is a complete production line from crafting to fitting. I have also invested in a training facility to continue to upskill our staff to the high standards we have set."

SUNNY DAYS AHEAD

Despite the sensational success he is seeing with ActionCOACH, Simon still has big plans for the future of Excell Blinds.

"I want to carry on expanding and growing the business," he explains. "Before lockdown I had six staff members, and now I have 12. My goal is to create a five-million-pound business. This will allow me to maximise the sale price of the business to retire and have the life I've always wanted. I'm now working 40-hour weeks, which is 30 hours less than what I was doing before my work with ActionCOACH. I now have the weekends to myself – I can use this newfound freedom to spend time with my family or watch my boyhood team Liverpool FC.

"If you feel like your business has gone stagnant, please invest in an Action Coach. Before ActionCOACH, I was in the business seven days a week with no vision for the future. I wouldn't have reached this position without the support from my coach and ActionCOACH – he's helped me find the value in my business and myself. I'm on track to real freedom, and if I hadn't seen the Facebook ad, I may have had to start all over again. I've changed so much as a person, feeling fulfilled in life."

THE COACH'S PERSPECTIVE

"When I first met Simon, he was working 70 hours a week and started turning up for sessions while he was in his van! He

"Before ActionCOACH, I was in the business seven days a week with no vision for the future"

wasn't completing all the goals and would turn up late or try to move and cancel sessions.

"Fast forward to the present day, and Simon's standards have done a U-turn. He's on time for every session, he completes all his goals, and he performs incredibly well on the programme. And the best bit is he isn't doing 70-hours working in the business every week, instead he's doing 40 hours working ON the business. That's where all his extraordinary growth has come from."

At a Glance ActionCOACH

Established: 1993 in Australia, 2001 in the UK

Number of franchised outlets: 200-plus in the UK

Location of units: UK-wide

Investment range: £69,000

Minimum required capital: £20,000

actioncoach.co.uk/franchise



Excell Blinds business owner Simon Hogan with his Action Coach James Burke

If you want to build a business with scalability and longevity, make a difference in your local community like Simon and James 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/franchise.

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Ask The EXPERTS

Our panel of industry specialists answer your franchise questions

Q HOW WILL I KNOW FOR CERTAIN THAT MY FRANCHISE'S TERRITORY WILL BE PROTECTED UPON BECOMING A FRANCHISEE?

JOHN PRATT WRITES:

Not all territories are protected. There are some franchises which operate without any territory, so that franchisees can trade anywhere in the UK, although they are uncommon. More common are franchises which do not grant any exclusivity. Only 60 per cent of franchises grant an exclusive territory.

Assuming that your franchise agreement does contain exclusive rights in a territory, the wording of the exclusivity has to be looked at very carefully. Does the exclusivity relate to customers or premises? If the former, all customers in the allocated territory will be serviced by the franchisee and no one else. In the latter case, a franchisee is guaranteed that no other person will be allowed to "set up shop" in their territory, although somebody could open premises just outside the allocated franchisee territory and service customers

in the allocated territory.

A further difficulty is that competition law currently does not allow franchisors to prevent franchisees from responding to unsolicited enquiries from another franchisee's territory. Franchisees can be prevented from actively looking for customers outside their territory, but not prevented from responding to enquiries. In other words, exclusive territories are not quite as exclusive as they once were!

A further difficulty is the internet which, of course, does not have any territorial limitations. While franchisees cannot be prevented from having their own website, generally franchisors encourage use of a single franchisor website and, in those circumstances, the franchise agreement needs to set out clearly what is to happen to customers from the franchisee's territory who are enquiring on the franchisor's website.

JOHN PRATT is senior partner at specialist franchise firm Hamilton Pratt and has advised franchisors for over 25 years.

Q CAN I ADVERTISE OR PROMOTE MY BUSINESS OUTSIDE OF THE MARKETING SUPPORT THE FRANCHISOR OFFERS ME?

LOUISE HARRIS WRITES:

Franchisors operate in different ways since they are offering different business models and are at different stages in their development.

Undoubtedly, the web is one of the primary resources for marketing, and typically this needs to be, and is, tightly controlled by the franchisor. Local opportunities should be explored and discussed and there should be clarity about expectations of you as a franchisee.

Your Franchise Operations Manual should guide you on what marketing you can and should do – and what you should refer to your franchisor. Collateral, style, brand guidelines, and routes to market should all be clearly articulated in the manual, along with expectations of monthly or annual spend on

marketing. It's an area that should be regularly updated as different channels are developed, and feedback from franchisee success with those channels is received.

Marketing is an area that is usually both fluid to react to opportunities, and controlled, because the brand is, and should be, protected. A franchisor will have tested the market for what works and produced a strategy for success. In a young business, this will typically be less structured than in an established business, which should be able to provide empirical data about the right channels for marketing.

It is a topic you should explore thoroughly with any prospective franchisor to make sure that you are comfortable with what will be expected of you.

LOUISE HARRIS has been in franchising since 2006 and has been both franchisee and franchisor. She runs Franchise Projects, completing critical tasks for franchised businesses.





Q WHAT HAPPENS IF MY FRANCHISE ISN'T PERFORMING AS EXPECTED?

SHELLEY NADLER WRITES:

The answer to this will really depend on the reason your franchise is not performing as well as expected.

Your franchise may be underperforming because of external reasons. These could be anything from global or national events such as COVID or recessions to local market conditions, for example, where a major store retailer closes down close to where the franchisee's business is situated reducing footfall or where a competitor opens nearby. A franchisee may feel the underperformance is due to lack of training or support from the franchisor. The franchisor may blame the underperformance on the franchisee's lack of commitment to the business or its failure to follow the franchise system.

Underperformance may get picked up quickly by the franchisor who will want to meet with the franchisee to discuss the reasons for the underperformance or it could be picked up at a regular review

meeting. If a franchisee feels that the poor performance is due to external reasons or a lack of support from the franchisor then it is essential that this is communicated to the franchisor so that franchisor and franchisee can work through the problem together. The franchisor may want to review and audit the franchisee's business to discover the reason behind the failures. A good franchisor will support the franchisee to put in place a plan to remedy the issues causing poor performance.

The franchise agreement may set out minimum performance targets and a process that will be put in place when these are not achieved. These processes should be fair and reasonable and include the right for a franchisee to seek to remedy the failure to achieve the target. The franchise agreement should also set out what will happen if the underperformance does not improve. As always, legal advice should be sought so that a franchisee can fully understand its position.

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.



Q ARE THERE PARTICULAR FRANCHISE FORMATS OR SECTORS THAT ARE MORE LIKELY TO GUARANTEE A SIX-FIGURE INCOME?

ALAN WILKINSON WRITES:

There are three main types of franchise.

An owner-operator will work in the business themselves, and usually complete all or most of the jobs within the business themselves. With careful consideration and due diligence in the decision to buy into the brand, this type of franchise will typically give the franchisee the earnings level they are looking for, while operating it themselves.

The second type of franchise is a management franchise. This is where the franchisee employs staff in their business, and typically takes the role of manager themselves. A management franchise is typically larger, and therefore has more potential to generate higher revenues.

Then there is an investment franchise, where an investor may have multiple units, or indeed multiple brands in their portfolio. By definition, this is therefore likely to be the largest type of business, and therefore more likely to generate the highest revenue.

The industry sector can also play a big part in the revenue potential for a franchisee. For example, a single food and beverage outlet in an area with good footfall and the right demographic of customer may generate higher revenue than a multi-van management franchise.

No franchisor, irrespective of sector, should ever 'guarantee' revenue. They should make available average figures, or even figures from their most successful units, so long as the data is clearly identified as 'average' or 'best'.

There are many examples of franchise businesses that generate six-figure income levels. However, within any one brand, there will likely be some franchisees that achieve this, and some that do not. A prospective franchisee should do their research, and decide if the brand they are looking to join has the potential to earn them the level of income that they want or need.

ALAN WILKINSON is head of franchise development at The Franchising Centre and has been in franchising for over 25 years.



Got a question about franchising? Email kieran.mcloone@aceville.co.uk or check out the 'Ask' section at what-franchise.com

Sharing ideas and best practices

How Franchise Forums are hitting the mark at the British Franchise Association

Franchise forums at the British Franchise Association (bfa) have kicked off to an incredible start this year. So far three forums for franchisors and one for affiliate and suppliers have taken place virtually, with members discussing hot topics in franchising, information sharing, staying up to date, and developing skills.

The forums are a discussion space for members and are regionally organised to give individuals the chance to connect exclusively with their franchise

community. Each forum is hosted by a franchise expert and co-hosted by bfa's franchise support manager, James Sedgwick. On reflecting on the forums he has co-hosted in 2022 so far James said: "The last of the regional forums took place this month with us ending at the Northern Forum. This saw some great discussing around franchisee training and support, making the most of business relationships and exploring franchisees' exit strategy.

"The next quarter will see us move to our Collaboration Stations, which are community sessions for franchisors at the

same stage of their lifecycle. It is an opportunity to share challenges, problem solve and innovate. We will be kicking these off with the Advance Systems Collaboration Station on 7 April."

Franchise Training Academy

The franchise forums are part of the wider Franchise Training Academy (FTA) offered by the bfa, which includes a wide range of resources for franchisors and franchisees to stay up to date with industry changes – from trends to legal issues.

The next FTA event, the Specialist Legal Seminar, will be taking place on 24 March and is also the first bfa face-to-face event this year, taking place at The Oxford Belfry. As ever this will be an interactive event which can offer real value to your business. Legal experts will be sharing their knowledge through key sessions, such as EU's block exemption and the UK government's proposal to prepare its own block exemption, by John Pratt of Hamilton Pratt.

Pip Wilkins, CEO of the bfa, said: "It is really pleasing to see FTA events such as the forums going from strength to strength this year, all helping to drive the franchise industry forward with knowledge sharing. I am really excited to have face-to-face events now back in the FTA calendar and I can't wait to see people at the Specialist Legal Seminar later this month."

"It is an opportunity to share challenges, problem solve and innovate"





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Upon discovering the world's number one business coaching franchise, **Anu Khanna** quickly realised her glass was only half full - she was ready to pour more into her life.

"The main impact ActionCOACH has had on me is who I'm becoming. I thought my glass was full, but being exposed to the precision and detail within the franchise model, I became aware of how much work there was left to do. It's miles away from the stage I was operating at in the corporate world and it's completely turned my life around. In my previous role, I would never be able to wind down. My days were extremely long, meaning I missed out on family time whilst my children were growing up. Now's my chance to make up for it"

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