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HUNGRY FOR SUCCESS?

50 BREAKOUT FOOD & DRINK BRANDS TO WATCH



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FRANCHISE SECTORS POISED FOR TAKEOFF

PIP WILKINS

WHY THE UK IS A FRANCHISING GROWTH HUB

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INVEST IN AN EMERGING POWERHOUSE

SARAH CRESSALL OBE

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Ready to invest?

Welcome to this issue of *What Franchise*, where we dive deep into the UK's thriving franchise scene. And what a scene it is! Food and drink franchises are booming, innovation is everywhere, and entrepreneurs across the country are proving just how powerful the franchise model can be.

To celebrate this momentum, we're unveiling our powerlist of 50 Fast-Growing Food and Drink Franchises in the UK. From bold new concepts to established brands expanding at record speed, these businesses are setting the pace for the entire industry. If you're considering investing in a food franchise (or are just curious about who's leading the way), this is a must-read.

On top of that, we've got an insightful interview with Pip Wilkins QFP, CEO of the BFA (British Franchise Association). Few people have a better grasp of the UK franchise landscape, and she shares her perspective on where the industry is heading, the challenges ahead, and the opportunities savvy franchisees should be watching.

Pip also brings her expertise to another vital topic: financial resilience. Let's be honest – tough economic conditions aren't going away overnight, so knowing how to build a financially stable franchise is more important than ever. Pip consulted Theo Millward, MD of Swimtime and founder of FranScape, and Phil Archer QFP, head of business planning and funding at d&t chartered accountants, to impart expert advice on how to safeguard your business in uncertain times.

Of course, financial security isn't just about smart budgeting – it starts with understanding the legal and structural aspects of your franchise. That's why we're also tackling the ins and outs of territory rights. Whether you're a first-time franchisee or an experienced multi-unit operator, knowing where you can (and can't) operate is crucial.

And if you think franchising is all about food, think again. On page 57, we explore why the demand for high-quality professional services is skyrocketing, and how B2B franchising is offering a lucrative pathway for entrepreneurs.

We hope to see you at the International Franchise Show at ExCel, London on 11-12 April where we will be exhibiting on Stand 830. Please come and say hello to the team!

Enjoy the issue, and as always, here's to your success!

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SEPT 2025

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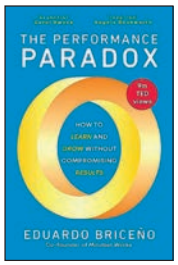
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Get inspired with these books, podcasts, market tools, franchise events, and free courses

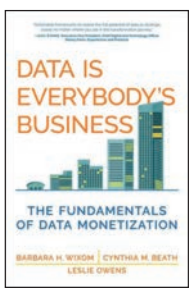
By CHARLOTTE SMITH



The Performance Paradox

Eduardo Briceño

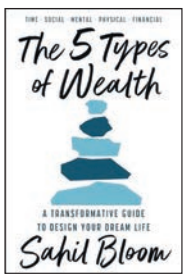
In The Performance Paradox, Eduardo Briceño flips the script on success, showing that always being in "performance mode" can actually hold us back. He introduces a game-changing approach to growth – one that blends learning and doing so we're not just working harder but working smarter. Through real-world examples and practical tips, Briceño explains how embracing mistakes, seeking better feedback, and switching between learning and execution can lead to bigger wins. If you've ever felt stuck in the grind, this book will help you break free and start making real, lasting progress both in work and broader life.



Data is Everybody's Business

Cynthia M. Beath, Barbara H. Wixom and Leslie Owens

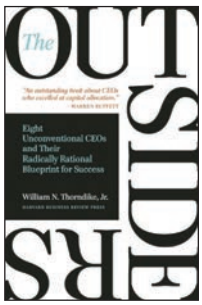
Data Is Everybody's Business makes data monetisation feel less like a tech buzzword and more like something anyone in an organisation can get behind. It's not just about selling data – it's about using it in smart ways to improve work, enhance products, and create new revenue streams. Backed by nearly three decades of MIT research, the book is packed with easy-to-use frameworks that make data feel less intimidating and more exciting showing how organisations of all types – not just big tech – can benefit from a data-driven approach, helping you to build a culture where data isn't just collected, but actually put to work.



The 5 Types of Wealth

Sahil Bloom

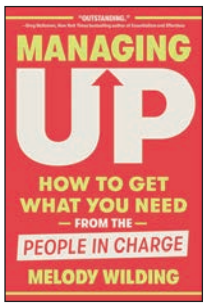
The 5 Types of Wealth challenges the idea that money is the only kind of wealth that matters. Sahil Bloom redefines success, showing how true fulfillment comes from balancing five key areas - time, social, mental, physical, and financial wealth. Packed with relatable stories, science-backed insights, and simple, practical steps, this book helps you rethink priorities, boost energy, build deeper connections, and define what "enough" really means. Because, according to Bloom, real wealth isn't just about what's in your bank account – it's about how rich your life feels every day.



The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

William N. Thorndike

A compelling exploration of leadership through the lens of eight extraordinary CEOs. You may not recognise all their names, but you may know their companies: General Cinema, Ralston Purina, The Washington Post Company, Berkshire Hathaway, General Dynamics, Capital Cities Broadcasting, TCI, and Teledyne. Each leader defied conventional wisdom to achieve remarkable results by focusing on capital allocation, long-term strategy, and disciplined decision-making. Thorndike highlights their innovative approaches, such as repurchasing shares, prioritizing cash flow, and maintaining operational simplicity. This book is a must-read for business leaders, investors, and anyone interested in understanding the unique qualities that set exceptional CEOs apart from the crowd. Clear, insightful, and engaging, this book redefines what true corporate success looks like.



Managing Up

Melody Wilding

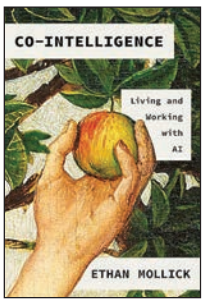
If you've ever felt stuck at work – micromanaged, overlooked, or buried in busywork – you're not alone. But what if you could shift the power dynamic, earn more respect, and get ahead without changing your job title?
In Managing Up, executive career coach Melody Wilding shares smart, practical strategies to help you navigate office politics, build strong relationships with higher-ups, and advocate for yourself with confidence. Packed with real-life stories and research-backed insights, this book gives you the tools to manage difficult conversations, set boundaries, and make your voice heard, so you can finally take control of your career.



Franchise Fame: An Insider's Marketing Guide to Incremental Growth and Soaring Success for Franchisors

Dani Pelever

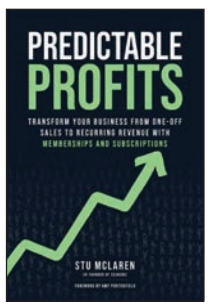
Franchise Fame is an indispensable guide for franchise owners seeking to rise above the competition. Introducing the innovative Five Fs Franchise Marketing model, this book provides actionable strategies to attract top-tier leads, select ideal franchisees, and cultivate a thriving network. Packed with case studies and proven techniques, it offers insights into maintaining stellar franchise performance and reputation while balancing growth and well-being. Pelever, who owns an award-winning franchise marketing agency and has worked with global franchisors from all over the U.K., Europe, Australia and South America, has drawn from her extensive experience to deliver an invaluable blueprint for sustainable franchise success.



Co-Intelligence: Living and Working with AI

Ethan Mollick

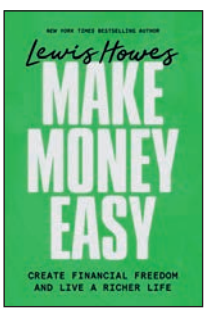
In his good-humoured guide to understanding and embracing the AI revolution, Mollick, a Wharton professor and creator of the popular One Useful Thing newsletter, dives into how tools like ChatGPT have changed the way we work and think since their game-changing debut in 2022. The book frames AI as more than just a tool – it's a collaborator, teacher, and creative partner that's already having a profound impact on business and education, and a revolution unfolding at an astonishing pace. Co-Intelligence shows what it means to think and work together with smart machines, and why it's imperative that we master that skill. Packed with relatable examples and practical advice, Co-Intelligence is both an optimistic take on how we can work with intelligent machines to amplify our human potential and an essential guide for navigating the age of artificial intelligence.



Predictable Profits

Stu McLaren

Predictable Profits changes the game for anyone tired of chasing one-off sales. What if you could build a business that brings in steady, reliable income month after month? Membership expert Stu McLaren shows you exactly how to do just that without constantly selling or scrambling for new customers. With nearly two decades of experience, Stu shares the secrets to attracting loyal members, keeping them engaged, and growing your business in a way that feels natural. Packed with success stories and easy-to-follow strategies, Predictable Profits is your roadmap to financial stability, freedom, and a business that you actually love running.



Make Money Easy

Lewis Howes

If money stress is keeping you up at night, you're not alone. But what if financial peace wasn't just about how much you make, but how you think about money? Author and podcaster Lewis Howes breaks down the mindset shifts and smart habits that lead to lasting prosperity. Drawing on expert insights, the psychology of money, and his own journey, he'll help you identify your money style, align your finances with your meaningful mission, and build habits that create real freedom. It's time to stop feeling stuck and start making money work for you – on your terms.



Rewrite Your Rules

Morgan DeBaun

What if the secret to fulfillment isn't doing and achieving more, but redefining what truly matters in life? Morgan DeBaun, founder and CEO of Blavity Inc, challenges the traditional stereotype of success in her transformative book, Rewrite Your Rules. Armed with real-life stories and practical advice, DeBaun shows you how to take charge of your life, break free from societal pressures, and build a future on your own terms. DeBaun offers a powerful three-part framework: master yourself, align your actions with your goals, and continuously grow in the face of challenges. This book will inspire you to focus on what truly matters, blending financial success with personal fulfillment.

ActionCOACH Business Growth Podcast

James Vincent

The ActionCOACH Business Growth Podcast just hit a huge milestone of 100 episodes – and it's celebrating in with a corker of an episode, serving as a powerful reminder that real growth starts in the mind. Meanwhile ActionCOACH founder Brad Sugars highlights must-listen past episodes packed with practical advice.

EVENTS, TOOLS & COURSES

International Franchise Show

LONDON 11TH-12TH APRIL

The IFA World Franchise Show

MIAMI, USA, 9TH-10TH MAY

Empowering Women in Business, BFA

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Be the Hero of Your Own Story



Life isn't about waiting for opportunities; it's about creating them, says Sarah Cressall OBE. Your future is yours to write, so pick up the pen, step into the lead role, and take charge of the next chapter

Every great story has a hero – someone who faces challenges, makes bold choices, and shapes their destiny. The good news? You have the lead role! You get to be the real-life hero of your own story. You have the power to write it, live it, and edit it as you go along.

Life presents us with crossroads – powerful moments that invite us to pause, reflect, and review. We can't change the past, but we can create the future. The choices we make today shape our tomorrow. Life isn't about waiting for opportunities; it's about creating them.

Every superhero has a purpose, a driving force that fuels their journey. What's yours? Understanding your core values is the foundation for making meaningful choices in your career and life. When you align your decisions with what truly matters to you, you take control of your narrative and step into your power.

Success looks different for everyone. For some, it's financial freedom; for others, it's flexibility, purpose, the chance to make a difference... or a combination of all these. The key is to identify what truly motivates you. Reflect on what energises you, what excites you, and what gives you a sense of fulfillment.

When exploring franchise opportunities, consider how they align with your values. Does the business reflect what's important to you? Will it allow you to use your strengths and passions in a meaningful way? Choosing a franchise isn't just about the business model – it's about finding something that aligns with the life you want to create, live, and enjoy.

Every hero must make the decision to stop watching from the sidelines and act. The moment you take ownership of your journey, you shift from being a spectator to the main character in your story.

Finding fulfillment means doing work that resonates with who you are. Passion and purpose can drive profit and positive community engagement.

If you're considering franchising, ask yourself these key questions: What excites you? What kind of impact do you want to have? What lifestyle do you want to build? These answers will guide you toward the right opportunity.

One of the great advantages of franchising is the balance between independence and support. You run your own business while benefiting from a proven system, training, and a supportive network. Being part of a franchise community means you're not alone – you have people who have walked the path before you, willing to share their knowledge and experience.

I know that our Creation Station partners, and myself as the franchisor, all gain immense value from being part of the Creation Station family. Being part of something bigger than yourself creates a greater impact, fosters lifelong connections, and brings the joy of shared success.

Action is the difference between dreaming and achieving. There's never a 'perfect' time to take the next step, but every day you wait is a day you could be moving toward your goals. A hero doesn't just think about change – they make it happen. You hold the pen, and every decision you make shapes the story ahead.

Choosing the right franchise can be transformative. When your business aligns with your purpose, work becomes more than just a job, it becomes a way to bring what's important to you to life. And with an established brand, you gain access to ongoing training and support, allowing you to focus on growing your business with confidence and impact.

Now is the time to explore opportunities that align with your values and step into your own power. If you're ready to supercharge your future, franchising could be the perfect path to help you achieve the future you want.

Sarah Cressall OBE is the founder and CEO of The Creation Station, the most recommended creative activity provider in the UK. With a passion for fostering creativity and empowering others, she has built a thriving business that supports franchisees and inspires communities across the country. Sarah's commitment to community impact and innovation has earned her an OBE for her services to entrepreneurship and education.

"When your business aligns with your purpose, work becomes more than just a job - it becomes a way to bring what's important to life"



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Robyn Dixon

Former star of Bravo's *The Real Housewives of Potomac* shares how she made the leap from reality TV to franchise success



My journey with GLO30 started long before I became a franchise owner. I've been a fan of GLO30 for 11 years and even worked with them at one point as their public relations representative. I got to know the founders, their vision, and their innovative approach to skincare, and as a client myself I experienced firsthand the incredible results of their treatments. When I heard they were franchising, I knew it was the perfect fit.

My confidence in taking this leap with GLO30 came from my deep relationship with the brand and my belief in what they offer. It wasn't a desire to go into franchising that brought me to GLO30, but a desire to be a part of GLO30 that brought me into franchising.

I never wanted to be limited to just one avenue in my career. While I love working in entertainment, I've always looked for ways to diversify my path and build something that lasts beyond my TV years. GLO30 allows me to do that while staying connected to something I genuinely care about – beauty, skincare, and empowering others to feel confident in their own skin.

The most rewarding part has been seeing clients experience the same excitement and confidence boost I felt when I first became a GLO30 member. Watching people walk out of my studio feeling amazing about their skin – that makes it all worthwhile.

I've been very hands-on in the business, especially in these early stages. I'm involved in day-to-day operations, making sure everything runs smoothly, and my team has the support they need.
Eventually, I'd love to expand to more locations and grow the business, but that would mean stepping back from the daily operations, so I'm building up to that.

"It wasn't a desire to go into franchising that brought me to GLO30, but a desire to be a part of GLO30 that brought me into franchising"

Remember the saying, *closed mouths don't get fed?* Most of my successes have come from sharing my goals with the right people and asking for advice, information, and referrals. I've found that people in franchising are more than happy to help, so take their advice and lean on those who've been there before you.

Also, don't be afraid to start small. Social media can make business ownership look easy but success comes with time and effort.

In 5-10 years, I see myself continuing to grow with GLO30 and exploring new opportunities – whether in business, television, or something entirely different. Wherever my path leads, I know I want to keep evolving, pushing myself, and making an impact.

QUICK-FIRE QUESTIONS

Morning must-have?
Glo Globes (facial ice rollers)

Biggest business pet peeve?
No-shows

Go-to pump-up song before a big meeting/event?
Prince, Let's Go Crazy

One word that describes your leadership style?
Empowering

Dream celebrity client for Glo30?
Beyonce

SIX IDEAS.

Pip Wilkins QFP

The UK's franchise sector has come of age, offering a multitude of smart investments for hard-working entrepreneurs

Pip Wilkins QFP has been at the heart of UK franchising for over 25 years, playing a pivotal role in supporting both brands and franchisees in her role as CEO of the BFA (British Franchise Association). Pip represents the UK at the European Franchise Federation and the World Franchise Council and is a sought-after speaker, mentor, and advocate for innovation. Here, she explains how UK franchising has matured into a globally-recognised industry – and why UK franchisees, both seasoned and new, are lining up to reap the rewards.

1 MARKET-LEADING BRANDS

As shown in our latest survey (October 2024), published in the British Franchise Journal and sponsored by NIC Services Group, the number of franchisors in the UK has steadily increased over the last 20 years, signalling that more and more UK brands are viewing franchising as a viable growth strategy. We've seen significant expansion in sectors like hotels and catering, as well as personal services. With our ageing population, there's been a notable rise in domiciliary care brands entering franchising, as more elderly people choose to remain in their homes. Take Home Instead: in 2007, they had 17 franchisees; today, they have over 250. This brand entered the market at just the right time, recognising the growing demand for in-home care.

Franchising often reflects societal needs and emerging trends. For example, when government cuts impacted children's activities, we saw a surge in brands filling these gaps, offering academic programmes, after-school clubs, music and movement classes, yoga, and dance.

2 REDUCED RISKS

Franchising is self-regulated in the UK. No one wants to see bad news stories, and the BFA, along with other franchisors, strongly encourages newcomers to do things the right way.

Promoting standards and ethics is at the heart of what we do. The UK franchising community is unlike any other. We're constantly working together to be better than we were yesterday, driving the market forward. Franchisors are deeply committed to their franchisees' ongoing success.

Before a franchisor can join the BFA, we assess whether their business is viable and transferable. Can it be successfully run in another location? Is is profitable for both the franchisor and the franchisee? We also ensure the franchisor isn't misrepresenting the opportunity and that they disclose anything material to potential franchisees during the decision-making process.

The European Code of Ethics for Franchising sets out guidelines for associations across Europe, although each country has its own interpretation and extension of that code. Our version, for example, spans 60-70 pages and covers the ins and outs of ethical franchising in the UK. This, combined with our membership rules, provides protection for brands and investors.

3 HIGH GROWTH POTENTIAL

In the UK, there are just over 50,000 franchise units run by more than 20,000 individual franchisees. That means 35% of franchisees are now operating multiple territories.

Our research has revealed a key shift in the past few years: the mean number of units per franchisee has significantly risen from 4.87 in 2018 to 11.53 in 2024, highlighting the growing skills of franchisees in managing larger portfolios.

Existing multi-unit franchisees are well-positioned to open more units, acquire exiting franchisees, or purchase resale opportunities within their networks. Approximately 66% of UK franchisors plan to offer at least one unit for resale in the coming year, creating exciting opportunities for investors seeking quicker returns. I think we'll see these trends continue to grow.

4 JOB SATISFACTION

The most important thing when choosing a franchise is to find something you're passionate about. This isn't a job you can just resign from if it doesn't fit with you. You're committing to a business for at least five years and building an asset.

Ultimately, you want to make sure the people you're working with feel like your tribe, and that the values and culture of the business align with your own.



5 MULTI-BRAND EXPANSIONS

As the market matures, we're seeing increases in the number of multi-brand franchisees. This has traditionally been seen in the fast-food sector, where you might find someone with multiple KFCs, Costa Coffees, and gyms. But now, we're starting to see multi-brand growth in other sectors, with operators expanding beyond their usual scope into areas like domiciliary care, storage, or tutoring. This trend will continue to gather momentum.

6 GLOBAL OPPORTUNITIES

The UK is often the first choice for international brands looking to expand into Europe. There's no legislation, which makes expansion here easier, and we're English-speaking, eliminating many language barriers.

A few years ago, the BFA established an international membership category to accredit brands looking to enter the UK market based on their in-country experience. We look for a clear plan for expansion in the UK. They must have done their research to ensure their brand is transferable and be getting the right advice to adapt their concept for the UK.

If you're considering franchising with a new international brand, you need to understand how it will fit in the UK. With any franchise - whether homegrown or international - you need to make sure it works before scaling. What research have they done on the UK market? Have they run a pilot operation? Are they consulting BFA advisors and UK lawyers who understand how the UK market works?

The jurisdiction for any legal issues must be registered in the UK. This is crucial from a franchisee's perspective.



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INTERNATIONAL FRANCHISE SHOW LONDON

What Franchise

50 fast-growing food & drink franchises

Unmissable opportunities from dynamic franchise brands reshaping the market

URBAN Fresh Burgers and Fries

MULTI UNIT SUCCESS

This brand is expanding nationally through franchising and company-owned locations in 2025. Seeking ambitious multi-unit owners ready to launch with a scalable, proven model, the opportunity offers strong support and growth potential in a recession-resistant market

Black Rooster Peri Peri Chicken

PROVEN MODEL

Black Rooster, Scotland's leading peri peri brand, is expanding into London as part of its national growth strategy. The franchise seeks partners for multi-unit opportunities in key UK cities. With a proven model and strong brand presence, now is the ideal time to jump into this fast-growing network.

82%

OF FRANCHISEES REPORT THAT THEY ARE SATISFIED WITH THEIR FRANCHISORS

The franchise sector contributes **£19.1 billion** *to the UK economy with an average turnover of £400K per unit*

40%

OF ALL FRANCHISEES ARE WOMEN, A SIGNIFICANT RISE FROM 20% IN 2005

Cheat Daze

BUILDING MOMENTUM

Cheat Daze, a rapidly-growing dessert brand, is expanding its footprint nationwide. With 8 locations set to open by April 2025 and an additional 8 planned by the year's end, the momentum is set to continue. Looking ahead, the brand projects up to 80 locations within five years, signalling strong and sustained growth.

Dave's Hot Chicken

AMERICAN DREAM

Dave's Hot Chicken, the Nashville-style sensation, has opened its 250th restaurant in London's Shaftesbury Avenue, marking a major milestone in its global expansion. With 80 openings in 2024 and more planned for 2025, the brand is set to expand its signature hot chicken sliders and fiery flavours to more UK locations.

UNIT GROWTH

The statistics in this feature are taken from 2024 National Franchise Survey, a study carried out by the BFA (British Franchise Association) in partnership with NIC Services Group. The results paint a positive picture overall.

OPTIMISTIC OUTLOOK

"Franchising continues to thrive, adapting exceptionally well during challenging times," says John Spencer, chairman of NIC Services Group and former chairman of the British Franchise Association.

Fireaway Pizza

RAPID EXPANSION

The UK's fastest-growing pizza franchise has opened over 100 stores in just 3 years, reaching 160 locations across the UK and Ireland. With 15 new openings planned for 2025, the brand combines traditional Italian methods with innovative flavours, aiming to inspire communities and attract passionate franchisees.

Bunsik

STREET FOOD

A Korean street food sensation renowned for its corn dogs and Instagram popularity, Bunsik has taken the London food scene by storm. Born from a respected UK hospitality group, Bunsik is now expanding across the UK, offering a fantastic opportunity for top-tier franchisees to join its profitable and growing network.



EXPANDING F&B

Plan Burrito

A fast-growing franchise with award-winning food and low investment, this homegrown Tex-Mex model has exciting expansion plans for 2025 with at least seven new store openings in the pipeline



Plan Burrito

With a proven model, award-winning food, and a fast-growing presence across the UK, Plan Burrito is now seeking passionate and driven franchise partners to join its journey. Whether you're an individual with big dreams or a team ready to invest, this is an exciting opportunity to be part of a brand that's reshaping the UK's fast-casual dining scene. No previous catering or business experience is needed: just ambition and a strong work ethic.



Investment: £80,000 - £100,000

Established: 2015

Number of outlets: 13

Contact: franchise@planburrito.co.uk

Since opening its first franchise store in May 2022, Plan Burrito has rapidly grown to become one of the UK's most exciting and dynamic fast-casual brands, now boasting 13 thriving locations and counting.

Offering multi-award-winning Tex-Mex Street food, Plan Burrito is more than just a place to eat – it's a proven business model backed by comprehensive support, ideal for individuals and teams with an entrepreneurial spirit who are ready to be part of a growing success story.

Recently winning the award for best Mexican franchise in the UK at the QSR Awards England, they have cemented their band as a leader in the UK market.

Plan Burrito's journey began with a passion for delivering authentic, high-quality food in a vibrant and contemporary setting. Since then, the reputation has grown not only for the exceptional burritos, tacos, nachos, and churros, but also for its commitment to supporting franchise partners every step of the way – from initial setup and training to marketing and ongoing operational guidance.

"Our mission has always been to offer a low investment package which serves outstanding products backed by even better business systems," says Stephen Hopper, founder and active CEO of Plan Burrito. "We are looking for people who share our passion – individuals or teams who are driven, community-focused, and ready to grow with us. It's an exciting time to join the Plan Burrito family."

> **"Our mission has always been to offer a low investment package which serves outstanding products backed by even better business systems"**
>
> **- Stephen Hopper, founder and CEO**

Following the successful opening of the latest store in Camberwell, London, Plan Burrito is set for a major expansion throughout 2025, with a minimum of seven new locations planned, including two sites in Wales and further expansion in the Midlands and many more multi- and single-unit talks in the pipeline.

"To help drive this ambitious growth, we are proud to announce the appointment of Simon Robinson as our new Managing Director," adds Stephen. "Simon brings a wealth of experience from his previous senior leadership roles at Starbucks Coffee, adding valuable expertise in scaling operations and enhancing customer experience across multiple locations."

To find out more about franchising opportunities with Plan Burrito, visit planburrito.co.uk/franchise.

Haute Dolci
SWEET LUXURY

Expanding globally, Haute Dolci currently operates 20 stores across England and Scotland, with plans to reach 50 locations in the UK by 2030. It's looking to partner with cluster franchisees and master franchisees in new territories, who possess operational expertise, a customer-first approach and a passion for delivering exceptional dining experiences.



Black Sheep Coffee
ELEVATED MENU

Ambitious to open 100 locations across the UK within the next 20 months, Black Sheep Coffee is seeking multi-unit or multi-brand operators with a proven track record and a passion to scale into high-traffic shopping centres and transport hubs. The coffee chain has a unique offering with specialty-grade robusta coffee and inclusive menu items.

Gong Cha
GLOBAL GIANT

Backed by ST Group Food Holdings Limited, Gong cha England was established in late 2018 to bring the beloved bubble tea brand to the UK. Since opening its first store in 2019, Gong cha has grown to 14 outlets in England, with plans for further expansion, building on its global presence of over 2,000 locations.

Miss Millie's
SIGNATURE FRIED CHICKEN

Miss Millie's aims to expand to over 50 locations in the next five years, with attractive territories still available across the UK. After investing in rebranding, the company offers strong products, supply chain, and systems, and seeks passionate operators to help grow its national presence.

49%

OF ALL UK CHAINED OUTLETS ARE INTERNATIONAL BRANDS

Several chains like* Taco Bell, McDonald's, Captain D's and Del Taco *are building and testing small takeaway units

90%

OF THE UK PIZZA MARKET IS LED BY INTERNATIONAL CHAINS

ChurrosLocos
SWEET OPPORTUNITY

This family-owned business is expanding across the UK, bringing delicious churros and Latin desserts to even more locations. With 6 new sites planned for 2025 and a goal of achieving 50 in 5 years, the brand is now offering its proven model to passionate partners who want to be part of its growing success story.

Japes
PIZZA WITH POTENTIAL

With four stores in London, Japes offers a unique pizza franchise opportunity with great potential. The brand is seeking experienced franchisees to join its journey to become a household name. With simple pizza-making processes and exceptional support, Japes is ideal for those looking to scale and develop multiple sites.

BRITAIN LOVES CHICKEN
Some of the biggest growth over the past year has been in the fried chicken sector, with Popeyes, Wingstop and Slim Chickens all significantly boosting their estates over the past 12 months.

QSR'S BIGGEST CASUALTIES
There have been some unfortunate closures over the past 12 months, most notably TGI Fridays, which saw its estate significantly reduced when parent company Hostmore went into administration.

Kaspa's Desserts
DESSERT DOMINANCE

As a market leader with 100 stores, Kaspa's provides a profitable opportunity with strong brand recognition and purchasing power. As the fastest-growing dessert diner, Kaspa's plans further nationwide expansion, aiming to open in every major town and city within two years, with secure growth opportunities for franchisees.

Choppaluna
HEALTHY DINING

Choppaluna is on a mission to bring healthy dining options to cities across the UK. With plans to open 10 new locations in 2025, the brand is actively seeking both single and multi-unit partners to support its expansion and meet the growing demand for fresh and nutritious fast-casual meals in a super-chic and Instagrammable environment.

By partnering with reputable brands, franchisees can attract loyal customers quickly in the food and drink sector, leveraging built-in brand recognition along with operational support.

Little Dessert Shop
VIRAL BAKERY

With over 50 locations across the UK, Little Dessert Shop is rapidly expanding towards its goal of 100 stores. Known for its viral, innovative desserts, the brand offers strong support through a dedicated team and state-of-the-art bakery. The company is seeking driven, hands-on franchisees to join its scalable model built for long-term success.

Slim Chickens
USA FAVOURITE

Slim Chickens, the Southern-inspired chicken chain from the US that Americans 'prefer to KFC', is set to open 10 new UK locations in 2025 continuing its march to market dominance. Following recent openings in London's Leicester Square and Wembley, the brand will be building on its 58 existing UK sites, and over 200 locations across the US.

Local brands lead the coffee segment, capturing **76% of the market.** *This may be due to these brands excelling in personalisation and adaptability*

99%

OF THE TOTAL UK FOOTFALL TRAFFIC IN THE BURGER SEGMENT IS CURRENTLY HELD BY JUST THREE GLOBAL BRANDS: MCDONALDS, BURGER KING AND FIVE GUYS

Creams Café
FORWARD LOOKING

The UK's largest dessert brand continues to grow nationwide with a focus on sustainable expansion and strong franchise support, including location insights and access to a collaborative network. Committed to eco-friendly tech, innovation and growth, Cream Café is well positioned to create long-term success for its partners.

Angry Crab Shack
FUSION FOOD

Angry Crab Shack is on track to open 40 locations across the UK, with additional global expansion. The brand, renowned for its Asian-Cajun flavours and seafood boils, seeks financially-qualified franchisees with restaurant or management experience to help bring its unique dining experience to new markets outside of London.



EXPANDING F&B

Paris Baguette

Paris Baguette is a bakery café that sits at the heart of every community. It's where freshly baked croissants greet you in the morning, the perfect coffee and cake await your catch-up, and everyone feels right at home



Paris Baguette

Paris Baguette is a premium bakery cafe concept offering a wide range of freshly baked and high-quality products including cakes, pastries, sandwiches, salads, and coffee. Its target position in the market is to be a local community bakery where customers can enjoy food and spend time comfortably in-store.



Established: 1988, established in the UK in 2022

Current locations: Battersea Power Station, High Street Kensington and Canary Wharf

Contact: belinda@parisbaguette.co.uk

Paris Baguette opened its first stores in London during autumn 2022 with bakeries in Battersea Power Station and on High Street Kensington.

The first franchised store launched in Canary Wharf in autumn 2024, with more to follow soon. Paris Baguette has signed additional franchises for this year, including one in Ireland, positioning it for continued growth across the UK and Europe.

The global bakery may be new to London, but it's been perfecting the art of baking since 1988 with over 4,000 bakery cafés worldwide, including three in the UK, six in France, and over 200 in the US.

The franchisor has an ambitious growth plan for the UK and aims to open 100 stores by 2030 as part of wider plans to open 450 stores in Europe.

Paris Baguette benefits from over 35 years of franchising experience in a half a dozen countries. The company ensures franchise owners have the tools and support they need to run a successful business and franchisees benefit from a proven, successful franchise model and the expertise of a highly skilled leadership team delivering support for each critical step of setting up a bakery cafe. This includes help with site selection, store design and construction, training, operations support, product development, logistics, distribution, advertising, marketing guidance, and more.

Paris Baguette is looking for potential franchise owners in the UK with ambition and adventurous personalities, and who want to grow and develop with the brand.

To succeed as a Paris Baguette franchisee, individuals should be passionate, committed to excellence, open-minded, and able to inspire action through excellent leadership and management skills. A passion for baked goods or experience in the hospitality industry is a bonus, but not a requirement. Access to capital and maintaining exceptional standards is, however, key for Paris Baguette franchisees and a £1.2 million net worth with £400,000 in liquid assets is necessary to progress this opportunity.

Paris Baguette is actively seeking franchise partners in the Greater London area (within 25 miles of central London). From London and the South East, Paris Baguette will then roll out across the rest of the UK over the next several years. Single-unit and multi-unit opportunities are available.

"We believe that the UK is a fantastic market for Paris Baguette, and we're looking for partners who share our passion for quality and innovation to help us expand our presence across the country," says UK COO, Nico Gaillot. "Our franchise model is designed to help entrepreneurs and business owners succeed, and we're excited to work with partners who are eager to bring the Paris Baguette brand to their communities."

SIDES
YOUTUBE SENSATION

With 250k Instagram followers and 2M+ YouTube views, SIDES is the UK's second most-followed chicken brand. The franchise, a subsidiary of Hero Brands, aims to open 20-25 new UK locations this year and is seeking experienced multi-unit partners with high net worth, committed to at least three units and backed by strong financial investment.

Brgr Lab
AMBITIOUS EXPANSION

Recently awarded 'Emerging Burger Brand of the Year' at the QSR Awards, Brgr Lab is on a rapid growth trajectory. With two stores open and five more franchises signed for this year, the company is expanding internationally too. The franchisor seeks franchisees with business acumen (not necessarily in food) to help drive its next phase of exponential growth.

Zócalo
INTERNATIONAL FLAVOUR

Zócalo, a successful QSR with 27 restaurants in four countries, is expanding across the UK following success in London and Birmingham. Seeking passionate franchisees with strong leadership, customer experience, and an entrepreneurial mindset, this opportunity isn't restricted only to investors with previous restaurant experience.

Spud Bros Express
HITTING THE JACK-POT

Spud Bros has grown from its humble Preston market origins into a vibrant, award-winning brand with over five million social media followers. Spud Bros Express offers a scalable QSR franchise, supported by comprehensive assistance and a versatility that enables it to thrive in diverse locations.



Delivery platforms further solidified their dominant position in early 2025, recording a **3% increase in revenue**

Food franchises thrive on community connections, customer loyalty and repeat business. By staying attuned to trends and growth, franchises remain relevant and adaptable.

EXPANDING F&B

Duck Donuts

The unique made-to-order donut shop accelerates its UK expansion with sweet opportunities for multi-unit franchisees. Find out how this beloved brand is spreading happiness around the globe with its simple operations for investors



Duck Donuts

With unique donut combinations and complementary product offerings such as a full range of espresso coffee drinks and donut-topped milkshakes, this franchise opportunity has become an international sensation thanks to its simple operations. Maybe it's the magic of made-to-order vanilla cake donuts, maybe it's the lovable brand? Most likely it's a combination of these factors that gives the brand its global appeal.



Initial Investment: £180,000 - £250,000

Established: Founded in 2006, Duck Donuts began franchising in 2013

Number of outlets: 160

Contact: Marcel Portmann at mportmann@duckdonuts.com

Duck Donuts makes life just a little sweeter with fresh, customisable donuts and treats for every time of day. It's a fresh spin on the beloved donut shop, offering guests something truly special with customisable cake donuts for every craving, business meeting and special occasion.

Duck Donuts was founded in the beachside town of Duck, North Carolina in 2006, and has embraced the laid-back lifestyle that comes with its coastal roots. Since the brand began franchising in 2013, it has opened 160 franchise locations in 28 American states, and nine countries worldwide. And now, Duck Donuts is coming to the UK, with its first location due to open in a few months.

Duck Donuts has presence outside the United States in Canada, Curacao, Egypt, Pakistan, Bahamas, Philippines, Qatar, Saudi Arabia, and Thailand, with plans to open in Australia, New Zealand, Mexico, and now the UK.

"Expansion into the United Kingdom is a key component in our growth strategy, and we are delighted to be introducing our warm, delicious and made-to-order donuts in the UK in the next few months," says Marcel Portmann, Director of Global Development for Duck Donuts.

The franchise is seeking to award multiple unit territories of a minimum of three units in full store and express layouts.



From the process of store design and in-country training, the corporate team works closely with each franchise owner to help them succeed. As a franchisee, you can expect hands-on training, training for shop managers and on-site support for the grand opening.

Once a shop is open for business, franchisees will continue to build a relationship with their dedicated franchise business consultant, who is there to offer guidance and support. The company has regional offices in Europe to support the expansion and new shop openings, as well as managing the supply chains.

One of the added benefits of being part of a franchise system is having support and access to fellow franchisees who share a common vision. And for Duck Donuts, it's to serve a warm, edible ring of happiness around the globe. Who isn't down with that?

Chuck E. Cheese
ICON OF FUN

The legendary Texan restaurant group is bringing its unique family eat-ertainment experience to the UK. Six locations are planned for Milton Keynes, Glasgow, Leeds, Manchester, Birmingham, and Bristol and the brand is currently seeking high-visibility sites in shopping centres, retail parks, and leisure parks.

The Alley
ATTRACTIVE INVESTMENT

This premium bubble tea brand from Taiwan operates over 450 sites worldwide. Since entering the UK in 2019, it has expanded across prime London locations, including Westfield. With plans to open 25 stores over the next five years, The Alley welcomes both first-time and experienced franchisees looking to add another brand to their portfolio.

A 2024 Mintel report revealed that 8 in 10 Brits regularly indulge in deliveries and takeaways. Brands have responded by leveraging technology and focusing on customer loyalty.

Unit
ULTIMATE FLEXIBILITY

Unitfood.co, created in Sheffield, is expanding nationally with plans for 10+ stores across major UK cities in the next 3-5 years, offering multiple revenue streams, including home delivery, dine-in, takeaway, merchandise, and events through their 'truck.' Franchisees benefit from a comprehensive support system for a great customer experience.



The Knot Churros
BOUTIQUE BRAND

Since launching franchise operations 9 months ago, this popular spot is already set to open five locations in 2025 with big plans for further growth. Known locally as London's go-to spot for Instagrammable churros, it's ready to spread its sweet treats across the UK with a kiosk and boutique store concept.

Urban Baristas
AUSSIE VIBES

Known for excellent coffee and a loyal customer base, Urban Baristas is seeking partners to bring a taste of Aussie beach culture to communities nationwide. The brand opened 4 new locations in 2024 to bring their UK total to 16 sites. Now, with plans beyond London, they are strengthening their property portfolio to streamline onboarding for new franchisees.

Green King Pub Partners
BRITISH ICON

Greene King Pub Partners offers ready-to-trade pubs, allowing you to focus on growing your business. With its proven model and strong support, the franchise reduces risk compared to traditional tenancy. Greene King is seeking franchisees to expand across England and to launch in Scotland in 2025.

Heavenly Desserts
PUDDING PARADISE

Having reached 60 locations, Heavenly Desserts plans to double that number in the next three years. The brand is looking to partner with both experienced franchisees and newcomers to help it achieve this goal, offering the opportunity to be part of its continued growth and success in the dessert industry.

Boss Pizza
FAST GROWTH

Boss Pizza is working towards a goal of opening one store per week with 10 new openings slated for this year and 15 more next year. By 2027, the goal is to add 60 locations. Franchisees receive full support, including location selection, store setup, training, and marketing assistance to ensure a success in this highly desirable sector.

Patisserie Valerie
HIGH STREET FAVOURITE

Elevating British special occasions for 100 years, the brand is now seeking experienced franchise partners for the next phase of its growth and plans in place to open six to eight new units across the UK. Patisserie Valerie is looking for multi-unit partners aiming for ongoing development and regional expansion.

84%

OF GEN-ZS, THE MOST FREQUENT UK DINERS, EMBRACE STREET FOOD

Lumina Intelligence predicted that the UK QSR market grew in value by 3.3% in 2024 to £17bn

52%

OF GEN-ZS SAY THEY WOULD RETURN TO A RESTAURANT IF PRICES ARE AFFORDABLE

CUPP
TURNKEY SOLUTION

CUPP offers a turnkey solution for opening your own bubble tea store, with complete training, site selection assistance, custom-designed stores, fit-out, marketing, and ongoing support. With plans to open 6-8 new locations across the UK in 2025, CUPP is seeking both single and multi-unit operators to join its growth story.

Veeno
ITALIAN HOSPITALITY

Veeno, an Italian wine bar franchise founded in 2013 in Manchester by two Italians with a passion for their home cuisine, aims to open 2-3 new locations per year. Franchisees should have a passion for hospitality, a positive attitude, and a strong customer service mindset. Adherence to Veeno's high standards is key to success in this lifestyle-focused brand.

QSR SECTOR SHOWING RESILIENCE
While the broader restaurant sector has suffered for consumers reducing their dining out habits, quick-service restaurants (QSRs) are holding up, with total revenue still 0.3% above 2023.

VALUE-DRIVEN MARKET
A 2025 report by Cardlytics noted that competitive value-driven propositions, such as meal deals, bundled offers and targeted digital discounts, are key to maintaining customer footfall.



SOHO Coffee
FRESH & ETHICAL

SOHO Coffee is launching its UK franchise opportunity, building on its success with 30 UK locations and 15 international franchised sites. As a BFA-accredited brand in the £5bn fast-casual café market, SOHO offers franchise partners strong operational support, innovative product development, and a commitment to fresh, ethical food and quality coffee.

12th Street Burgers
PREMIUM QSR

12th Street Burgers is on a mission to become the UK's leading premium burger brand. With plans to open 25+ franchise locations in five years, the brand is focused on quality, community, and customer experience. Franchisees don't need prior restaurant experience, just passion and commitment to growing a thriving and community-driven local business.

Buy & Bite
ASIAN COMFORT FOOD

Buy & Bite aims to be a top brand for Japanese omurice and Asian comfort food in the UK and beyond. With multiple franchise locations already in operation, the brand is focused on maintaining quality and efficiency while expanding to more locations. They offer strong support with a simple business model to passionate, hands-on franchisees.

89%

OF FRANCHISE UNITS ARE PROFITABLE. WITH 66% OF UK FRANCHISORS REPORTING BETTER TRADING NOW THAN PRE-PANDEMIC

Leb+Nöm
QUICK PROFIT MAKER

As part of the Dish'd portfolio of virtual brands, Leb+Nöm delivers authentic Lebanese flavours through its streamlined operations. Dish'd offers its franchisees easy-to-prepare menus, strong support, and a proven model for growth. This is a prime opportunity for commercial kitchens and high street food businesses to expand with a trusted brand.

Captain D's
FAST SEAFOOD

This leading American fast-casual seafood chain is expanding to the UK. A 20-unit multi-unit franchise agreement is already underway, with the first UK restaurant opening in the London area by June 2025. With plans for 100-120 units over the next 10 years, the brand seeks franchisees with strong operational and people skills, ideally with franchise industry experience.

Mr Simms Sweet Shop
NOSTALGIC APPEAL

Expanding rapidly, this growing sweet franchise seeks passionate franchisees to drive its success. Ideal candidates are ambitious entrepreneurs with retail or food industry experience, a commitment to multi-unit growth, and a customer-first mindset. With strong support and a proven model, franchisees can build a thriving business in a booming market.



Chicken Cottage

chicken cottage
GRILLED · HALAL · FRIED

"Chicken Cottage is a powerhouse brand with global potential - there's no better time to join our journey!"

– Sadaf Kazi, Franchise Business Partner

EXPANDING UK & GLOBALLY

When Chicken Cottage launched in 1994, it became the UK's first halal fried chicken brand. Fast-forward 30 years, and it's a global success story, with over 70 restaurants across the UK and a growing presence in Europe, the Middle East, and beyond. Recent expansion into Ireland marks a new phase of UK and Irish openings, with a focus on major cities.

Renowned for its bold flavours and high-quality ingredients, Chicken Cottage is seeking franchisees to lead the next stage of UK expansion. This is a rare opportunity to join a well-established brand backed by an experienced management team, world-class marketing expertise, and exceptional operational support.

Wingology
COMMERCIAL GROWTH

Wingology, part of the Dish'd portfolio, delivers high-quality wings and burgers through a scalable virtual brand model. Dish'd seeks ambitious franchisees with commercial kitchen setups to expand Wingology nationwide. Comprehensive training and support ensures seamless operations and strong sales.

Luckys
EXPANDING DINER

Luckys began in Oldham in 2018, with a vision to offer a diverse menu in a QSR environment. The first franchise opened in 2023 and now, with 11 franchise units and a goal of 50 over the next five years, Luckys is poised to take off nationally. The franchisor seeks partners with a passion for food and operations.



Eugreeka!
PROFITABLE ADD ON

Eugreeka! brings the bold flavours of the Eastern Mediterranean to delivery. The fast-growing virtual brand from Dish'd offers a proven model, easy-to-prepare menus, and hands-on training. With strong support and high-profit potential, it's an ideal opportunity for commercial kitchens looking to scale up.

Graze Craze
SPECIALITY SUCCESS

Now expanding into the UK, this American brand offers beautifully crafted charcuterie boards for take-out, delivery, and catering. With premium meats, cheeses, fresh produce, and made-to-order breads and jams, the fast-growing franchise offers a unique, high-profit business model with no cooking facilities required.

You Me Sushi
GLOBAL AMBITION

The Japanese success story is expanding across the UK with plans for further international franchising. With 26 locations and more opening soon, the brand seeks ambitious multi-unit franchisees to develop 3 to 5 sites over time, ensuring sustainability and high standards in the fast-casual sushi market.

Bao + Bowls
VIRTUAL BRAND

Part of the Dish'd portfolio, Bao + Bowls offers an exciting opportunity for kitchen operators looking to boost sales. With a simple menu, hands-on training, and seamless integration into existing setups, franchisees can grow their business while delivering delicious fluffy bao and bowls to customers across the country.

68%

OF UK CUSTOMERS SAY RESTAURANTS WITH ADVENTUROUS GLOBAL CUISINES APPEAL TO THEM

This figure increases to **77% with Gen Z,** *according to a Unilever report*

46%

SAY THEY WOULD RETURN TO A RESTAURANT WHERE THEY CAN SEE THE CHEFS COOKING

BREAKING JARGON

Restaurant franchises span multiple segments. Quick Service Restaurants (QSRs) like McDonald's, KFC, and Subway prioritise speed and affordability. Fast Casual brands such as Nando's, Wagamama, and Pret A Manger blend quality with efficiency. Casual Dining chains like Pizza Express and TGI Fridays offer full-service experiences, while Fine Dining franchises, though niche, include chains like The Ivy Collection.


SCOTLAND'S
MOST LOVED CHICKEN SHOP
IS GOING GLOBAL
THERE'S NEVER BEEN A BETTER TIME TO JOIN THE PERI PERI BRAND THAT'S SWEEPING THE NATION.
DOWNLOAD THE FRANCHISE PROSPECTUS
BLACK ROOSTER



FRANCHISE AGREEMENTS

MAPPED OUT FOR SUCCESS

Discover key insights every franchisee needs to navigate territory rights, with guidance from two of the UK's leading experts

Franchising in the UK isn't governed by a single, overarching law, meaning the structure of the relationship between franchisors and franchisees relies on one key document: the franchise agreement. This agreement should clearly outline the rights, responsibilities, and expectations of both parties. Without that clarity, things can quickly become complicated.

The key to protecting your investment often lies in the territorial rights granted within that agreement. These rights can define everything from the market you can target to how you're shielded from competition. Enter our experts: lawyer Emily Sadler, Senior Commercial Solicitor at Harper James, and franchise consultant Maria Misyurina, co-founder of Franchising Guru with 15 years of experience in franchising and law. Both highlight the importance of legal due diligence in ensuring that the territorial terms align with your business goals and provide the protection you need.

As Maria points out, in the UK, franchising is largely based on contract law with guidance from the British Franchise Association's Code of Ethics, so it's crucial to pay close attention to the details. "The relationship between the parties depends primarily on the terms set out in their franchise agreement, which should clearly define the rights and responsibilities of both parties," she points out. "Remember, any discussions or changes about territory must be documented in writing to be legally binding – without that, there's no guarantee of protection. It's highly advisable to engage an experienced lawyer to review these agreements, as some may include very specific territorial nuances."

So, whether you're signing up for a traditional franchise, or considering a more flexible remote digital model, understanding the ins and outs of territorial rights is essential for long-term success. With insights from Maria and Emily, this article will help you navigate the complexities of franchise agreements with confidence.

What's the difference between unit, area development, and area representative franchise agreements?

Choosing the right franchise agreement is crucial, as each model impacts liability, compliance obligations, and profit-sharing. "Legal due diligence is essential when determining which structure best suits your ambitions and capabilities," says Emily.

"A unit franchise agreement grants a franchisee the right to operate a single unit in a specific location," she explains. "The franchisor retains significant control, and any further expansion requires separate agreements."

By contrast, an area development agreement allows a franchisee to open multiple units within a defined territory over a set period. "While the franchisor still maintains oversight, the focus is on meeting development milestones rather than managing daily operations, with clear performance targets set in the agreement," she adds.

Failing to meet these deadlines can have serious consequences. "If a franchisee falls behind on their development commitments, the agreement may be terminated, and any undeveloped territories annulled," warns Maria. "That said, this structure can be highly attractive, as it often comes with incentives such as reduced fees or extended development periods, benefiting both the franchisee and the franchisor by accelerating market expansion."

An area representative agreement, also known as a master franchise, operates on a much larger scale – covering a region (such as the North of England) or an entire country (such as France). "The area representative, or master franchisee, is responsible for recruiting sub-franchisees, assigning territories, providing training, and ensuring marketing and operational standards are upheld," continues Emily. "They may also run their own units. In return, they receive a larger share of franchise fees and royalties, passing the remainder to the franchisor."

This model enables rapid growth but comes with significant responsibilities. "An area representative must handle recruitment, training, and ongoing support, which often requires additional



legal and financial structures to manage sub-franchisees effectively," says Maria.

"Master franchisees operate under a master franchise agreement, which grants them the rights to develop and sub-franchise within a defined territory," adds Emily. "They must also have a robust sub-franchise agreement that aligns with the original franchisor's terms while ensuring compliance with UK regulations. Although franchise law in the UK falls primarily under contract law, master franchisees must also navigate competition law, intellectual property protections, data protection regulations, and consumer rights laws. Acting as intermediaries between the franchisor and sub-franchisees, they need clear contractual obligations to manage their legal and operational responsibilities effectively."

How do joint ventures or partnership-based franchise agreements work in practice?

"In a joint venture franchise, the franchisor and franchisee create a new legal entity, often a limited company, where both hold equity and share in the profits and responsibilities. This entity operates the franchised business," explains Emily. "A partnership-based model, on the other hand, involves the parties entering into a legal partnership, governed by a formal agreement, to run the business together."

"A detailed partnership agreement is essential," advises Maria. "It should clearly define ownership percentages, management responsibilities, decision-making authority, and operational roles. Profits, losses, and risks must also be distributed according to pre-agreed terms to protect all parties involved."

"These structures also give franchisees greater influence over business operations and decision-making compared to a traditional franchise model," Emily notes. "However, they come with risks, such as disputes over control, profit-sharing, and long-term strategy. When structured well, they can lead to significant financial rewards and a closer working relationship with the franchisor."

For franchisors, this model can be particularly beneficial when expanding into new regional or international markets. "Partnering with individuals who have local market expertise – such as knowledge of consumer behaviour, regulatory environments, and cultural nuances – allows the franchisor to maintain control while leveraging local insights. Some brands, like Velvet Taco, have successfully used this approach to accelerate expansion," points out Maria.

How do you define a territory?

"In the UK, the franchise territory must be defined in clear, unambiguous terms – typically using maps, postal codes, or detailed descriptions," explains Maria. "This ensures both franchisor and franchisee understand operational boundaries."

Poorly defined territories can lead to disputes. "Although equal-sized territories may seem fair, factors like demographics and geography determine sales potential," she adds. Many franchisors use mapping software, and franchisees have the right to request these maps to assess market potential. Performance targets should be reasonable and achievable within the defined area.

Exclusive territory clauses protect a franchisee's market share by preventing the franchisor from opening additional outlets or granting overlapping rights," continues Maria. "If exclusivity is not granted, the franchise agreement must clearly outline

"In the UK, the franchise territory must be defined in clear, unambiguous terms - typically using maps, postal codes, or detailed descriptions - to ensure that both franchisor and franchisee understand operational boundaries"

- Maria Misyurina, co-founder of Franchising Guru



risk management measures – such as notice periods and operational safeguards – to prevent unfair competition. Franchisees may well be allowed to market or deliver outside their territory, but clear communication is essential to avoid market overlap."

How do territorial rights typically work in non-compete terms?

The ability for franchisors to open competing units depends on the franchise agreement. "If the agreement grants exclusive territorial rights, the franchisor cannot open another unit – whether franchised or corporate-owned – within that territory without breaching the contract," highlights Emily. However, if the agreement provides only 'sole' rights, the franchisor can operate its own outlet in the area but cannot appoint another franchisee. Clarity in the agreement's wording is crucial to ensure franchisees are properly protected.

"Territorial rights in franchise agreements often come with non-compete provisions, which limit internal competition," Maria points out. "These rights typically provide franchisees with market protection, ensuring no competing franchise units or head-office-owned outlets can operate within their designated area. This protection supports franchisees in building their business and brand without undermining their efforts through internal competition. Some agreements even extend these protections to online sales or delivery services marketed under the franchisee's local operation."

Non-compete clauses must comply with statutory requirements, like the Unfair Contract Terms Act 1977 and competition laws, ensuring they are not unfairly restrictive. If the territorial clause is too broad, it could be challenged in court, weakening the franchisee's protection. "For these clauses to be effective, they must be precisely drafted to avoid ambiguity," Maria continues. "If an exclusivity clause is ambiguous or overly broad, the franchisee's protection may be weakened."

Encroachment disputes arise when a franchisor or another franchisee operates in or near a protected territory, drawing customers away. This can be through new physical locations, online sales, or indirect competition. "If the agreement guarantees exclusivity, the franchisee can seek legal remedies such as damages or an injunction to stop the encroachment. However, if the agreement is vague, legal options may be limited. Strong, clear contracts are the best protection against such disputes," advises Emily.

How do territorial rights work with remote franchise models?

In remote franchise models, such as those involving virtual assistants or digital marketing, territorial rights are defined by market segments or customer bases rather than geographic areas. Some franchisors manage this centrally, while others allow franchisees to freely compete for digital customers. "Franchise agreements should clearly outline how leads and online sales are allocated to avoid disputes," Emily recommends.

"Franchise agreements often include provisions for assigning customers in an online environment," explains Maria, adding that if services or products are purchased directly from the franchisor's website, the franchisor may designate customers to specific franchisees based on criteria like location, service type, or demographics. "This approach balances flexibility with franchisee protection, ensuring fair distribution of business even when territorial exclusivity isn't granted."

Alternatively, franchisors may adopt an open territory model, where franchisees aren't assigned specific geographic areas. "In this approach, franchisees can solicit customers from anywhere within the franchisor's market reach, competing for digital customers with other franchisees," Maria concludes. "This model removes traditional territorial boundaries, offering less protection but more freedom."

Territory traps: what to watch out for

Maria Misyurina warns that unclear territorial terms can leave franchisees vulnerable to competition, market dilution, and lost revenue. Watch out for these pitfalls.

Overly broad

Franchisors risk granting large exclusive territories to franchisees who fail to develop them. Many agreements allow franchisors to withdraw exclusivity if performance targets aren't met. Franchisees should ensure territorial changes are a last resort after all other options have been exhausted.

Inadequate restrictions

If the agreement doesn't clearly restrict the franchisor from opening additional outlets, franchisees may face internal competition. Risk management should be in place before expansion is permitted.

Unrestricted selling or delivery

Such clauses allow franchisors to sell or deliver products anywhere, eroding a franchisee's exclusive rights. This can lead to market cannibalisation, where franchisees lose sales to the franchisor's own outlets or delivery services.

Competing brand acquisition

If a franchisor can acquire a competing brand within or near a franchisee's territory, it can create direct competition and dilute the franchisee's market. Beyond competition, it may even allow re-branding of the acquired business, confusing customers and undermining local brand presence.

FRANCHISING STARTS HERE

Looking to own a business? Here's a selection of franchise brands currently looking for franchisees in the UK



❶ NOLTE KITCHENS: HOME RETAIL

Nolte Kitchens, founded in Germany in 1958, is established as one of Europe's premier kitchen brands, renowned for precision engineering and exceptional craftsmanship. With 15 showrooms across the UK, Nolte is now expanding its franchise network, with new partners openings in summer 2025. Franchisees benefit from a proven business model, premium product offerings, and comprehensive support. Investment is typically around £100,000, depending on circumstances, with potential for substantial returns. This is the perfect opportunity for entrepreneurs looking to partner with a market-leading brand.



❷ CONCEPT CLAIM SOLUTIONS: FINANCIAL SERVICES

For over 20 years, Concept Claim Solutions has been a trusted ally for policyholders. As part of the Insurance Solutions Group, Concept franchisees benefit from an established network, industry expertise, and a fully supported business model. With a total investment of £48,000 and franchise fees of £32,995, franchisees can expect to generate around £80,000 in revenue by year two. No prior experience is needed – just strong project management skills and a commitment to outstanding customer service.



❸ FUN FEST FOR CHILDREN: FLEXIBILITY

Fun Fest for Children offers a flexible and rewarding franchise opportunity with a variety of services for children, including holiday clubs, before & after school clubs, and children's parties. With a minimum investment of £19,999 + VAT, the package includes comprehensive training, mentoring, a digital marketing package, and access to a support network, with expected revenue of £30,000 or more after two years, depending on the services chosen. With a flexible business structure, the model provides a suitable investment for those seeking to dip their toes into a growing market.



❹ THE UK BUSINESS MENTORING GROUP: COACHING

The UK Business Mentoring Group enables franchisees to set their own schedule and financial targets. With a minimum investment of £27,500, this business coaching franchise supports SME owners, helping them scale their business and plan for future success. There's no cap on earnings, and franchisees can choose whether to pursue it as a full-time venture or a secondary income. The franchise offers franchisees strong support and a community of like-minded professionals, with an expected revenue of £90,000 after two years.



❺ LOCAL SHOPS: REMOTE

Local Shops, from the team behind Local Eats, offers you the chance to own your own localised e-commerce platform, taking on the likes of Amazon, Etsy, and Getir. With a minimum investment of £8,000, you could be earning over £50,000 in your first year.

This unique franchise model gives you the tools to create a local shopping and delivery app for your area, complete with your own custom-branded website and apps. The business-in-a-box model provides everything you need, from marketing resources to admin support, making it easy to get started and attract local businesses.



❻ MUSCLEWORKS GYM: FITNESS

Muscleworks Gym, founded by pro-bodybuilder Savvas Kyriacou, offers a premium fitness franchise catering to bodybuilders and fitness enthusiasts. With over 30 years of success, the brand is known for its elite training environment, cutting-edge equipment, and strong community. For a total investment of £200,000, Muscleworks franchisees can expect to generate around £1,450,000 in revenue by year two. The model offers multiple revenue streams, including memberships, personal training, supplements, and merchandise. Full training and support are provided to ensure a successful business.

We've handpicked some of the UK's best franchise investment opportunities. Go to what-franchise.com for more information



❼ TARIQ HALAL MEAT: FOOD RETAIL

Tariq Halal Meat offers an exciting franchise opportunity in the growing halal food sector. With a minimum investment of £100,000, the franchise provides high-quality, ethically sourced halal meats to a loyal customer base. Established over 30 years ago, Tariq has built a strong reputation across the UK for its premium products and excellent customer service. Franchisees can expect multiple revenue streams with an expected revenue of £1.352m after two years. The franchise offers full support, including site selection, training, and operational guidance, for a smooth start.



❽ ACTIV DIGITAL MARKETING FRANCHISE: AUTONOMY

The activ Digital Marketing Franchise offers partners an exciting opportunity to run their own digital marketing agency with the support of a proven business model and expert guidance. Founded in 2008 by franchisee-turned-franchisor Katie Bullon, the brand provides a comprehensive range of services and two tailored franchise options: the 'Location-Led' option for beginners and the 'New Consultant-Led' option for experienced marketers seeking to scale their business.



❾ THE TRAVEL FRANCHISE: AWARD-WINNING

The Travel Franchise has earned prestigious accolades, including being named the Best Lifestyle Franchise and Best European Franchise at 2025's Global Franchise Awards. By following its award-winning business-in-a-box model, franchisees have everything they need to become the go-to travel agent for their clients, with minimal startup costs, flexible working hours, and all the tools needed to succeed, including training, access to travel agency software, and ongoing head office support.

apollocarefranchising.co.uk/first-steps/

2024 5 STAR FRANCHISEE SATISFACTION

the bfa

EWF ENCOURAGING WOMEN INTO FRANCHISING



Apollo



Join Cheryl White on her mission to be not the biggest home care provider, **but to be the best.** Apollo Care's model fosters high performing, profitable businesses, in an industry that continues to grow.

Receive dedicated support, tailored to you. They'll support you with: Day-to-day operations, CQC and compliance, Marketing, Networking and Data analysis. Apollo Care has partnered with HR lawyers, Accountancy Services, and Recruitment experts.

Have immeasurable impact in your client's lives, their families and local communities by maintaining your clients' independence, and providing **outstanding care in a profession that matters!**

THE HAPPY HUSTLE

Jen Chapman is leading the push to prioritise mental health in franchising. We spoke with her about her nationwide survey, which aims to break the silence on mental health and showcase how positive wellbeing drives business success



Happiness isn't just a perk of a job – it's the backbone of any thriving business. That's something Jen Chapman, founder of Cinder (which provides bespoke and tailored mental fitness training to franchise support teams and their franchisee networks), understands deeply. During her time at the BFA (British Franchise Association), where she supported franchisees and franchisors through the challenges of the Covid-19 lockdowns, she noticed that many were struggling with their own mental health and that of those around them but didn't know how to access the right support. Those conversations inspired her to launch Cinder in 2021, with a mission to make mental health support as common as marketing and sales training.

Now, Jen is taking that mission a step further with a nationwide survey designed to improve support around mental health in franchising. Using real data, Jen aims to reveal just how much mental wellbeing impacts business performance and to spark open conversations across the industry. The goal is simple: to make mental wellbeing support a priority in franchising, so happiness isn't just part of the pitch – it's part of the plan.

What inspired you to launch the Cinder survey, and what do you hope to uncover?

Jen Chapman: I guess to fully explain why I wanted to launch this survey, it's important to understand the motivation for launching Cinder back in 2021. It all started during the Covid-19 lockdown when I was working at the British Franchise Association (BFA).

I found myself having organic conversations with both franchisors and franchisees about their concerns around mental health – not only for their own wellbeing, but also for that of those around them. Many were unsure of how to go about helping others who were struggling – what language to use, what resources to offer, and what actions to put in place.

I wanted to do something to help, both in my capacity as a franchise specialist and by drawing from my own experiences and journey. I essentially launched Cinder to offer mental health first aid support to an industry that I'm very proud to have been part of for over 10 years.

The main goal of this survey is to pull together qualifiable data that will legitimise the need for mental health support across our industry. By gathering real data, we can identify the areas where support is most needed and then start those meaningful conversations necessary to drive change.

"Leaders are often focused on sales and marketing, which is understandable, but if someone is anxious, burnt out or lacking in confidence, even the best training won't make them perform as well as they can in these areas"

- Jen Chapman, Cinder



Why is mental health sometimes overlooked in franchising, despite its impact on business performance?

Having worked with some of the biggest brands in franchising, I've seen firsthand just how common mental health challenges are for people operating in this industry.

For far too long, mental health has been dismissed as a 'soft' issue, leading to a culture where struggles are sometimes downplayed, overlooked or even ignored altogether. It doesn't get the attention it deserves, yet it has a real, measurable impact on business performance.

The survey aims to expose some of the biggest barriers stopping both franchisees and franchisors from speaking more openly about their mental health concerns.

Franchisees carry so much on their shoulders. Many have invested their life savings into their business and, for some, it's their 'last chance' after redundancy. That kind of pressure can feel overwhelming, especially when the reality of running a franchise doesn't immediately match the promise of work-life balance.

Likewise, franchisors face the complex challenge of balancing multiple responsibilities. Not only do they provide ongoing support to their entire network of franchisees, but they must also focus on expanding their own business, while looking after their own mental health.

Juggling these demands can feel overwhelming, causing many franchisors to neglect their own mental health needs altogether. It's that 'burying your head in the sand' mentality that is so prevalent in business ownership – sadly I see it all too often.



You mentioned that franchisees can feel isolated despite operational support. How can franchisors address this?

Leaders are often focused on sales and marketing, which is understandable, but if someone is anxious, burnt out or lacking in confidence, even the best training won't make them perform as well as they can in these areas. They need to first be well and thriving as individuals for high performance to follow.

Mental wellbeing is such a unique area, so I really believe there isn't a one-size-fits-all solution. It's more about giving everyone – whether they be a franchisee or franchisor – the tools and knowledge to support themselves in a way that works for them.

There's also a huge disparity when it comes to first aid. Brands are quick to provide physical first aid training, but mental health first aid often gets overlooked. If someone's struggling mentally, they need support just like they would for a physical injury. This needs to be seen as a necessity, not just a bonus.

What are some of the unique mental health challenges faced by franchisees?

Franchising is often sold as 'being in business for yourself, but not by yourself.' While that's true in many ways, the day-to-day reality can feel incredibly lonely for some. Despite the operational support offered by franchisors, many franchisees work long hours, make big decisions alone, and have limited immediate support. That isolation takes its toll.

Within a franchise network, it's incredibly easy for comparison to kick in, and with that comes negative thoughts – including self-doubt and poor self-confidence, both of which are hugely impactful to a business owner's success.

How does workplace happiness impact customer experience?

The impact on the customer varies across different sectors, but in the care sector, for example, the client's satisfaction of their care is most impacted by the stress and satisfaction levels of the care co-ordinator. This is a perfect example of the ripple effect that poor mental health can have throughout businesses.

If you consider how much mental struggles can impact someone's thoughts, feelings, behaviours, physical health and presence and performance at work, it's impossible to deny a direct correlation between mental health and business health.

How do recruitment challenges impact mental health in franchising?

Poor mental health is thought to cost the UK economy over £100 billion outside of the NHS, with over 300,000 people leaving their roles each year citing poor mental health . Losing, recruiting and training staff cost businesses money, time, experience, knowledge and performance. Key considerations for any business are retention and peak performance, both of which are driven by ensuring that your workforce is thriving.

We know that investing in mental health at work increases productivity while leading to decreased rates of work-related stress, increased employee engagement and satisfaction, and reduced costs associated with absenteeism and presenteeism.

What signs should leaders look out for?

Franchisees not re-signing after their term – or even walking away mid-contract – often stems from feelings of burnout, anxiety, and overwhelm. When the pressure becomes too much, they may reach a point where they simply can't continue.

To prevent this scenario, franchisors should approach signs of disengagement, poor performance, and dissatisfaction with empathy. If your franchisees or employees start to withdraw from activities, show less initiative, or resist change, it might signal that they feel overwhelmed or undervalued. Similarly, frequent absences or a steady decline in productivity and work quality can point to deeper challenges affecting their wellbeing.

WHY IT MATTERS

These key workplace mental health statistics highlight the challenges employees face and the opportunities for organisations to foster positive mental health

1 in 4

people experience a mental health problem of some kind each year in England alone.

45%

feel uncomfortable discussing mental health concerns with their manager

41%

of employees cite financial pressure as their top external stressor

177,000

of people behind these statistics are currently employed in franchising



Jen Chapman is founder of Cinder and a Mental Health First Aid Trainer through MHFA England

Addressing these issues early with supportive check-ins and open communication can help build a more engaged and resilient workforce or franchise network.

What practical steps can franchises take to improve workplace wellbeing?

Franchisors play a pivotal role by setting the right tone and providing resources as well as opportunities for open conversations that prioritise mental wellbeing across the network. They can offer training on stress management, provide access to external support or wellness programmes, and create policies that promote work-life balance.

Leading by example is one of the most effective ways to begin. Regular, sincere check-ins and open opportunities to talk often play an essential role. Above all, the most impactful thing a franchise brand can do is to show a consistent, genuine care for the mental wellbeing of its people.

How do initiatives like National Franchise Wellbeing Week help?

Initiatives like this are really shaking things up for mental health in franchising. They create an open, positive space where people can share ideas, swap tips, and talk openly about what really matters. By putting mental wellbeing in the spotlight, these events help break down old stigmas and inspire everyone to invest in better support and care. More than just a one-time event, they're sparking ongoing conversations that are making the industry a kinder, healthier place to be.

What's the single most important thing we can do today to create a healthier workplace?

Ultimately, it's about showing your team that their overall wellbeing – both body and mind – really matters. When people are thriving, business performance will naturally follow suit. By leading with compassion and open, honest communication, you can more easily spot and solve challenges early.

Prevention and proactivity are always the best approach. Businesses should start treating mental health like physical safety. For example, they can add mental health first aid to their training – perhaps placing a mental health kit next to the usual first aid supplies, ready for when someone feels stressed or overwhelmed.

FURTHER INFORMATION

To take part in the Cinder survey, go to cinderltd.co.uk/cinder-wellbeing-survey-2025.
The survey closes on 30th April 2025 and the results will be published during the first National Franchise Wellbeing Week, powered by Cinder and the British Franchise Association, which runs from 16th June 2025.

BENEFITS OF MENTAL FITNESS TRAINING

- Higher staff retention rates
- Lower long-term staffing costs
- Better morale/ team work
- Increased ability to meet deadlines and maintain workload
- Lower stress levels and higher resilience
- Fewer absences and presenteeism
- Stronger forward-thinking focus, goal orientation
- Enhanced creative thinking

63%
OF RESPONDENTS TO A 2024 DELOITTE SURVEY REPORTED SIGNS OF BURNOUT

60%
ARE WORRIED ABOUT MONEY

24%
HAVE RECEIVED A MENTAL HEALTH DIAGNOSIS

1 The Health Foundation, Oct 2024, Towards a Healthier Workforce
2 Statistics from Champion Health: Workplace Health Report 2024; Mind: The Big Mental Health Report 2024; Deloitte: Mental Health and Employers - The Case for Investment, 2024

FRANCHISING BLOCKBUSTER

THE FRANCHISE FINANCE SPECIALISTS

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FRANCHISE FUNDING

Beat the banks

Want to get your new cash-generating venture off the ground? Satellite Finance provides quick funding to get your franchise up and running, fast



Embarking on a new franchise venture is an exciting journey, but securing the necessary funding can often be a hurdle. Traditional banks may not always provide the required capital, leading to frustration and delays. Satellite Finance is here to change that by offering swift and tailored financial solutions, ensuring entrepreneurs can launch their cash-generating franchises without unnecessary obstacles.

As an independent finance broker and lender specialising in the franchise sector, Satellite Finance boasts over two decades of experience. They've built direct relationships with more than 50 banks and lenders and have their own financial resources on top. This extensive network enables them to assist over 1,000 customers annually, helping both new franchisees and multi-site operators achieve their business goals, and enabling over 4,500 customers to access more than £100 million in funding over the past 10 years.

"Since the inception of Satellite Finance Ltd, we have made it company strategy to support the franchise sector from a financing perspective," says director Jon Williams. "Franchise businesses are scalable and repeatable across all regions of the UK making it an attractive proposition for us as a lender in this industry."

COMPREHENSIVE SERVICES

Recognising that each franchise has unique financial needs, Satellite Finance offers a variety of funding options:

- Asset finance: Spread the cost of essential equipment over its lifespan, allowing businesses to maintain cash flow while acquiring necessary assets.
- Start-up loans: Provide initial capital to new franchisees, giving them a solid financial foundation.
- Stocking facilities: Ensure franchises have the inventory needed to meet customer demand without financial strain.
- Commercial loans and mortgages: Offer funding solutions for property acquisition or business expansion, tailored to each franchise's specific needs.

These services cater to a wide range of industries, including vehicles, machinery, food-to-go, gym equipment, convenience stores, and retail establishments. Satellite Finance's deep market knowledge ensures clients receive optimal outcomes promptly, eliminating the need to engage with multiple lenders.

"Since our inception we have made it our company strategy to support the franchise sector from a financing perspective"

Jon Williams, director of Satellite Finance

A PARTNERSHIP APPROACH

Satellite Finance is committed to forming lasting partnerships with

franchise clients, supporting them from their first site to becoming multi-site operators across various brands. Their independence allows them to prioritise customer interests, delivering personalised, hands-on services that ease the stress of securing funding.

The experienced team at Satellite Finance is dedicated to making every customer experience exceptional. By maintaining a hands-on approach, they ensure clients are satisfied with the services provided, allowing entrepreneurs to focus on growing their businesses rather than navigating financial complexities.



SUCCESS STORIES

Satellite Finance's effective approach is highlighted by numerous success stories. For example, a franchisee in the coffee shop sector needed £380,000+VAT for the fit-out costs of a new high street location. Satellite Finance facilitated this through asset finance leasing, coordinating staged payments across multiple suppliers with a single lender. This streamlined process enabled the franchisee to focus on launching their business successfully.

"Satellite Finance is committed to forming lasting partnerships with franchise clients, supporting them from their first site onwards"

WHY CHOOSE SATELLITE FINANCE OVER BANKS?

Several factors make Satellite Finance a preferred partner for franchise financing:

- High acceptance rates: With 90% of customers receiving approval, they have a strong track record in securing funding for clients.
- Extensive lender network: Access to over 60 lenders, plus their own funds, they can offer clients a large and comprehensive range of financing options.
- Industry expertise: Over 20 years in the franchise industry equips Satellite Finance with the insights needed to navigate complex financial landscapes effectively.

CLIENT-CENTRIC PHILOSOPHY

At the heart of Satellite Finance's operations is a commitment to client satisfaction. They understand that each business is unique and ensure the financial solutions provided align with specific business goals and circumstances.

This client-focused approach extends to their communication practices. Clients interact directly with knowledgeable professionals who offer clear explanations and guidance throughout the financing process. This transparency fosters trust and confidence, essential components of successful business relationships.

STREAMLINED PROCESS

Satellite Finance has developed a straightforward process to help franchisees secure the necessary funding:

- Eligibility assessment: Clients can quickly determine their eligibility through a brief assessment, with a high acceptance rate even for those previously declined by banks.
- Comprehensive handling: Once eligibility is confirmed, Satellite Finance manages all paperwork and negotiations, engaging with appropriate lenders to secure the best deals.
- Client empowerment: They provide detailed explanations of terms and options, enabling clients to make informed decisions.
- Rapid fund disbursement: Funds can be available within 24 hours, depending on the chosen finance type, allowing businesses to proceed without delay.
- Ongoing support: As businesses grow, Satellite Finance continues to offer support, with 40% of customers returning for additional services.

Satellite Finance is dedicated to empowering both franchisees and franchisors with the financial support needed to grow their businesses. They believe in building strong partnerships, guiding clients from launching their first site to expanding into multi-site operations across various brands. Their consultative, hands-on approach ensures a smooth and stress-free funding experience.

At the core of Satellite Finance's mission is a genuine commitment to their clients' success, and they eagerly anticipate supporting businesses on their franchise journey.

FRANCHISE OVERVIEW

Established:
2008

Location:
Newport, Wales

Services:
Finanacial broker

FOR FURTHER INFORMATION

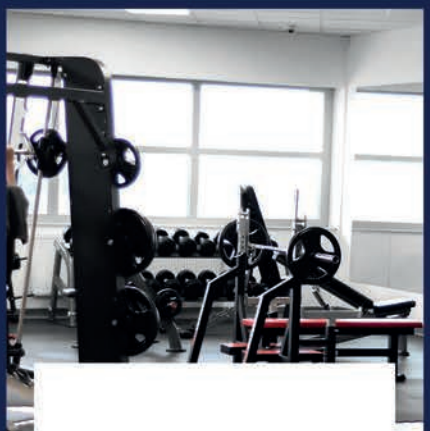
Contact: **enquiries@satfinance.co.uk**

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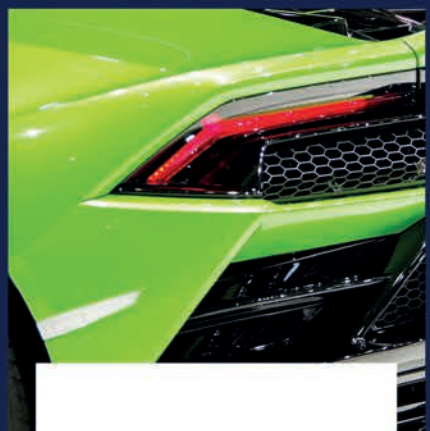
www.satellitefinancelimited.com to learn more about services and how Satellite Funding can assist in launching or expanding your franchise

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Asset Finance



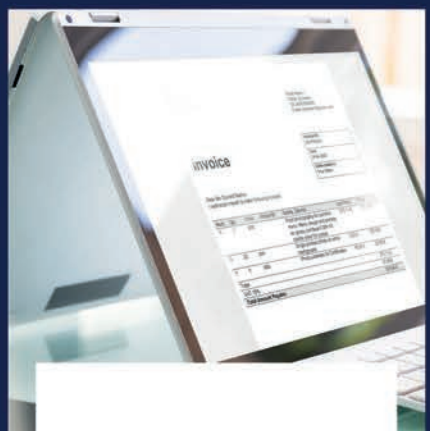
Vehicle Finance



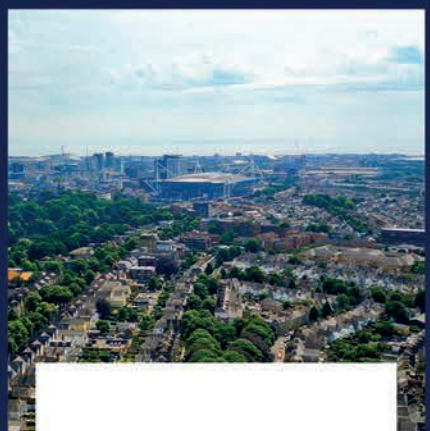
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5 WAYS FOR FRANCHISES TO

Navigate Tax Rises

In 2024's Autumn Budget, Chancellor Rachel Reeves unveiled several measures affecting small businesses from now onwards



01

National Insurance hike

Starting in April, employers' National Insurance contributions are set to rise by 1.2%, bringing the rate to 15%. Plus, the threshold for paying NI per employee drops from £9,100 to £5,000. This means additional costs for your business.

TIP: To offset these increases, consider taking advantage of the Employment Allowance, which has been boosted from £5,000 to £10,500. This move ensures that around 865,000 employers won't pay any NI next year. Make sure your business qualifies and apply to lighten your NI load.

02

Business rates adjustments

Good news for the retail, hospitality, and leisure sectors: permanent tax rate cuts are on the horizon for 2026/27. However, starting in 2025/26, the current 75% business rate relief will drop to 40%, with a maximum discount of £110,000.

TIP: Plan ahead for this change by evaluating your current expenses and setting aside funds to cover the increased rates. Exploring cost-saving measures now can help cushion the impact when the relief reduction kicks in.

03

Corporate Tax roadmap

The government has capped the Corporation Tax rate at 25% for the duration of this parliament. They're also keeping the small profits rate and marginal relief as is, along with maintaining generous R&D reliefs.

TIP: Use this period of stability to your advantage. With a £1 million annual investment allowance in place, now might be a great time to invest in new equipment or technology to boost your business's efficiency and growth.

04

Capital Gains Tax (CGT) increase

The lower rate of Capital Gains Tax will rise from 10% to 18%, and the higher rate from 20% to 24%, effective now. Additionally, while the Business Asset Disposal Relief lifetime limit remains at £1 million, the tax rate on qualifying disposals will increase from 10% to 14% in 2025, and to 18% in 2026.

TIP: If you're considering selling business assets or shares, it might be beneficial to review your plans sooner rather than later. Engaging with a financial advisor can help you navigate these changes and develop strategies to minimise your tax liabilities.

05

Impact on small businesses

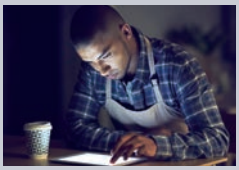
While the Employment Allowance increase offers some relief, the hike in National Insurance and changes in business rate relief could squeeze your finances as your business grows.

TIP: Stay proactive by regularly reviewing your financial health. Consider consulting with a financial advisor to explore tax planning strategies that can help mitigate these additional costs. Keeping a close eye on cash flow and adjusting your budget accordingly will be key to navigating these changes smoothly.

Your questions answered



Experts from across the industry tackle the topics concerning you most







What's the most cost-effective way for franchisees to attract new customers?



Dani Pelever, founder-CEO of Franchise Fame, shares why local SEO is one of the smartest and most cost-effective strategies to boost visibility

With years of experience to back this up, I would argue that franchisees looking for a cost-effective way to attract new customers should focus on local search marketing, also known as local search engine optimisation (local SEO). This strategy is particularly valuable for franchises, as it helps individual locations stand out in their specific markets without the high costs of traditional advertising.

Local SEO is about appearing on Google search results but in localised ways for specific areas, cities or districts. Google uses different ranking factors for local SEO than organic search, meaning that aspects such as local keyword research for listing optimisation is essential.

Apart from this, you must ensure your Google Business Profile is active, well-optimised, and regularly updated with critical information. Additionally, customer reviews should be closely monitored and responded to, as they not only enhance credibility but also demonstrate strong customer service and engagement. Google considers review activity an important ranking factor, so maintaining a positive reputation can significantly impact your visibility.

Getting these basics in place offers many advantages for franchisees. Among these include greater local visibility, improved brand trust, and an exponentially higher chance of attracting foot traffic, telephone calls, enquiries, driving directions, and online orders to your store. The more optimised your local presence, the easier it becomes for potential customers to discover and engage with your business.

"While local SEO requires ongoing effort, it doesn't demand a heavy investment"

And the best part is that achieving all of this doesn't have to be expensive. While local SEO requires ongoing effort, it does not demand a heavy investment of resources and time. Franchisees can implement many of these strategies with minimal cost, making it one of the most budget-friendly and effective ways to enhance brand exposure.

Dani Pelever, founder and CEO of Franchise Fame



PREDICTING SUCCESS

ARE THERE ANY PERSONALITY TRAITS OR EXPERIENCES THAT MAKE A FRANCHISEE MORE LIKELY TO SUCCEED?

Ambition, determination and resilience are key characteristics of successful franchisees. Running a franchise can be incredibly exciting and fulfilling. But it can also mean huge amounts of hard work, and it isn't always plain sailing. You must be prepared to put in the hard graft to reap the rewards. It's essential to be clear on your vision before you embark on your franchise journey. What does success look like, and how will you get there?

Being organised and able to delegate are also critical skills. Franchisors will set guidelines for branding, reporting, and other processes that they expect you to follow. Outsourcing can enable you to focus on what you do best whilst ensuring the different elements of running your franchise are complete. You don't have to be an expert in everything, but you need to know your own strengths and be willing to empower others to manage other areas of the franchise when required.

Franchising can offer the best of both worlds - the freedom to run your own business and the support of an established brand. If you can embrace your inner entrepreneur whilst being inspired by the experience of your franchisor, you will enjoy a successful franchise career.

Rebecca Newenham, consultant, Ashtons Franchise Consulting

"You don't have to be an expert in everything, but you do need to know your own strengths"



"Are there any sectors in franchising with untapped opportunities?

Certain sectors, such as cleaning, food, home-based or mobile services, and events-related franchises, remain underrepresented despite their strong market potential. One key reason is the perception that these industries have lower profit margins or require intensive labour, deterring some franchise investors. However, these sectors offer untapped opportunities due to their consistent demand, scalability, and relatively low startup costs.

Cleaning services, for example, are essential across residential, commercial, and specialised niches like medical or post-construction cleaning. With increasing hygiene awareness, there is ample space for innovative, tech-driven cleaning franchises. Similarly, home-based mobile businesses – ranging from pet grooming to personal training – allow entrepreneurs to operate with minimal overheads while offering convenience to consumers.

In the food industry, while major fast-food brands dominate, niche food franchises such as health-conscious meal prep, speciality coffee, or plant-based options – remain relatively unexplored. With shifting consumer preferences, these could be game-changers. Events-related franchises, including party planning, corporate events, and equipment rentals, also hold significant potential as people seek professional, hassle-free event solutions.

By addressing gaps in branding, operational efficiency, and marketing, these sectors could flourish in the franchise space. Entrepreneurs willing to innovate and adapt to evolving consumer trends will find lucrative opportunities in these underrepresented industries.

Richard Pakey, MD and co-owner, Lime Licensing Group

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Does sustainability really benefit the bottom line?



JOHNNY PEARCE
Oltco

Sustainability isn't just a trend – it's a growth strategy, says Johnny Pearce, co-director of Oltco, a franchise leading the way with eco-friendly solutions for resin driveways, patios, and paths. He expains why franchises that embrace it now will thrive in the future

1 / Do customers really care about sustainability?

Yes. We're seeing that our customers are increasingly prioritising sustainability, making it more than just a buzzword. The younger generation of consumers expect businesses to take responsibility for their environmental and social impact and actively seek brands that align with their values, often influencing their families to make more sustainable choices.

2 / Has Oltco's focus on sustainability helped drive sales and franchise growth?

Absolutely. Oltco's focus on sustainability has played a significant role in driving both sales and franchise growth. Our commitment to eco-friendly practices has enhanced brand recognition and positioned us as a leader in sustainable solutions.

In a crowded marketplace, standing out from the crowd is essential, and sustainability with products, including our award-winning Recycle Bound solution, has been a major differentiator for Oltco.

By integrating environmental responsibility into our core operations, we've not only strengthened customer trust but also attracted franchise partners who share our vision and want business opportunities that align with their values and offer future-proof solutions.

3 / How is sustainability engrained in your business model?

Sustainability is embedded into everything Oltco does, from product innovation to long-term vision. 80% of the surfaces our franchisees install across the UK are done so with our Recycle Bound product that utilises waste plastic that is already in circulation. Since launching the product in 2019, we have already used the equivalent of over 860,000,000* plastic straws in Recycle Bound projects across the UK (*accurate to date in February 2025).

Our commitment to sustainability has helped us develop eco-friendly solutions that positively impact the environment while meeting customer demand for greener alternatives. This approach ensures that sustainability isn't just an add-on but a fundamental aspect of our operations.

4 / What are the biggest challenges in being both green and profitable?

Balancing sustainability with profitability is crucial for long-term success. One of the biggest challenges is the initial cost of sustainable materials and technologies, but while eco-friendly options can be more expensive upfront, they often lead to long-term savings through efficiency and durability.

Another challenge is educating customers about the value of sustainability. Many people support green initiatives, but don't always understand the long-term benefits or be willing to pay a premium. Clear communication and demonstrating the real-world impact of sustainable choices help drive demand and justify costs.

We offer our Recycle Bound product at the same cost as traditional resin bound surfacing to encourage customers to opt for the sustainable option.

5 / What does the future hold for Oltco?

Oltco's focus on sustainability will continue to drive our growth. We plan to expand our eco-friendly initiatives to meet the increasing demand from environmentally conscious customers and attract more franchisees looking for purpose-driven business opportunities. Our goals are to enhance Oltco's reputation and long-term profitability, while positively impacting the environment.

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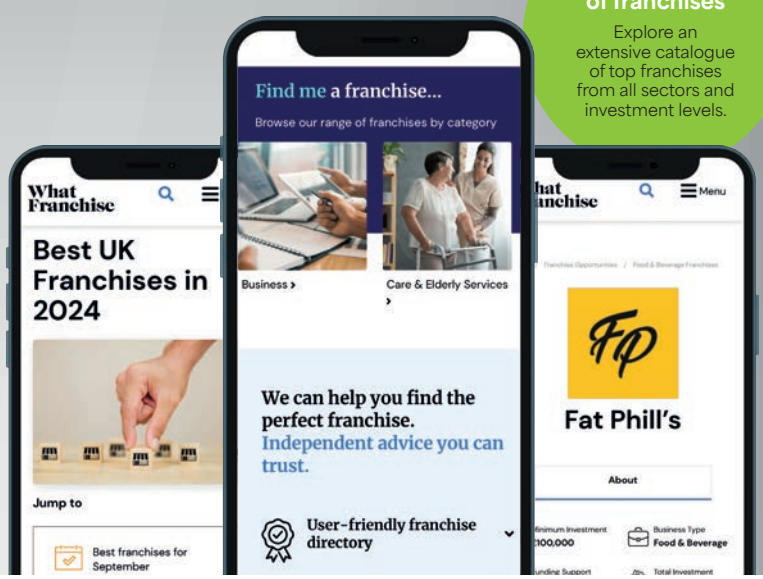
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Global Franchise AWARDS 2025
Recognizing excellence

UK franchises shine on the global stage

It was a big night for UK franchising at this year's Global Franchise Awards, held during the IFA's Annual Convention in Las Vegas



01

Recognising the best franchises in the world

The Travel Franchise was awarded Best Lifestyle Franchise in the World and Best European Franchise at the prestigious Global Franchise Awards 2025, held on February 11 at Mandalay Bay in Las Vegas. Organised by Global Franchise, What Franchise's sister brand, the awards celebrate international franchising excellence, recognising brands that stand out for their growth, innovation, and franchisee support. A distinguished assembly of the industry's top innovators gathered to mark their achievements at the event, presented by Jack Monson, CEO of Brand J and host of the Social Geek podcast. Winners across 23 categories were selected by an independent panel of esteemed franchise professionals and association leaders.

02

ERA Group's triple victory

ERA Group had a standout night, taking home three major wins and reaffirming its position as a global leader in cost management franchising. With a thriving UK network, ERA Group has become the go-to franchise for businesses looking to streamline costs and boost profitability. It won the Global Franchise Grand Champion award, Best Business & Professional Services Franchise (its fifth win in eight years), and Regional Champion – Americas, reflecting its impressive expansion in the region.

03

The Travel Franchise's big win

Co-founder Paul Harrison, who accepted the award at the star-studded ceremony, founded the company in 2001 alongside business partner Steve Witt. Reflecting on the achievement, he said: "What started as a dream to give anyone the opportunity to become home-based travel consultants has grown into a multi-million-pound powerhouse with more than 720 UK franchises. Now, the business is not just seen as the UK's leading franchise for people new to travel but is officially recognised as one of the top franchises in the world." Speaking from Las Vegas, Paul Harrison added: "This award is a huge testament to the hard work of our incredible team and the amazing franchisees we've supported along the way. We've built a business that isn't just about booking holidays; it's about changing lives."

04

Global recognition

The IFA, the world's largest franchise association, partners with the awards, with an independent panel of CEOs, presidents, and franchise experts judging the entries. The Travel Franchise stood out for its innovative business model, which allows individuals – many with no prior experience in travel – to launch their own businesses with maximum flexibility and support. Judges highlighted its Money-Back Challenge, which offers franchisees a refund on their initial fee if they hit a set commission target in their first year – a unique initiative helping franchisees succeed from day one.

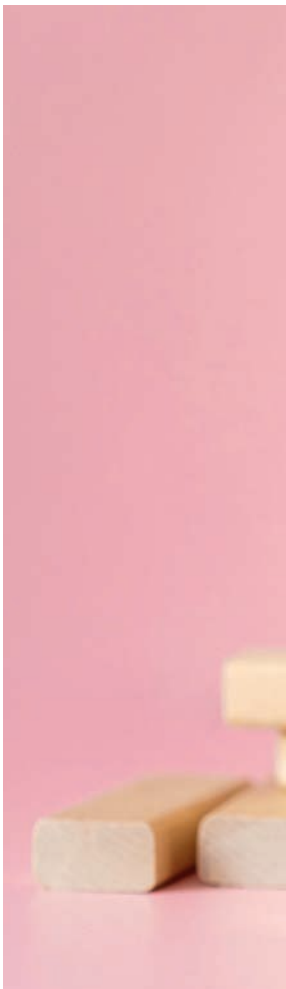
05

UK franchises make an impact

Several other UK brands also caught the attention of the international panel, with Kaspas, The Little Gym, and InXpress receiving Highly Commended awards in their respective categories. Other major winners included Snap Fitness, Gong cha, and Signarama, all brands with a strong UK presence and exciting opportunities for UK investors.

NAVIGATING UNCERTAINTY:

HOW FRANCHISORS CAN STAY FINANCIALLY RESILIENT IN 2025



With the UK experiencing financially challenging times, Pip Wilkins QFP, CEO of the BFA (British Franchise Association), interviews BFA members to find out what franchisors can do to retain financial stability over the coming weeks and months

I think we can all agree that as I write, in February 2025, many businesses are facing economic challenges and being just weeks away from Rachel Reeves MP's Spring Statement, many are bracing themselves for even more belt-tightening measures.

But no matter what the state of the economy, be it booming or slowing down, professionally run franchises should always keep a close eye on their financials, not only to see how their business and franchisees are performing, but also to be able to react swiftly to any incoming financial storms.

With this in mind, we consulted BFA members who are highly experienced in this arena: Theo Millward, MD of Swimtime and founder of FranScape, and Phil Archer QFP, head of business planning and funding at d&t chartered accountants.

"Don't put off making the strategic and structural changes to your business needed to help growth... Rip the plaster off early and get on with building wealth"

Financial metrics

We started by asking Theo what financial metrics he uses to assess the health of his businesses and that of his franchise network. Theo said: "At Swimtime we track network sales, active number of swimmers, load factor, consumer happiness metric MPS's, and retention rate. Using our Franscape system I can see most of these metrics in front of me, which gives me a 360-degree, real-time view of my business. I can then break those figures down in multiple ways. For instance, I can see exactly how many people are waiting to book onto a swimming class with a franchisee who has capacity to take them on: if there is a delay in getting them into a class, the system will flag it to our staff immediately, so we can find out if there's a problem."

Back to basics

How does Theo respond to a financial crisis? His answer is simple: "This comes back to basic business prudence and due diligence. Is your model fundamentally a good one? Are you making a net profit? If you experience a crisis, from any direction, be it from the Government raising taxes or something completely unrelated, you generally have two choices – you either cut costs or raise prices. If you are familiar enough with your franchise's finances, you should easily be able to see what you can do to stabilise the situation."

The cost spiral

We were interested to know what Theo thought were the biggest mistakes new franchisors made, and how they could be avoided. Theo said: "The biggest threat to new franchisors, or all businesses, is what I call the 'cost spiral'. When you start a new business your costs are going to be more than your income for a while – that's just life. But then as you grow, you reach 'apex points' where you



need to raise your prices to carry on growing, but because you are pouring all the profit into building the business you never progress any further on your bottom line. This bit is hard. My advice to any new business would be don't put off making the strategic and structural changes to your business needed to help with that growth. Don't delay getting a decent CRM system – you are just kicking the problem further down the line and the change, when you finally implement it, will be harder the bigger you are. Rip the plaster off early and get on with building the wealth."

What are Theo's thoughts on the upcoming budget? Candidly, he said: "Go back 200 years and you'll see that all great innovations in this country have come from entrepreneurs, not Governments, but they don't seem to appreciate this. If Labour wants to fix the economy, they need to remove barriers, red tape and taxes and let us get on with what we are good at."

Realistic expectations

So, what does d&t's Phil Archer think are the biggest mistakes that new franchisors make when setting up their franchises? Phil said: "I think not having a clear understanding of how much they will need to invest to start their business can be a problem. Potential franchisors come to us with three- and five-year plans, saying they are going to take on X-number of franchisees a month or a year, but in our experience, it rarely works out that way. New franchisors also need to factor in how much time it will take to support these new franchisees. They probably only have a small team, so it's going to be hard work for a while to get everyone bedded in. They've also got to consider if the franchise model they are building is attractive to banks to fund potential franchisees. How do other people view the business opportunity they are trying to sell?"

Meet the experts



Pip Wilkins

Pip Wilkins, QFP is CEO of the BFA (British Franchise Association), the voluntary self-regulating body for UK franchising, established in 1977 by leading franchising organisations. Its goal is to accredit and promote franchise systems that meet its strict ethical and business standards.



Theo Millward

Theo Millward is the managing director of Swimtime, one of the UK's largest independent swimming schools, and the founder of FranScape, a franchise management software platform designed to streamline and automate various aspects of franchise operations.



Phil Archer

Phil Archer serves as the head of business planning and funding at d&t chartered accountants, an award-winning firm that has collaborated with over 100 franchise networks. He assists businesses in achieving financial success through effective planning and funding strategies.



Planning and funding

Has the current economic climate affected franchisor's financial planning and access to funding? Phil dives straight in with some big facts: "Once interest rates started shooting up north of 4%, the 'debt service cover' used by banks to measure if a business can afford their debt repayments were indeed getting 'thin on the ground.' If a bank was offering a 30/70 loan, they might now be changing this to 50/50 where the bank loans the franchisor 50% of the money and the franchisor puts in the other 50%. In this situation, the franchisor is going to have to get more investment from an incoming franchisee as the project costs rise. This in turn means the franchisor now needs to attract franchisees with more cash to put down. Is this necessarily a bad thing? Who knows, but it is a direct result of interest rates going up.

Managing cashflow

As one who works for an accountancy firm, we asked Phil how franchisors can manage their cashflow effectively, whilst expanding their network. "Although I am not an accountant myself, the most important thing for any franchisor is to use decent accountancy software," he responded. "The packages available are very powerful; they don't replace your accountant but, rather like Theo's Franscape, they help you understand how your business is growing and how you are spending money. It's very easy to set up automated reports so you can keep an eye on your P&L and cashflow. It's also crucial to regularly check back in with your business plan to review it.

Are you where you expected to be? If you are behind, find out why. If you are ahead, you should identify what you do well and do it even better."

"If taking the financial pressure off lets them focus fully on what they need to do commercially, then that's a sound decision. No franchisee comes equipped with all the skills necessary to run a business"

Franchisee support

Finally, we asked Phil what financial strategies a franchisor could use to support struggling franchisees, without compromising the overall network.

Phil suggested a mixture of methods. "If you have been using a good accounting package you should be able to use that data to pinpoint their problem. If they are under financial pressure, you could give them a holiday from their royalties, help them with some extra marketing investment, and provide extra training or coaching. If you think they are failing in a specific operational area, get out on to the ground with them. Sit in on calls and visits, lead from the front. Introduce them to some of your highest performers to learn from the best. You could also discuss their funding arrangements; banks are quite amenable to these conversations and might consider a capital repayment holiday or an overdraft.

"If taking the financial pressure off lets them fully focus on what they need to do commercially, then that's a sound decision. No franchisee comes equipped with all the skills necessary to run a business, so take the time to work out where their strengths and weaknesses lie."

And finally, what does Phil expect to see in the budget in March? "The Government has got a hard job to do, but if they think they can raise more money from the British public and in turn squeeze our standard of living even further, then I think they are going to have a very hard job selling it – I think it could be risky for them. I'd like to think there are some areas of wastage and schemes of their own that they could save money from before they come to us again."

BFA Academy

On 15 April 2025, the BFA is hosting an QFP Module online event, 'How to Understand Franchisees Financial Performance 2025', to enable franchisors to better understand business finance and accounts, and how this should be applied to the monitoring of a franchise network. For full details visit portal.thebfa.org/event/view/EV-QFP-FP-FINANCE-2025.

FURTHER INFORMATION

The BFA (British Franchise Association) is the voluntary self-regulating governing body for franchising formed in 1977 by the major franchising organisations looking to accredit and promote those franchise systems that meet the strict ethical and business criteria of a good franchise.

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As rising costs and competition put pressure on businesses nationwide, demand for high-quality professional services has never been greater. B2B franchising offers a powerful solution - allowing entrepreneurs to build their own businesses while benefiting from a proven model. We spoke with three standout franchisees who have turned this opportunity into remarkable personal and financial success. From rapid scaling with minimal risk to delivering expert services that businesses can't do without, they're proving that B2B franchising isn't just an option - it's a fast track to sustainable growth.





JENNI MORGAN
Franchisee for ActionCOACH, Wakefield



My path to becoming an ActionCOACH franchisee was anything but straightforward. In my third year studying engineering at Imperial College, I took a placement with a petrochemical company, convinced engineering was my future. But after three months, I realised I needed to work with people rather than sit behind a desk. After graduating, I joined Mars Incorporated's Graduate Scheme, but what started as a structured programme turned into years of jumping between projects, gaining experience across multiple departments. I eventually spent five years leading the marketing team – an unexpected direction, but one where I thrived. So, when a company restructure led to my departure, I left with a wealth of experience that would shape my next steps.

I considered a career in education, thinking teaching maths might be the right move. But after a work placement, I realised classroom management wasn't for me. Around the same time, a former colleague approached me about a consulting project. I was hesitant at first, but what started as a short-term project turned into 12–18 months of contract work, restructuring their marketing department.

After relocating north with my family, I joined an SME as head of marketing. Over 18 months, I gained valuable insight into the unique challenges SMEs face. Although the company wasn't the right fit for me, the experience proved invaluable.

With 20 years of coaching experience, an MBA, and NLP training, I took time to reflect on my next steps. I had been on a franchise mailing list since my time at Mars, and one day, I happened to open an email about ActionCOACH. It instantly resonated with me and I thought, "This is the opportunity I've been looking for!"

After meeting Ian and Julie from ActionCOACH, I saw the potential to build and expand my own business. In September 2018, I purchased the Wakefield territory. Within a year, I was offered a resale opportunity in a neighbouring area. With ActionCOACH's support, my business was growing.

"My long-term vision is to expand to four territories, with the turnover, scale and profitability needed for sustained success"

When I launched in October 2018, I got up and running faster than most. Some of it was luck, but much of it came down to sheer determination.

The luck? A former colleague heard what I was doing and asked, "Can you do this for me?" I said yes and figured out how to deliver using the ActionCOACH materials. This gave me a head start before I even had to pay the franchise royalty, which doesn't kick in for six months.

With minimal expenses, I reinvested everything back into marketing. My strategy was simple: start selling immediately and figure out the details as I went. I didn't let the fear of not knowing everything hold me back – I trusted that I could tap into the ActionCOACH system and find the right materials when needed. I walked miles, knocking on doors, meeting business owners, and inviting them to my launch event. I also attended every networking event I could find. My sales approach wasn't perfect at first, but every conversation helped me improve and refine my pitch. ActionCOACH supported me every step of the way, and James Vincent, their Performance Director, even came to speak at my launch event. That event was a turning point: some of the attendees are still my clients today.

Within a few months, I was technically profitable – not with a fully-fledged business, but with enough cash flow to sustain growth. By December, I had enough turnover to hire someone part-time.

One of the biggest lessons I've learned is the importance of hiring the right people, those with the skills, the drive, and the right cultural fit for both ActionCOACH and me. Over the years, we've brought in various team members, and about three years ago, we hired Alex as our second coach. If all goes to plan, we'll be adding a third coach this year.

In the coming weeks, we're launching in a new area, focusing on telemarketing and digital marketing to reach new businesses in Bradford and beyond. My long-term vision is to expand to four territories, achieving the scale, turnover, and profitability needed for sustained success.



Jenni Morgan helps business owners achieve sustainable growth by combining the proven ActionCOACH method along with her extensive corporate experience, coaching expertise, and hands-on approach to problem-solving.
Since launching ActionCOACH Wakefield in 2018, Jenni has rapidly expanded her business, team and territory, while guiding Yorkshire businesses to improve their strategies, profitability, and long-term success prospects.



JAMES RIMMER
Franchisee for ERA Group EMEA

Before becoming an ERA franchisee in April 2021, I spent 20 years in NHS management, including 10 years as CFO, as well as serving as an Audit Committee Chair in the university and charity sectors. Managing budgets of £2.6-2.7bn, I was used to big numbers and high pressure. In the NHS, the focus is always on doing more with less – there's never a point where you can say, "That's enough."

I'd toyed with the idea of running my own business, but it felt like a big risk. One NHS organisational restructure too many gave me the push I needed. Franchising struck the perfect balance, offering the backing of an established model with the freedom to build a business of my own.

Nearly four years on, it's clear I made the right decision. What I love about ERA is the autonomy. I didn't want a rigid setup where I was handed a client list and told to follow a set process. Having the freedom to develop my own client base and strategy was important to me.

While I work with businesses across the UK, I've built strong connections in my home county of Hampshire through local networking events like those run by the Chamber of Commerce. When you build relationships, referrals naturally follow. I also have clients in Yorkshire and Manchester, so I'm not geographically limited, but local connections tend to develop more organically.

Good consultancy is all about communication. In my NHS days, the best consultants I worked with could break down complex ideas in simple terms, and I aim to do the same. I make sure my clients hear from me at least once a month, whether it's a project update or something relevant to their industry. Formal quarterly reports are important, but regular touchpoints keep relationships strong.

I also try to visit clients in person whenever possible. It strengthens relationships and gives me a better understanding of their business firsthand. Since we specialise in cost reduction, being on-site often reveals efficiencies that aren't obvious from the numbers alone.

When researching franchises, I looked into Sandler, ActionCOACH, and TaxAssist. None were quite the right fit for me as an investor, but that early research paid off later. As a new business owner, areas like sales were completely new to me, so when I needed sales training, I went to Sandler. When I needed an accountant, I turned to TaxAssist. And when I needed a business coach, I chose ActionCOACH. Working with James Burke as my ActionCOACH has been invaluable – he is world-class and has helped me accelerate my business growth. We focus on the next quarter's goals, review what worked (and what didn't) in the previous quarter, and stay clear on my long-term objectives. Having that structure has been a game-changer.

In the past two years, my business has grown by around 200%. If that continues, I'll need to bring in support. Right now, my time is the limiting factor, but ERA's model is fantastic because I don't have to run every project alone. If a client needs a fuel cost review, for example, I collaborate with the team's fuel specialists.

One challenge is overcoming the assumption that companies have already done all they can to cut costs. A business might say, "We've already looked at that," when, in reality, they've shaved off 1% and assumed that's the best they can do. But our process is different. Take distribution, for example – our team knows the best suppliers and the right processes to get the best deal. When businesses let us review just one invoice, we can often either validate that they're getting the right prices or uncover opportunities they hadn't considered. In many cases, that leads to a 15-20% cost improvement without compromising service.

Whoever joins ERA needs to bring a professional mindset. This is a consultancy role where you're a trusted advisor. You need to manage conflicting priorities, juggle multiple projects, and, ultimately, deliver results for clients.

For me, that's the most rewarding part of the job. Whether I'm working with a mid-sized manufacturer or a multi-million-pound corporation, the goal is the same – finding value where they didn't think it existed. Seeing those results and knowing I've made a meaningful impact makes all the hard work worthwhile. Looking ahead, I know there's still so much potential to grow, and with the right support, the business will continue to evolve. The learning never stops – but that's exactly what keeps it exciting!



"Whether I'm working with a mid-sized manufacturer or a multi-million-pound corporation, the goal is the same - finding value where they didn't think it existed. Seeing those results is so satisfying"

As an ERA Group franchisee, James Rimmer helps businesses uncover hidden cost savings and enhance financial efficiency, leveraging his 20 years of NHS management experience and expertise in overseeing multi-billion-pound budgets. Combining strategic consultancy with hands-on collaboration, James works closely with clients across the UK to identify cost-saving opportunities, streamline operations, and deliver measurable financial improvements - all while maintaining the high service standards businesses rely on.



SIAN PRICE
Franchisee for active Marketing Franchise

I've run my own marketing agency for over four years, building a strong reputation and a loyal client base. However, as my business grew, I realised that to scale effectively I needed the right support and infrastructure. That's why, in December 2024, I joined activ Marketing Franchise as the first partner under their brand-new Online Marketing Agency Franchise (OMAF) model. This decision allowed me to elevate my business by leveraging activ's resources, expertise, and established systems to accelerate my growth and provide greater value to my clients, while maintaining the personal approach my clients value.

Within just four weeks, I secured a client I never could have landed on my own. The potential first-year revenue from that single client is ten times what I could have handled independently. More importantly, activ's model allows me to offer a broader range of services through the full agency team at head office, giving my clients greater confidence in my ability to deliver high-quality results.

This is just the beginning of my journey, and I'm already working on proposals for new clients. The difference now is that I can say 'yes' to bigger opportunities without worrying about whether I have the capacity to deliver. The ability to tap into activ's expertise means I'm no longer limited by time constraints or the need to hire and train staff myself. Instead, I can focus on what I do best – building relationships, securing new business, and delivering real value to my clients.

B2B franchising offers a unique opportunity for professionals like me to leverage our expertise while benefiting from a proven model. Unlike traditional consumer-focused franchises, B2B services – such as marketing, accountancy, and HR – rely on long-term client relationships, high-value contracts, and repeat business. This creates a more stable revenue stream and allows for sustainable growth.

"With activ, I still feel like I'm running my own business, but with the kind of support that makes real growth possible"

As an activ Marketing Franchise partner, Sian has grown her digital marketing business with the backing of a proven system and expert services while maintaining a personal touch with clients. Joining the Online Marketing Agency Franchise (OMAF) model has enabled Sian to scale her agency, access a full-service team, and win high-value clients she couldn't have reached alone.



As active Marketing Franchise's CEO Katie Bullen says: "B2B franchising allows professionals to scale faster and with more confidence than if they were going it alone. It's not just about financial growth – it's about providing a better service to clients by leveraging the systems, training, and brand trust that come with a franchise."

Another advantage of franchising is the support network. While I still run my own business, I now have access to a team of like-minded franchisee marketers, who are on the same journey as me. Whether it's sharing insights, discussing industry trends, or learning from each other's experiences, this network has been invaluable. Running a business can be isolating, but with activ, I never feel like I'm doing it alone.

My success so far is a testament to activ's model, which provides franchise partners with in-depth training, monthly marketing plans, and the backing of a full team to deliver work profitably. I've secured clients through a mix of networking, referrals, and digital marketing, demonstrating just how flexible and scalable this business really is.

What surprised me most was how quickly I established myself. Having the activ team behind me meant I didn't have to figure out how to deliver the project while juggling my existing clients. Instead, I could focus on achieving great results for my new customer. The ability to offer a full suite of marketing services – without needing to hire an in-house team – has allowed me to pitch to larger businesses and take on more ambitious projects with confidence.

For professionals considering franchising, my journey proves that the right B2B franchise can offer financial success, career independence, and a business model built for long-term growth. As the demand for outsourced services rises, more people are discovering that franchising is a powerful route to business ownership in professional services.

With activ, I still feel like I'm running my own business, but with the kind of support that makes real growth possible.



GOT BIG SPUD DREAMS?

SPUD BROS EXPRESS

Passionate about food, good vibes and community?

We're looking for the best franchisees in the UK to partner with us.



Interested? ↓

Matteo Frigeri
Franchise development manager

getintouch@seeds-consulting.co.uk

THE INTERNATIONAL FRANCHISE SHOW 2025:

MATCHING YOU WITH YOUR DREAM FRANCHISE

Promising to be more expansive and dynamic than ever, the event continues to lead the way in connecting entrepreneurs and franchisees with global franchise innovators

Building on the tremendous success of its 2024 edition, the International Franchise Show returns to ExCeL London on April 11th and 12th, 2025. This year's event is poised to be bigger, more dynamic, and even more engaging, solidifying its status as a leader in the UK and global franchising industry.

In 2024, the show welcomed a record-breaking 11,474 attendees and achieved an impressive 92% rebooking rate from exhibitors. These numbers underscore the event's role as the premier platform for franchising professionals to connect, collaborate, and share their knowledge.

What's new for 2025? Let's take a closer look.

Expanded exhibitor showcase

Responding to increasing demand, the 2025 show will feature an even broader array of exhibitors across a multitude of franchised industries, offering attendees front row access to exciting franchise opportunities in food, retail, home services, and more. Participants this year include prominent names like Wix.com, The London Business Journal, and Southern Fried Chicken.

This year also sees an expanded global footprint, with new partnerships across Europe, North America, and Asia. In addition to its collaboration with the International Franchise Association (IFA), the show partners with industry leaders such as Global Franchise, New Business, and Sustainable Business Magazine to enhance networking and cross-border collaboration.



The agenda is packed with valuable learning experiences

"The IFA will host high-impact sessions designed to equip both new and experienced franchisees with the tools they need for success"

Expert seminars and keynotes

The 2025 agenda is packed with valuable learning experiences, including expert-led seminars and keynote presentations. Renowned franchising professionals, successful entrepreneurs, and industry thought leaders will share their insights on topics such as scaling a franchise, navigating legal challenges, the future of franchise technology, and more. The IFA will once again host high-impact sessions designed to equip both new and experienced franchisees with the tools they need for success, including the managing director of Hays Travel Northwest, Don Birchman and Kasim Akhter, managing director of Amigos Burgers & Shakes.

Interactive features and live demos

2025 sees the introduction of interactive features and live demonstrations, offering attendees the opportunity to get hands-on experience with the latest franchise products, services, and technologies. From virtual reality walkthroughs to live cooking demos from top food franchise brands, the 2025 show will be an immersive experience like never before.

Unmatched networking opportunities

With more exhibitors, more visitors, and an expanded agenda, the networking potential at the International Franchise Show 2025 will be unparalleled. New networking zones, private meeting areas, and exclusive business matchmaking sessions will make it easier than ever to meet the right people and form long-lasting partnerships.

Thriving franchise community

Dedicated to uniting the franchising community, the 2025 show will emphasise sustainability, innovation, and diversity. The event fosters collaboration and drives growth, creating an environment where franchisors and franchisees can thrive.

Event director Simon Chicken says, "We are incredibly proud of the 2024 show and thrilled about what lies ahead. The International Franchise Show 2025 will showcase the largest and most diverse selection of franchises globally, offering the perfect opportunity to discover your ideal franchise while propelling the industry forward."

Partners and sponsors

A special thanks to the IFA, NatWest, and all exhibitors and sponsors whose support helps create this world-class event.

Mark your calendar for April 11th and 12th, 2025, at ExCeL London. Whether investing in a franchise, expanding a business, or gaining insights into the franchising world, this is the place to be.



The perfect opportunity to discover your ideal franchise



In 2024, the IFS welcomed over 11,470 visitors

Prestige NURSING & CARE

Business made better

bfa emerging

Franchise With Us

With 80 years of industry excellence as a specialist home care provider, we bring unparalleled expertise and key skills to propel your success. Discover how you can build a dynamic and thriving business with the backing of our dedicated support network.

We have revenue making company-owned opportunities available now. You can benefit from:

- Established Client Base
- Specialist Home Care
- Care Team In Place
- Proven Business Model
- Reputable Brand
- Growth Potential

Why Join Us?

- New Territories Also Available
- Thriving Industry
- High Demand
- Dedicated Integration Team
- 80 Years' Experience



Get in touch with us:

020 8254 7500 (Option 3)

franchise.enquiries@prestige-nursing.co.uk

What Franchise

INVEST IN YOUR FUTURE

66 **Urban Fresh Burgers & Fries** is taking on the UK's most established players in QSR.

68 **Apollo Care** combines compassion with a business that's built for the future.

69 **The Seasons Art Class** is the perfect home-based, part-time business opportunity.

70 **Prestige Nursing & Care** MD Sarah Hughes explains the company's 80-year success.

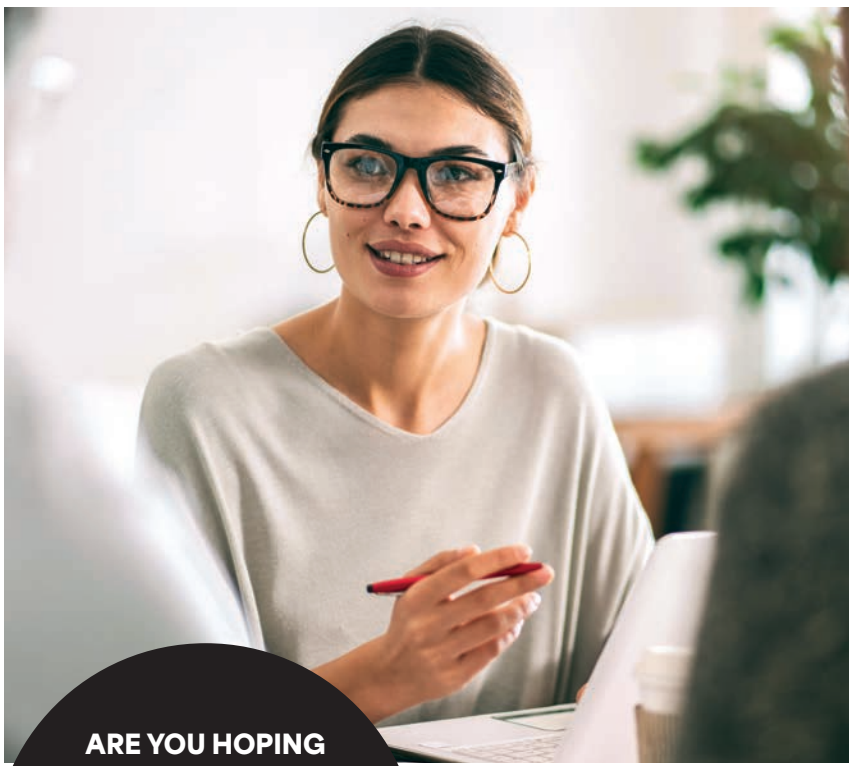
71 **The Travel Franchise** An award-winning lifestyle franchise like no other.

72 **Snap Fitness** is the UK's fastest-growing gym franchise brand.

73 **Molly Maid** is going for growth in 2025, building on its 40-year heritage.

74 **Dublcheck** boasts a range of flexible models ensuring turnover from day one.

75 **Caremark** has unmissable opportunities in the UK's thriving home care sector.



ARE YOU HOPING TO BECOME A BUSINESS OWNER?

Here are the latest franchise opportunities to help you get started in the UK

76 **Pack and Send** is expanding with opportunities available across the UK.

77 **Dish'd** will help you increase profitability with its quality virtual brands.

78 **Black Rooster Peri Peri** is now looking to expand from Scotland across the UK.

79 **Guardian Angel Carers** is set up for client satisfaction and franchisee success.

80 **Spud Bros Express** is expanding its profitable takeaway franchise.

81 **Strike Back Self Defence** Build a successful, mission-driven business.

FOOD & DRINK

Smash hits: the rise of URBAN Fresh Burgers & Fries

Serving fresh, flavour-packed burgers with a big brand feel, URBAN is Yorkshire's answer to premium fast food

Minimum required capital:

£175,000



66

From a 1,000-square-foot unit in a Doncaster suburb to a thriving multi-unit brand standing shoulder to shoulder with national giants and turning a profit, URBAN Fresh Burgers & Fries has been on an extraordinary journey. Serving up fresh, made-to-order burgers and fresh hand-cut fries, URBAN has become the go-to choice for customers seeking quality, convenience, and flavour.

In just a few years, URBAN has grown from a local favourite into a powerhouse in the fresh burger market, proving that quality, consistency, and a clear vision can rival even the biggest players. This is a brand born in Yorkshire that's poised to make waves across the UK. With six thriving locations and a proven concept, URBAN is ready to take the next big step in its growth. The brand has achieved steady, self-sustained growth entirely through reinvestment, without relying on external financing or bank loans to date.

At its core, URBAN is about delivering great food and an exceptional experience, offering a real flavourful alternative to the processed and pre-packaged meals dominating the fast-food landscape of yesteryear. A passionately people-centric brand, as its founders would tell you, it's not just about burgers; it's about redefining what a quality quick-service restaurant (QSR) can be.

THE VISION

The URBAN story begins with Mehmet and Zerin Kent, who shared a vision of serving food that was fresh, full of flavour, and crafted with care. In 2017, the pair opened their first compact location in Wheatley, Doncaster. It was a small unit, but it packed a big punch. From the start, customers embraced the concept of fresh, customisable burgers, and word spread quickly.

"Like any new business owner would tell you, the first year was tough," Mehmet recalls. "We worked every single day and relied heavily on family support to keep things running. But it was worth it. We knew we had something special." With minimal marketing, the brand grew in popularity from word-of-mouth recommendations alone.

That first store proved the brand's potential, showing there was strong demand for high-quality, made-to-order fresh burgers at an affordable price - something the pair noticed was lacking outside of the South East. 18 months later, URBAN expanded to its second location in Rotherham, marking the start of an ambitious growth journey. With each new opening, the pair fine-tuned their operations, ensuring that every URBAN restaurant offered the same exceptional quality and welcoming atmosphere. Today, the brand stands as a testament to their determination, resilience, and vision for the future, and is ready to grow nationally.

"Giving customers the power to eat exactly what they want makes all the difference"

Mehmet Kent, Urban URBAN Fresh Burgers & Fries

CUSTOMISABLE ADVANTAGE

The secret? A relentless commitment to flavour, quality, and customer service. There are no pre-prepared burgers at URBAN, and

their fries are hand-cut daily from local farm potatoes. What sets the brand apart is its customisable menu, allowing customers to build their burgers just how they like them. With endless combinations of fresh toppings and sauces, there's something for everyone. This level of customisation is especially valuable in the midst of a cost-of-living crisis, as diners become more selective about how they spend their money,

"When people can create their perfect burger, they always leave happy," says Mehmet. "Especially now, when every pound matters, giving customers the power to eat exactly what they want makes all the difference. It's about value and satisfaction."

And that's exactly what URBAN delivers - great food, excellent service, and an experience built on the qualities that make successful brands thrive: consistency across its locations and brand recognition and trust, combined with thoughtful interior design and a polished, welcoming environment, whilst at the same time retaining the warmth and authenticity of a local favourite.



"Yorkshire is known for its no-nonsense approach and genuine warmth," Mehmet explains. "We've taken that spirit and built it into the heart of the brand. But while we're proud of our Yorkshire roots, we know that good food resonates everywhere."

"The tech just works - it makes everything easy, so the franchisee can focus on running the restaurant and keeping people happy"

NEXT-LEVEL TECH

Behind every great burger, there's a world of meticulous planning and innovation that customers don't see but which make the brand what it is.

Technology is critical to giving customers that 'big brand feel'. From integrated POS systems that speed up service to loyalty programs that keep them engaged, URBAN uses a smart tech stack that is seamlessly integrated to make things easy for staff and customers.

It's good news for investors, too. These systems and processes ensure that every franchisee, whether a first-time owner or a seasoned operator, can confidently deliver the same exceptional URBAN experience across all locations, making growth both seamless and scalable. "We recently celebrated the opening of our first franchisee-owned outlet, a milestone that underscores the scalability of our model," Mehmet shares. "It's been a smooth process, and that's down to the systems we've got in place. The tech just works - it makes everything easy, so the franchisee can focus on running the restaurant and keeping people happy."

PEOPLE FIRST

Investing in people is another cornerstone of the brand's success. Every team member undergoes thorough training to ensure they understand and embody URBAN's values. "People, customer service, it's the backbone of any business. By supporting our team, we support the brand," says Mehmet. "Operations and marketing can be perfectly aligned, but if the customer experience isn't there as soon as the customer walks through the door, it's no use. Service delivers on the promise that marketing makes, service builds emotional connections and makes a visit memorable. At the end of the day, it's the people who make a brand what it is. If your team's happy and engaged, that energy comes through in the customer experience. It's that that keeps people coming back."

URBAN's commitment to innovation and service is clearly paying off, evidenced through massive meaningful growth on their loyalty program, which saw its active membership base - rewards members who had visited within 90 days - increase by 180% between July to December 2024. "It's proof that more and more people aren't just visiting us because they happen to be passing by, but choosing to stay connected with us, setting the stage for even greater success and growth," says Mehmet.

Whilst the QSR dining sector is experiencing rapid growth, and URBAN Fresh Burgers & Fries is perfectly positioned to capitalise on this momentum. With six successful locations and a loyal customer base, the brand has proven its business model is both scalable and in high demand.

With a focus on fresh, high-quality ingredients and a customisable menu that resonates with modern diners, the brand is setting itself apart from competitors. Coupled with a welcoming atmosphere that keeps customers coming back, the URBAN appeal is undeniable. Looking ahead, the brand's ambitious plans for national expansion offer an exciting growth opportunity. Investing in URBAN means joining a thriving brand with a solid foundation, a clear vision, and limitless potential for success. Join the journey and help to shape the future of UK dining.

FRANCHISE OVERVIEW

Established:
2017

Number of outlets:
6

Locations of units:
Doncaster x 2, Sheffield (franchisee-owned), Rotherham, Barnsley, Leeds (delivery kitchen)

FOR FURTHER INFORMATION

Malcolm Heslop QFP **franchise@urbanmail.co.uk**

07903 352638

CARE SERVICES

Empowering care through franchising

Transform lives with Apollo Care's innovative franchise model, designed to inspire and support you every step of the way

Minimum required capital:
£36,000
+VAT



Apollo Care is more than just a care provider; it's a legacy of compassion and excellence. Founded in 2011 by Cheryl White, a former district nurse, Apollo Care was born from the desire to raise care standards and ensure vulnerable people can maintain their independence at home. Cheryl's vision of high-quality, ethical care quickly gained traction, transforming a small, family-run company into Apollo Care Franchising Ltd.

HIGHEST STANDARDS

Today, Apollo Care is a thriving network with 15 teams delivering exceptional care to over 400 clients. The company's steady, organic growth is underpinned by its unwavering commitment to its core values: Caring, Supporting, Inspiring, and Empowering. These principles guide every aspect of the business, ensuring franchisees and clients alike feel valued and supported.

Apollo Care understands the evolving needs of the care profession. With advancements in modern medicine leading to longer life expectancies, the demand for compassionate, high-standard care has never been greater. Apollo Care's tailored approach addresses this need by combining technology with a deeply personal touch.

The franchise model is designed for individuals who share Apollo Care's passion for care and who align with its values. Whether you're an investor seeking a meaningful venture or have a background in adult health and social care, Apollo Care provides the tools, training, and support needed to build a successful business. Franchisees benefit from comprehensive training, monthly roundtable sessions, and proactive support from the mental health first-aid-trained Head Office team.

INVEST IN SUCCESS

Apollo Care's ideal franchisee is looking to expand their business portfolio or invest for the first time in a profitable business. With care being a heavily regulated profession, it is a regulatory requirement to appoint a Registered Manager role into the business. The business owner (investor) wouldn't necessarily have to work in the business at all and could appoint the RM or other office roles to marketing and attracting clients and staff, scheduling care calls and ensuring the business is CQC compliant. Initially, franchisees can work from home but will eventually need an office location within their territory.

The financial potential is fuelled by ambition. With a growing demographic of individuals aged 65+, franchisees can achieve rapid success, often expanding into multi-unit ownership. Apollo Care is a data-driven company, and the support team works hard to provide meaningful insights backed by real data, to help forecast performance targets as franchises grow. The ROI mark is usually between two and three years, and some teams turn over seven figure businesses.

With plans for international expansion, including South Africa, the future of Apollo Care is bright. By offering career opportunities and fostering a global standard of care, Apollo Care continues to make a difference in a profession that truly matters.

FRANCHISE OVERVIEW

Established:
2011

Number of units:
14

Total Investment:
£50,000-£80,000



FOR FURTHER INFORMATION

Owen Belmar
or Dawn Belmar

franchisesales@apollocare.co.uk

apollocarefranchising.co.uk

EDUCATION SERVICES

A profitable, flexible franchise for art lovers

With The Seasons Art Class, you can run a rewarding franchise working on-site just one day a week for 42 weeks a year

Minimum required capital:
£6,000-£7,000

This unique, part-time opportunity allows franchisees to generate a full-time income while maintaining a healthy work-life balance.

With a single unit, franchisees can earn up to £25,000 annually, with some established locations exceeding expectations by offering additional sessions to meet demand. Whether you're looking for a stand-alone business or a secondary income stream, this franchise model offers proven success with minimal operational commitments.



A WELL-ESTABLISHED FRANCHISE MODEL

For nearly 15 years, The Seasons Art Class has been transforming beginners into confident artists across the UK. With over 130 successful branches, the franchise provides a structured and enjoyable step-by-step curriculum, led by qualified tutors. Students not only develop artistic skills but also form meaningful friendships in a relaxed, sociable environment. Franchisees oversee the smooth running of classes, handling administrative tasks, refreshments, and logistics, while expert instructors deliver the lessons.

Seasons Art Class supplies franchisees with professionally developed curricula, marketing materials, and operational guidelines three times a year. This strong support structure ensures franchisees can focus on building their business and engaging with their local creative community.

REAL SUCCESS STORIES

Co-founder Gen shares how their journey began: "Our first class in Rustington was fully booked. We quickly expanded to multiple branches with fantastic attendance. Hard work paid off, and now we have franchises across the UK. It's wonderful to see the difference in students, forming friendships and achieving great things."

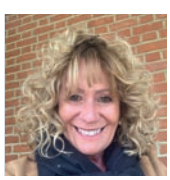
Jo Baldwin from Maidenhead found her calling through The Seasons Art Class: "I discovered Seasons over 10 years ago and have never looked back. Running a business one to two days a week, earning a great income with expert support, and seeing students return year after year is so rewarding."

Jackie Mansbridge from Pinner first learned about the franchise at an exhibition: "Combining my hobby with running a business was appealing. Seasons provided support and accurate profit projections, even during challenging times. My branch is thriving, with long-term students still enjoying the classes."

Jocelyn Leslie from Alton left the corporate world to pursue something more fulfilling: "Running four classes over two days a week has exceeded my expectations. Seeing students progress and enjoy themselves is incredibly rewarding. The Seasons Art Class offers a profitable, part-time business while bringing joy to others."

If you're looking for a business that blends creativity, flexibility, and profitability, The Seasons Art Class could be the perfect fit. To find out more about this opportunity, go to www.theperfectparttimebusiness.







L-R Jo Baldwin , Jackie Mansbridge and Jocelyn Leslie

FRANCHISE OVERVIEW

Years established:
15

Number of units:
132

Locations of units:
Across the UK

Total Investment:
£18,995+VAT plus £6,000-£7,000 in setup costs. Franchisees using finance may need an additional down payment of 25%-50% of the franchise fee

the Seasons Art Class

The Art Class You Always Wanted

Contact **Info@seasonsartclass.com**

CARE SERVICES

Caring for the future

Sarah Hughes, MD, explains how Prestige Nursing & Care has maintained a significant presence in home care for over 80 years, while meeting the evolving needs of franchisees

Minimum required capital:
£33,000
+VAT

As demand for home care continues to rise, Prestige Nursing & Care has thrived in this recession-resistant market operating in 30 locations across England and Scotland. The UK's homecare sector is projected to grow by 29% by 2038, positioning Prestige Nursing & Care for long-term success. This market growth offers franchisees the opportunity to join a thriving business with vast potential.



What has been the key to 80 years of success?
Sarah Hughes: We focus on delivering expert-led, specialist care that enhances independence, builds real connections, and ensures every client receives the right care at the right time at home. This commitment has earned us trust and recognition in the home care industry. We've built a scalable business model that adapts to changing sector demands, ensuring continued growth.

"With our suppport and reputation, franchisees can hit the ground running"

How are you addressing sector challenges?
An ageing population means increased demand for services and a need for skilled professionals. We've developed a franchise model that empowers local owners with the tools for success. We give franchisees control over decision making assisted by robust technology, enhancing the client and carer experience, enabling them to build and manage their teams effectively.

Our investment in training ensures ongoing development, and our streamlined operations and technology make scaling easier. This allows franchisees to grow their businesses while maintaining high care standards. With continuous support and learning opportunities, franchisees are equipped to thrive in a competitive market.

What makes your approach to care unique?
It's the breadth of care services we offer. We know that not one solution works for everyone and each client we support has their own tailored care needs. To enable us to do this we have our team of expert clinicians, highly trained nurses, and dedicated carers.

Nurse-led care (also called complex care) is managed by a highly experienced registered nurse with a goal of enhancing the life of the person receiving care. Home nursing demands specialist expertise and knowledge to ensure a high-quality, safe, and effective service. For franchisees, this expertise, combined with streamlined processes and ongoing support, makes navigating the home care industry easier. We make maintaining high standards simple, allowing franchisees to focus on growing their business and achieving success.

How are you supporting franchisees?
Franchisees benefit from our experienced team, including dedicated business partners. They have access to our unique systems, which enable them to manage recruitment, onboarding and training, as well as the complete client journey, from initial enquiry right through to planning care and rostering the teams. This standardisation ensures consistent, high-quality service. They also receive regular performance reviews and support in recruitment, marketing, and operations. With our support and reputation, franchisees can hit the ground running and build their businesses more effectively.

What's next for Prestige Nursing & Care?
We're excited about the continued expansion of our franchise network. We're seeing strong interest in new territories and anticipate demand for our high-quality care services all over the UK. This presents an exciting opportunity for prospective franchisees to join a proven and successful business model.

FRANCHISE OVERVIEW

Prestige NURSING & CARE

Established: 1945

Number of existing branches: 30+

Number of new opportunities: 200+

Total investment: £124,600

FOR FURTHER INFORMATION

Contact **franchise.enquiries@prestige-nursing.co.uk**
020 8254 7500 (Option 3)

LIFESTYLE

Ditch the 9-to-5 and build a dream travel business

Jess and James were new to travel when they joined The Travel Franchise in 2024, but now they have a thriving business

Minimum required capital:

£2,995



Jess and James, a couple from Newcastle, were feeling the strain of their demanding careers. Jess, an emergency vet, was struggling with night shifts, while James, a management consultant, worked long hours at his desk. "We both wanted a way out – especially me," says James.

Their turning point came while planning a family holiday when Jess's mum jokingly said, "You should be a travel agent!" That offhand comment sparked an idea. Jess, who had always loved organising trips, suggested they explore a travel franchise – and the couple never looked back.

"The emotional toll of my job was getting to me," says Jess. "Planning holidays made me happy, so I thought, why not turn it into a career?"

Jess and James joined The Travel Franchise in April 2024, and within just 10 months, they hit the company's Money-Back Challenge – earning back their £14,995 franchise fee by reaching a set commission target.

"We were buzzing! We hit the challenge the same day we closed on our new house. It was overwhelming in the best way," says James.

With their refund, the couple plan to invest in home renovations and, of course, more travel. "Travel is not just an outlet for us – it helps our business too," Jess adds.

BUILDING A BUSINESS FROM SCRATCH

James has since left his corporate job to focus on travel full-time, while Jess continues part-time as a vet. They admit it was only possible due to the training and support provided by The Travel Franchise – 98% of its franchisees have never worked in the travel industry.

"We had no business experience, had never worked in travel, and had never been self-employed," says Jess. "The learning curve was steep, but the freedom is incredible."

The couple continue to learn while they earn money, with commission paid on every holiday booked.

"The five-day training gave us the confidence to start booking holidays immediately," says Jess. "But every day you learn more and every franchisee gets a Business Development Manager (BDM) to turn to when you need it. Deb is our BDM and she's been fantastic!"

OVERSEAS MENTORSHIP RETREATS

Jess and James say that attending the franchise's free mentorship retreats abroad (in their case in Crete and Orlando) was also a game-changer. Next month they'll attend the company's Seminar at Sea cruise around the Norwegian Fjords to learn more about boosting their cruise sales.

Their advice? "If you're passionate about travel go for it – it's life-changing," says James. "It's not a get-rich-quick scheme, but if you put in the effort, the rewards are absolutely worth it."



FRANCHISE OVERVIEW

the travel franchise

Established:
2001

Number of franchised outlets:
675

Location of franchised outlets:
Nationwide

FOR FURTHER INFORMATION

Call **0800 084 8128**

Email **info@thetravelfranchise.com**

HEALTH & FITNESS

Raising the bar for franchisees

Minimum required capital: £200,000-£250,000

Snap Fitness is driving record growth by prioritising franchisee success, says Kevin Yates, CEO of Lift Brands EMEA



Snap Fitness has had a record-breaking year in the UK & Ireland. What factors are driving momentum?
I think it's a combination of a lot of things but predominantly, it's our Support Office team, franchisees and club teams all pulling in the same direction. We've learned so much from our time operating in the UK & Ireland and we have a product and model that really stands out in the marketplace, as well as a clear vision for the future. Our Support Office team has specialists across a wide range of areas to enable franchisees to own a successful gym, regardless of their experience or background.

Reaching the 100-gym milestone is a big achievement. What's the secret?
We're relentlessly ambitious – my vision for Snap Fitness is to become the preferred fitness partner throughout the EMEA region, with a network of thriving clubs that cater to a wide demographic.

A lot of data and mapping goes into selecting the ideal sites for our new club openings. Only if it reaches a certain score threshold will we put it forward to our franchisees.

A significant amount of our openings in 2024 have been on retail parks which tick a lot of boxes with large, open-plan buildings, free parking up to the front door and in destinations where there's already popular retailers. The approach is working; our new locations in 2024 opened with 44% more members than those in 2023.

What makes Snap Fitness such an attractive brand with franchisees?
To put it simply; we've created a model that our franchisees trust and allows them to enjoy a healthy return on investment. Year-on-year, our gyms are opening with more members than ever before and our franchisees want to continue growing with us, confident that we're future proofing their investment.

We've created a culture where franchisees feel incredibly valued. As we own the master franchise for the UK & Ireland, we can be very agile with our approach and our franchises are able to directly contribute ideas and help shape the future of the business.

What advice would you give to someone considering a Snap Fitness franchise?
Many people are surprised that you don't need any fitness industry experience to become a gym owner. Over 75% of our current franchisees had no fitness experience prior to investing and thanks to the model and the support of our team, have been able to capitalise on the industry.

We encourage potential franchisees to independently visit our locations to get an authentic view of what it's like to be a gym owner and the support that they receive. You'll also get an insight into some of the incredible communities that have been created within the four walls of our gyms.

We also run monthly Virtual Discovery Calls where you can meet members of our operations and marketing teams. These are great to join to see the level of support on offer.



FRANCHISE OVERVIEW

snap 24/7 fitness

Established: 2003

Number of outlets (UK): 104

Locations of units: Nationwide

Total Investment: £650,000-£900,000

FOR FURTHER INFORMATION

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CLEANING SERVICES

Riding a wave of growth

Minimum required capital:
£7,000
+VAT

Molly Maid franchise owners are enjoying record sales thanks to the brand's proactive response to market shifts



Aaron Watson, director of franchise development, and the top three sales growth leaders for Molly Maid in 2024: Julie Ward, Braintree; Gill and Rob Dawson, Burton upon Trent & Derby, and Gabi Boi, Chesterfield.

Ask Jonathan Holden, COO of Molly Maid UK, what his key job at the UK's number one cleaning franchise in the Elite 100 is, and he doesn't hesitate. "Helping Franchisees to better manage and grow their business. It's embedded in our culture and is the basis for everything that we do."

And with their eye-popping sales growth results it's evident that this philosophy is working. Since December 2020 the company has been on a rocket ship of growth, having increased its average weekly turnover by an astounding 60%, with many franchisees achieving even higher rates of growth.

STAGGERING SALES

In 2024 the most well-known and highest-ranked domestic cleaning franchise in the Elite 100, recorded another year of record sales, led by their top growth franchisees. The top 10 growth franchisees in the company recorded sales growth of just over £75,000 in the year (a 15% increase over 2023) with their top sales growth franchisee achieving sales growth of £119,000 (an impressive 26% increase).

It's no surprise that with the combination of the most well-known brand in the industry, award-winning business system and the highest investment in marketing and advertising to help franchisees grow their businesses, Molly Maid continues to lead the way in the high growth domestic cleaning industry.

With the average annual turnover for established franchisees now standing at £343,400 and their top 10 at £682,300, the profit generated from a Molly Maid business has never been greater. As well as supporting franchisees to grow sales, ensuring strong profits are achieved is essential to keeping franchisees motivated in this long-term partnership.

FRANCHISE SUPPORT

Of course, the imminent changes announced by the Government, including the Employers' National Insurance tax hikes arriving in April, will pose a risk to both profitability and productivity for many businesses.

However, as Holden explains, "Just the same as coming out of COVID, we always find a strategy to make our business stronger when faced with unexpected factors in the external environment. We've had a laser-like focus since the Government announcement, ensuring we can guide franchisees through these changes to protect their profitability and business value both now and in the future. We've designed a strategy, having gained input from a group of franchisees, to first understand the impact of the change to our business, and together we've developed actions to implement in the first three months of the year to be ready and strengthen our business once again. This is the same proactive approach we took when we successfully navigated the challenges of COVID and as the performance results above testify, we have been extremely successful on the back of that. This time will be no different."

> "Since December 2020, Molly Maid has been on a rocket ship of growth"

This high level of franchisee support has not gone unnoticed, with Molly Maid recently securing their fifth consecutive Workbuzz Franchisee satisfaction award following independently gained feedback from their franchisees.

FRANCHISE OVERVIEW

MOLLY MAID NUMBER 1 HOME CLEANING FRANCHISE

Total investment:
£23,975+VAT

Established:
1984

Number of outlets:
70

Location of units:
UK

FOR FURTHER INFORMATION

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01628 583765

CLEANING

Dublcheck's secret to rapid growth

Founder Carol Stewart-Gill reveals the key to franchisee success in the competitive cleaning industry

Minimum required capital:
60 days working capital

Carol Stewart-Gill formed Dublcheck in 1993 in Chester, when a change in life circumstances meant that her family needed an additional income stream. One of the first ideas that came into Carol's head was commercial cleaning.

As Carol explains, "I thought wow, it can't be that difficult. So out I went, knocked on doors and eventually got my first contract."

Before long, that single contract had quickly multiplied into many more. Realising she needed outside help, Carol turned to franchising as the obvious solution. After bringing on its first franchisee to keep up with demand, Dublcheck saw its client numbers soar even higher.



Carol welcomes new franchisee, Lisa

> **"Our franchisees have a genuine interest, through their investment, to ensure that the clients are happy"**

"Once we began franchising, we just kept getting more and more cleaning contracts. We stood out from the crowd because our franchisees have a genuine interest, through their investment, to ensure that the clients are happy," Carol points out.

AWARD-WINNING GROWTH

It turned into a virtuous circle as Dublcheck's expanding client base and commitment to delivering revenue enabled it to attract franchisees from across the UK. In a short time, Dublcheck grew from a single franchise to, in 1999, being recognised by Richard Branson's Virgin Fast Track 100 - a prestigious award for the fastest-growing companies in the UK.

The company, a full BFA member, has since gone from strength to strength, with hundreds of franchisees coming through its doors and benefiting from tens of millions in cleaning revenue.

FLEXIBLE MODEL

Dublcheck, with its humble origins, pioneered a unique system that secures **guaranteed initial turnover** for its franchisees. It's the franchise where you don't need to be able to sell - Dublcheck obtains all the business for you, so you know exactly what turnover to expect. You can start with a minimum turnover of £20,000 per annum if you want to run your business hands-on while keeping the security of your current position. Alternatively, you can purchase up to £160,000 per annum if you want to operate a management business.

Dublcheck's variable investment levels (starting from £21,540including VAT) give franchisees the flexibility to run a fully hands-on business, a partly managed business with some hands-on involvement, or a wholly managed business, depending on their skills, ambitions, and work-life balance needs. With initial training and ongoing support from Dublcheck's head office, the benefits of a Dublcheck franchise are clear.

With franchises available across the UK, why not take the step to becoming your own boss with Dublcheck?

FRANCHISE OVERVIEW

Established:
1993

Number of outlets:
65

Locations of units:
UK

Total Investment:
£21,540.00-£81,540.00 depending on desired turnover


Carol at franchisee training

FOR FURTHER INFORMATION

Paul Benjamin **Paul.Benjamin@dublcheck.co.uk**
0800 317 236

CARE SERVICES

Do you have what it takes to succeed with Caremark?

The demand for in-home assistance is booming. If you're keen to join this robust, fast-growing industry, now is the perfect time!

Minimum required capital:

£37,500

+VAT

Investing in a home care franchise offers the opportunity to run a meaningful and profitable business, but is it the right decision for you? If you're drawn to helping others and making a difference in your community, home care might be the perfect fit. It's a purpose-driven industry where you'll provide critical services that allow customers to live independently and with dignity. Beyond the emotional rewards, the home care market is expanding, offering steady demand and strong growth potential.
To thrive in this field, you need the following traits:

- **Empathy and compassion:** Home care is a people-centered business, so a genuine desire to serve others is essential.
- **A team-oriented mindset:** As a franchise owner, you're part of a larger system. Following the franchisor's guidelines while building (and leading!) a strong team locally is key to success. You must also value collaboration with your franchisor and fellow franchisees.
- **Business acumen:** Running a franchise means overseeing finances, marketing, and operations.
- **Willingness to learn:** Being open to learning and quickly adapting to industry trends or franchisor feedback is essential.
- **People-centric approach:** A dedication to exceptional service will help you stand out in your local market.

Before committing to this sector, reflect on the following questions to see if you're ready to begin your home care franchise journey.

Do you enjoy working with people? Building trust with customers, families, and your team is key to achieving success.

Are you comfortable following a franchisor's system? Franchising offers support but requires adherence to proven processes.

Do you have the time and energy to invest? Managing a home care franchise is hands-on, especially in the early stages.

Do you have the financial resources? Beyond the initial franchise fee, you'll need capital for staffing, marketing, and operations.

Last, but most certainly not least, do you have a caring nature? It won't surprise you that in order to be a successful home care franchise owner, you need a big heart.



FRANCHISE OVERVIEW

Established:
2005

Number of outlets:
143

Locations of units:
Throughout the UK & Ireland

Total investment:
£118,000

WHAT TO EXPECT

As a Caremark franchise owner, you'll tap into a proven business model and benefit from strong brand recognition. Your role will involve recruiting and managing care assistants, building relationships with local organisations, and ensuring the delivery of high-quality care services. Achieving success will require a balance between effective business operations and providing compassionate, customer-centred home care.

If you're passionate about making a meaningful impact and ready to be part of a thriving, fast-growing industry, the home care sector offers tremendous opportunities. As a leader in this field, Caremark not only offers excellent return potential but also unparalleled support to help you scale your business into a multi-million-pound venture.

Could you be one of the franchise owners who plays a key role in delivering exceptional care to over 8,500 customers? Join Caremark's next Discovery Day to find out more.

FOR FURTHER INFORMATION

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caremark.co.uk/franchise-opportunities

DELIVERY & HAULAGE

Franchise success with PACK & SEND

Minimum required capital:
£22,000

Daniel Savi shares how he and his business partner, Koudy, built a thriving PACK & SEND franchise in Elephant & Castle, London

With strong demand, a proven model, and ongoing support, Daniel Savi's story is a testament to the success that awaits ambitious entrepreneurs who join the PACK & SEND franchise network.



Why did you choose the franchise route?
I've always wanted to run my own business and be my own boss, but I didn't want to take on too much risk. A franchise provided the perfect balance – the independence of business ownership with the support of an established brand. Since neither my business partner, Koudy, or I had owned a business before, PACK & SEND gave us the confidence to take the leap.

What was your background before joining PACK & SEND?
I spent many years working for Royal Mail, starting as a postman and working my way up. The skills I gained in logistics and customer services made PACK & SEND a natural fit when I was looking for my next opportunity.

How did you fund your franchise?
Initially, I considered a loan, but after reviewing finances, my business partner and I decided to self-fund using our savings.

How has the franchisor's training and support helped you?
The initial training was invaluable. We spent four weeks at the Reading store, PACK & SEND's flagship location, where we got hands-on experience with customer interactions and operational processes. This gave us the confidence to run our own store from day one. Ongoing franchise support has also been a huge advantage.

What does a typical day look like?
No two days are the same! Some days we're packing specialist shipments, other times we're out doing collections. The variety keeps things interesting and constantly challenges us.

What challenges have you faced?
The biggest was finding the right location. Once we secured it, things became more manageable, but running a business requires dedication and problem-solving. The complexity of international shipping came as a surprise. Every country has different customs requirements, which was an eye opener!

How has your life changed?
I now have control over my own future. There's no fixed salary – our income depends on how much business we generate, so we're always striving for growth.



FRANCHISE OVERVIEW

Established:
1993 - first UK store in 2009

Number of outlets:
180 globally, 23 in the UK

Locations:
England, Scotland, Wales & Ireland

Total Investment:
£75,000-80,000

FOR FURTHER INFORMATION

Richard Cage

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+44 7398 183723

packsend.co.uk/uk-franchise-opportunities

FOOD & DRINK

Dish'd: the recipe for success

With irresistible food brands and a proven formula for driving sales, Dish'd partners are earning up to £20,000 per week

Minimum required capital:

£10,000

Food businesses across the UK are unlocking an additional £8,000-£20,000 per week by partnering with Dish'd, an innovative franchise model designed to maximise the potential of existing commercial kitchens. With low startup costs, restaurant quality virtual brands, and hands-on operational support, Dish'd is a game-changer for food entrepreneurs looking to expand their revenue streams.

Having recently launched its 50th franchise location, Dish'd continues to grow across England, Scotland, and Wales, proving that its model delivers real results.



DATA DRIVEN BRANDS DESIGNED FOR DEMAND

Since its launch in 2023, Dish'd has built a reputation for highly popular, trend-focused food brands that drive repeat business. The company's expert development team continuously researches emerging food trends, creating brands that stand out in a competitive market.

Among Dish'd's growing portfolio are:

Eugreeka! Tasty greek classics made with supersoft handmade pittas

Leb + Nöm A feast from the Middle East, delivered straight to your door

Bao + Bowls Soft fluffy baos and steaming bowls

Wingology Gourmet Fried Chicken never tasted so good!

LOW STARTUP COSTS, HUGE RETURNS

Getting up and running requires minimal investment, as all the menus are designed to work with your existing commercial kitchen. The team will work with you to forecast the sales opportunity in your area and identify the brands that will work best.

Dish'd will help to optimise your operations, advise on marketing to attract and retain customers and guide you through their comprehensive onboarding process.

On average partners make additional sales of £8,000 per week, with top locations making as much as £20,000 per week.

SUPPORT TO MAKE YOUR FRANCHISE A SUCCESS

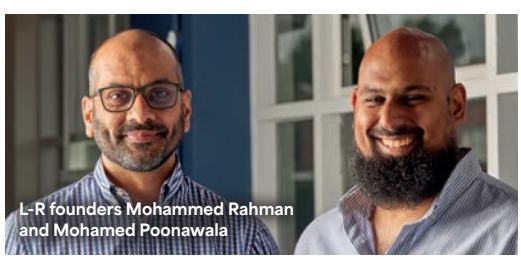
What makes Dish'd stand out from the crowd is how they work with their franchise partners. From face-to-face meetings and helping to optimise your kitchen set up, to training your teams in your own kitchens, Dish'd's expert team are with you every step of the way.

Many franchisees are integrating Dish'd brands alongside their existing takeaway or restaurant business, while others are launching standalone dark kitchen ventures to capitalise on the booming food delivery market.

WHO MAKES A GOOD DISH'D FRANCHISE PARTNER?

The Dish'd model is ideal for restaurant owners, takeaway operators, and commercial kitchen owners looking to expand their earnings without the risks associated with opening a new restaurant. With a proven track record, scalable model, and ongoing support, Dish'd offers a low-risk, high-reward opportunity for ambitious food entrepreneurs.

Visiting the International Franchise Show at Excel London on the 11-12 April? Come and see us at stand 470.



L-R founders Mohammed Rahman and Mohamed Poonawala

FRANCHISE OVERVIEW

DISH'D

Established: 2023

Number of franchised outlets: 50

Locations of units: UK wide

Total Investment: £10,000-£20,000

FOR FURTHER INFORMATION

Mohammed Rahman

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0203 432 9058

Fill in the contact form or What's App via www.dishd.co.uk

FOOD & DRINK

Join the UK's next big peri peri brand

Black Rooster, Scotland's most-loved peri peri chicken QSR, is expanding nationwide. Will you be part of the growth story?

Minimum required capital:

£200,000



From the first store in Glasgow's East End to 17 thriving locations, Black Rooster has become Scotland's go-to peri peri brand – famous for its bold flavours, fresh ingredients, and high-quality grilled peri peri chicken.

Now, the beloved brand is hitting its biggest milestone yet: nationwide expansion, starting with the brand's first London location at Chapel Market, Angel. Seize your chance to own a franchise with a fast-growing, high-demand brand that's shaking up the UK food industry.

WHY FRANCHISE WITH BLACK ROOSTER?

Unlike many food franchises, Black Rooster has grown organically, fuelled by a passionate fanbase and an unbeatable menu. The proven business model is built for speed, scalability, and profitability – without compromising on quality.

A proven success story with strong unit economics, Black Rooster already boasts 17 thriving locations and counting. With London expansion already well underway, you can be part of the next phase of the UK-wide rollout.

This isn't just a franchise - it's a chance to build a brand that people love, in a category that's booming. Investors benefit from an already well-established cult following in Scotland, along with a low-risk, high-reward model, which offers streamlined operations, strong brand demand, and a business built for efficiency. Black Rooster offers bold, fresh, high-quality food combined with simple operations, maximum customer appeal, and a menu that's built for repeat business.

FRANCHISE OVERVIEW

Established:
2017

Number of outlets:
17

Locations:
Scotland and Chapel Market, London

PERFECT PARTNERS

Black Rooster is looking for driven, entrepreneurial individuals ready to bring Black Rooster to new cities. Experience in the food industry is preferred but not essential - what matters most is a strong business mindset and a passion for delivering a great customer experience.

The franchisor provides full training, operational support, and expert marketing guidance to set you up for success.

What you do need is:

- Passion for food, customer experience, and community
- A strong business mindset with a drive to grow
- Commitment to high standards and consistency
- A hands-on approach to building and managing a winning team

INVESTMENT AND GROWTH POTENTIAL

Black Rooster offers a turnkey franchise model designed for long-term success and scalability. The franchise fee is competitive and structured for long-term success. The growth potential for this proven model is huge, with multi-unit opportunities, master franchise and area development agreements available in high-footfall locations, along with efficient operations, and strong demand.

With an aggressive UK expansion plan in place, now is the perfect time to be part of something big! Black Rooster isn't just another franchise – it's a movement that's shaking up the food industry with big flavours, bold branding, and an unforgettable customer experience.



Paulo Da Silva **Paulo@blackroosterperiperi.com**
07534 450316

CARE SERVICES

Guardian Angel Carers: a growing business in a growing sector

Guardian Angel Carers welcomes franchisees from all walks of life. What matters most is a passion for making a difference

Minimum required capital:

£28,500



Guardian Angel Carers was founded by double Olympian sailor Christina Handasyde Dick, who was recently awarded an MBE for her services to care. Inspired by her grannies' care experiences, both good and bad, she established the company 15 years ago. It has since grown to a head office, three branches, and 16 franchises across England and Wales.

Stephen Ashe, who recently established a franchise in Eastleigh and Hedge End, Hampshire is typical only in as much as there is no typical Guardian Angel Carers franchisee. Stephen was a police detective in his former career, and his business partner had a background in the energy industry. Other Guardian Angel Carers franchisees' backgrounds reveal a similar diversity, encompassing the Royal Air Force, hospitality, financial services, HR, professional rugby and the NHS, amongst other sectors.

> **"Every day, we see the impact of what we do and that's something truly special"**
>
> **- Stephen Ashe, Guardian Angel Carers franchisee**

As Christina says, "We have a very clear set of values as a franchise owner, and provide specialist training, support and guidance from head office. But, just as important, is our peer support network, which gives new franchisees the most incredible variety of skills, expertise and experience to draw on."

What led Stephen to become a Guardian Angel Carers franchisee?

"A passion for helping the local community and making a difference," says Stephen. "Plus, with the ageing population, care is a growing sector where we can make a real impact in people's lives."

"One of the best parts of running a Guardian Angel Carers franchise that people don't necessarily expect is the deep sense of fulfilment that comes from seeing the positive impact we make – not just for our clients but also for their family and our carers," he continues.

"Whether it's helping a client maintain their independence, supporting a family through a difficult time, or creating a positive and fulfilling workplace for our carers, it's an incredibly rewarding and humbling experience that gives a deep sense of purpose."

Stephen adds that Guardian Angel Carers' vision filters down to employees too. "Seeing our carers feel valued, supported and proud of their work proves our belief that 'a happy carer leads to a happy client'."

What are the main advantages to belonging to the Guardian Angel Carers network?

As far as Stephen is concerned, there's no regrets to becoming a Guardian Angel Carers franchisee.

"Being part of the Guardian Angel Carers network has been invaluable," he comments. "As a business owner, having the support of an experienced franchise team, along with the shared knowledge of other franchisees, has helped navigate challenges and continuously improve the care we provide. On a personal level, it has reinforced the importance of resilience, leadership, and compassion."

FRANCHISE OVERVIEW

Guardian Angel carers

Established:
2012

Number of franchised outlets:
16

Locations of units:
Nationwide

FOR FURTHER INFORMATION

Contact **franchise@gacarers.co.uk**

03333 660550

FOOD & DRINK

Minimum required capital: £60,000

A franchise model built for the digital age

Spud Bros Express has grown from a beloved legacy brand into a social media sensation. Now it's building on its viral momentum



What started out as a food stall in Preston in 1955 has become one of the UK's most exciting quick-service franchises. When the Nelson family took over the city's iconic hot potato tram in 2020, they modernised it for a new generation. By 2023, Spud Bros went viral on TikTok, leading to a partnership with marketing agency We Create Popular and established multi-brand franchisor Taster. In 2024, the first Spud Bros Express store launched in Soho, and in 2025, the brand is expanding nationwide.

PROVEN, HIGH-GROWTH BUSINESS

Spud Bros Express is more than a restaurant – it's a movement. With over five million social media followers and 30 million weekly TikTok views, the brand drives demand before a store even opens. The Soho location alone sees 300+ daily takeaway orders and has baked 1-2 tonnes of potatoes weekly since launch. The model is built for rapid execution, offering a high-demand product with low operational complexity and multi-channel revenue streams.

WHY INVEST IN SPUD BROS EXPRESS?

At Spud Bros, the mission is simple: Spread Joy with Every Spud.

- Great Food – Premium ingredients, endless flavour combinations, and a menu that keeps customers coming back.
- Good Vibes – A fun, welcoming atmosphere designed for everyone.
- Giving Back – Community-driven initiatives that make a difference.

Spud Bros Express offers a proven business model with simple operations, minimal food waste, and strong unit economics. No extraction is required, making locations flexible, from takeaway spots to fast-casual dining. Franchisees receive comprehensive support, including training, supply chain assistance, and marketing.Jacket potatoes are an untapped opportunity in fast-casual dining, and Spud Bros has a built-in customer base, turning viral marketing into real sales.

Spud Bros Express provides a comprehensive training programme, covering everything from operations to marketing, and franchisees benefit from ongoing support in supply chain management, branding, and customer engagement. With a proven, scalable business model, Spud Bros Express offers the potential for strong financial returns and career growth for motivated, hands-on leaders who are passionate about delivering great food and customer experiences. Hospitality experience is a plus, but dedication to maintaining brand standards and a strong work ethic are the key qualities sought.

Total setup costs ranging from £60,000 to £100,000, including the franchise fee. A 6% royalty fee and 4% marketing contribution apply, with break-even expected within 12 to 24 months. Franchisees manage daily operations, ensure food quality, and engage with a loyal customer base. The streamlined halal menu and lack of heavy cooking equipment make running a store efficient and rewarding.

The fast-casual dining revolution is here – join Spud Bros Express today!

FRANCHISE OVERVIEW

Established: 2024

Number of outlets: 2 + 10 in development

Locations: UK

Total Investment: £60,000-£100,000



FOR FURTHER INFORMATION

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LIFESTYLE

Minimum required capital:

£15,000

The self-defence revolution for women

A Strike Back franchise equips females with life-saving skills and the opportunity to build a successful, mission-driven business

Strike Back Self Defence was founded by Gulshen Bano with a bold mission: to empower women and girls worldwide with practical, life-saving self-defence skills. The idea was born from Gulshen's personal struggle as a petite woman unable to find a women-only self-defence class, realising that women lacked safe spaces to learn how to protect themselves.



Determined to change this, Gulshen became a Krav Maga Instructor and created Strike Back Self Defence – an organisation dedicated to giving women the tools and confidence to take control of their own safety. What began as a simple idea is now a global movement, impacting thousands of women and girls everywhere.

"Strike Back is building a global network of women from all walks of life, united by a shared purpose to create a safer world"

Since launching its franchising programme in 2024, Strike Back's growth has been extraordinary. In just seven months, it has expanded to 15 franchises globally and certified over 30 instructors – each one empowering women and girls in their communities.

This rapid growth speaks to the urgent demand for self-defence education and the recognition that females everywhere need accessible, real-world skills to protect themselves from violence.

With rising global statistics on violence against women, more and more females are actively seeking self-defence training, creating huge potential for franchisees to grow their business and earnings while making an impact.

At Strike Back, self-defence is about far more than physical techniques – it's about reclaiming power and taking control.

Every female deserves the strength, confidence, and freedom to feel safe. The training programmes are designed with simplicity and practicality in mind, focusing on real-life situations where simple skills and knowledge can save lives.

Strike Back is building a global network of women from all walks of life, united by a shared purpose to create a safer world. You don't need any prior experience to join the movement, just a passion for empowering others. The four-day comprehensive training programme equips you with the skills needed to become a qualified instructor and change lives.

As a franchisee, you're not just starting a business – you're joining a worldwide movement. With virtually no setup costs beyond the franchise fee, Strike Back offers an accessible, high-impact business opportunity. You'll receive full support with training, lesson plans, and the tools to teach in schools, corporate environments, community classes and workshops, and even online. With demand for female safety skyrocketing, Strike Back provides a real, viable business opportunity – one that enables you to create financial success while helping to shape a safer future for women and girls.

Join Strike Back Self Defence and be part of a global network that's not only changing lives, but creating a safer, stronger future for women and girls everywhere.

FRANCHISE OVERVIEW

Established:
2019, franchising since 2024

Number of franchised outlets:
15

Locations of units:
UK, Ireland, Northern Ireland, Australia, Belgium

Total Investment:
£15,000+VAT

Contact **hello@strikebackselfdefence.com**

+44 7867573737

Despite being situated only 35 miles apart, Bermondsey and Wickford present two very distinct growth stories for Anytime Fitness. Franchisees Aary Walia and Cihan Gokensel reveal the benefits to their city and suburban locations

Location, location, location: city pace or small town embrace?



Aary Walia

Experienced multi-business franchisee Aary Walia launched his first Anytime Fitness club in the bustling London hub of Bermondsey in February 2023, a metropolitan area benefitting from a large population of potential customers.

Bermondsey's city location offers significant advantages for attracting and retaining members. Its high population density, including professionals, students, and families, creates strong demand for a convenient 24/7 gym. The gym's easy accessibilit boosts appeal, while the diverse and engaged community fosters a supportive atmosphere. Excellent customer service and regular engagement help keep members motivated and committed to their fitness journey.

One challenge at Bermondsey is its location away from the high street, tucked within residential high-rises. However, this can be an advantage. It encourages the team to actively reach out to areas beyond typical footfall while providing visibility right outside potential members' homes.

Given our Zone 1 London location and high living costs, pricing reflects both the premium nature of the 24/7 facility and the need to stay competitive, but state-of-the-art equipment, expert support, and a welcoming environment ensure members view the gym as a worthwhile investment in their health and wellbeing.

Effective marketing combines local community engagement, digital marketing, and collaborations with nearby businesses and residential complexes. Referral programs and partnerships with local influencers have also boosted brand awareness and trust. The focus is on hyper-local engagement to ensure the gym feels like an essential community hub.

> "City-based professionals, students, and shift workers need flexible fitness solutions"

If I were to open another Anytime Fitness, I'd choose a similar city location. City-based professionals, students, and shift workers need flexible fitness solutions, the fast-paced environment suits the brand's 24/7 model, and the high foot traffic and dense population promise a steady flow of potential members. Urban areas also offer valuable corporate partnerships and community connections, crucial for growth and retention.





Cihan Gokensel

Cihan Gokensel harnessed the power of community spirit when she opened her first Anytime Fitness club in Wickford, Essex, in November 2023. She revealed how a focus on local outreach and marketing has been key to its success.

I signed up as an Anytime Fitness franchisee in October 2023 and opened my first club in Wickford, Essex the following November. Right now, I have one club, but I'm hoping to open a second. I'm still exploring locations – London, Essex – I'm open-minded.

The biggest advantage of being in a smaller town like Wickford is the close-knit community. When people heard a new gym was opening, there was a real buzz. Everyone was talking about it, curious to see what it would look like. In London, things move fast – people come and go, and it's a lot more transient. In Wickford, most people own their homes and plan to stay, which helps build a more stable membership base.

> "The community vibe and the chance to build relationships are real advantages"

One challenge, though, was that people didn't know the Anytime Fitness brand at first. In London, the brand is recognised, and people understand the quality. In Wickford, we had to educate potential members. Many compared us to budget gyms or the local leisure centre, so it was about getting them through the door to see that we offer something different and better.

Our marketing strategy focused heavily on social media advertising, which worked well because we didn't face the same level of competition as London clubs. Local outreach was also a big part of our approach. Even months before opening, my team was out on the high street, outside train stations, and at local events, making sure people knew about us. In a small town, this kind of personal engagement really makes a difference – it creates familiarity and trust.

If I open another Anytime Fitness, I'd still consider a smaller town location. The community vibe and the chance to build relationships are real advantages. The strategy might differ, but I think there's a lot of potential in places like Wickford.

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