



What Franchise

£3.99 | VOLUME 18 ISSUE 4 | what-franchise.com

**LESSONS IN LEADERSHIP:
RECRUIT FOR ATTITUDE
AND TRAIN FOR SKILL**



PAUSE AND RESET
THE BOOKS AND PODCASTS TO INSPIRE

Why Xcelerate Gyms have the X-Factor

18 TIPS FOR SUCCESS

- 7 SINS OF FRANCHISING & HOW TO DODGE THEM
- 6 DIGITAL DETOX HACKS TO IMPROVE YOUR WORK/LIFE BALANCE
- 5 INNOVATIVE WAYS FEEDBACK COULD SAVE YOUR BUSINESS

Financial 101

For first-time franchisors

Location, location

Hottest areas to invest in now

Keep it legal

The tax advice you need to know

DÖNER & GYROS®

VOTED BEST
KEBAB RESTAURANT
GLOBAL CHAIN

MIDDLE-EAST
INTERNATIONAL
FRANCHISE
OF THE YEAR
AWARD

FRANCHISE OPPORTUNITIES
NOW AVAILABLE

FOR FRANCHISE ENQUIRIES EMAIL:
FRANCHISE@DONERANDGYROS.CO.UK

KASPA'S

★ DESSERTS ★

UK'S FASTEST
GROWING DESSERT
FRANCHISE

ENQUIRE TODAY: FRANCHISE@KASPAS.CO.UK



THE KING
OF DESSERTS



VOTED UK'S FAVOURITE DESSERTS RESTAURANT 2019



FRANCHISES NOW AVAILABLE

FOR ALL FRANCHISE ENQUIRIES EMAIL:
FRANCHISE@FATTWINS.COM



SCHOOL OF ROCK®

**BECOME A MASTER
FRANCHISEE AND
JOIN THE
#1 CHILD
EDUCATION
FRANCHISE**



Mix your love for music with your business and be directly responsible for your future. Become a master franchisee and experience our unique franchising approach.

Contact us to learn more:
INTERNATIONALFRANDEV@SCHOOLOFROCK.COM

Global Franchise
AWARDS 2022
CATEGORY WINNER
Best Children's Service & Education Franchise

Global Franchise
AWARDS 2022
REGIONAL CHAMPION
AMERICAS

FRANCHISING.SCHOOLOFROCK.COM

CONTENTS

FRANCHISING OPPORTUNITIES

11 NOVUNA BUSINESS FINANCE

Understand the key stages of the franchising cycle

12 XCELERATE GYMS

Helping every member and business owner achieve their X

21 PLATINUM PROPERTY PARTNERS

Find the courage to start your own successful business

24 ACTIONCOACH

Recording victory once again at the firm's global awards

26 HOME INSTEAD

Unique opportunity from an award-winning franchise

27 X-PRESS LEGAL SERVICES

The brand that keeps the property market moving

28 KASPA'S DESSERTS

Azia Naveed's sweet story of success as a franchisee



35 THE CAT BUTLER

Why it's the purrrfect time to become a Cat Butler

36 CAREMARK

Life-changing investment in a booming care sector

42 JACKSON FIRE & SECURITY

How Leeds franchisee Kris Milner is enjoying a proven model

43 WHAT'S ON IN

Helping you find out what's in your town, city and holiday location

49 SCHOOL OF ROCK

Aspiring to improve the lives of children through music

50 DÖNER SHACK

Determined to change people's perceptions of the kebab

60 LOCATION BANK

Helping franchisors and franchisees with its best-in-breed digital platform

64 BRIDGEWATER HOME CARE

Focusing on what franchisees truly want from a business

66 RETRA FITNESS

Innovating the gym industry while ticking all the boxes

68 SIGNARAMA

Ideal to support local businesses and their communities

INSIGHT, ADVICE & FEATURES

08 IN THE KNOW

Latest facts and figures from the UK franchising sector

16 REDUCE BUYER'S REGRET

Questions that need answers before you take the plunge into business ownership

30 POWERBRANDS: FITNESS

A healthy sector for investment is emerging since the pandemic



38 BREAKING INTO HOSPITALITY
If done right, the rewards are bountiful

40 LEGAL FRAMEWORK
Iron out the building blocks of your legal relationship with franchisees

44 FINDING PURPOSE
Reap the benefits from clarity of focus and clear direction in your business

52 KEEP IT LEGAL
The tax advice all business owners need to know

74 OUT OF OFFICE
The books and podcasts for your monthly dose of business inspiration

78 CUSTOMER KNOWS BEST
Five innovative ways feedback can save your business

90 A WORD FROM THE BFA
The bfa's handy guide to choosing the right franchise for you

INTERVIEWS

70 LIVING THE DREAM
A passion for fitness holds F45 owners, Tristan Smith and Haydn Elliot, together

88 DARREN TAYLOR
Founder of Taylor Made Franchising on what his day looks like



ON THE COVER

22 Financial 101
How diligent financial planning can maximise your profit potential

56 Lessons in leadership
Follow this advice to unlock a winning team

54 Location, location
Negotiate premises for your next expansion



82 Digital detox
How to switch off from an 'always-on' mindset



FROM THE EDITOR

The franchising industry is one that continues to develop and evolve on an almost daily basis, and in response to that ever-changing landscape that we find ourselves in, we have revitalised and revamped What Franchise magazine. The embodiment of the franchising sector, we have introduced a wealth of new features to your go-to source of franchising news, insights, information and inspiration.

Our new dedicated Leadership corner will tackle a range of dilemmas faced by those in the franchise market on a regular basis. We delve into why in this current market that leaders need more than just competence to steer their company into safe waters. In this day and age choosing a leader has become one of the most important aspects of success. More important than ever before it seems a different criteria must be met for this success to be achieved.

We also have a new regular feature dedicated to helping you nail the holy-grail of work/life balance a continual struggle for those of an entrepreneurial mindset. This issue we take a look at why a 'churn and burn' lifestyle was considered the route to success. And also why most employees will work harder to avoid a loss than chase a substantial gain that's packaged in the form of a reward and examine the impact it could be having on your business.

We appreciate it can be difficult to lift your head and find the motivation to take your business to



the next level. So our new 'Out of Office' feature is intended to help inspire you and deliver a regular pick me up of business inspiration when you need it most. We reveal the top reads, must-listen podcasts and the ones to follow online to reinvigorate and inspire you.

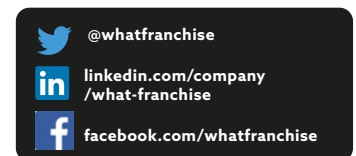
To your success,

Nadine Hawkins

Editor, What Franchise

nhawkins@dcthomson.co.uk

**NEXT ISSUE
ON SALE:**
17 NOV 2022



what-franchise.com



ADVERTISING DIRECTOR
Richard Davies QFP Tel: 01323 471291
Email: richard.davies@aceville.com

SENIOR ACCOUNT MANAGERS
Rachael Wenham. 01323 471291
rachael.wenham@aceville.co.uk

Luke Elliott. 01323 471291
luke.elliott@aceville.co.uk

Matthew Gilley. 01323 471291
matt.gilley@aceville.com

Millie Hall. 01323 471291
millie.hall@aceville.co.uk

CIRCULATION MANAGER
Joseph Gibbons Tel: 01206 505912

SUBSCRIPTIONS
Tel: 01795 414667

PUBLISHER
Matthew Tudor

CREDIT CONTROL
Sue Carr Tel: 01206 505903

DESIGNERS

Adam Barford
Luke Rogers
Lee Francis
Ben Kemp
Steve Streeting
Kevin Dennis

PRINTED IN ENGLAND

NEWSTRADE SALES
Marketforce. Tel: 0203
1483300



**INDUSTRY
CONTRIBUTION WINNER**
British Franchise Association
Professional Affiliate and
Supplier Awards 2019



ABC certified circulation:
13,347 January-December 2020



Published by Aceville Publications Ltd
Pacific House, Innovation Business
Park, Eastbourne BN23 6FA. Printed
in England © Aceville Publications Ltd

MEET THE TEAM



CHARLOTTE SMITH

GROUP EDITOR

charlotte.smith@dcthomson.co.uk



AMANDA PETERS

DIGITAL CONTENT MANAGER

amanda.peters@dcthomson.co.uk



VIKTORIA YORDANOVA

CONTENT WRITER

viktoria.yordanova@dcthomson.co.uk



RICHARD DAVIES

ADVERTISING DIRECTOR

richard.davies@dcthomson.com

01323 471910



RACHAEL WENHAM

SENIOR ACCOUNT MANAGER

rachael.wenham@dcthomson.com

01323 471291

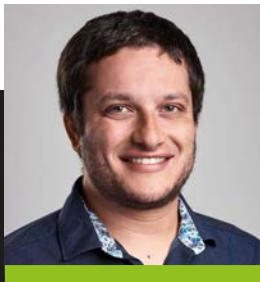


MATT GILLEY

SENIOR ACCOUNT MANAGER

matt.gilley@dcthomson.co.uk

01323 471291



LUKE ELLIOTT

SENIOR ACCOUNT MANAGER

luke.elliott@dcthomson.co.uk

01323 471291



MILLIE HALL

SENIOR ACCOUNT MANAGER

millie.hall@dcthomson.co.uk

01323 471291

WHAT WE FOUND INTERESTING ON LINKEDIN...

Will rising costs put an end to WFH?

As energy prices soar, will people be forced to return to their workplace?



Laid off? Post about it

Workers are becoming increasingly open about being laid off



How to ride the emotional wave

Feeling rough about an endless to-do list? Here's how to cope



IN THE KNOW

Facts and figures from the world of franchising



NUMBER CRUNCHING

1 IN 3

CONSUMERS SAY THEY WILL WALK AWAY FROM A BRAND THEY LOVE AFTER JUST ONE BAD EXPERIENCE. BRANDS THUS CAN'T AFFORD TO GET IT WRONG, EVEN ONCE. WANT TO KNOW WHY YOU SHOULD PAY CLOSE ATTENTION TO WHAT YOUR CUSTOMERS SAY? HEAD TO PAGE 78 TO FIND OUT WHY FEEDBACK IS ESSENTIAL TO THE SURVIVAL OF YOUR BUSINESS.



QUOTE ME ON THAT

“We are social mammals and people are coming to our gyms for more than getting a good workout”

For fitness franchisees, Tristan Smith and Haydn Elliot, determination and long-standing friendship are what make their F45 Training franchise thrive. Read their full story on page 70.



TRENDING ONLINE: TICKET TO FREEDOM

It's often lonely at the top. However, a common saying associated with franchising is that you're in business for yourself, not by yourself. You get the perks that come with business ownership, but you also have the support and guidance of an experienced team at your fingertips.

With mass layoffs and workers seeing an end to WFH, the seed of business ownership is seeing a rise again, but with talks of a recession looming, starting a business now seems riskier than normal. However, many are still keen to take a leap of faith and go for it through franchising and those who have admit that it's the best decision they've made. Franchisees love that they can spend more time with family yet enjoy financial freedom. In our recent poll, 69 per cent said that they enjoyed being the boss while 25 per cent loved the financial benefits.

Looking to finally take the plunge and follow your entrepreneurial dreams? Go to what-franchise.com and browse the exciting franchise opportunities, insight and advice at your disposal.

NEWS IN BRIEF

UAE-BASED FILLI UNVEILS FIRST UK OUTLET IN LONDON

The 2,000-square-foot store in Marylebone takes FiLLi's network to over 40 fast-casual restaurants across eight countries. Founded in 2004, the new store caters for eat-in, grab-and-go and both delivery and collection and will feature its signature Zafran Chai and an all-day menu, encompassing parathas, kathi rolls and a range of herbal and iced teas as well as artisan coffees. FiLLi has developed a series of franchise formats designed for the high street, mall, business parks and event locations, ranging from 500-square-foot kiosks up to 2,000-square-foot stores, catering for up to 80 customers indoors with additional outdoor seating.

"In the UAE, we see long dwell times in our stores and so we always look to make our environments comfortable, relaxed and easy-going through the day. As for our chai, people simply adore it. Too many start-up tea businesses in the

UK have pitched a premiumised and often inaccessible tea offer. We think the UK market is ready for the best chai going," said Peter Davies, UK head of franchise.

With plans to open up to 10 new UK stores over the next two years, the chai and Indian street food business is already in negotiation to open restaurants in Luton, Leicester and Manchester.

"It's a universal concept – take a break, relax with a cup of chai, press the pause button on the world and have a good get together. We believe it is great for people's relaxation and mental health in often very busy modern lives. These kinds of human connections make the world go round," said Rafih FiLLi, founder and CEO, FiLLi Cafe.



PACK & SEND JOINS CALL FOR LOGISTICS SECTOR TO REDUCE CARBON FOOTPRINT

Unnecessary packaging causes 85,000 tonnes of carbon dioxide emissions due to wasted journeys. PACK & SEND is thus urging online retailers to follow in its footsteps and reduce the £40m spent on unnecessary packaging every year.

Mike Ryan, CEO of PACK & SEND, said: "It's fantastic to see people putting pressure on the logistics sector to minimise waste and journeys. I'm excited to see a future where people continue receiving items via delivery in an environmentally friendly way."

This comes as packaging company DS Smith found too many shippers use cardboard boxes significantly bigger than the products inside them, leading to five million cubic metres of air getting shipped every year. This is the equivalent of 34,000 Olympic swimming pools.

Nearly half of people are frustrated with packaging not being tailored to the product that needs shipping, with DS Smith particularly citing young people as those calling for a change.



TAYLOR MADE FRANCHISING ACQUIRES CHEMEX INTERNATIONAL

Darren Taylor, MD and founder of Taylor Made Franchising, confirmed that Chemex International is his company's largest acquisition to date and is a good fit with the rest of the van-based franchises. The acquisition will bring the annual network turnover to £32m with approximately 100 franchisees across 10 brands.

Chemex International, previously owned by Michael Graham, Omer Farooqui and Melvin Lusty, is a hygiene specialist, providing a range of products and services to markets including hotels, restaurants, pubs, care homes, ambulance organisations and food manufacturers. The company was founded in 1985 and currently has 27 UK-based franchisees and three international licensees in Denmark, Ireland and Cyprus.

"During the pandemic, as a noted supplier of hygiene products, we were chased by many companies purely



interested in our turnover, but they didn't want to know about the franchise system," said Michael.

"With 30 years' personal experience in franchising, any potential acquirer had to confirm that this well-proven business mechanism would continue under the Chemex brand. We knew if we sold to Darren both the staff and the franchise network would be protected. We know that

he and his team will bring new energy to the business that will help it move forwards and take it to the next level."

Discussing the sale, Darren said: "We are building a strong ecosystem here at Taylor Made Franchising, with brands serving each other with relevant products and skills. Thomas Cleaning and PVC Vendo will now use Chemex products across their networks for cleaning homes, offices and vehicles.

"I'd like to welcome the staff and franchisees to Taylor Made Franchising, things at Chemex will be 'business as usual' and my team and I look forward to meeting them soon."

The portfolio of Taylor Made Franchising also includes StumpBusters, PVC Vendo, Wilkins Chimney Sweep, Thomas Cleaning Franchise, Iconic Window Cleaning, Mister Tacho, Broadway Wine, Women In Business Network (WIBN) and Wagging Tails.



GDK MAKES NEW APPOINTMENT TO LEADERSHIP TEAM TO SUPPORT GLOBAL EXPANSION

Deon Pillay joins as chief procurement and sustainability officer amidst the organisation's ambitious global growth during 2022.

Deon brings with him over 18 years of senior supply chain and procurement leadership, having had successful engagements across a multitude of countries, industries and multinational corporations, such as Peloton, Samsung and Nando's to name a few.

"The growth plans for GDK are ambitious and that, coupled with the brand's passionate attention to detail in their quest to be successful, is what drew me to the organisation," said Deon.

"I look forward to building a world-class global supply chain that can help facilitate and complement these exciting expansion plans."

Deon's passion is developing supply chain teams into motivated powerhouses, forming the necessary foundation and backbone to deliver and maintain operational excellence in the shortest time spans.

He is no stranger to global expansion, having been at the helm of the supply chain transformation of Nando's Grocery, taking it to all corners of the globe and initiating best-in-class processes and supply partners along the way.

GONG CHA APPOINTS NEW CEO

Gong cha, one of the world's fastest-growing tea brands with nearly 1,800 sites around the world, including 10 in the UK, has appointed Paul Reynish as its new global CEO. With more than two decades of experience at some of the world's leading food and beverage franchise companies, Paul brings a wealth of industry knowledge and expertise to the role.

He said: "I'm very excited to be joining the Gong cha team. Bubble tea is a rapidly growing sector, and with its scalable business model, innovative master franchise programme, and talented leadership team, I believe Gong cha is uniquely positioned to become one of the world's largest franchised brands."

Prior to joining Gong cha, he was president and CEO of Five Guys International in Amsterdam, where he oversaw the brand's global expansion, launching in 11 countries in less than three years. He has also held senior international roles at Dunkin' Brands and Subway.

As part of his global remit, Paul will lead the brand's ambitious European expansion strategy, through which he hopes to open a new Gong cha site each day on average and to take the brand into three new countries over the next 12 months as consumer interest in bubble tea increases. By 2027, the global bubble tea market is expected to grow at a CAGR of 7.5 per cent to approximately £3.6bn, with the fastest growth set to be in Europe.

Paul will be based in Gong cha's global headquarters in London and succeeds Martin Berry, Gong cha's founder and chairman who served as CEO on an interim basis. Martin continues to remain as chairman of the business.

"Paul's extensive background in franchise operations, impressive business development skills, and passion for the Gong cha brand make him the ideal leader to build on the momentum we've created over the past several years. We're confident his guidance and insights will help us continue to position Gong cha as the clear category leader in the competitive global bubble tea market," said Martin.



KEEP UP TO DATE WITH THE LATEST NEWS AT [WHAT-FRANCHISE.COM](https://www.what-franchise.com)

 FOLLOW US ON TWITTER @WHATFRANCHISE

Where are you in the franchising cycle?

Understanding the key stages of your franchise journey can prepare you to weather any challenges along the way

Like many businesses, a franchisee will typically experience four distinct phases during its lifetime: start-up, growth, maturity and renewal or decline. Novuna, one of the UK's most trusted finance providers, has outlined each stage in the franchising cycle and how to successfully navigate it.

THE START-UP STAGE

Buying into a franchise alleviates a lot of the risk associated with starting a new business. But the start-up phase can still be laden with potential pitfalls.

Business owners will need to straddle myriad disciplines, from administration and accounting to marketing and human resources. Having lots of capital is also essential as it typically takes up to three years for start-up businesses to turn a profit. So, it is pivotal to ensure cash flow is kept positive and insolvency is prevented.

A huge benefit during the start-up stage is the access to guidance from the franchisor and other franchisees in the network. Be sure to take advantage of their support.

THE GROWTH STAGE

Typically, a franchise will hit the growth stage around the two-year mark, but it can vary. You'll have a steady flow of customers, consistent revenue and sustainable personal income. You'll start to find things relatively comfortable and may start to break even and see a return on your initial investment.

This will often be a time when you take a step back from the day-to-day running of your business and delegate management responsibilities to your staff to focus on the bigger picture and growth opportunities.

THE MATURITY STAGE

After several years of running your franchise, you'll reach the maturity stage. Cash flow is healthy and revenue is high enough to ensure that all costs are covered and you are making a good profit.



You may even begin to expand into new units and territories.

Do not fall asleep at the wheel and allow your business to lose touch with its audience base. To ensure continued growth and success, ask yourself:

- What is your competition up to?
- How can you expand?
- Is it time to sell?

THE RENEWAL OR DECLINE STAGE

How longstanding franchises handle the last stage will define whether they fade away or become an enduring market presence.

There are a number of reasons why a business might experience decline, including:

- Increased competition
- Industry changes
- Outdated technology
- Lack of diversification and expansion
- Fall in customer demand

You will need to ask yourself: 'Is it time to sell or reinvest?'



If you decide to continue, having the backing of a franchisor who is up-to-date with market trends will help you see continued success.

At a Glance Novuna Business Finance

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

Contact:

franchising@novunabusinessfinance.co.uk

novunabusinessfinance.co.uk

The positive disruptor

Standing out from competitors, XCELERATE GYMS is fully focused on helping every member and business owner achieve their X

When XCELERATE GYMS entered the fitness market in 2020, its intention was to positively disrupt the status quo of the traditional gym franchises that had dominated the market for years, but offered no real differentiation.

XCELERATE's mission was to create facilities, products, programming and a brand designed for every member of the family, while creating a fresh, new position in the market and standing out from anything that had been before.

Made Different, Made Better, Made for Everyone is the brand's strap-line. And it couldn't more accurately sum up the path that CEO and founder Mark Chambers, his management team and their growing family of franchisees have been on ever since.

It's been a busy year for XCELERATE GYMS, and after recently confirming their latest site in East Grinstead, CEO Mark Chambers said: "It's been a whirlwind 12 months! We have achieved so much already, but this is just the start.

"The feedback from our members at Edware, Solihull and Forest Hill means

we know that our product mix is right, and that our focus on young people and families is something that both members and business owners are buying into. It's this that shows why XCELERATE GYMS is Made Different, Made Better and Made for Everyone.

"The last year has been incredibly rewarding; opening gyms, establishing the brand and winning awards, but our focus is now on launching sites and supporting our existing gyms to provide an amazing member experience.

"We want to enable every member of XCELERATE GYMS to feel the positivity when they walk into our gyms and to achieve their full potential. We'll only complete our mission when we're in every city and town of the UK, so we can help as many people as we can to feel XCELERATED and achieve their X!"

GETTING OUR OWNERS INTO BUSINESS IN JUST 26 WEEKS

While the start of 2022 has seen the network open gyms in Solihull and Forest Hill (South London), the pace of expansion will increase through 2022 and into 2023.

With the recent announcements of sites in East Grinstead and London Fields and with updates on more new sites imminent, the company aims to have six gyms open by the end of 2022 and 12 by summer 2023.

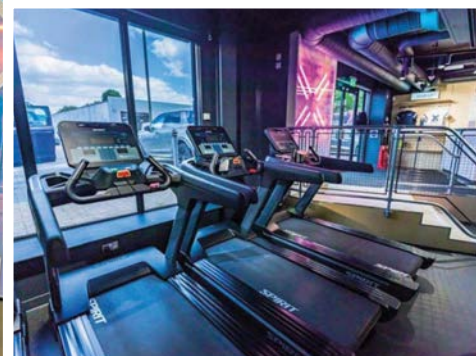
To deliver the roll-out plans, the target for every new franchisee is to open within six months of signing. The 'XCELERATE INTO BUSINESS' 26-week plan is a detailed operational programme to get each gym into business in the shortest time possible.

The plan enables a completely collaborative approach between the business owners, the operational team at XCELERATE and their partners and suppliers to ensure that sites are secured, fit-outs are completed, and gyms are launched within 26 weeks of signing.

Commenting on this commitment, Mark said: "This is another example of positive disruption and our determination to do everything better than has gone before, and to show what can be achieved with the right team, experienced suppliers and diligent planning. Once a franchisee signs and we agree on the location, we are fully focused on supporting our business owners to open their gym and be revenue generating within just 26 weeks.

"The success of our business is based on the success of our franchisees, and this requires gyms opening on time with successful pre-sales, so they are cash positive from the first day of opening. The 'XCELERATE INTO BUSINESS' 26-week plan further highlights how we are Made Different and Made Better."

"We want to enable every member of XCELERATE GYMS to feel the positivity when they walk into our gyms and to achieve their full potential"





X-NATION AND X-TRIBE PRODUCTS LEAD THE WAY

Walk into any XCELERATE GYM and it's the programming and family-focused membership options that highlight the biggest difference when compared to other traditional gyms. In launching X-TRIBE, XCELERATE GYMS became the first (non-health club) gym brand to actively target families with bespoke facilities, equipment and classes, including combat sports and martial arts for younger members as well as family fitness classes. The X-NATION programming is focused on members aged five to 15 and is all about inspiring younger members. It aims to teach key life skills and a love of fitness through combat sports, martial arts and fun, challenging fitness classes for ages five to seven, eight to 10 and 11 to 15.

The products were designed and led by ex-GB athlete and XCELERATE chief product officer, Ashley-Faye Helsby. Explaining the inspiration around X-NATION, she said: "We want to help every young member to unlock their full potential and to feel XCELERATED in the gym, while guided every step of the way by our awesome X-NATION coaches! The feedback from families makes every new programme we design, every X-NATION Cup event we run and every class so worthwhile.

"We know that through the pandemic families started to exercise together, probably for the first time, and we have used this to inspire us to design our X-NATION programming for our younger members and our X-TRIBE family memberships.

"What has been so amazing is the numbers of X-TRIBES joining our gyms in Edgware, Solihull and Forest Hill and the members' loyalty to the brand, as they embrace the benefits of being more active together as a family."

INNOVATION DRIVES THE FUTURE FOR XCELERATE

As you'd expect from someone with the drive of an ex-GB athlete, Ashley-Faye explains some of the innovations that will be launched over the next few months.

She said: "Later this year we'll confirm the dates for the first X-NATION Games to take place in summer 2023. This will be a major outdoor event, for all X-NATION and X-TRIBE members. We will also be launching X-NATION Games training programmes and classes, as we provide members with a focus to their training, as well as a motivating, challenging, rewarding, fun event. Alongside the X-NATION Games we'll also run the first ever X-NATION Super Cup, a competitive outdoor fitness event for younger members and X-TRIBE families.

"The success of our martial arts classes means we will be extending this provision to include gradings, while we will soon announce our new National Xpert programme, which will see us work with a number of world-leading sports scientists and practitioners to provide members with exclusive content, advice and support to achieve their training goals.

"We are continually evolving every aspect of our programming, events programme and membership support. This is such an exciting time for XCELERATE GYMS, as we remain focused on helping all our members and our business owners to feel XCELERATED and achieve the full value of their X!"

At a Glance XCELERATE GYMS

Established: 2020

Number of Franchised Outlets: 3 - Edgware (North London) Forest Hill (South London) Solihull (West Midlands)

New gyms opening in 2022: London Fields, East Grinstead, Preston

ROI: cash positive from month one

Minimum capital required: £120,000 + VAT; 80 per cent bank funding

Contact: sam.yates@xcelerategyms.com

Döner Shack



Revolutionising the Global Kebab Franchise

Döner Shack is an exciting and groundbreaking fast casual concept with a vision to become the number one kebab franchise brand worldwide.

"In creating this new fast-casual concept and delivering the high service levels and support for our customers, we have created a unique offering in the food industry with the perfect formula for success."

Sanjeev Sanghera, Co-Founder & MD



Our values and what we offer...



Kebabs
With A
Conscience



We Live And
Breathe
Innovation



We Win
When Our
Franchisees Win



Millennials
Want Unique
Food Experiences



Tremendous
Unit-Level
Economics



World Class
Training
& Support



Streetfood
Entrepreneurs of
the Year - Finalists



Fastest Growing
Food Brands
in the UK

Want to find
out more?



Email: franchise@donershack.com
www.donershack.uk/franchise

Signarama

The way to grow your business.

SCAN ME



TO LEARN MORE!

A BUSINESS
WITH NO SIGN
IS A SIGN OF
NO BUSINESS



We train our franchisees extensively on how to grow their customer base, sales, and help grow their knowledge of the sign industry through numerous training opportunities.



With nearly **700** locations world-wide and over **35** years in business, we bring a lot of experience and knowledge to the table. We are one of the world's largest sign and graphics business.



Our franchise owners build relationships with other businesses in their local area to supply high-quality signage. Signaramas model has been about being local within your community.



FRANCHISE.SIGNARAMA.CO.UK



+44 (0) 7425 605022

REDUCE THE RISK OF BUYER'S REGRET BY LEARNING FROM THESE COMMON MISTAKES

Every prospective franchisee has thought about the possibility of franchise regret, so if it's currently keeping you awake at night, you're not alone. But there are ways to reduce the risk

WORDS BY LINDA WHITNEY



First, accept that no-one can predict the future, so there will always be some things that you wish you'd known or done before investing in your franchise. However, the good news is that all franchisees and franchisors will be able to talk about this, so the best way to tackle your fears is to converse with people already in the franchise sector.

Here's some common regrets and how to avoid them.

1 I WISH I'D DONE MORE RESEARCH

This is probably the number one cause of franchise regret. Len Rainford, franchise consultant and founder of The Franchise Specialist, says: "I'd estimate that 50 per cent of franchise buyers don't research the franchise very much – and some buy a franchise after

asking only a few questions or even none at all. They go into franchising with rose-tinted spectacles. It's remarkable when you think that they may be investing huge sums of money."

2 I WISH I'D UNDERSTOOD WHAT FRANCHISING IS

"The mainstream business media does not cover franchising much, or explain what it is, so I've heard of prospective franchisees who don't understand the concept and think a franchise means they are in business on their own," says Doug Walker, marketing manager at the it'seeze franchise, whose franchisees promote, consult on, and sell it'seeze website packages to local businesses.

Some prospective franchisees may not realise the collaborative nature of franchising, and that it involves

responsibilities from both the franchisee and the franchisor.

Research what business franchising really is about before you start looking at individual franchises.

3 I WISH I'D UNDERSTOOD WHAT THIS FRANCHISE IS ABOUT

Research franchises that suit you, but ensure you understand what's involved.

Chris Wootton, managing director of the Poppies Cleaning franchise, says: "We make it clear that a Poppies franchise is about managing a team of cleaners rather than being one. If there's a shortage of staff we expect you to manage your way out of it rather than go out and do the cleaning yourself."

As a Poppies franchisee for eight years before he became the franchisor, Chris says: "I wish I'd understood that part of the franchisee's role is smoothing the relationships between clients and staff. I would still have invested in a Poppies franchise, but I was more surprised than I should have been by this.

"As a result I'd advise prospective franchisees to spend some time shadowing an existing franchisee, to see what the life is actually like before they invest."

Cathryn Hayes, franchise director at mobile SMART auto repair franchise Revive! says: "Some prospective franchisees initially think that Revive! franchisees do the repairs



THE AUTHOR

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



"There's no such thing as a stupid question. Your franchisor will have heard all sorts of questions before. Don't be afraid or embarrassed to give honest feedback on the business either"



“When you are researching a franchise, it’s always impossible to know everything before you get started,”

SAYS JOHN WRIGHT

John has been the it’seeze Web Design Horsham franchisee for six years, providing website consultancy and design services to small businesses.

John explains: “I did a lot of research about franchising and the it’seeze franchise, including speaking to some other franchisees, before I signed up. Nevertheless there were still some things that were unexpected after I got started, but with support from the franchisor, I was able to deal with them. If I had known about them it would not have made any difference to my decision to go ahead, though.”

John advises other prospective franchisees: “The thing is, you don’t know what you don’t know, so I now recommend that among the questions you should ask existing franchisees, you should always include: ‘What questions would you suggest I asked you?’”

“If you asked this of, say, five franchisees, you might well get five different answers. That way you’ll get a broader picture of life as a franchisee that might include some things you may never have thought of.”

IT HELPS TO HAVE A CHECKLIST OF QUESTIONS

Jinesh (Jai) and Reena Patel launched their Revive! Mobile Bodywork Repairs Franchise in Gloucester a year ago. Jai’s background in the automotive trade and Reena’s in

financial services, give them combined experience in management, HR, finance and marketing, and this is their first business venture.

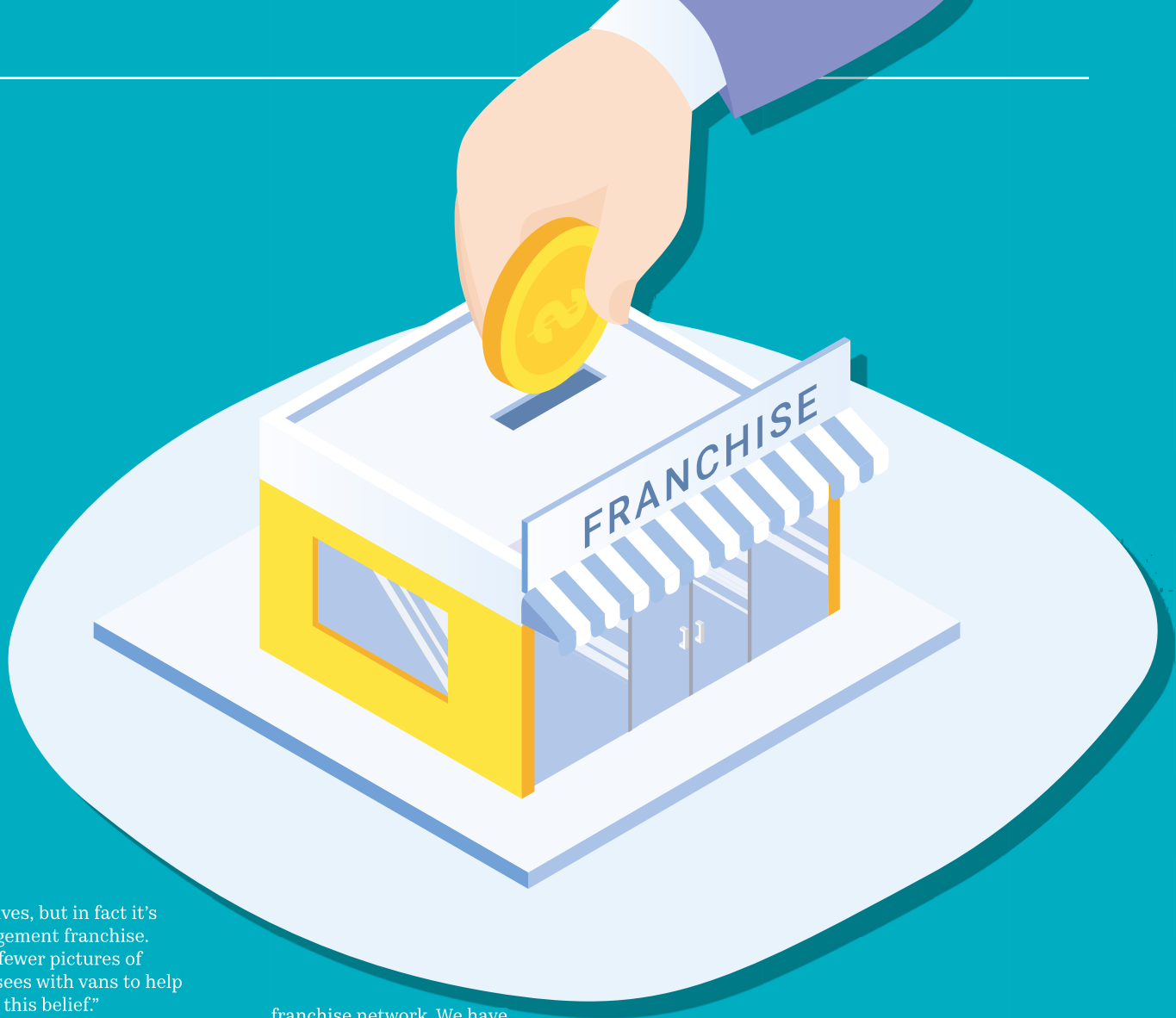
“Revive! tells you everything you need to know before you sign up and provides you with a great deal of information before launch – once you’re up and running there’s so much to do and it can be hard to take everything in. It’s worth doing your own research, asking questions, keeping a checklist, and being organised,” says Jai.

Revive! franchisees manage teams of mobile technicians. “Revive! provides support in areas including marketing, recruitment, accounts and systems, but we felt we needed guidance on HR and health and safety to ensure we supported our staff so we decided to use an outsourced consultancy. It’s the same one Revive! uses so we get a discount,” says Reena.

“Part of our training included information about various kinds of repairs and how to deal with them. If I could go back, I would have taken the same training as our technicians to understand the techniques and issues they face and learn more about the art of this trade,” says Jai.

“Overall, the advice and support from the franchisor and franchisee network have been invaluable,” says Jai and Reena seconds this point.





themselves, but in fact it's a management franchise. We use fewer pictures of franchisees with vans to help counter this belief."

She adds: "As part of the recruitment process we provide prospective franchisees with notes about the kind of research they should do, including looking at potential competitors in their chosen territory, and asking for quotes for work on their own cars. It's important to discover what they are getting into before they invest rather than finding out later."

4 I WISH I'D ASKED MORE QUESTIONS

"The most common regret I have heard from franchisees is that they wished they had asked more questions before they invested," says Doug. "Because they have not really asked enough questions sometimes they are surprised to find there are elements of our support that they don't know about."

Cathryn says: "Most of our questions from new franchisees are about support, both from the franchisor and the

franchise network. We have regular roadshows where franchisees get together so it's clear to them all that they are part of something bigger than themselves and they can learn from each other's expertise."

5 DON'T BE AFRAID TO ASK EVEN THE MOST BASIC QUESTIONS

Chris says: "There's no such thing as a stupid question. Your franchisor will have heard all sorts of questions before. Don't be afraid or embarrassed to give honest feedback on the business either. Your fresh eyes will be able to see things that are invisible to those already in the business. New people see things the way customers do and can give valuable insights."

6 I WISH I'D REALISED THE FINANCIAL IMPACT ON MY LIFE

Cathryn says: "We offer template profit and loss

7 QUESTIONS TO ASK TO CUT THE RISK OF FRANCHISE REGRET

Len Rainford, founder of The Franchise Specialist consultancy, says: "There are many more questions to ask, but these are for starters."

- 1 Are you suited to self-employment, hard work and long hours?
- 2 Are you good at building rapport? It's essential for gaining customers.
- 3 Are you prepared to follow a franchise system or prefer doing your own thing?
- 4 What sector would you enjoy and know something about?
- 5 What does the relevant market look like? Research the market and the different types of franchises that serve it.
- 6 What can you realistically afford? Don't overestimate your finances.
- 7 Is the franchisor credible, stable and financially sound?

Anonymous stories of franchise regrets

“One woman had her chequebook out ready to pay the fee immediately, even in the initial meeting with me. She and her husband were just not suitable, though.”

“The franchise demanded that franchisees should respond to clients 24/7. One prospective franchisee said he had been in sales for years, so that was no problem. However, once he got started, he would turn down any jobs that came in during evenings or weekends.”

UNDERSTAND YOUR FRANCHISE CONTRACT

At its most extreme, franchise regret can result in litigation between franchisee and franchisor. John Pratt, partner at franchising and business solicitors Hamilton Pratt says: “Unfortunately franchisee-franchisor disputes are very common – not surprising because franchise agreements are complex commercial agreements. They last a long time and franchisees receive most of the ‘benefits’ in the early part of the term, so unless the franchisor is very good (most are), later in the relationship franchisees may resent the restrictions

on them and the payments which they have to make to the franchisor.”

He stresses: “Before you sign a franchise contract get it assessed by a franchise specialist solicitor. They will check and explain what it means for you.”

The most common causes of franchise regret, he says, are franchisees not fully investigating a franchise before committing; the franchisor not providing the assistance promised; and franchisees not appreciating the commitment required.

He advises fully investigating a franchise, speaking to all existing franchisees (not simply those that the franchisor wants you to talk to), and not accepting at face value that everything you’re told is true or will necessarily apply to you. He adds: “Ask, in writing, that the franchisor confirms any financial information provided is based on average franchisee performance and ask for the answer to be in writing.”

Finally he cautions: “Don’t get over-excited and rush in, or be pressurised into entering into the agreement.”

and cashflow forecasts and encourage prospective franchisees to play around with the figures so they can see what impact business ebbs and flows could have on their own financial lives.

“It also shows them that they need to have a buffer of money available. Sometimes this exercise makes them realise that they should wait until they are in a stronger financial position before investing.

“Knowing what to expect can help stave off financial crises later.”

7 I WISH I HAD GOT FAMILY SUPPORT

Setting up and running a business, franchise or not, puts a strain on personal relationships and it has been known to lead to family break-ups. Take your family to franchise discovery days or to initial recruitment meetings to ensure that everyone knows what’s involved and is on board with the venture.

8 I WISH I PLANNED FOR THE END OF THE FRANCHISE TERM

Franchise agreement terms vary but many are only for five years. Doug says: “Many franchisees don’t think at the start what



they want to do at the end of the term. We encourage franchisees to think about this even before they invest. Are they going to renew, sell the business on, or pass it on to other family members, for instance?”

Len says: “Check the franchise agreement about this before you sign it. There may not even be a clause about renewal – I know of one big franchise that hasn’t got one. There usually is one but franchisors commonly have the right to change contract details when the term expires, and franchisees may not like the changes.”

9 I WISH I’D TAKEN MORE TIME TO DECIDE

Rushing into a major life decision like starting a business increases the risk of regret later. Responsible franchisors will not rush you, so don’t rush yourself.

Finding the courage to start your business

Having joined the Platinum Property Partners network in 2018, Andrew and Elizabeth Pickup redressed their work-life balance with the help of the franchise

Transitioning out of employment and into running your own business is a daunting prospect for anyone. The fear factor is huge and the uncertainty can be debilitating.

Those two mental and practical hurdles, plus a whole lot more, were exactly what Platinum Property Partners' Andrew and Elizabeth Pickup went through.

"We were both used to working in senior-level roles with a regular salary and security," said Andrew. "Walking away from that was like stepping off a cliff and it took some courage and conviction to do it, as well as curiosity, a willingness to learn something new, determination, high personal energy and tenacity."

Andrew and Elizabeth joined Platinum Property Partners in July 2018 and already have a portfolio of four co-living properties in their business – something that has redressed their work-life balance but didn't come without a large dose of that aforementioned fear factor.

"Our primary concern was generating a sufficient income to meet or exceed our desired lifestyle in sustainable way," explained Elizabeth. "Beyond that, we wanted to achieve the right balance between home and work."

"The rest of the transition was about mindset shift – being an entrepreneur means your personal energy and commitment is the difference between the success and failure of your business because nobody else is going to drive your business forward for you."



“Without doubt, the major benefit of being a business owner is that level of control”

TAKING THE PLUNGE

While that personal energy and commitment are not without their own stresses, the Pickups are united in their belief that the transition from employment to their own property business has given them control of their lives.

"Without doubt, the major benefit of being a business owner is that level of control," said Andrew. "You control how you spend your time, what you focus on, how quickly

you scale your business, what you do each day and, ultimately, your own destiny.

"In employment, most of that is determined by others."

So, what would be the Pickups' advice to someone else transitioning out of corporate life to run their own business?

"Our advice would be to sit down, consider the tasks that will need to be regularly executed and decide what you will personally focus on," added Andrew. "That may be a combination of what you are best at, where you can add the most value, what you enjoy doing, etc."

SUPPORT FROM THE NETWORK

Although Andrew and Elizabeth are very much in control of their destiny now, they're also steadfast in their belief that none of that control would have been possible without joining the Platinum franchise.

"If you make a mistake, it can be costly," said Elizabeth. "So, being part of an organisation like Platinum that has the knowledge, experience, and expertise, as well as a well-established and proven business model of success, hugely reduces that risk."

"They have provided us with training, systems, processes, and support that has helped us establish and maintain our property business and transform our lives."

At a Glance

Platinum Property Partners

Name of franchise: Platinum Property Partners

Established: 2007

Number of franchised outlets: 200+ franchise partners, 700+ properties

Location of units: across England

Investment range: £175,000 - £700,000

Minimum required capital: £175,000

Contact: info@platinumpropertypartners.net

platinumpropertypartners.co.uk



Navigating finances for first-time franchisees

Diligent financial planning can not only help you maximise your franchise's profit potential, but also keep you out of trouble with the HMRC

WORDS BY JASON BURTON FCCA



THE AUTHOR

Jason Burton heads up the technical support team at AIMS Accountants and is a fellow of The Association of Chartered Certified Accountants (ACCA).

Starting up a small business is no mean feat. Any budding entrepreneur will encounter reams of paperwork requiring signatures galore, as well as jumping through proverbial hoops with HMRC and other governing bodies, depending on the sector. However, it's pointless to get stuck into these things if you haven't yet sorted out your finances.

It might sound obvious, but the lifeblood of your growth is your money. Sure, your drive and your ideas will also influence growth, but it's sound financial management that allows you to put these ideas into practice. Getting things set up correctly from the start is essential.

If you're a first-time franchisee, or indeed anyone on the brink of starting a business, following this bite-size guide to best practice will help you to get your finances straight. From VAT to bookkeeping, business plans to budgets, these are matters which AIMS Accountants help with every day.

Put a business plan in place

Having somewhere to put your money is clearly important, but knowing how to spend it is even more so. Some franchisors will ask you to present your business plan for the first few years before they'll let you buy into the franchise.

Remember, the franchise is their baby as well as yours, and they need to be sure that you're going to share in the same vision for growth.

Think of a business plan as a roadmap for achieving your goals. Put it another way, it should include all the operational methods and marketing tools that you will use to achieve your financial goals. It's also important to include time frames in your business plan, so you know exactly how much money you'll have to spend and over what time period.

A business plan isn't just for start-ups. It will also help you track progress over time – whether you're doing better or worse than expected in your first months and years in trade.

Limited company or sole trader?

You'll also have to decide how you want to trade. There are a few options in the UK, but most franchisees will either be set up as limited companies or as sole traders. But what's the difference?

Limited companies are legal entities, separate from the owners and directors. This means that the company's income and tax obligations are independent of the income and tax responsibilities of the owners. There are many reasons why franchisees would choose to register a limited company, but the main ones are that your personal

assets are protected should anything go wrong, because you are legally separate from the limited company, and it's a tax-efficient way to work, so your take-home pay could be higher.

To set up a limited company, you must register with Companies House. Once you've registered, you'll receive a certificate of incorporation, and you're off!

If you set up as a sole trader, on the other hand, you are the business, so you form one legal entity, not two. To set up as a sole trader, all you need to do is register for self-assessment, enabling you to file a tax return each year, which is a legal obligation if you're charging people for a service. Setting up as a sole trader means that you don't have to worry about filing corporation tax returns as you would as a limited company. There are fewer statutory obligations to abide by too, and you don't have any commitments to other shareholders and owners.

Some franchisors may impose one way or the other – otherwise, it's totally up to you!

Registering for VAT

Whether you're a limited company or a sole trader, as your business grows there are other obligations to fulfil with HMRC. Registering for value-added tax (VAT) is one of these. You must register for VAT if your turnover for the last 12 months was over £85,000.

Registering for VAT means that you can claim back VAT on any goods and services that are used exclusively

“The lifeblood of your growth is your money. Your drive and your ideas will also influence growth, but it's sound financial management that allows you to put these ideas into practice”

for your business, such as travel expenses, food and accommodation, fuel and business vehicles and office equipment. Just be sure to keep all your receipts as proof! Not all retail receipts will automatically itemise VAT, so you must specifically ask for a VAT receipt if you want to claim back.

Business bank account

Keeping your personal and business finances separate is vital if you want a successful business. When it comes to allocating budgets for things like marketing, you need to know exactly how much money is in the business coffers without muddying the waters with your own finances. Mixing your finances is also a sure-fire way to get into a long-drawn-out contest with HMRC over taxes, for example.

But which bank should you use? It might be tempting to use the same bank as you do for your personal account, which is fine. However, don't forget to look at new disruptor banks, like Starling and Cashplus, too. They might give you more perks than

traditional high street banks.

When you open an account, you'll need to provide documents and information including proof of ID for all directors, proof of address, your full business address, contact details and your Companies House registration number.

When buying a franchise, your franchisor might have an agreement with a specific bank in place, so ask first. At AIMS Accountants, for example, we use Cashplus Ltd as our preferred supplier.

Bookkeeping software

If you want to make sure that you always have accurate financial records, use integrated bookkeeping software. You may have seen the popular QuickBooks adverts lately that sound like they're turning the dial up to 11 on the classic Bachman & Turner song *Takin' Care of Business*. These adverts are not only entertaining, they're also right. If you invest a little in your bookkeeping, made easy by using software like QuickBooks or Xero,

your business finances will be taken care of efficiently.

What's more, you can now use additional software to integrate with the likes of QuickBooks and Xero to input your receipts automatically. With software like AutoEntry, you simply take a picture of your receipt and the bookkeeping software will do the rest. You'll never forget to claim back your VAT ever again, and you'll always have accurate financial reporting!

Use your accountant

Finally, it goes without saying, but use your accountant (or if you don't have one, get one ASAP)! They are there to help you with your financial decisions and will give you sound advice on how to maximise your profits.

Accountants add value to your business by figuring out the most tax-efficient ways to take money out of the business. They'll advise you on how to make the most of your take-home pay and what you are able to claim back VAT on. Accountants also act, for many small businesses, as your business advisor. Other than you, they might be the only people who are close to your business and involved in your growth, making your business more profitable, while remaining compliant with HMRC.



Keeping success run in the family

Making up for lost time, Tony Prueitt decided to launch his ActionCOACH business, and getting his family involved was the icing on his cake

For three decades, Tony Prueitt spent his career in the corporate world, working his way through 13 different roles across a variety of departments. Although it gave him great satisfaction, Tony couldn't help but wonder what other opportunities were out there. In June 2020, he launched his ActionCOACH business coaching franchise in Derby, giving him even more food for thought than he initially anticipated.

"I'd always had the ambition to run my own business, but I just needed the inspiration and motivation to make it happen," he said. "I'd toyed with the idea of starting something from scratch. Having been exposed to franchising during my corporate career, I completely understood how a franchise system gives people a better chance of success.

"I also enjoyed working with decision-makers on business re-education and transformation – ActionCOACH had all the best ingredients to continue that through my own business!"

FOLLOWING THE RECIPE

To help run his coaching firm, Tony enlisted the help of both his wife and daughter, Vanessa and Francesca. Whilst Vanessa works on attracting potential clients on a part-time basis, Fran focuses on client relations alongside running their social media accounts. Together, they have helped generate a healthy monthly client income in excess of £20,000.

"We've over-achieved compared to our original business plan," said Tony. "We're now transitioning into the next stage of growth. It's all about refining the process, getting to grips with what works and moving forward strategically to ensure we provide a gold-star service for every client, without compromise.

"What makes it so manageable is the support I receive from the UK team, specifically from my master coach, who has gone above and beyond to give us the best start possible. I learned more in the



Tony Prueitt with his wife Vanessa and daughter Francesca

"I have the opportunity to make the business work with all aspects of my life"

first year with ActionCOACH than I did in the final years of my corporate career – I'm constantly absorbing information whether it's through reading books or watching webinars with world-class thought leaders."

THE ICING ON THE CAKE

With the foundations set, Tony is ready for the next phase. Using the ingredients given, he has been able to create a business that not only supports him financially but personally too. It's a far cry from his lifestyle during his corporate career, giving him much more freedom to enjoy the things he loves.

"Upon initial contact, ActionCOACH doesn't present itself as a lifestyle franchise, yet I have the opportunity to make the

business work with all aspects of my life," Tony added. "To have this sense of freedom is great."

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

- loves learning and developing yourself
- has enjoyed success in your career or sport
- and is willing to invest if they see substantial rewards can be made...

Then find out more by visiting actioncoach.co.uk/franchise.

At a Glance ActionCOACH

Established: 1993 in Australia, 2001 in the UK

Number of franchised outlets: 200+ in the UK

Location of units: UK

Investment range: £69,000

Minimum required capital: £20,000

actioncoach.co.uk/franchise

ActionCOACH UK victorious at awards

The firm's three-day global event delivered plans for growth and an insight into the future of the business from the senior leadership team

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

Julie Wagstaff, managing director, and Ian Christelow, co-founder of ActionCOACH UK, were presented with the award during the celebration evening.

"The award is a testament to the ongoing commitment and dedication of everyone at ActionCOACH, from our UK support team to the over 200 UK-based franchise partners," said Ian. "We're proud our team help so many business owners each year, guiding them towards a brighter future and, in turn, creating more opportunities to help local communities thrive."

TESTAMENT TO THE GREAT TEAM EFFORT

The pair were not the only Brits to be celebrated at the awards – James Burke, who has been an ActionCOACH franchise partner since 2018, won two awards, celebrating his ability to embody the essence of ActionCOACH and its 14 points of culture.

He explained: "The growth of ActionCOACH as a brand is a direct reflection of the team and their abilities, and it is only with ActionCOACH's immense success as a franchise that I now have two global awards and six national awards



Brad Sugars with Julie Wagstaff and Ian Christelow collecting their award for Global Team of the Year

under my belt. A business will struggle to grow if the team lacks clarity but for ActionCOACH it is simple – we want to help businesses thrive, and this award proves we are succeeding in this mission."

Brad Sugars, global founder and CEO of ActionCOACH, is proud to see the collaborative nature of the world's number one business coaching firm continuing year after year, with more than 1,000 coaches supporting over 15,000 businesses a week across the globe.

"At ActionCOACH, we believe in making a difference and changing the world by business re-education because

being in business should give you more life," said Brad. "Our goal at ActionCOACH is to have a coach in every business and, with the continued dedication of our franchise partners, this is starting to become a reality."

MILESTONES TO BE CELEBRATED

This award is just one of the recent testaments to ActionCOACH's unmatched support for their 200-plus-strong network of franchise partners, and their resulting successes. Last month, ActionCOACH was one of only two franchise brands to be rated five-star for franchisee satisfaction in WorkBuzz's annual Franchisee Satisfaction Benchmark Survey for the 10th consecutive year and was named Franchisor of the Year at the Elite Franchise Top 100 ceremony at the start of 2022.

Learn more and find out how you could join this winning team by visiting actioncoach.co.uk/franchise.

"The award is a testament to the ongoing commitment and dedication of everyone at ActionCOACH, from our UK support team to the over 200 UK-based franchise partners"

A home care franchise with a mission

Ruth Brown, director of business development at Home Instead, talks about the unique opportunities the award-winning franchise has to offer



be part of a trusted brand, renowned for the care we provide, which will help open doors, as people seek out the services of Home Instead. It's an innovative business model that has achieved five-star franchisee satisfaction for many years and provides an outstanding opportunity to build a sustainable, profitable and equitable business. An ever-increasing number of our franchisees are achieving turnover of over £1m per year.

WHAT KIND OF SUPPORT IS AVAILABLE TO FRANCHISEES?

With Home Instead you are working for yourself but never by yourself. Our national office provides a team of over 80 professional people dedicated to giving you training and support. We support with care, marketing, business development, innovation, IT and people. You can also benefit from operational support and a culture of knowledge shared across our franchise network.

WHAT ARE THE ESSENTIAL SKILLS FRANCHISEES MUST HAVE? IS HOME CARE EXPERIENCE A MUST?

Not at all, you just need to have the passion to care about home care. The essentials required are great business acumen, strong people skills and ambition to succeed.

WHAT IS THE BEST THING ABOUT BEING A HOME INSTEAD FRANCHISEE?

Being a Home Instead franchisee is rewarding in so many ways, from the feeling of doing something worthwhile in your local community to the knowledge that you are building yourself a successful business.

Our franchise model is well-established, proven and universally admired. The knowledge and support provided by our national office and our UK network of welcoming peers give every new franchisee the confidence and competence to realise their professional goals.

WHAT MAKES HOME INSTEAD STAND OUT FROM ITS COMPETITORS?

Firstly, by providing an outstanding level of care to our franchisees and the clients they care for.

We are not award winners by accident. We invest constantly in training and developing our franchisees and their employees to ensure Home Instead remains the No.1 home care

franchise in the UK. We help our franchise owners become experts in their local communities, enabling them to share public education campaigns on topics such as dementia, fraud prevention and nutrition.

When the time comes and retirement beckons, we also support franchisees with their exit strategy and ultimately, franchise resales.

WHY IS HOME INSTEAD A GOOD BUSINESS OPPORTUNITY?

The UK has a rapidly ageing population, most of whom will, at some point, need care. There is an increasing demand for home care as more and more people understand the importance of being able to continue living in their own home. The quality care we offer encompasses companionship, specialist dementia care, respite, convalescence and end of life.

WHAT DO FRANCHISEES GET IN RETURN FOR THEIR INVESTMENT?

Each franchisee is given an area with a minimum of 25,000 over-65s. You will

At a Glance Home Instead

Year established: 2005

Number of franchised outlets: 246+

Location of units: UK

Investment range: £120,000 - £150,000

Minimum required capital: £41,000 + VAT franchisee fee

Contact: franchise@homeinstead.co.uk

homeinstead.co.uk/franchise

Keeping the property market moving

Being the largest independent search provider, X-Press Legal Services is continually innovating the range of products it offers

The property market has been booming and the high level of activity has meant the conveyancing sector has never been busier. While nobody can predict the future of the property market, X-Press Legal Services will always be needed, as the searches it provides are an essential part of the conveyancing process.

X-Press supplies a complete range of property searches and reports, including regulated authority searches, council searches, commercial utility reports, SDLT checks, AML and many more.

As their searches are required for every property purchase, sale, repossession, remortgage or redevelopment, X-Press franchisees benefit from a business model which is resistant to any fluctuations in the market and brings regular, repeat business.

X-Press is the largest independent search provider, with 26 franchise offices across England and Wales.

PRIDING THEMSELVES ON QUALITY

X-Press is a family business at heart. Established in 1998, the Lister family franchised their successful business in 2006 and now support an entire franchise network whilst managing their own franchise office.

Offices pride themselves on delivering a great service to their clients. Franchisees build long-lasting relationships with conveyancing and solicitor clients, developing the opportunities to network and grow their business further.

Testament to the strength of the franchise model, over half of X-Press Legal Services franchisees have been with the company since year one. Consistent demand for its services, coupled with exceptional training and mentorship, have combined to create a network of incredibly welcoming and supportive franchisees.



“Testament to the strength of the franchise model, over half of X-Press Legal Services franchisees have been with the company since year one”



X-Press Legal Services®
Group

INNOVATING WITHIN AN EVER-CHANGING SECTOR

X-Press Legal Services is continually innovating the range of products it offers to the conveyancing sector to move with changes in the market, staying ahead of its competitors whilst offering a truly personal level of customer service.

The franchise has dedicated significant efforts and investment towards ensuring complete data security in the digital sphere, providing its franchisees with even more services and products for their clients.

AN OPPORTUNITY TO BE YOUR OWN BOSS

A stable business opportunity that can be run from home with minimal overheads, X-Press is perfect for those wanting a better work-life balance whilst growing a

sizeable, successful business.

People with ambition, a good head for technology and the ability to pay close attention to detail are ideal X-Press Legal franchisees. Despite the title, legal expertise is not required. Award-winning training enables those with the right business acumen and ambition to build up regular, repeat business.

To find out more about X-Press Legal Services and what this franchise opportunity can offer you, please call 01925 393333.

At a Glance X-Press Legal Services

Established: 1998

Number of franchised outlets: 26

Location of units: England & Wales

Investment range: £32,500 + VAT

Minimum required capital: £15,000

Contact: hello@xpresslegal.co.uk

xpresslegal.co.uk/the-x-press-franchise-opportunity

The sweet taste of success

One of the greatest joys for Azia Naveed, Kaspas's Forest Gate franchisee, is ensuring customers satisfaction

TELL US ABOUT YOUR JOURNEY BEFORE KASPA'S. HOW DOES YOUR PREVIOUS EXPERIENCE COME USEFUL NOW?

AN: From a young age I have been working in my family's retail businesses and through this gained lots of customer service experience. My last working experience before opening a Kaspas's store was for KidsQuest – a children's party planning company. These children's parties mostly took place in dessert parlours. Unfortunately, due to Covid this had to be shut down and I then decided to

take a break before the opportunity of Kaspas's Desserts came up. My previous experience has definitely helped prepare me for owning a Kaspas's store as customer service and just providing people with a great time are so important for the brand. Besides this, I have also raised five amazing sons who are now each going their own way, meaning it was the perfect time for me to start something for myself. My husband and sons have hugely encouraged me to take this opportunity and have the confidence in me to make this a success.

HOW DID YOU COME ACROSS KASPA'S DESSERTS BUSINESS OPPORTUNITY?

AN: My brother Atif introduced me to Kaspas's, he actually owns two Kaspas's franchises himself in Chelmsford and Bracknell. He told me that it was a very good brand to work with and that the head office team encourages and supports their franchisees a lot. Not having owned my own business previously, my brother's positive experiences with Kaspas's Desserts encouraged me to invest myself.

WHAT DOES YOUR TYPICAL DAY LOOK LIKE AS A FRANCHISEE?

AN: I opened my Kaspas's restaurant in July this year and am here every day, from the moment the store opens until it closes to support and help the staff. I take care of all the day-to-day aspects of the business, from placing the orders to making the staff rotas. As I am still new to the business, I am learning every day alongside my staff. Most of my days start with administrative tasks such as placing orders and checking deliveries. I then help the staff set up the store and prepare the products

“Comparing Kaspas's to other dessert brands, I just love the brightness of the brand colours and how this lights up the faces of our customers”

for the day ahead. I also spend a lot of my time getting to know the customers, looking at who is visiting and build relationships with them.

WHAT ARE THE HIGHLIGHTS OF YOUR KASPA'S JOURNEY SO FAR?

AN: Two things really – being part of the Kaspas's brand itself and the satisfaction I receive from customers. It is amazing to see how many people love and appreciate the Kaspas's brand. The faces of kids when they enter the store, see all the colours and the gelatos, it just makes your day! We have a huge variety of customers: young families, teenagers, couples, elderly and so on – it is just amazing to see them happy and to be able to be part of this. Comparing Kaspas's to other dessert brands, I just love the brightness of the brand colours and how this lights up the faces of our customers. Throughout all my retail experience I have always enjoyed the interaction with customers the most and already getting regulars in just a few weeks' time, is great.

WHAT KIND OF SUPPORT AND MENTORSHIP WAS OFFERED TO YOU ALONG THE WAY?

AN: I felt supported right from the start, firstly with the fitting of the store





itself and I then also received a lot of help when it came to staff training. The Kaspas's operational team helped me a lot in getting ready for the opening in terms of training and advising me as to what to expect. The support from the brand has been great overall, my dedicated operations manager is always a phone call away and ready to help at any time. My brother has also been a huge support due to his experience with the Kaspas's brand and was there for me all the way. You can really see that the Kaspas's HQ team love their job and the brand itself, which is really what you need as a franchisee to get the confidence yourself to sell the desserts. The company has made me feel part of the family and

taken care of. Ultimately this is why the business works, they take care of their franchises and care for the brand.

HOW HAS THIS BUSINESS OPPORTUNITY CHANGED YOUR LIFE?

AN: I am for sure busier than ever, but I love every moment of it and am proud to be part of this brand. Opening my own Kaspas's store has given me a lot of confidence and the feeling that I can achieve anything. After having raised my sons, it felt like it was time for me now and I wanted to see what I could do. This is only the beginning, and I am excited to see what my Kaspas's journey will bring me in the future.

WHY IS KASPA'S A WORTHWHILE SPACE FOR INVESTMENT?

AN: Because of the brand itself, Kaspas's is becoming a household name in the UK and customers are visiting for this reason. If I would have had to do all this by myself without the support of the Kaspas's team, it probably would have turned out very differently. When comparing my store to the local independent competition, we are always much busier and even get queues till outside the store – this is because customers know the name Kaspas's. I also genuinely believe in the brand and am in it for the long-haul.

WHAT IS YOUR ADVICE TO ANYONE CONSIDERING BECOMING A KASPA'S FRANCHISEE?

AN: Definitely go for it! Having opened my first store at a later age, I would like to say that it is never too late to begin something for yourself and want to encourage other women to take this leap as well. This opportunity is worth the investment, the continuous success of the Kaspas's brand speaks for itself.



At a Glance Kaspas's Desserts

Established: 2012

Number of franchised outlets: 95

Location of units: nationwide + 1 international branch

Investment range: £150,000 - £350,000; financing options available

Minimum required capital: £150,000

Contact: franchise@kaspas.co.uk

kaspas.co.uk

POWERBRANDS

GUIDE TO FITNESS FRANCHISES

THE FITNESS INDUSTRY IS RECOVERING FAST AFTER SUFFERING A KNOCKBACK DURING THE PANDEMIC, MAKING IT A VERY HEALTHY SECTOR FOR FRANCHISE INVESTMENT TODAY

WORDS BY LINDA WHITNEY



Fitness franchises are jumping back to health again after suffering losses during the lockdowns of 2020 and 2021.

David Minton, founder of LeisureDB, which provides research and reports on the UK fitness industry says: "The pandemic meant that the industry was knocked back in size, sites and membership to between 2018 and 2019 levels. At first glance, that looks bad - but 2019 was a golden year for fitness."

Meanwhile, the PwC Outlook for Fitness 2022 report lists many reasons for optimism (free to download at pwc.co.uk), so this could be just the right time to get in.

Ben Dixon, chief development officer at Anytime Fitness, the UK's third largest private health club operator according to LeisureDB's 2022 State of the UK Fitness Industry report, says: "Demand for health club membership remains high. Our club network grew by 14 clubs between 2020 and 2021, and we opened two new sites in May 2022

"Franchise specialist lenders will often offer loans of up to 70 per cent of the total investment for suitable people investing in franchises with a history of success"

(Maynooth in the Republic of Ireland and Maidenhead in Berkshire). Both have already surpassed 1,000 members and rapidly exceeded their breakeven revenue targets.

"We have a pipeline of club openings for the rest of the year, set to take us past the 200-club landmark."

WHY CHOOSE TO GET IN WITH A FRANCHISE?

Setting up a gym on your own requires in-depth knowledge of the sector and can mean putting significant capital at risk.

However, many of the top UK fitness brands are franchises, so getting in

with a franchise may be safer. Typically the franchisor helps you choose the right location, fit out your centre and arrange launch marketing, and as a franchisee you benefit from their training and sector experience.

WHICH TYPE OF GYM FRANCHISE SUITS YOU?

The traditional full-service gym, complete with exercise equipment, rooms for classes, and a team of staff, can be costly. Typically, opening a gym like this can involve an investment of £100,00 and commonly more - though remember that franchise specialist lenders will often offer loans of up to



THE AUTHOR

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



"Fitness is prone to fluctuations in trends, so find out what consumers are looking for at the point when you want to invest"

State of the fitness industry – the key figures you need to know

The State of the Fitness Industry Report 2022 was recently released by The Leisure Database Company, the first since 2019. It found the market was in remarkably good shape with some key metrics running at the same levels as 2018, and some at 2019 levels. It found:

- 631 clubs have closed, the majority early in the pandemic, while 455 have opened, so the overall number of sites has only dropped 2.43 per cent from 7,239 in 2019 to 7,063 in 2022

- Market value fell by 4.3 per cent – around the same level as 2018 (2019 was a peak year)
- Memberships dropped by 4.7 per cent to 9.9 million
- The penetration rate also dropped back one percentage point to 14.6 per cent after passing the 15 per cent barrier for the first time in 2019.

Figures were based on an audit of more than 7,000 facilities. The full report can be purchased at hcmmag.com

70 per cent of the total investment for suitable people investing in franchises with a history of success.

Smaller gyms or studios, sometimes specialising in a particular kind of exercise, may offer members 24-hour card access, with staff available only between certain hours. These typically offer 'budget' membership deals. Usually, the investment here is lower.

Outdoor fitness clubs operate at the lower end of the investment scale. Many existing fitness clubs took to offering outdoor classes in lockdown, but there are also separate outdoor



Ben Dixon, chief development officer at Anytime Fitness

fitness franchises, which don't require premises from which to operate.

TRENDS IN FITNESS

Fitness is prone to fluctuations in trends, so find out what consumers are looking for at the point when you want to invest.

David Minton says: "Boutique studios suffered the worst during the

pandemic. Outdoor classes increased by over 400 per cent, because people became more interested in their health, and low-intensity interval training (LITT) took over from high-intensity interval training (HITT) as more people could do LITT."

TECH IS IMPORTANT

The pandemic accelerated the move towards the use of tech in fitness, and wearable technology, online classes, and social network contacts with trainers and other gym users became the norm. Many users now take all these for granted. That does not mean that in-person classes and training are dead, however.

David Minton says: "Connected fitness became popular during the pandemic, but because we are such social animals, people went back to their social groups and live classes as soon as sites reopened. All connected fitness brands are restructuring and cutting back now."

LOCATION IS KEY

Where your club is located can make all the difference to your success. Franchisors with established fitness brands will usually have good experience and data, which helps identify the kinds of locations that lead to the biggest chances of success.

"Landlords see health clubs and leisure facilities as reliable long-term tenants. Having worked in the health and fitness industry for over 15 years, we've never been in a better place in the property market," said Ben Dixon. "Retail and hospitality have traditionally been the preference as commercial tenants. However, we're now in a position to open health clubs in properties that were previously beyond our wildest dreams, and we're well placed to take advantage of that."

"This means our industry can access sought-after city centre locations,

"Getting recruitment right is arguably the most important thing; if the service is good, people will come back"



which previously wouldn't have been obtainable due to high rental values. This provides potential health club owners with ideal locations to attract a broad demographic of potential members and swiftly establish profitability and a return on investment."

However, don't leave it all to the franchisor. David Minton recommends you do your own research as well. "Conduct your own independent research on the sites you're offered, remembering location is key. Go as granular as possible on geodemographics, competition, and estimating latent demand."

A FRANCHISE TO SUIT YOU

Fitness franchise offerings are many and they vary widely. The size and focus of your fitness franchise must suit you. Don't forget, it's not all about racking up membership numbers – a fitness franchise is about transforming lives too.

"We want to be the kind of fitness franchise that prioritises customer transformation. There are fitness operators that seem to be about little more than membership numbers and customer turnover, but we don't want our clients to just feel like a direct debit," says Niri S Patel, managing director of fit20, the franchise where customers make individual appointments for weekly 20 minute sessions on resistance machines with a personal trainer.

Niri continues: "It involves slow and careful movements for a high-intensity deep core workout that gradually increases the customer's strength and fitness. Customers have told us that medical check-ups have shown improvements in cholesterol levels, type 2 diabetes and blood pressure readings.

"One woman was having her blood pressure monitored fortnightly, and at one session, it had fallen to such a healthy extent that the nurse thought it must have been a mistake and retook the reading – but it was correct. The only

DUNCAN ATTWOOD:

Growing a fitness business 20 minutes at a time

Duncan Attwood was an unhealthy, overweight child, but took up kayaking as a teenager and competed in white water slalom. "My sport changed my physique and removed my health conditions, so I no longer needed medication. It meant I wanted to help others get fit and healthy the natural way," says Duncan.

After a degree in sports science, a masters in management, and 20 years as a manager in the fitness sector, he started his own business in Exeter with a fit20 franchise in 2019. His studio offers weekly 20-minute workouts, tailored to individual clients, and delivered by personal trainers.

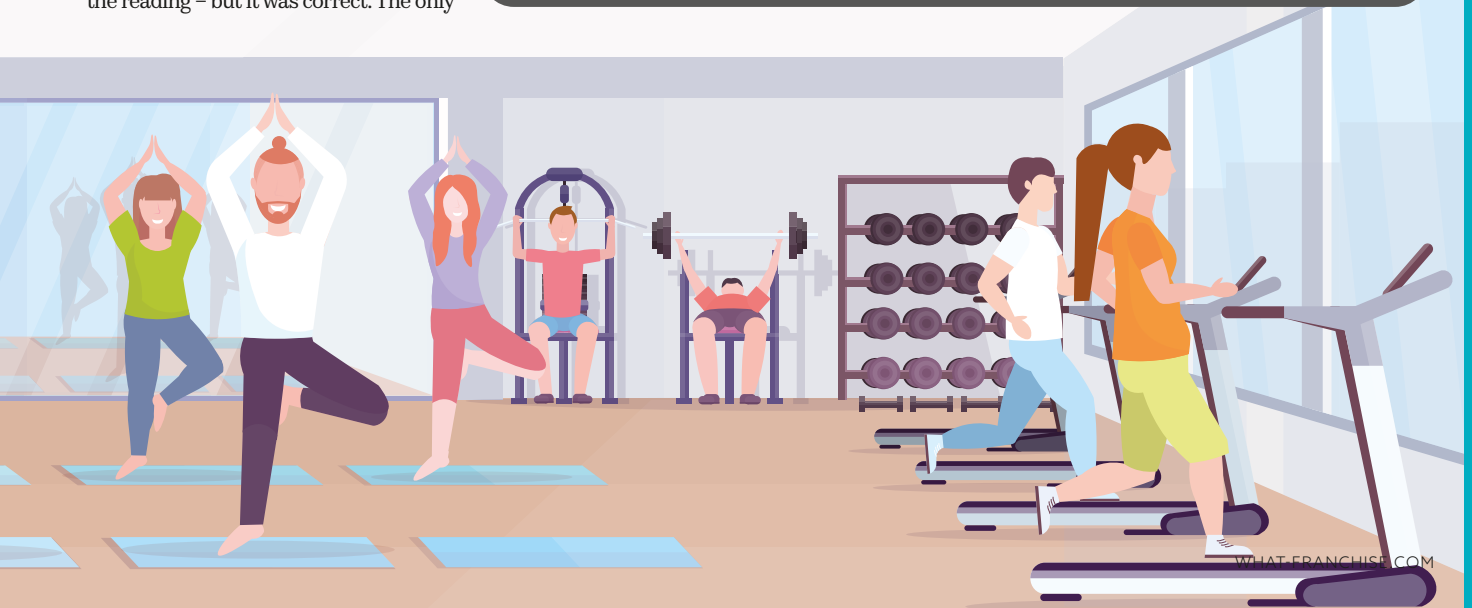
"Initially I was sceptical that 20 minutes a week in a fit20 studio could keep people fit, but when I discovered that fit20 already had 130 studios in the Netherlands, I was comforted," he says. "I was also swayed by talking to a couple who had been training with fit20 for a year. A bout of 'flu left him weak and struggling to play golf, but after only a few months of fit20 training, he could easily walk the 18 holes. His wife said that fit20 training had brought down her blood pressure to the point that she could give up her medication. That's when I decided to invest."

Duncan likes the fact that fit20 has a training program for all its personal trainers, with exams to ensure everyone is appropriately qualified to train members. "The franchise also helps franchisees find suitable studio locations and provides links with marketing companies to help with lead generation if you want."

He says: "I love to see the benefits my members achieve and growing the site means we can positively affect the lives of more people locally."

Acknowledging the shortage of personal trainers within the industry, he says: "I look after my team because I believe that looking after your staff means they will look after customers." As well as providing commissions on appointments booked from leads, he treats his team at Christmas, buys them coffees, and even drove camping equipment to the site of a trainer's family holiday.

Duncan advises people seeking a fitness business to be passionate about what they do: "The franchise will support you, though you must be driven to succeed – and you must be excited by the sector, as you are more likely to be successful if you enjoy it."





change in the woman's lifestyle was that she'd been coming to fit20. The same woman recently completed a 100km walk in Spain in just five days. She credits her fitness to her fit20 sessions," says Niri.

The network now has seven franchised studios, with two more opening shortly, but ultimately aims for 500 across the country. Niri says: "You don't need a background in the fitness industry because we provide training, but you do need to be committed to changing people's lives and open to learning."

READY FOR A FITNESS FRANCHISE?

You need more than a passion for fitness and a desire to make money to succeed with a franchise. Here are some other points to consider:

1. Owning a fitness centre will test your business skills more than your capacity for bicep curls. Fitness

franchises offer training and support, but previous management experience helps too.

2. It pays to get involved. Many fitness franchises are happy for you to be an investor who appoints a manager to run your fitness centre, but it helps

to be proactive in setting business goals, motivating your team, and prioritising marketing.

3. Fitness means working with people. People management skills and customer awareness will give you a leg up in this industry.

CONNOR AND STEVE:

Fit for business success

Connor Thorne and his dad Steve, both fitness fans, opened their first Anytime Fitness gym in Ringwood in 2018, and now have four sites, including two on the Channel Islands.

"We decided the franchise model offered better prospects than going it alone," says Connor. "The way Anytime Fitness operates in the industry means it's not pinned to one demographic, and you can attract a broad range of members."

Connor and Steve have expanded their business fast. "I honestly don't think we could have done it without being a franchise, given the pace that we've worked at," says Connor. "The support has been massive, especially with our first club and the development of the site. The design and marketing services have been great. We wouldn't have such professional marketing if we weren't a franchise."

Connor continues: "Anytime also helps with recruitment of experienced fitness managers from its network of contacts. Getting recruitment right is arguably the most important thing; if the service is good, people will come back."

"You must look after your staff," Connor advises. "We go for dinner and drinks to catch up with staff outside work. We've done things like DJ nights, getting a barber or beautician in - and if staff bring in their own idea for a club, we'll never turn it down without listening first."



Connor recommends franchising to others keen to get into the fitness business: "If you're a hard-working individual it can be hugely profitable and successful. We've opened four sites already and are on track to do five in five years, which I think you'd struggle to do in many other franchises."

Why it's the purrfect time to become a Cat Butler

With an explosion in the cat population during the pandemic, there has never been a better time to own a Cat Butler franchise

Having felt unable to leave her cat Ziggy and go on holiday and realising there was a gap in the market for a quality at-home cat care service, Sandra James set up The Cat Butler in 2015, a feline-friendly alternative to a traditional cattery. The company's USP, as the name suggests, is that it only looks after cats by going over and above services offered by regular pet sitters. Just as one would expect from a butler!

PROVIDING THE FULL CAT BUTLER EXPERIENCE

Not only do Cat Butlers visit their feline customers once or twice a day for feeding and grooming, but they also spend quality time playing with them, giving them lots of fuss and attention.

The Cat Butlers also provide a complimentary home care and security service. They do a light security check of the premises, take in post and deliveries and open and close curtains and blinds. They also switch lights on and off and water plants, which gives the home a 'lived-in' appearance while the client is away. The Butlers are also GPS-tracked and monitored by the head office – they check in when entering and leaving the client's property, so the owners can rest assured their cat has been visited.

The Cat Butler service can be more affordable than a cattery for owners with more than one cat, as the Butlers charge a flat rate, starting at £13 per visit (depending on the area).

THE FRANCHISE OPPORTUNITY

"The cat population exploded during the pandemic as, understandably, people got cats for companionship," Sandra explained. "Statistics tell us that there were 7.5 million cats in the UK in 2019/2020. That figure has now risen to 12 million cats, a 63 per cent increase and boy do we know it."



"Statistics tell us that there were 7.5 million cats in the UK in 2019/2020. That figure has now risen to 12 million cats"

"My franchisees and I are so busy we are having to turn people away every day as we simply can't take on any more clients. We desperately need more Cat Butlers across the UK to join us, to share the load and build themselves a profitable and sustainable business, which could break even within six to 12 months, and that they can eventually go on to sell for a decent price if they wish."

The Cat Butler franchise is designed to be run as a management franchise – as the number of regular clients increases, the

franchisee can take on self-employed cat carers to help with the service delivery.

The Cat Butler has been accredited by the British Franchise Association and is fully committed to upholding their standards of ethical franchising.

Request The Cat Butler franchise brochure via <https://bit.ly/3AA3NN4>.

At a Glance The Cat Butler

Established: 2015

Number of franchised outlets: 2

Location of units: Oxford and Bromley

Investment range: £7,000 - £9,500 (depending on territory size)

Minimum required capital: £7,000

Contact: franchise@thecatbutler.co.uk

www.thecatbutler.co.uk

Life-changing business in a booming sector

If you are considering investing in a recession-proof business, Caremark offers the perfect home care franchise opportunity

You may be thinking that now is not the best time to splash the cash and start a new business. But in fact, with job security looking uncertain and interest rates low on any savings you may have, this is a great time to pursue your dream of being your own boss and secure your future.

Conversely, the home care sector is on an upward trajectory and the industry is better than stable. In addition, the needs of our current ageing and vulnerable population within our society are not going to decrease.

TAKING A STEP IN THE RIGHT DIRECTION

Having left his career in chemical manufacturing five years ago, Michael Folkes changed his life after becoming Caremark's Gloucestershire franchise owner.

And despite the pressures of the pandemic, his two care businesses in Cheltenham and Tewkesbury and Gloucester and Stroud are only growing stronger.

"If you're considering a care franchise, do your homework," advised Michael. "Make sure you have a clear plan, too. It's not without its challenges starting out, but I had great support from Caremark from the outset and still do. And it's a fun business to run and offers high reward."

THE BENEFITS OF JOINING THE CAREMARK FRANCHISE

Michael is happy he's in this business and would encourage anyone currently thinking about being their own boss to seriously consider a Caremark franchise. As a low-risk investment, it has much to offer anyone

who dreams of running their own business while doing something fulfilling.

"The best thing about being a franchise owner is working with so many amazing people," said Michael. "We do such rewarding work, and nothing is nicer than speaking to one of our staff who has found their passion in life and loves every day."

"If you are not a people person, consider who can help you, as this business is all about people. Don't do it for the money – do it because you want to and because you want to help others, and then the money will come."

"Also, I love the work-life balance I have now. It's been five years of intense hard work, but life is good. I now have the freedom to do the things I want and I'm doing a job which offers so much more than my previous career."

WHAT MAKES A SUCCESSFUL FRANCHISE OWNER

You don't need a background in care either to build a great business. With our guidance and



by following our proven model, it is possible to build a successful business. All you need is the vision, drive and determination to make it happen.

We've been doing this successfully for the last seventeen years and we're proud to be one of the leading home care franchisors in the UK, helping people fulfil their dreams and deliver excellent home care to those who need it.

At a Glance Caremark

Established: 2005

Number of franchised outlets: 115 UK offices

Investment range: up to £115,000

Minimum required capital: £35,000

Contact: 01903 266 392
franchise@caremarklimited.co.uk

caremarkfranchises.com

"I love the work-life balance I have now. I have the freedom to do things I want and I'm doing a job which offers so much more than my previous career"

A day in the life of...

A HOME CARE FRANCHISE OWNER

Having left electronic manufacturing for the care sector, Graham Livingston is Caremark's Plymouth franchise owner

Being in charge of their own business, Graham and his wife Alison bought their Caremark franchise back in 2012, with a CQC 'outstanding' rating being the testament to their hard work. Here is what a day in the life of Graham looks like.

8.45 AM

First task of the day is to drop my daughter to school. Then it's a 35-minute, 30-mile drive to the office in Plymouth. This gives me time to focus my thoughts ready for the day.

9.20 AM

By the time I arrive, the office staff is in, and a senior member of the management team has been in the office since 6.30am, dealing with the on-call phone and reallocating visits should a member of staff call in sick. The phone is already ringing non-stop but nothing my amazing team can't handle.

10.00 AM

Although I have my own office, my door is usually open, so I know about most things that are happening throughout the day. We are a small, close team, so there isn't really the need for a designated meeting to start the day. It's more of an open forum for discussion that deals with the daily events as they occur.

Next, I check emails and the post, updating the accounts with any client



payments that have appeared overnight. I also check the on-call logs to ensure all issues have been resolved or allocated to someone.

11.00 AM

Depending on the day of the week, I will be ordering from our various vendors: PPE, uniforms, office supplies and merchandise. This allows me to periodically review our outgoings and keep our overheads to a minimum. I also make sure that any bills due are paid on

time and that my accounts software is up to date.

If there's time, I will also get in touch with other local care providers about the challenges we all face and deal with any aspects of our Local Authority contract.

1.00 PM

Lunch is taken at my desk whilst I settle into other important tasks. I choose to do most of my accounts myself as well as all payroll functions. If it's coming up to month-end pay day, then mid-week is usually when I tackle this. It can take some time each month, so it's important that I get it right, and, thankfully, I have few errors! In another week, it could be the two-weekly customer invoicing run.

However, on Mondays, I try to make time to attend lunch with the Plymouth Rotary Club. It's a great opportunity to have a break from the office and support their fundraising.

3.00 PM

Two of my team finish for the day, leaving three of us in the office. If the phones are busy, I will pitch in and help or catch up with emails. Afternoons are usually a bit quieter - always a good time for my daily coffee and biscuits!

5.30 PM

It's the end of another busy day and time to lock up and leave. My 35-minute drive home is when I like to clear my head and leave work behind.

“Although I have my own office, my door is usually open, so I know about most things that are happening throughout the day”

5 expert tips for a thriving hospitality franchise

Taking the plunge and starting your own hospitality business can be challenging but – if done right – the rewards are plentiful

WORDS BY YOUSIF ASLAM



THE AUTHOR

Yousif Aslam is the managing director of Heavenly Desserts, one of the UK's leading dessert franchises

Hospitality is a people business, so having the right attitude and approach to your team, your customers and your community are vital to your chances of success. While you need to go your own way when starting a business, it is important to listen to the lessons of the past if you want to give your venture the best possible chance at prosperity.

With all of that in mind, Yousif Aslam, who is the managing director of Heavenly Desserts, shares his five top tips on how to become a thriving hospitality franchisee.

“People will always need to eat, and socialising over food has been – and will always be – a key pastime for all cultures”

1 Understand what you are looking for

The key to making the right first moves is to find a business model that is proven to work and is known to be profitable in the long run.

It's important that the franchisees take as much time as possible to carry out thorough due diligence on the brand or concept that they are interested in and really get under the hood of the business model as much as possible.

We would strongly recommend

speaking to as many existing franchisees as possible to get an unbiased view of how the business works, its positives and – most importantly – the challenges.

Once you have this frontline knowledge, it's important to speak to some of the business' senior leadership team to get a feel for who they are, and fully understand their experience, values and vision for the brand.

Consider looking at getting yourself an external mentor – someone who has experience in running a business, but perhaps not from a franchise background. This will give you additional clarity on how you operate in the wider context of the franchise, as well as invaluable advice.

2 Embrace the challenges

Understanding the key challenges for the business is vital to the long-term success of the franchise. While there are always immediate issues that need addressing, such as the cost-of-living crisis and rising inflation, it is those ongoing issues that need the most planning to tackle.

In our experience, the biggest ongoing obstacle franchisees face is recruitment and retention of staff. The obvious solution of increasing staff pay to attract talent isn't always a financially viable option, especially in the early days of a franchise.

So, giving attention to and investing in team welfare and wellbeing is important to ensure that staff feel valued and heard in the workplace, which has shown to reduce team turnover.

3 Find your sweet spot

It's important to find a franchisor that understands the value of collaboration. This is the sweet spot when it comes to key decisions on business direction, marketing and human resources.

Often, franchisees will develop some really interesting and clever marketing ideas as they are the ones talking to and dealing with customers. While a franchise business has its brand guidelines, a collaborative approach can certainly be the best way forward.

However, when it comes to HR, the picture is very different, and franchisees should always refer to their brand operations manual for guidance as it can be quite a tricky arena. If you're not sure, pick up the phone to your franchisor support team – that's what they're there for!

4 Understand your tools

More than in any other sector, it's important that franchisees understand their tools of the trade to get the best out of their business.

• Menus

Your menu is your fundamental tool to win and retain new

customers. Understanding your menu well and ensuring that the frontline team understands each dish and can recommend something special – particularly to first-time customers – is key.

- **Networking**

Networking is often not recognised as the valuable tool it is. It can get your business known in your locality and grow your customer base. Invest your time in consistently networking, and you will reap the rewards.

- **Social media**

If you have an audience that is active on social media, find the best channel to engage with them and use it as a means of communication. Understand from your

franchisor how much input and control you can have over your social media accounts, as it is the best way to maximise your business exposure amongst this captive audience.

- **Community**

Engagement with your local community is of the utmost importance. They are the people that will become your regular customers so get involved in local initiatives, engage with them and find out what they want and what matters most to them.

5 Know how to grow

The absolute top tip for franchisees looking to grow their business is to spend time in it – learning the business – and spend time on it – evaluating

its strengths and weaknesses. These are both very different things, but equally as important if you want your business to grow.

Don't be afraid to take risks, but ensure they're calculated. Continuously assess whether you are in your comfort zone or not, and if you are, look at how you can push this to help you grow.

When done well, hospitality franchises are some of the most successful on the market. People will always need to eat, and socialising over food has been and will always be a key pastime for all cultures.

Taking the plunge and starting Heavenly Desserts back in 2008 was born out of this understanding and giving like-minded entrepreneurs the opportunity to experience business growth through franchising.



Get the legal framework right

The franchise agreement is the building block for your future commercial and legal relationship with franchisees, so it is important to nail it down correctly

WORDS BY SARAH ALDERSLEY



THE AUTHOR

Sarah Aldersley is a practice leader at commercial law firm LegalVision, specialising in a variety of corporate areas including franchising.

If you already own a successful business, it can be tricky to know where to go next.

Do you spend time and money hiring more staff and buying bigger premises, or do you look at another way? From food and fitness to professional services and so much more, franchising can be a great way to expand and develop your offering. But before you rush into recruiting prospective franchisees, there's a lot of groundwork that needs to be done.

While there is no specific legal framework for franchising in the UK, there are some laws which will apply to franchising your business, including intellectual property and contract laws.

“Don't be afraid to think big. Many franchise operations have taken their formula overseas and experienced huge success in international markets”

Preparation

Franchise businesses will need to have a solid business plan already in place and a demonstrable track record of success. A potential franchisee is looking to capitalise on the work you have already put in. They don't want to start from scratch, thereby avoiding the potential headaches that come with getting an entirely new

venture off the ground. So consider if you have a structured business with set systems in place and strong branding that will prove attractive to prospective franchisees.

Do your research and find out who your competitors are. It's likely you will already have sound industry knowledge but if you haven't looked further afield than your current operation, now is the time to do so. Have a look at other franchises in the relevant field and how they are doing. Is there an opportunity for you to develop your business in this space? What could your business look like in the future? Don't be afraid to think big. Many franchise operations have taken their formula overseas and experienced huge success in international markets.

Registering your logo as a trademark and registering any other key intellectual property (IP) associated with your business is an important part of your preparation, if you have not done this already, as this will allow future franchisees to licence them for use in their own operations.

At this point you may wish to engage consultants and franchise lawyers who can look at your business and advise on how suitable your company is for a franchise model and the next best steps.

Agreement

To franchise your business means to allow a franchisee to distribute and market goods and services under your brand, including using your intellectual property. It's therefore key to put in place robust franchising documentation to ensure you have an organised business structure, with the roles and responsibilities of each party clearly defined. It is recommended that you seek professional legal advice to draft and review

your key documents, including the franchise agreement and disclosure agreement.

Your franchise agreement is the building block for your future commercial and legal relationship with franchisees, so it is important to get it right. The document will cover access to your brand, business model, information and data. Your agreement will set out responsibilities of the franchisee, which will likely include paying the franchise fee, delivering on set performance criteria, and operating the business within defined parameters and geographical area.

It will also detail whether you are providing the franchisee with the exclusive right to operate their franchise in a certain area, or whether you are retaining the ability to expand your business through franchises with others. It will also set out your responsibilities as a franchisor, which could include providing ongoing training, support and equipment, and organising marketing arrangements. The contract will also set out the circumstances for which either party could terminate the agreement. The length of the document will depend on how complex the business is but it's well worth the time and effort to get everything in place at this stage.

Disclosure

One of the most common areas of dispute between franchisee and franchisor can be misrepresentation. The disclosure document aims to prevent this by giving a transparent overview of the business up front. This allows the prospective franchisee to ask any questions and make an informed decision with all the information in front of them. The disclosure

document is provided with the franchise agreement and is a legal document which outlines what the franchisee should know before signing on the dotted line. In particular, it will set out upfront fees, ongoing royalties, whether the franchisor will have a legal obligation to be involved in the franchisee's actual operations, and financial disclosures. It may also touch on details of the franchisor's trademark and intellectual property and future access to an operations manual supplied by the franchisor. This is important for both parties – you want franchisees who share

your standards and aspirations. Imagine working so hard to set up a successful business, and then seeing it adversely affected by the actions of someone not totally on board with your aims and ideals. Having a thorough legal structure in place gives you the best chance of avoiding this.

Other key documents

A franchise agreement and a disclosure agreement are your most basic requirements, but there will likely be many other key documents that define how your franchisees will operate their businesses. You may also choose to draw up

training manuals which will give franchisees a guide on how to run their business. After all, it's this knowledge and experience that will make your franchise so appealing.

Protection

During negotiations a lot of commercially sensitive information may be shared, so as a business it is necessary to protect your interests. This could include customer data, recipes or formulas that form the cornerstone of your operation.

Before entering into lengthy discussions with any potential franchisee, franchisors sometimes require interested parties to sign a legally binding document called a non disclosure agreement (NDA) or confidentiality agreement. These agreements help to prevent information obtained during the negotiation process from being shared or used without your permission. As every business is different, we recommend working with experienced lawyers who can help you to draw up documents that protect the business you have worked so hard to build.



Enjoy a proven model

Kris Milner is Jackson Fire & Security's Leeds franchisee



“I have a great team of engineers and admin staff around me. I enjoy bringing them together and developing them”

a discovery day. This day involved meeting the franchise support team in addition to spending time with an engineer to understand their day-to-day role – this element of the day was really important and helped me make my decision.

HOW DID YOU FUND YOUR FRANCHISE?

I funded the franchise through a bank loan and also using a lot of my own savings. We had a business plan in place to pay that back within a certain period of time and we did that ahead of our goal.

WHAT IS A TYPICAL DAY LIKE FOR YOU AS A JACKSON FRANCHISEE?

I start by checking my engineer has his day planned. Then I could be visiting customers to do surveys and quotes, while continuing to respond to emails and phone calls. I never saw myself as technically-minded but more of a managerial type of person. But Jackson

Fire & Security has allowed me to develop both sets of skills.

WHAT DO YOU LIKE THE MOST ABOUT BEING A JACKSON FRANCHISEE?

I have a great team of engineers and admin staff around me. They are all at different levels with different experiences I can draw from. I enjoy bringing them together and developing them.

WHAT IS THE MAIN BENEFIT TO YOU OF BEING A JACKSON FRANCHISEE?

I believe the main benefit is the professional website we have behind us. It allows customers to contact us in a professional manner and get all the information they need before they pick up the phone.

HOW HAS LIFE CHANGED FOR YOU SINCE BECOMING A JACKSON FRANCHISEE?

We have moved house and made home improvements, so life is different and has changed a lot since becoming a franchisee. But definitely for the better.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE LOOKING INTO FRANCHISING?

Do exactly what I did and ask as many questions as you possibly can. And ask to speak to existing franchisees. These people have gone through the exact same process as you and can give you a real feel for what it is like day to day.

Kris Milner was working in the yachting industry as a chief officer before he decided to launch his own business in September 2016.

WHAT APPEALED TO YOU ABOUT FRANCHISING?

I liked the idea of being my own boss but wanted that reassurance of working with a company that is proven in their industry and franchising could offer that.

HOW DID YOU HEAR ABOUT THE JACKSON FIRE & SECURITY FRANCHISE?

I met Jackson Fire & Security at a franchise exhibition where I signed up for



At a Glance Jackson Fire & Security

Established: 1991

Number of franchised outlets: 10

Location of units: North Wales, North West, Yorkshire, Teesside, Cambridge, London & Surrey

Investment range: £39,500 franchise fee and £30,000 working capital provision

Minimum required capital: £69,500

Contact: rachel.evans@jacksonfire.co.uk

jacksonfire.co.uk/franchise

Growth market

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



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

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

USER FRIENDLY

She goes on to explain: "I needed to make sure our web platform was user friendly for the advertisers and that we could offer any business a free sales web page. 82 per cent of U.K. businesses have no website, so

we needed to address this with a free web page for every advertiser."

THREE FRANCHISE PACKAGES

What's On In offers three types of franchise:

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

FLEXIBLE OPPORTUNITY

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

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

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

OPTIONAL 50-50 SYSTEM

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

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

This option obviously requires less commitment from the franchisee.

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

LOW COST ENTRY

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

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

At a Glance What's on in

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

Contact: Dani Smith
enquiries@woifranchise.com
07860 833822

woifranchise.com



How to grow your franchise using the 7 stages of purpose

When you ensure that your purpose is placed at the heart of your business, you can reap the benefits from both clarity of focus and clear direction

WORDS BY KAT BYLES



THE AUTHOR

Kat Byles is the founder of the True Business School, for creative leaders, entrepreneurs, teachers, artists and healers who want to do business differently. She works with people to find and align with their purpose and creativity to build a happy, healthy, wealthy business and world

There are many things to consider when taking on a franchise; the most obvious being the price, but you will need to investigate other aspects, such as upfront building work or stock and cash flow issues (these will vary depending on the sector your franchise sits in). These are all obvious pre-purchase steps, but perhaps something you should also give some thought to is how the franchise fits with your purpose.

We all have a purpose

We are all born with a purpose. As unique as your fingerprint, it is held within your heart, your reason for being, your North Star. With your purpose placed at the heart of your business, you benefit from clarity of focus and direction. On the occasions self-doubt creeps in, purpose empowers you. Decisions become easier as you choose the path aligned with the fulfilment of your purpose. In their book *Built to Last* (1992), Jim Collins and Jerry Porras showed that visionary companies guided by purpose are six times more profitable than purely profit-driven rivals.

For example, US actress and filmmaker Reese Witherspoon has a purpose to share women's stories on the big screen to change the narrative of women in US culture. She founded the production company Pacific Standard and Hello Sunshine to share stories written by women, with a female lead, brought to the screen by women.

As Reese pitched her business venture to investors, she was informed that no one would want to watch films with a female lead; that this was not a profitable venture. She invested her own money, which she was also told was a mistake.

Reese's first two film productions with female leads, *Wild* and *Gone Girl*, grossed half a billion dollars. She also produced the hugely successful TV series *Big Little Lies*, *The Morning Show*, *Little Fires Everywhere*, and the film from the best-selling book *Where the Crawdad Sings*.

Nurture your purpose

Your purpose doesn't just arrive one day and is fully formed, expressed and embodied. There are recognisable stages to the growth and development of your purpose. These stages are not linear. You may experience more than one stage at a time, and some stages last longer than others. And when you become aware of the stage you are at, you have a map and can more easily participate in your purpose being fulfilled, with your franchise as the vehicle.

Here are the seven stages of purpose. Use these to create a roadmap to help you grow your franchise by following your purpose not chasing profits. Look and decide where you are, and this will help you define the next steps you need to take to drive your business forward, but in line with your true purpose and passion.

1 Calling

You sense you have a bigger purpose than what

is currently being expressed. There may be a sense of "something missing", a frustration, a sensation pulling you towards something you can't quite understand, it is led by a desire for more – more meaning, contribution and impact.

Simon Haas, yoga philosopher and author of *The Book of Dharma and Yoga and Dark Night of the Soul* shares that your purpose emerges naturally when you live your true nature.

This is echoed by Jill Ellis, former coach of the USA women's soccer team sharing the experience of opening up to her team that she was married to Betsy Stephenson, a woman. Fully supported, the US women's team went on to campaign for equal pay for women using the World Cup as their global platform. Jill said: "When I became open in who I was, I found my purpose there."

When you experience a calling, practice bringing more of your true nature into your business every day, and as you do, your purpose is revealed to you.

2 Receive

As you follow your true nature, you begin to receive a sense of your purpose, the more you receive the clearer it becomes. At this stage, stay curious. Don't deny it or push it away. Embrace and begin to own your purpose.

"When you experience a calling, practice bringing more of your true nature into your business every day, and as you do, your purpose is revealed to you"

3 Articulate
As you embrace your purpose, articulate it in a few simple words that inspire and resonate with your heart. The simpler the better. For example, the Teen Yoga Foundation has a purpose to empower young people through yoga so that there's a generation of kids with self-esteem, resilience and mental wellness. Maddy Cooper, co-founder of Brilliant Noise, has a purpose of protecting the earth so that families have a bright future with sustainable marketing for brands that really mean it.

4 Align
Now your purpose is clearly articulated, the next step is to align your decisions, actions, behaviours, products and services with your purpose. Let go of any aspects of your business that are not aligned with your purpose. This can take courage, but it is worth it.

5 Embody
As you make decisions aligned with your purpose, you shift from an intellectual understanding to your purpose becoming a tangible,

living expression. The more you can appreciate the deep fulfilment, value and impact embodying your purpose brings, the more you grow.

6 Lead
As you grow in the embodiment of your true nature and purpose you are now "walking your talk". There is a noticeable dedication, integrity and congruence and this inspires others. At this stage, as you communicate and share the wisdom of your experience openly and transparently, you become a recognised leader in your field.

7 Evolution
Your purpose, your North Star, becomes an evolutionary force, both in your personal and business development taking you into the unknown, towards new frontiers. If you haven't already, here you are invited to surrender more deeply, to let go of what wants to go and allow what wants to come.

Katharine Woodward Thomas is the best-selling author of *Calling in the One: 7 Weeks to Attract the Love of Your Life*. A family and marriage counsellor, Katherine developed a pioneering metaphysical process to call in your love match. She used this process to call in her life partner at 42 and they had a child together. A leader in her field, she served thousands of people to create their love match and trained hundreds of "calling in the one" coaches, speaking at international symposiums with peers Marianne Williamson, Deepak Chopra, Neale Donald Walsh.

Then Katherine separated from her husband
- her one!

"As you communicate and share the wisdom of your experience openly and transparently, you become a recognised leader in your field"

She speaks candidly about the vulnerability of the separation from her husband and the vulnerability of a business built around "calling in the one".

Led by her purpose, her North Star, which she describes as "serving the thrust of love into the universe", she was guided to separate with love, and *Conscious Uncoupling: 5 Steps to Living Happily Even After* became her second book. "This wasn't the book I wanted to write!" she says. *Conscious Uncoupling* became a New York Times bestseller, helping thousands of couples to separate with love, made famous by Gwyneth Paltrow and Chris Martin consciously uncoupling. While a traditional business may have folded with this development, Katherine, led by her purpose, stepped into a significant period of discovery, growth and evolution.

Which stage do you most resonate with? And which stage do you want to invest your focus, energy and attention in next?



XCELERATE
GYMS

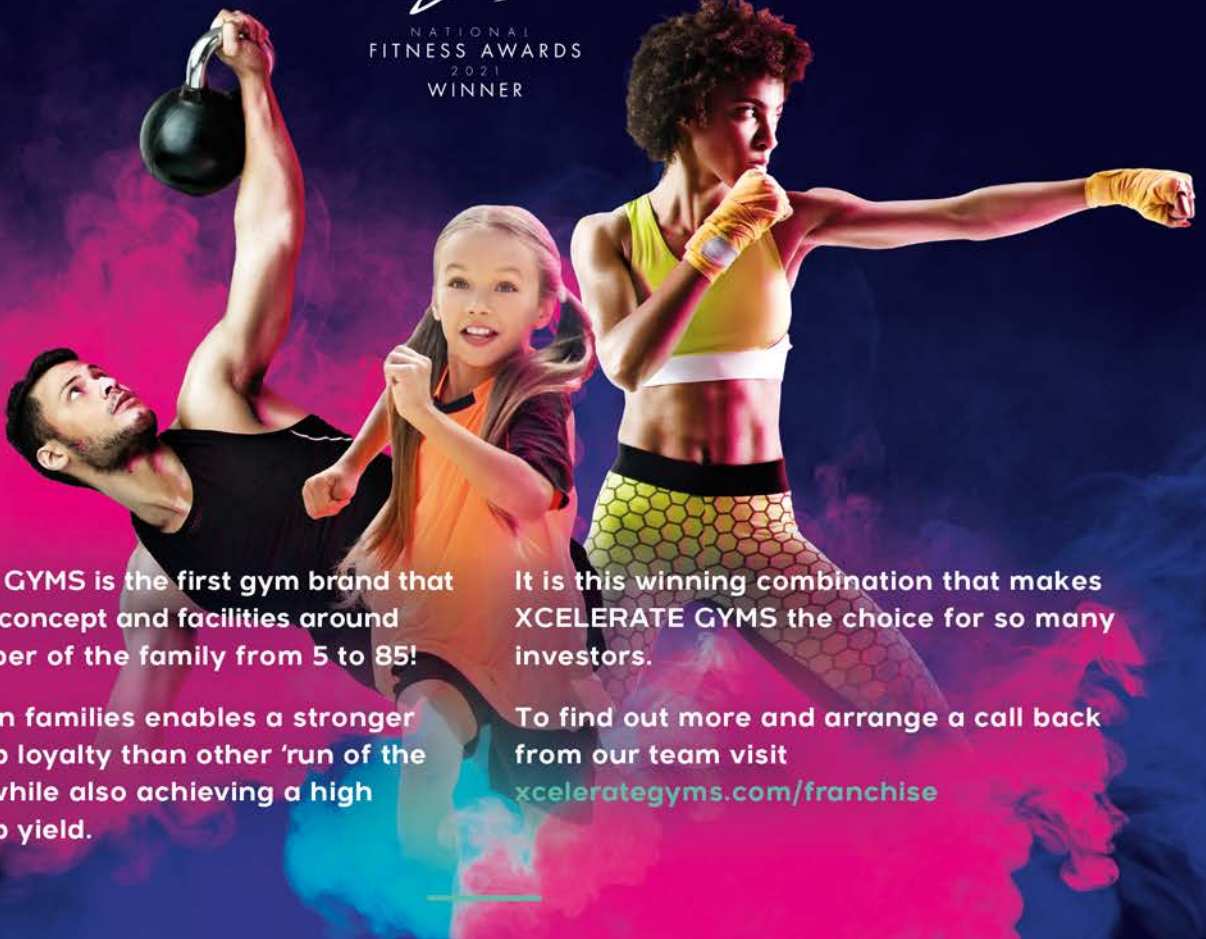
OWN YOUR OWN XCELERATE GYM

MADE DIFFERENT. MADE BETTER. MADE FOR EVERYONE.

We are now recruiting franchisees looking to invest in their future, make a real difference and open their own XCELERATE GYM.



NATIONAL
FITNESS AWARDS
2021
WINNER



XCELERATE GYMS is the first gym brand that has built its concept and facilities around every member of the family from 5 to 85!

Our focus on families enables a stronger membership loyalty than other 'run of the mill' gyms, while also achieving a high membership yield.

It is this winning combination that makes XCELERATE GYMS the choice for so many investors.

To find out more and arrange a call back from our team visit xcelerategyms.com/franchise

Gyms now open in Edgware, Forest Hill and Solihull.
New gyms confirmed for East Grinstead and London Fields.

WHERE WILL YOU PUT YOUR X?

Stagecoach is the **preferred choice** in part-time performing arts for children.

1,006 interviews
Savanta Brand Tracker, November 2019



**OVER
30 YEARS
IN
PERFORMING
ARTS**

JOIN AN ESTABLISHED INTERNATIONAL FRANCHISE BRAND

**Seeking area developers and
master franchisees around the world**

**Our franchisees are inspirational entrepreneurs who enrich
children's lives and provide them with the confidence to be themselves.**

300 franchisees across 7 countries with 2,000 schools and classes worldwide



Creative Courage
For Life

 www.stagecoachfranchise.com

 franchiserecruitment@stagecoach.co.uk



LOCATION BANK CREATES A SINGLE POINT OF TRUTH FOR YOUR DIGITAL LOCATIONS ACROSS 98 PER CENT OF THE WORLD'S MAPPING PLATFORMS



Drumming to the sound of success

Using the power of music, the School of Rock franchise aspires to improve the lives of children throughout the world

The first question people ask about School of Rock is which came first, the school itself or the 2003 Jack Black movie. Originally launched as a single location in Philadelphia in the late 90s, School of Rock has developed into a trademarked brand and global phenomenon. It is now operating and franchising over 500 after-school music instruction hubs, open or in development, in 15 countries. It's also the recipient of numerous accolades such as the Best of the Best in Entrepreneur's Franchise 500 and Category Winner by Global Franchise. And there are no signs of slowing down.

A PATENTED, REVOLUTIONARY EDUCATION APPROACH

Innovation has been key to School of Rock's success, beginning with its core music-education approach. The School of Rock METHOD™ was awarded a US patent validating it as an exclusive concept and practice in 2021. The groundbreaking method builds musical proficiency through a mix of its proprietary training tools and performance-based curriculum.

Students start their musical journey by learning how to play songs that inspire them. Classic songs like AC/DC's Thunderstruck and Led Zeppelin's Stairway to Heaven are used to teach technique and theory. And while local flair is certainly included in the School of Rock curriculum,

“The groundbreaking method builds musical proficiency through a mix of its proprietary training tools and performance-based curriculum”



some legends transcend borders – The Beatles, David Bowie and Bruce Springsteen can be heard at every location around the world.

GLOBAL FRANCHISE OPPORTUNITIES

Another unique aspect of School of Rock is its status as a recognized global children's franchise, offering franchising opportunities throughout the world. Many successful franchisees are former or partially retired musicians or music industry executives, but others are successful entrepreneurs from other industries.

So why should you join the network? “This is an incredibly exciting time to be a part of School of Rock as we continue to build on this momentum and expand across the globe to fulfill our mission to



enrich lives through music,” said CEO Rob Price.

Parents are also impressed by how School of Rock transformed their shy, isolated kid into a self-confident musician, finding their identity while performing with a band onstage. All franchisees have one thing in common – an appreciation for the opportunity to improve the lives of children in their local community through the power of music.

At a Glance School of Rock

Established: 1998

Number of franchised outlets: 309

Location of units: Australia, Brazil, Canada, Chile, Colombia, Ireland, Mexico, Paraguay, Peru, Philippines, Portugal, South Africa, Spain, Taiwan, US

Investment range: \$1.5m + for master development, \$322,000 - \$521,000 for individual units

Minimum required capital: US\$1 million for master franchisees; \$125,000 in liquid assets and \$350,000 in net worth (a single candidate or the sum of the assets of a group of investors) for single, domestic units

Contact: franchiseopportunities@schoolofrock.com
schoolofrock.com/franchising

The ingredients of a successful franchise

A highly systemised and easily scalable business model, Döner Shack is determined to change people's perceptions of the kebab

Fast-casual restaurants have become the decade's most important food trend. Not only have they changed the way people eat and how ingredients are sourced, but they also provide a combination of higher-quality fresher food, served quickly, without the option of full-service dining. It's a unique model that provides a relaxed experience for the customer, and it is fantastic for food franchise concepts.

With the global fast-casual restaurant market being valued at \$125.6 billion in 2019 and expected to reach \$209.1 billion by 2027, there is an incredible market potential for franchisees in this sector. Döner Shack, the Berlin street-food concept, is already taking a slice of the action, standing out amongst the competition by serving up healthy options with the appeal of something customisable and convenient.

AMBITIOUS PLANS FOR RAPID GROWTH OF THE NETWORK

One of the driving forces behind Döner Shack and its entrepreneurial success is co-founder Laura Bruce. With 11 years of experience in the hospitality sector,



including sister brand Döner Haus, Laura has ambitious plans for the brand to become the number one kebab franchise worldwide. Along with co-founder, Sanjeev Sanghera, the duo plans to open more than 150 restaurants over the next five years and be in every major city in the UK. They are

also committed to growing the business internationally.

Since the first Döner Shack restaurant opened in Leeds in 2019, the brand has been increasing its UK footprint with three further sites in Manchester, Leicester and Glasgow. Serving unrivalled and ethically sourced ingredients, the franchise will be making its debut in Baker Street, London, with the opening of its flagship restaurant in the late autumn. This marks the first of four new openings planned for the capital over the next six months.

The network of multi-unit franchise partners is rapidly gaining an impressive reputation as one of the leading franchise brands in the fast-casual restaurant sector. They are extremely hungry to scale up their businesses and aim to open between 10 and 15 new outlets over the next year, while creating up to 500 jobs.

DIVERSE WORKFORCE

In Döner Shack's quest for global dominance, the franchisor is continually strengthening its head office team to ensure it recruits the right people with the right mix of professional skills. The franchise's most recent appointment is global franchise director, Nil Naik, who brings a wealth of experience and expertise with over 20 years in the franchising industry. He also has a strong track record in securing agreements on a domestic and international scale, which will enable the brand to accelerate its plans both in the UK and overseas.

"We are gender inclusive at Döner Shack, and one of my roles has been to ensure we have equal representation of women as I believe they offer an important and different perspective to our franchise," explained Laura.

"A diverse workforce is especially valuable in franchising and hospitality, particularly as they are historically both male-dominated industries.

"Women are natural leaders, and I'm delighted to see more companies putting a greater emphasis on gaining and retaining

"A diverse workforce is especially valuable in franchising and hospitality, particularly as they are historically both male-dominated industries"





female talent. We have recently boosted our support team with three new recruits, including two strong female leads in our marketing division, Alex and Louise, and now half of our head office team is female. Together, we are driving Döner Shack forward as a unified team to strengthen the foundations on which the brand has been built.”

INNOVATION AND FLEXIBILITY

Döner Shack is a highly systemised, simple and easily scalable business model. It is already pioneering in its innovation and technology and is one of the most fashionable and profitable fast-casual concepts in the food industry. Laura’s approach has always focused around her expertise and knowledge of the restaurant industry. She has ensured that the brand is spearheaded to become a national and globally recognised brand, including conceptualising ideas and branding, menu development, store design and introducing the most robust and efficient systems in the industry, including robotics and advanced operating procedures to prepare the food.

“Delivering good food is our number one objective, but ensuring convenience is maintained is a close second,” said Laura. “We offer flexibility and fit seamlessly with

“We know from the footfall in our restaurants that we are providing our customers with a sought-after product offering a new generation of street food”

today’s social media culture. We know from the footfall in our restaurants that we are providing our customers with a sought-after product offering a new generation of street food.

“We serve up to 3,000 kebabs per week per store, which demonstrates that people are loving the authentic taste of the Berlin doner kebab filled with freshly made quality meat, salads and signature sauces... something they would not expect from previous visits to a kebab shop.”

SHAPING THE FUTURE OF THE FAST-CASUAL INDUSTRY

Döner Shack is determined to change people’s perceptions of the kebab and for its lean high-quality kebabs to become an everyday option for eating out. From London to Glasgow, Birmingham and beyond, the franchise is set to secure the brand’s legacy one community at a time, thanks to the popularity of fast-casual dining and their proven concept.

Döner Shack is a brand with robust operational systems, authentic recipes, innovative and targeted marketing strategies, a strong financial model and a long-term growth strategy. Franchisees can build their own highly successful and profitable businesses which are simple, scalable and efficient, whether that be single or multiple restaurants.

At a Glance Döner Shack

Established: 2017

Number of franchised outlets: 4 (100+ signed development agreements)

Location of units: UK

Investment range: £450,000 – £600,000

Minimum required capital: £250,000

Contact: franchise@donershack.com

www.donershack.uk/franchise

5 common tax mistakes made by the self-employed

How the self-employed should approach tax, the five most common mistakes they make and how to avoid them easily

WORDS BY ERCAN DEMIRALAY



THE AUTHOR

Ercan Demiralay is a partner at Wellers, one of the UK's leading accountancy firms.

For the self-employed, tax can be a minefield. Not having an employer or financial department to handle it on your behalf can be intimidating because doing it wrong risks an investigation by HMRC and a large fine.

The PAYE system is effective because it (largely) removes room for error and calculates everything automatically based on earnings, taking what is owed from an employee's pay before they receive it. But for the self-employed, it isn't so simple. Instead, they must keep track of everything themselves throughout the year and submit a tax return. Sounds simple enough, but anyone who has lived through it can probably agree that it can be nothing short of a nightmare.

To help with the process, here are five of the biggest mistakes I see the self-employed make when tackling tax and some advice on how to avoid them.

"Every transaction, ingoing and outgoing, should be recorded. Ideally, in real time. This is the only way to maintain accurate records and have a true gauge on finances"

1 Not seeking professional advice

Tax is complicated and not everyone's area of expertise. And that's OK. So, the self-employed

should be honest with themselves on whether or not they have the time and capacity to dedicate to regular and detailed bookkeeping.

If the answer is no, then it's probably best to seek outsourced, professional help. Working with an accountant will reduce the potential for errors and ensure the books remain fully compliant with legislation, including:

- Allowable expenses
 - National Insurance Contributions
 - Tax returns and liabilities
- They can also advise on tax allowances and relief, which are often complex pieces of legislations but could save thousands on a tax bill.

Accountants will also have an expert grasp on deadlines, so there won't be a mad rush to complete everything which can result in simple mistakes and costly fines.

2 Not keeping accurate records

Without accurate records, it's easy to lose track and end up losing money. It is one of the key vulnerabilities for the self-employed, especially during peak times. This is because it's easy to leave admin for another day when you're busy with orders to fill or projects to complete. But how do you know you've been paid for that invoice from three months ago if you haven't kept a record of it? This can lead to a nightmare game of connect the dots and make filing an accurate tax return almost impossible.

Every transaction, ingoing and outgoing, should be recorded. Ideally, in real time. This is the only way to maintain accurate records and have a true gauge on finances. When claiming tax deductions for

allowable expense, HMRC requires evidence of receipts for up to six years. Poor records won't stand up and can result in disputes with HMRC. If you are likely to lose receipts, taking a picture and emailing it to yourself is one quick way to prevent this.

There are several different types of accounting software to help record income and expenditure, but they are not all built the same and some are better than others. It's best to carry out a careful analysis before committing to one to ensure it's fit for purpose.

If you're unsure, asking for professional advice on the right package for individual



circumstances is a smart idea. This is particularly important as HMRC now requires digital records.

3 Ignoring cash flow

A positive cash flow is essential for maintaining a healthy business. All too often I see self-employed people operating from one day to the next, which is neither efficient nor effective. Promptly invoicing customers is essential. By doing so, the self-employed are more likely to receive payment in a timely manner, allowing them to settle liabilities with their own suppliers before there is risk of late fees. This will also keep you in their good books.

Not invoicing right away results

in a delay later down the line as customers take longer to pay, resulting in cash flow issues which can impact personal finances as well as business ones. The most common reason why businesses fail is because they run out of cash. Don't let this be you.

There are tools that come with an accounting system which can help streamline this process and ensure efficiency for a healthy flow of cash.

4 Failing to budget for tax

Preparing and filing the paperwork for a tax return is one thing. But having the money to pay it, is another. Budget needs to be set aside regularly (preferably monthly) to pay for the liability otherwise the end of January

will arrive and there won't be any funds to pay HMRC. Whilst the deadline for filing a tax return is 31 January, which is particularly mean for the self-employed as it's only a matter of weeks after Christmas, it helps to start preparing shortly after the end of the tax year on 5 April. This leaves plenty of time in the year to set money aside.

5 Misuse of cash

Payments made or received using a card or bank transfer means there is a digital record of the transaction date, amount, and recipient's name, which is valuable information for business accounts. Making or receiving payments in cash, however, means the information needs to be manually recorded later.

It's easy to forget a transaction or input the information with errors. To prevent this, it's best to avoid using cash – especially for allowable expenses. This avoids the risk of missing transactions when putting accounts together and having to pay unnecessary tax liabilities.

Avoiding these five mistakes will ensure a smooth tax year. But, if you're still unsure, the Wellers' website has more advice on tax for the self-employed.



Finding the best property for your franchise expansion

These tips on sourcing and negotiating premises for your franchise expansion will provide you with more options

WORDS BY JULIAN REILLY



THE AUTHOR

Julian Reilly is the property and franchise development director at Creams Cafe.

According to the Local Data Company, overall vacancy rates in Great Britain were at 14.1 per cent in the first quarter of 2022. The pandemic has exacerbated the structural issues which have been impacting the retail real estate sector over the past few years. Rental leases were changed between landlords and their tenants and the government's ban on forfeiture leases meant that the range of property available remained limited. More recently, landlords have been more receptive to negotiation, however, the current cost of living crisis means there are plenty of challenges facing those searching for premises to open new franchise locations.

It's all about being able to recognise when a property is valued fairly.

“Retail property usage has been leaning towards leisure, recreational and socially-led sectors due to evolving consumer behaviours and structural shifts”

Prime vs affordable

Prime location... that's always been a buzzword in property. Of course, we want the best location for our new franchise businesses, but how

do we justify the balance of price with the benefits the location offers? One of the best ways to maximise your profit potential through your location is to be methodical about evaluating these benefits. Moving down the road and out of your prime radius could significantly reduce your occupancy costs, while enabling you to still have similar trade access, as well as a comparable community and customer demographic. Analyse local market data alongside key performance indicators of other successful locations to find that perfect balance. Remember, balance is key as while a property may be less expensive, a poor location is virtually impossible to turn around, even with the best team!

One aspect you should not compromise on is the condition of the premises. Landlords can sometimes try to push the cost of any repairs and work that needs to be done onto the new tenant. With a cheaper location might come more features that need fixing, so keep an eye on those and don't inherit the previous tenant's failure to repair. Ask for a schedule of conditions – a full breakdown of the state of the premises – from the landlord. It is also worth finding out if the unit is proposed for a Full Repairing and Insuring (FRI) lease. These types of leases are common in the commercial property lettings market and will mean that you, as the tenant, are responsible for all costs of repair and insurance. If an FRI lease is proposed, ask for a schedule of conditions which will limit your liability for any damages.

Don't let pride get in the way

If you are planning on launching multiple locations, avoid expanding too fast, both in terms of number of properties and geographical area. Whilst it is tempting to have as many locations within your portfolio as possible, each location must thrive and stand alone as a profitable entity. Ensure you are mindful about each property you invest in and that it will benefit you, the reputation of the brand and the community.

Investing in a franchise that requires a brick-and-mortar presence tends to bring with it more considerations than that of a franchise opportunity run virtually. Whether it is a restaurant or a hair salon, it is essential to invest in a franchise that allows you to adapt to your demographic and sweat your asset.

Look at proven franchise models and brands. The brands to align with will evolve with the market changes and remain relevant to their target demographics. Does the franchisor give you options – perhaps a smaller kiosk model for busy shopping centres or a pop-up model for large-scale events? Do they also offer



a variety of products or services to ensure your entire customer demographic is catered for?

Community demographics

So, once you've found your perfect balance between location and price and you've chosen a franchise brand with options to suit a range of locations as your portfolio grows, what else should you consider?

Pivotal to creating a return on investment is whether your location can maximise opportunities for trade during busy periods. It is important to consider how popular the area is during different times of the day and with whom, so your business is open and staffed appropriately. Not all franchisees will know every location

they expand to personally, so choose a franchisor who has access to market data. You'll be able to use this to predict times of the day or week you expect to welcome in different groups of the community. You'll be able to operate efficiently and therefore gain a great reputation locally because your business is ready for fluctuations in customer numbers. For instance, at Creams, our EPOS system makes it easy to amend and monitor stock orders accordingly.

The changing face of the high street

Othman Shoukat, managing director of Creams Cafe since 2020 has valuable insight into the changing dynamic of property locations. Coming from an investment banking background, he completed his master's degree in real estate at the University of Cambridge with a specialism in retail real estate.

"Retail property usage has been leaning towards leisure, recreational and socially-led sectors due to evolving consumer behaviours and structural shifts. Consumers, in particular, seek a holistic customer experience placing greater importance on intangible touchpoints. Certain sectors have also been disrupted by e-commerce channels, compounding the usage shift. This is evident in how the UK retail high street landscape has changed over the last decade. This has had broader implications for the franchise investor community and certainly impacts our planning for Creams locations," said Othman.

Consumers expect engaging and enhanced experiences, greater choice and personalised participation in their retail journey. It is now crucial

QUESTIONS TO ASK WHEN VIEWING A PROPERTY

- **Who is the landlord?**
This is a major influence on how you progress negotiations for the premises. Getting a gauge on the landlord's outlook will help you decipher whether negotiation is likely.
- **How long has the property been on the market and what other interest is there in the unit?**
Again, this points to room for negotiation.
- **What known restrictions currently exist?**
This will help you decide whether the property is suitable to host your business.
- **How much are the energy bills?**
Do your research and ensure you check the meter readings at the property to compare to other units.
- **What is the turnaround time for acquiring the property?**
This will give you a rough timeline on how soon it will be until you can launch your franchise.

to ensure that the property you invest in can function in a versatile manner. This means the precursor to location strategy has to be placing the right brand, with the appropriate value proposition, underpinned by a strong financial model into the right location. Without these prerequisites, any location will ultimately be defunct.

There is a plethora of locations that have attributes suitable for a range of brick-and-mortar franchises all over the UK, it is just a matter of finding the right property for you. Use the partnership with your franchisor and pool your knowledge to secure the foundations of your business.




6 KEY LEADERSHIP TECHNIQUES FOR UNLOCKING A WINNING TEAM

Once you have your team, how do you go about developing and growing it? These are the areas successful leaders consider the most important

WORDS BY JULIE WAGSTAFF





The fact is, try as you may, you can't build a business entirely on your own. Whether you choose to pull in freelance expertise or employ people, you must build a team around you. And to create a successful business needs not just any group of individuals, it needs people who are pulling in the same direction, with shared goals and values, and someone at the top who can lead well.

It sounds like a huge endeavour for someone who is thinking of investing in a franchise and is still a big challenge for experienced business owners too. So, let's break it down because smaller steps still get you to your destination and can often stop you from straying too far from your original path.

Unlocking a winning team requires some simple yet effective preparation... it starts with an effective recruitment system. The four-hour deselection system is the best we've found – you're never going to get it right 100 per cent of the time, but our testing and measuring shows this approach finds the ideal candidate an impressive 70 per cent of the time.

It's important to be thorough in every part of your recruitment process. Remember, in most roles, you should recruit for attitude and train for skills. Of course,

there are certain technical skills that may be essential for a job to be completed correctly but just be aware that someone with the wrong attitude can demotivate even the most solid team within just a few days of employment.

Once you have your team, how do you go about developing and growing it? There are six key areas a leader needs to consider for unlocking a winning team.

1 The role of leadership

To get the business to where it needs to be, you need strong leadership. This will not only help manage the business; it will mature it. Good leadership will help every team member to grow as an individual – both you, as the leader, and the people working under you. Being a great leader isn't all about giving direction; it means encouraging people to use and hone their strengths in a way that brings out the best in them and makes your business stronger. And while management is still essential, strong leadership makes managing team members responsible for the day-to-day activities easier.

Many people confuse management with leadership. Management is task-orientated guidance of a team, leadership gives the team a collective vision to strive towards and impacts motivation, wellbeing and, importantly, staff retention. This doesn't mean that a manager can't lead. It just means that you must be aware your managers may not be who the team ultimately look to for leadership.

2 A common goal

Most businesses have a lot of goals or objectives, but they tend to be specific to the business owner or practical in essence. Things like increasing profit margins by 10 per cent or securing three new clients by the next financial year – perfectly good goals for a business to have but lacking in inspirational value for someone in a team whose job role isn't in sales. A team needs to be united in at least one big common goal so that everyone is moving the business in the same direction. Often, it helps to bring in a facilitator from outside of the company to come up with the most compelling and relevant goals.



THE AUTHOR

Julie Wagstaff is the UK managing director of ActionCOACH UK, the world's number one business coaching franchise. Visit actioncoach.co.uk/franchise

"Be aware that someone with the wrong attitude can demotivate even the most solid team within just a few days of employment"

“A team needs to be united in at least one big common goal so that everyone is moving the business in the same direction”

Think about that company mission you first thought about when starting your business... perhaps you wanted to grow your business by delivering excellence and impacting a part of the community you serve, or unlock the potential of the customers you reach. Link your goals back to your company vision, mission and values to keep your team's sights set on the prize.

Personal goals are also important. As a leader, motivating your team to set and achieve their own personal goals which are aligned to the business' goal is critical. Build these into their 90-day reviews (because no boss should be running annual reviews without quarterly check-ins) and give your people recognition for personal growth as well as professional development.

3 Rules of the game
Each employee should know the rules and how they apply in any given situation. If anyone breaks a rule without a good, clearly-defined reason, this should be called out. The ideal situation in a winning

team is that you never have to call anyone out. A loose-tight culture works best here with tightly defined boundaries and the ability for team members to bring their strengths and play with a deal of freedom within those boundaries; remember there's often more than one way of achieving something and it can be more motivating for team members to choose their own way. A common saying is *treat others how you would like to be treated*. But when it comes to creating a winning team, you should be treating and communicating with your colleagues in the way they like to be communicated with, not how you prefer. Sounds sensible now that you hear it, right? So how do you know what each person prefers?

One way to help people figure out how best to make their own rules and decisions for the good of the

team is to encourage everyone to take a personality-communication profile test – you may have taken a DISC profiling survey at some point in your career, but there are others available. As a leader, you should be taking part in this with your team as a group process. For best results, try using an independent moderator who is trained in delivering these sessions.

Other ways to set the rules of the game for your team include documenting work processes which require specific actions so employees can refer back to at any given time, or setting minimum company standards for things like attitude, attire for client meetings and appropriate language. Then as the leader, you must always and without exception follow or exceed these standards.



4 Action plan

Plans are key to a successful team and a successful business.

Every team member needs not just a 90-day plan, but a longer-term plan regarding their role and how they contribute to achieving the wider company goals. What smaller steps does each team member need to take over the next 90 days to reach their goals? As those will take them one larger stride towards their long-term goal. When someone can see the progress they are making as an individual and how that links with the rest of their team, it's a real motivator for further progress. They begin to do your leadership job for you, encouraging others in the team to make their own progress.

5 Support risk taking

Leaders need to support risk takers and back their team members who come up with ideas with the good of the business in mind. Often these can be tested in a small way and obviously scaled up if they work. Whether the idea works or not, be sure to show appreciation for the idea and thought and time taken to give it a go. So, how do you lead by example

and set the acceptable parameters of risk taking?


First, agree what is acceptable to you as the business owner and, in the case of owning a franchise, what would be acceptable to the franchisor? Will you give your team 'get out of jail free' cards, a carte blanche for risk taking activity, or will you ask for approval on one test-and-measure organisational change each quarter? One thing is for sure, you won't unlock a winning team without allowing them to innovate and take risks.

6 Involvement and inclusion


This means offering everyone in the team the chance to have their say and contribute to the business, rather than solely feeding edicts downstream as the leader. And every team member participating fully.

Everyone in your team will have a different way of working, learning and, as mentioned above, ways they like to be communicated with. This will also be the same when it comes to their preferred method of sharing ideas and feedback. Allowing every team member regular opportunity to speak their mind – this is known as “What I Feel Like Expressing” or WIFLE – addresses issues early and creates an environment for finding better ways to do things. As a leader, you need to offer a range of ways your team can share with you as not everyone will be confident with group feedback – encourage and acknowledge their ideas and you'll soon find them feeling more confident, enjoying the sense of satisfaction that comes with being recognised as a valuable member of a team.

Follow these six steps with your team over the next 90 days and see what progress you make – it won't just be a win for your **team**, it'll be a win for the whole business.



“You should recruit for attitude and train for skills”



Location, location, digital location

Location Bank is helping franchisors and their franchisees with its best-in-breed digital platform, says James Hemsley, head of business development

WHAT KIND OF SERVICES DOES LOCATION BANK PROVIDE ITS FRANCHISE CLIENTS WITH?

JH: We assist multi location brands with the challenges in maintaining their digital store fronts and in turn leveraging them across multiple platforms, such as Google Business Profile (formerly GMB), Apple Maps Facebook, Waze, Here, TomTom, TripAdvisor, to name a handful. We also protect their reputation across these multitude of channels.

We do this through our four-tier data cleansing service and our five main product areas: our reputation management, boost, store vault, gauge, and store locator, which all work in conjunction to increase the digital presence and customer engagement of our clients.

We're the only platform to provide a four-tier data cleanse for our new client's data before publishing it. We find that multi-location brands have incorrect address, telephone, website data across a multitude of platforms.

This means they are losing customers who are searching online for their products and services. And these searches number in the many, many millions

WHAT DOES THE PROCESS LOOK LIKE WHEN LOCATION BANK FIRST PARTNERS WITH A NEW CLIENT?

JH: All new client journeys start at Location Bank, with our extensive four-tier data cleanse.

We rigorously ensure your location data online matches location data offline, including but not limited to: name, address,

telephone, website, and operating hours.

These days you need to win online to win offline as customers research online before choosing to either purchase offline or online. After our team has cleaned all the client's data, our best-of-breed local SEO solution helps the clients listing gain traction with the goal of having them at the top of organic search results, which achieve 75 per cent of all user clicks.

Location Bank creates a single point of truth that, when mirrored across the internet, creates brand credibility. This results in search engines pushing the client's listings up search results, where they will outrank competitor listings and gain the first-found advantage.

In addition, reputation management, bespoke keyword strategies, and backend optimisation further boosts the clients ranking as visibility increases month on month. Ultimately resulting in the client getting more views, more impressions and more clicks online, attracting more customers.

WHY IS CENTRALISING YOUR DIGITAL PRESENCE THROUGH A SINGLE PROVIDER SUCH AS LOCATION BANK SO IMPORTANT IN TODAY'S TECHNOLOGY-DRIVEN BUSINESS LANDSCAPE?

JH: 'Near Me' searches are exploding. People searching online for local services and products is now more prevalent than ever, with the most recent figures suggesting that 90 per cent of consumers read reviews before purchasing a product or service.

This consumer behaviour drastically increases the importance of maintaining your listings and managing your reputation. In a world where the reliance on digital platforms such as Google is only going one way and with huge leaps



“With Location Bank, a client can create one version of the digital truth across 98 per cent of the world’s mapping platforms in one place”



forward in online retail across all sectors and the emergence of the Metaverse, digital integrity is vital.

This is also important when making changes to your online presence; changing operating hours during the pandemic, for example, can be very time consuming if you need to do so across 100 platforms rather than just one. With Location Bank, a client can create one version of the digital truth across 98 per cent of the world’s mapping platforms in one place, saving precious time and creating consistency.

WHAT KIND OF DATA DOES LOCATION BANK PROVIDE ITS CLIENTS WITH TO HELP DRIVE THEIR FUTURE SUCCESS?

JH: Location Bank provides powerful reporting on online analytics, searches, views, actions, post-performance, ROI, reputation and keyword search and competitor rankings from a single dashboard.

This feature gives the client a 360-degree view of their online reputation and performance across all platforms, regions and locations. The client receives weekly or monthly reports delivered to their inbox; if needed, the client can log into Location Bank and generate reports from within the Gauge feature, providing instant insights into online location performance.

Additionally, our dashboard is conveniently available on a mobile app, allowing the client to use the platform’s full functionality on the move.

WHAT COMMON MISTAKES DO YOU SEE BUSINESSES MAKING WHEN IT COMES TO THEIR ONLINE PRESENCE?

JH: There are three very common mistakes businesses make regarding their digital presence.

Firstly, neglecting their online presence and assuming their business reputation will take care of itself. Moreover, they disregard the importance of consistency and accuracy and how this impacts their search ranking. The vast majority of Google searches are conducted on mobile devices and Google looks to rank and displays businesses in your local proximity according to how relevant they are to your search and how active those listings are.

Secondly, not having an SEO-friendly store locator. The store locator is the first port of call for Google when looking for the most accurate location information. If the information is not in an easily digested or incorrect format, Google will downrank the listing. This is a very common mistake and is easily rectified. However, many businesses get put off using a fully integrated store locator solution due to the cost of implementation, which we have strived at Location Bank to debunk, with cost-effective options that we believe are affordable for all business sizes.

Last but not least, harvesting useful and actionable data from their digital engagements. This spans from total clicks, views, and impressions, but businesses operating in more service-orientated sectors should also be tracking customer sentiment, trends and engagement. Clients can track these metrics effortlessly through Location Bank’s reputation management suite.

Reporting, as previously mentioned, can be generated in seconds and appear perfectly formatted and ready to share. We find that a lot of businesses fall into the trap of ‘analysis paralysis’ due to the enormous amount of data associated

with running a business in the digital age. We believe we have developed a tool to scythe through the noise and deliver key information to business owners.

HOW IMPORTANT IS A FRANCHISE BRAND’S OWN WEBSITE PRESENCE, COMPARED TO ITS SOCIAL MEDIA PLATFORM PRESENCE?

JH: The answer is that both are equally important. The franchise brand’s or client’s website acts as a home base for all customer engagement, be that franchisee or customer. We have found that client websites play a significant part in boosting local SEO and visibility through features mentioned previously, such as an SEO-friendly store locator. Websites also provide a ‘long format’ version of the story you’re trying to tell instead of the increasingly ‘bitesize’ version preferred by customers consuming social media content.

Through a broad range of products and features, we ensure accuracy and consistency across the board. For example, as part of the Location Bank platform, we offer an automated active online engagement feature that allows you to schedule and publish media posts (specials, promotions, upcoming events and more) to social media platforms.

At a Glance Location Bank

Established: 2007

Contact: jamesh@location.expert

locationbank.co



Franchise with **easyStorage**

It's an exciting time to be an **easyStorage** franchisee. Demand for storage has never been higher and as part of the iconic 'easy' brand (made famous by easyJet) you have a powerful springboard from which to build a successful future.

As a technology driven business, **easyStorage** offers customers unbeatable value and service. Are you interested in learning more about this hands-on management franchise which generates attractive recurring revenue?

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



Get in touch to find out more:
www.easyStorage.com/franchise

easyStorage®

HOODZ[®]

Expert clean. Every time.[™]

Providers of specialist commercial kitchen cleaning services.

Market leader in the USA.

Member of the **BELFOR** Franchise Group family.

Located in Tamworth, near Birmingham.

We have a proven track record in the UK with our **ChemDry** brand.

MANAGEMENT FRANCHISE OPPORTUNITY

£1m turnover potential



- Providing exceptional service to business customers in every commercial kitchen setting. In fact, there are more than 100,000 restaurants, 45,000 pubs, and thousands of other kitchens within hospitals, schools, prisons, colleges, airports across the UK that need our services
- Each large territory has a minimum of 2000 restaurants in addition to other types of commercial kitchens. Huge opportunities are available across the UK and the ROI
- A minimum cash investment of £30k, with third party funding available for up to 50% of the total investment subject to status
- Full training is given in cooker extraction, duct cleaning and business management
- Total investment is £48k plus the lease of a van
- Potential to be trained in a range of other add-on services that will increase customer spending and customer satisfaction
- This is a recurring revenue business model. Van based with multiple teams of technicians
- Cooker and duct cleaning carried out following TR-19 compliance. A key service that reduces the risk of fire that could potentially lead to serious injury or even death
- A service that is required both legally and to fulfill insurance requirements. Gives residents, employees and owners confidence that work is being done to legal specifications.

Photo above, Nathan Willard, HOODZ International President (left) with our Liverpool franchisee, Stephen Farrelly, who has been trading for just 3 months and is already profitable and running ahead of his business plan.

For more information contact **Fran Anderson 07487 588821**
fran.anderson@belfranchgroup.co.uk | www.hoodzfranchise.co.uk

Our formula for happy franchisees

Offering great mentorship, the Bridgewater Home Care franchise focuses on what franchisees truly want from a business

Launched in 2021, Bridgewater Home Care offers aspiring social care entrepreneurs the opportunity to start a sustainable and rewarding business in domiciliary care. The franchise focusses on the quality of life of the franchisee, while offering a business opportunity that opens the way for financial freedom, time freedom and a better work-life balance.

Having been a franchisee himself in the past, founder and managing director, Phil Eckersley, took the leap to franchise his business model after identifying how Bridgewater Home Care could add value to the franchising industry. A unique part of the Bridgewater Home Care franchise opportunity is the long-term value added to franchisees. Unlike many other home care franchises, Bridgewater Home Care includes the core operational and financial systems within the low monthly service fee of six per cent + VAT. This provides extra peace of mind and huge cost saving for franchisees. The franchise model focuses on what franchisees truly want from a business – great support and mentoring from someone who has been in their position, whilst having the ability to grow a sustainable business with real longevity.

BUILDING THE NETWORK

With three successful pilot offices across the north west, Phil thought it was the right time to begin the search for high-quality franchise partners to join him. This year saw the successful launch of Vindya and Shehan's first franchised office in Halton, Cheshire. Sharing the same passion for a high-quality, reliable service, Vindya and Shehan were drawn to Bridgewater Home Care as they could see how different the opportunity was to others in the market.

"Investing in a domiciliary care franchise is the best decision we ever made," Vindya said. "It is not only a business opportunity in a demanding sector, but also a great service to the community."

"We had intense training at the beginning which helped us learn about the business and the Bridgewater standards. The level of



“It is not only a business opportunity in a demanding sector, but also a great service to the community”

ongoing support we receive is incredible and the national office staff have a great level of knowledge when it comes to navigating through issues.”

The formula for creating a franchise model that works for individuals is evident within the Bridgewater Home Care franchise model – great support and mentoring from an experienced team of care professionals, a healthy return on investment and the ability to spend more time personally doing the things that you enjoy the most.

There is no better time to start your own business in social care. Get in touch and start your journey with Bridgewater Home Care!

At a Glance Bridgewater Home Care

Established: 2010

Number of franchised outlets: 4

Location of units: UK

Investment range: £80,000 – £100,000

Minimum required capital: £35,000

Contact: franchise@bridgewaterhomecare.co.uk

www.bridgewaterhomecare.co.uk/franchise

BE A PART OF SOMETHING
DIFFERENT & BETTER



BFT

AUSTRALIA'S FASTEST GROWING
FITNESS FRANCHISE IS
EXPANDING INTERNATIONALLY

- + 200 STUDIOS WORLDWIDE
- + LOW START UP COSTS
- + UNRIVALLED GROUP TRAINING COMMUNITIES
- + PROGRESSIVE, RESULTS DRIVEN PROGRAMS
- + INDUSTRY LEADING HEART RATE TECHNOLOGY

YOUR PERFECT FITNESS PARTNER BODYFITTRAINING.COM/OWN-A-BFT



What's On In FRANCHISE

A UK Market Place worth
£89 Billion

UKs Fastest
Growing
Affordable
Franchise

£89 Billion is spent by UK businesses advertising online. The "Whats On In" Franchise is a unique B2B Advertising opportunity with a **FULLY EXCLUSIVE** postcode area

BENEFITS OF THE FRANCHISE

- ✓ "Exclusive" Postcode Area
- ✓ Low cost franchise just £798
- ✓ Excellent ROI
- ✓ Potential **£5,000 to £8,000** Monthly income
- ✓ Access to over **25,000** local businesses in your postcode
- ✓ Access to **400 affiliates** British Airways, Virgin, Marriott & Hilton Group
- ✓ Optional **50-50** system
- ✓ In-depth support system
- ✓ Self-service online platform

Franchise for Only **£798**

Payable over 3 months

BENEFITS FOR YOUR LOCAL BUSINESSES

- ✓ Self-service order platform
- ✓ Free sales webpage
- ✓ Any business can advertise
- ✓ Choice of multiple ad spots
- ✓ Cheapest ad rates in the industry
- ✓ Ads loaded within 12hrs

For further details visit our website www.woifranchise.com
Dani Smith: enquires@WOIFranchise.com



Innovating the gym industry

Retra Fitness plans to expand internationally and launch a new site in every major UK city by 2025, including 25 studios in London

Getting fit with an affordable gym membership, 30-minute circuit workouts and no class times might sound like a fantasy.

But those very same values underpin Retra Fitness, the premium but affordable boutique fitness concept.

Founded by Christopher Pan in 2018, Retra Fitness is the embodiment of many years of research and development. Having first worked as a personal trainer in 1988, Chris wanted to create a model that works as a workout, experience and a business. After 25 years in banking and business, the passionate entrepreneur knew he had little time to keep fit – so he made the efficiency of the workout the main priority of Retra Fitness.

TICKING ALL THE BOXES

“Efficient space and automation is key,” said Chris. “We created a conveyor belt fitness concept that’s non-stop, so you don’t need to book into a class. You just turn up, jump in, look at the screen, and a trainer will push you through the workout.”

To assist customers and franchisees, Chris and his team built a database of over 1,000 filmed exercises.

“At the end of the day a new workout is automatically pushed to the screens, programmed by our expert team, so that

franchisees don’t have to worry about the delivery of the workout tomorrow.”

THE BOUTIQUE EXPERIENCE

Every detail of Retra Fitness has been meticulously selected by the in-house design team to give a boutique feel with a high-quality finish to each site.

Chris added: “We are searching out good locations with sites that would thrive, and we are also trying to convert struggling independent studios into our franchisees. We are even willing to co-invest alongside them.”

SUPPORTING THE NETWORK

With a team who have collectively opened over 20 sites and have extensive experience in business and finance, franchisees will be assisted throughout the entire process with elements such as:

- Location analysis
- Lease negotiations
- Studio fit out
- Recruitment and training
- Funding
- Sales and marketing
- On-going support

PROVEN MODEL

Over the course of three years, Retra Fitness has sold over 1,200 memberships, creating a thriving community, validating the business and proving people’s love of the concept.

“High costs of living, soaring inflation and little time to get fit – Retra Fitness has found a solution,” said Chris. “From its inception Retra Fitness was designed as a technology-based, turn-key franchise. With low-setup costs and low staffing model, the business is easy to manage. Our franchisees do not need a background in fitness, but a passion to drive the business forward.”



At a Glance Retra Fitness

Established: 2018

Number of franchised outlets: currently 1, with 7 in the pipeline

Location of units: London Paddington

Existing site conversion

Investment: from £20,000

Minimum required capital: £20,000

Shell and core site

Investment: from £180,000

Minimum required capital: £60,000

Contact: Christopher Pan, chris@retarafitness.com

www.retrafitness.com



WE GO THE EXTRA MILE. COULD YOU?

The UK's most trusted franchise brand on homecare.co.uk

100% of franchisees have 'Good' or 'Outstanding' CQC rating

A collaborative culture of proud business owners with shared values

Exceptional emotional & financial rewards for exceptional people

0151 305 0755

franchising@rightathomeuk.com

rightathomefranchising.co.uk



"It's not *what* you know,
It's all about *who* you know."

FULLY FUNDED FRANCHISES YIELDING 6 FIGURES NOW AVAILABLE!

BENEFITS TO ENJOY AS A BFORB FRANCHISEE

- Enjoy a rewarding, fully flexible work life,
- Market Leading training included featuring Sales & Marketing to accelerate your development & success.
- 100% funding available through the Government & British Business Bank,
- Low investment fees: £15,000 (Ex Vat) franchise fee versus a 6-figure income achievable in Year 2
- Work in an environment of like-minded, talented business people,
- Business launch within 8 weeks of signing contract,
- Join a global community of BforB Licensees & Franchisees,
- Use our 21 year perfected blueprint to build your own business,
- Join the First BRITISH networking franchise launched in 2001
- Constant innovation & development to evolve your business.

INDUSTRY BACKGROUND

- 65+% of business is generated by word-of-mouth or recommendation,
- Word-of-mouth is the most cost effective form of marketing for businesses,
- SME's already look to network in your area,
- SME's enjoy positivity over pressurised activities,
- Every business can use networking to generate leads.

UK Wide
Franchises
AVAILABLE

For further details call our enquiries line or email:

✉ enquiries@bforb.co.uk ☎ 0330 118 8980 🌐 www.bforb.co.uk

BforB | Networking Clubs
Referrals that turn into business.



Adapting skills to new challenges

A desire to solve problems and face new challenges makes a Signarama franchise ideal to support local businesses and communities

Signarama is the world's leading sign franchise, part of a successful system of business-to-business franchises under the United Franchise Group. Our award-winning network of sign centres includes nearly 700 locations in more than 30 countries. For over 35 years, we have been serving communities through local independently owned and operated stores, providing quality products and customer service. As the global presence in the sign industry, we work hard to maintain the localised support and individual attention that make us who we are.

NEVER A DULL MOMENT

As a Signarama owner, your day can take a variety of routes depending on your role within your franchise. This can include everything from making sure your team is prepped and projects are on task for the day to working with your sales team on inquiries, quoting out projects, meeting with new prospects and clients, or connecting with suppliers and getting to know the industry through their perspective. It is an owner's job to make sure the business is running smoothly by maintaining important relationships with employees, clients and vendors.

JUMPING IN THE NETWORK

Long-time franchisee Tracy Clark opened her Signarama in Milton Keynes in 2005. For her, it was a new store in a new location, and she was also new to the industry. With a background in marketing, database, and communication, Tracy worked with agencies on design briefs and setting proposals. "I found some transferable skills that work well within the sign and graphics industry, and I was interested in a business that had a strong creative element to it," she said. "I've never had a similar day and it's always exciting to go into the office."

Owners like Tracy make it their personal mission to solve clients'



“The day you open your door, your life changes. What you put into your business is what you get out of it. Plan hard, work hard, and in the end, you’ll see the results”

problems and be a resource for their community. "I want my customers to look forward to doing business with us, knowing we can meet their needs and aspirations," Tracy said. "I try to put myself in their shoes and strive to make them as successful as possible."

FOLLOWING YOUR PATH

When you join Signarama, you have 35 years of experience and a global network of entrepreneurs and sign professionals



ready to help you succeed. Signarama has a proven turn-key business model that also offers flexible independence and unique growth opportunities. Though Tracy enjoys "setting her own business hours" and finding her own growth path, she wants others to know how important business planning is. She explained: "Planning to start a business and planning to run a business is different." So, don't underestimate the time it takes to plan your business and set goals.

At a Glance Signarama

Established: 1986

Number of franchised outlets: 7

Location of units: Reading, Milton Keynes, Surbiton, York, Enfield, Salford, Preston

Investment range: £110,000 - £135,000

Minimum required capital: £55,000

Contact: Sami Fossat; 44 0208 124 7269/
sfossat@ufgcorp.com

franchise.signarama.co.uk



A different way of *caring*, a different sort of business opportunity.

Home Instead, the UK's No.1 home care franchise company, is transforming lives by helping older people live well at home. And we can transform your life too, with the opportunity to make an impressive return on your investment with the flexibility of being your own boss.

Take on a new or established franchise, and you'll join a highly successful network with a team that gives you all the support you need to build your business.

Try a different type of franchise instead.

To discover our current new and resale opportunities, please contact us on **01925 730 273**, email franchise@homeinstead.co.uk or visit www.homeinstead.co.uk/franchise



The childhood friends living the dream

A passion for fitness holds Tristan Smith and Haydn Elliot together, but determination and friendship make their three F45 studios thrive

WORDS BY VIKTORIA YORDANOVA



Tristan felt it too. “I worked in financial sales and I was training to become an investment manager,” he continues. “I was working a job where I was thinking, ‘I don’t know if this is for me long term’. From my side, I think we were extremely keen to do something together and pursue something that we’re both very passionate about. And one thing that was overwhelmingly clear was that both of us are extremely passionate about health and fitness.”

SWITCHING BETWEEN MATES AND BUSINESS PARTNERS

Transforming a personal friendship into a successful business partnership is not easy, but Tristan and Haydn may have hacked it.

“We have two very different skillsets,” Haydn explains. “I don’t think I realised how well that fitted. If you hear any co-founder stories, you often hear stories of clashes or relationships starting to deteriorate.

“I think we were very lucky.”

The success of their partnership lies in each one of them playing to their own strengths.

Haydn adds: “I am much more of a front-facing guy and Tristan is an absolute genius from an operational sales and marketing side. Obviously, we meet in the middle. Here’s not to say we haven’t had clashes in the past, which is completely natural, but I think the bottom line between us is there’s a level of trust and love, which is very rare in business.

“We have been through things together since we were 14, and with the business itself, we’ve had massive ups and downs.

“But it’s only accelerated on our strong partnership.”

Pushing your limits to achieve your goals is the first lesson you learn at the gym.

Much like the people they train, Tristan Smith and Haydn Elliot are pouring their hearts and souls into living their success.

The duo, who have been best friends since they were 14, have always dreamed of running their own studio, so becoming an F45 franchisee was the ultimate step to their burning ambition.

And the mutual respect and trust nurtured throughout the years were a solid foundation of their success.

With Haydn having a personal training background, and Tristan being involved with cross-fit training, the business model of the F45 was something that instantly appealed to them.

“I couldn’t believe there was a concept like this and, long story short, I just had to have a piece,” says Haydn. “I just stumbled across F45 and did a class and in all honesty, I laughed at the price when they sent it to me upon entry. I absolutely fell in love with the concept, the energy and the room, the people I was around, people with all different fitness standards.”

DIVIDE AND CONQUER

Running a business can put a strain even on even the most solid relationships, but Tristan and Haydn found their places quite quickly. Dividing their responsibilities was a key aspect of their sweet success.

"It was very clear that I wasn't made for the training floor and Haydn is the showman. He has got the theatre background and F45 is a performance," Tristan says. "We are looking for coaches who have a performance mentality and are great people, good to work with, and that's all we need to make good businesses.

"Haydn was the pinnacle in that side of business, whereas I would deal with the operational issues."

EXPANSION ON THE HORIZON

The duo's ever-lasting passion for health and fitness has now materialised into three successful F45 studios in Oxford Circus, Soho and High Street Kensington.

"We have gone from being studio managers across two studios to business leaders with studio managers, sales managers, and a branding community manager," says Tristan. "I'm really excited about getting more studios and finding more great people to delegate the trust of doing the job."

Indeed, their goal is to give everyone in the UK access to an F45 gym and a taste of its values.

"Ideally, it will be one of ours but we also help other franchisees get their business off the ground. We do that out of the goodness of our hearts," Tristan says. "We feel that the more there are, the better it is for the whole brand overall."

HELP FOR FRANCHISEES IS ONE PUSH-UP AWAY

Tristan and Haydn opened their second studio just 50 days before the global coronavirus pandemic hit, but they still managed to turn their business into a thriving success. Now they use their experience to inspire franchisees about the F45 brand.

Haydn said: "The best stage when they come to us is before opening their studios. They ask us, 'What are the big pitfalls we should avoid? How do I get the right people in the business? Any mistakes you made

and anything you did really well?'"

The duo has done everything from "being in every single class" to "selling memberships," so they have seen "both sides of the coin".

Haydn adds: "We're always trying to better ourselves, find solutions and improve our business, so they really appreciate it from that side of the coin as well."

HOW TO BE A SUCCESSFUL F45 FRANCHISEE?

The duo is determined – "there is no secret."

"You have to be so passionate about what you do," Tristan says.

"We very often are the fittest people in the room. We want to show that

"We are social mammals and people are coming to our gyms for more than getting a good workout"

we're the perfect demographic and representation for our product. You have got to be passionate about gym ownership as well as fitness. You've got to be resilient too."

Combined with excellent organisational skills, determination can do wonders for success.

Haydn adds: "You've got to be very organised. I work very hard now with my organisation. I've





realised it is a skill I have had to develop and I've come a long way.

"The other skill I would say you need is communication – the ability to communicate with members and your team to get the most out of every single situation."

STRIKING THE RIGHT WORK-LIFE BALANCE

Haydn is confident his and Tristan's work ethic is "something to be admired". And despite the long working hours, the duo still find time to enjoy life. Simply because they love what they do.

"Now that we have got great studio managers in place and their roles and responsibilities very clear, it's a different kind of mentality," Haydn explains. "We're not running around frantically like we were in the early days.

"We're a lot more in the office, talking about strategy and how we can optimise it and create more accountability. I feel, personally, I've more time spare to enjoy my life. We do genuinely love it and there's nothing insincere about that. We are passionate about

creating something truly special."

And the conclusion?

"If you love what you do, you'll never work a day in your life," says Tristan. "I genuinely feel I wake up each morning feeling extremely privileged to be able to control what I want to do in the day.

"Our mission is to provide the best 60 minutes of someone's day, every day, so as long as we're doing this and spreading it around, then we feel extremely satisfied in what we do. And the work-life balance is a pleasure."

SHOOTING FOR THE STARS

Witnessing the success of their business was football legend David Beckham, who was recently named as a partner in the newly-opened F45 studio in Kensington.

Haydn says: "He came into a couple of classes and we'd like to think we blew him away, really. The one thing we can create better than anyone else in the network is the ability to pull a community together. He loves that sense of community. You can see it in his eyes."

"People are meeting and forming relationships and that to me is the biggest win"

Creating community is a value that Tristan fiercely upholds, too.

He adds: "We're social mammals and people are coming to our gyms for more than a good workout. We've had our first marriage of a couple who met at the gym, and we're about to have our first baby. People are meeting, people are networking.

"It's amazing to know that. We literally converted a crappy underground basement with no amenities, lighting or electricity, and a tiny little car park, which was just a waste of space, and turned it into a gym where David Beckham trains regularly. People are meeting and forming relationships and friendships and partnerships, and that to me is the biggest win.

"To be able to create those bonds is phenomenal."

JACKSON FOR FIRE & SECURITY SOLUTIONS

The UK's **ONLY** fire and security management franchise opportunity

Providing commercial customers with a complete package of fire and security solutions to keep their people and premises safe.



- ✓ Recession resilient with constant demand
- ✓ No previous industry experience required
- ✓ Work from home opportunity
- ✓ Comprehensive training package
- ✓ Bespoke marketing launch pack



DOWNLOAD OUR PROSPECTUS TODAY



Find out more today:

T: 01352 865 040 E: franchise@jacksonfire.co.uk W: jacksonfire.co.uk/franchise

OUT OF OFFICE

WORDS BY VIKTORIA YORDANOVA

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

THE INFLUENCER WE FOLLOW FOR DAILY BUSINESS MOTIVATION



STEVE BARTLETT

Having wowed audiences as one of the investors on BBC's *Dragons' Den*, Steve is a familiar face in the business world. After becoming a millionaire in his early 20s, Steve is someone who can offer inspiration, motivation and practical tips for success. The famous entrepreneur is the founder and former CEO of The Social Chain, a social media marketing agency, which he started from his bedroom in Manchester at

the tender age of 21. Steve is also the host of *The Diary of a CEO* podcast, which features some of the world's most influential people, experts and thinkers and often tops the UK charts. After leaving Social Chain in 2020, Bartlett became the youngest dragon on *Dragons' Den*. He also has more than two million followers on Instagram.

FOLLOWERS

2.1m
 201.2K
 844.5K

PODCASTS



THE PODCAST WE TUNE INTO FOR ALL THINGS FRANCHISE

FRANCHISE EMPIRES

If you feel like you want to break free from the usual 9 to 5 and enjoy a better work-life balance, then franchising could be what you need and *Franchise Empires* could help you get it. Hosted by The Wolf, every episode will give you the chance to step into the shoes of successful guests and see how they built their own franchise empire. You can also hear from passionate franchisees who started with only one unit but are determined to expand their network to hundreds and thousands more sites. The weekly episodes

will navigate you through opening your first franchise or your second location, all while avoiding pitfalls. You can tune into *Franchise Empires* every Tuesday on Spotify and Apple.

MUST LISTEN EPISODE

Why you don't have to give up your day job to run a franchise

THE PODCAST WE TUNE INTO TO DO BUSINESS LIKE A PRO

TED BUSINESS

Who doesn't need a little pep talk from time to time? Whether you need to land a new promotion or learn "how to tame your wondering mind", each *Ted* episode has the pick-me-up dose you need to get you going. And what a better host that someone like Modupe Akinola? An experienced educator and business professional, Modupe has spent her career advising global organisations on leadership effectiveness. She is also an expert on workforce diversity and how stress influences employee success. From three steps to getting what you want in a negotiation to how to shrink the wealth gap, this podcast has something for everyone. At the end of each *Ted Business* talk, listeners get a mini-lesson from Modupe on how to apply the ideas in their own life.

**TED
Business**

MUST LISTEN EPISODE

Why great leaders take humor seriously

BOOKS



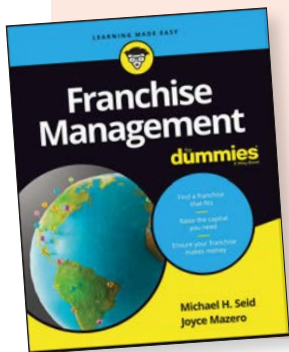
THE BOOK WE READ TO FIND, BUY AND RUN THE RIGHT FRANCHISE

Franchise Management For Dummies

BY MICHAEL H. SEID AND JOYCE MAZERO

Hailed as a hands-on manual to franchising, this book provides clear and concise information about finding and ultimately growing your franchise business. It's the ultimate guide to a franchisor's mandatory legal obligations to prospective franchisees, the franchise disclosure document (FDD), and working with franchise professionals. Listed throughout *Franchise Management For Dummies*, you can find a glossary of common franchise-related terms, 10 keys to franchisee success, and the questions to ask

before becoming a franchisor. Not only that, but you will also learn how to develop strategic advertising and marketing plans. And most importantly – how to find, hire, and train talented employees who will help make your franchise thrive.

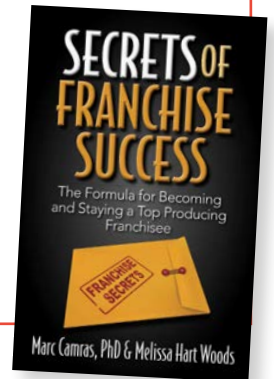


THE BOOK WE READ TO BECOME A TOP 20 PERFORMING FRANCHISEE

Secrets of Franchise Success: The Formula for Becoming and Staying a Top Producing Franchisee

BY MARC CAMRAS AND MELISSA HART WOODS

Have you ever wondered what's it like to be one of the best in business? As franchise experts and business coaches, Marc Camras and Melissa Woods have plenty of expert advice to share on that. Their book is a must-have for franchisors too – identifying great candidates and understanding how to help underperforming franchisees are just some of the key takeaways. The book conveys the idea that anyone can become a top 20 per cent franchisee if they take the time to learn how others have done it and then apply that knowledge. *The Secrets of Franchise Success* is also described as a useful tool for franchisees who have not achieved the success they wanted in the first place. Sounds like the guide you need?



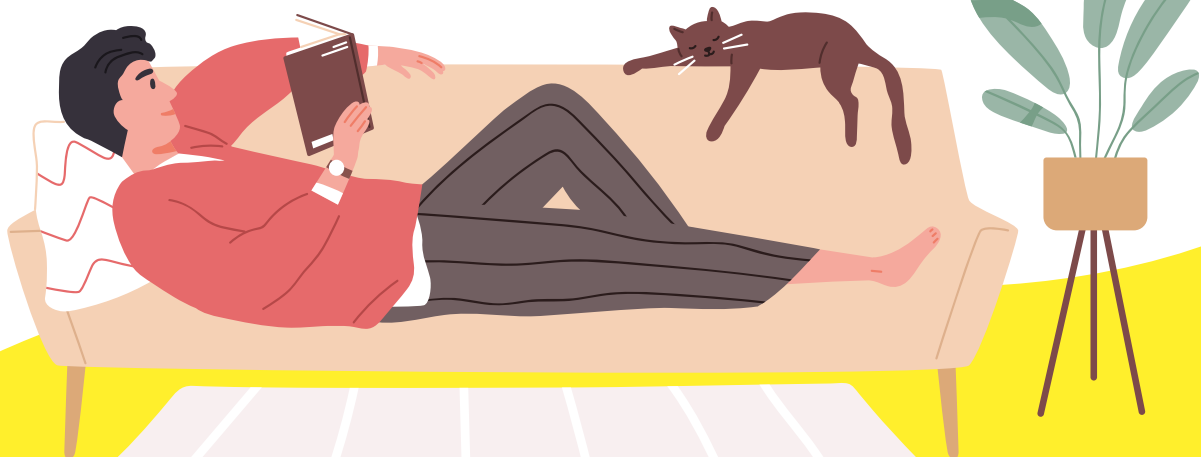
THE BOOK WE READ TO RUN A BUSINESS WITH A BETTER WORK-LIFE BALANCE

Big Ideas... For Small Businesses: Simple, Practical Tools and Tactics to Help Your Small Business Grow

BY JOHN LAMERTON

John Lamerton is a former “hustler” who now calls himself a self-styled “lazy entrepreneur” and investor. Striving to become the next Alan

Sugar or Richard Branson, John used to work for more than 100 hours a week, but his plans changed when he had kids. His book is a collection of lessons and failures he now uses to coach hundreds of small business owners, while teaching them to think bigger, and work less. One of the big ideas you will discover in his book is why the Dragons hate lifestyle businesses, but why you should love them. John also spills the tea on how almost anyone could become a millionaire in their lifetime, given just £200 a month.



LEAP INTO YOUR DREAM CAREER!

Are you ready to jump into success with your own pet care franchise?



Unrivalled support



Amazing network



Experts in our field



Award winning



Affordable



Contact our Managing Director, Ryan: 07511452386
<https://welovepets.care/franchise>

NIC Franchise

Be part of the family

Commercial Cleaning Management Franchise

- 50+ Years Industry Experience
- Rapid Business Growth
- Huge Market Potential
- Sales & Marketing Support
- Operational Support
- Administrative Support
- Comprehensive Training

Investment packages available from £30,000 +VAT

It's **your future** shouldn't it be in **your hands**?

To find out more about becoming an NIC franchisee please call the franchise team on **0113 2310210** or email **info@nicfranchise.co.uk**
or visit **www.nicfranchise.co.uk**





X-Press Legal Services®
Group

X-Press thanks for such a great opportunity.

Become a franchisee with the leaders in property searches.

X-Press Legal Services provides specialist property searches and reports as part of the conveyancing process. And it could provide the ideal opportunity for you. As a franchise that offers the flexibility and constant support you need to run a successful business, even from home, we could be just what you're searching for!

Although you'll work with legal professionals, you don't need legal qualifications – in fact, our franchisees come from all walks of life. You simply need to be ambitious and tech-savvy with meticulous attention to detail.

If you're looking for independence and a better work/life balance, your search is over. Call today to find out about our available territories. Please contact Dave or Julie, we would love to talk to you.

xpresslegal.co.uk/the-x-press-franchise-opportunity/
01925 393 333



Tom Mannion,
X-Press Legal
Services - London



Enrich people's lives. Reach your own goals.

Rise is the UK's leading seated sports franchise and offers you the opportunity to grow your own outstanding activities company, and make a real difference in your community.

We are looking for people who want to make a real difference and be successful



Our franchisees have strong people skills, a fun outlook on life and are prepared to work hard. We will teach you everything you need to know about setting up and running a Rise franchise based on our already successful model, so previous experience of working in this sector, or of running your own business is not required. You will be supported by the franchisor's team of highly experienced franchise, business and care sector specialists.

"We transform people's confidence, as well as their mental, physical and emotional wellbeing"

To find our more about the franchise please visit or call:

www.rise.life | 0330 912 7880 | hello@rise.life

The 5 ways your customer feedback could innovate and invigorate your business

Feedback is truly essential to the survival of your business. Not only does it guide and inform your future decision-making, but it can also influence innovation and prompt changes for your product or service

WORDS BY TIM MORRIS



THE AUTHOR

Tim Morris is the MD of Cymphony, a communications provider helping thousands of clients to build customer relationships from the first interaction

Listening to your customers is one of the cornerstones of long-term business growth and should be a key part of your business strategy. Customer feedback contains a lot of valuable information that can help drive business growth, so it is vital that you gather and analyse the data to find out which aspects of your franchise are working well or need improvement. You can then use those insights to align your product, service or brand with your customers' needs.

Here are five reasons why customer feedback is vital to the success of your franchise.

"Collecting customer feedback is the best way to gain valuable brand ambassadors who will spread positive word of mouth for you"

1 Improve your products and services

Before introducing a new product or service to your franchise, the likelihood is you will have conducted market research to give you an idea of whether potential customers would be willing to buy it. However, only after a customer uses your product or service will you learn about all the advantages, flaws

and their actual experience.

Consumer expectations and demands are constantly evolving, which is why customer feedback is vital and will enable your business to offer the very best products and services. As a franchise owner, your professional knowledge will never be more valuable to business performance than customer insights. Making improvements based on consumer feedback means you can develop or modify products and services that meet your customers' expectations, as well as solve their problems and fulfil their needs.

2 Measure your customer satisfaction

A good level of customer satisfaction often leads to increased business. It will be no surprise that happy and loyal customers are crucial factors in determining your franchise's future financial performance and will help you to attract new clients through recommendations.

The best way to determine if you meet a customer's expectation is by asking their opinions. For the best results, I recommend asking rating-based questions so you can easily estimate the level of satisfaction and consequently predict your company's financial condition in the future. One easy way to measure, manage and improve customer satisfaction is to send out an online survey with questions using a point rating scale of 0 to 10, with 0 representing extremely negative and 10 representing extremely positive. This way, you can easily monitor customer satisfaction at the click of a button.

3 Collecting customer feedback shows you value their opinions

When you ask a customer for feedback, you're communicating that their opinion is important to you. You are not only involving them in shaping your business but also showing them how much you value them. This develops a strong relationship and shows customers



that your primary business goal is to fulfil their needs and solve any problems, not to get their money.

Collecting customer feedback is also the best way to gain valuable brand ambassadors who will spread positive word of mouth for you. This is the most effective and cheapest way to acquire new customers and become more trustworthy in the eyes of your current and potential clients. In fact, according to a survey by SuperOffice, 72 per cent of customers will share a positive experience with six or more people. It really is a win-win.

4 Create the best customer experience

Naturally, the most effective way to give a fantastic customer experience is by asking them what they like about your product or service and what should be improved. A satisfied customer will stay with you. An unhappy

customer will eventually find a better alternative to your business and leave. So, customer feedback benefits are significant. They help you determine if your clients are satisfied with your offering and detect areas where you can improve. By asking for opinions regularly and constantly monitoring feedback, it will help keep your finger on the pulse of your customers.

5 Collect data that helps you make business decisions

In franchising, businesses continually look to adjust their products and services to fit customer needs. Customer feedback is one of the most reliable tangible data sources franchisees and franchisors can use to make business decisions. Customer insights help you understand clients and their needs and focus on where you should allocate your money to get the highest return on investment. For example, if customer feedback says your product or service is good, focus on spending money on marketing your brand to get more significant exposure.

As you can see, customer feedback is a valued business asset

EXPERIENCE IS EVERYTHING

- **Bad experience is driving customers away - fast**
You may not get a second chance to get it right. One in three consumers (32 per cent) say they will walk away from a brand they love after just one bad experience with it.
- **Get the must-dos right**
Speed, convenience, helpful employees and friendly service matter most, each hitting over 70 per cent in importance to consumers.
- **Be human**
Human interaction matters. 74 per cent of (non-US) consumers want more of it in the future.

* Stats from PWC research

“When you ask a customer for feedback, you are communicating that their opinion is important to you”

that all franchises should utilise to maintain their competitive advantage. However, gathering it can be easier said than done. Your customer wants everything to be made as easy as possible, especially when giving you customer feedback.

If you are collecting feedback in a physical store, display signage in prominent locations to demonstrate to customers how much the business places on customer feedback and provide instant and low-effort opportunities to give feedback. Other customer feedback methods include offering incentives for leaving a review, such as a chance to win a big prize or guarantee a small reward, or using your business's online community to collect feedback through feedback boxes on a website, surveys, and social media sites like Facebook.

For all businesses, live customer support teams can play a pivotal role in fielding these front-line client concerns and allow buyers to give feedback online or over the phone. Remember that getting customer feedback is only half the story. Acting on it is what will keep your business ahead of the curve.





Farina Tayub,
Caremark Leeds



A franchise with the
biggest opportunity!



“Other franchisors were dependant solely on the private market, whereas Caremark encourage local authority work as well - the opportunity is the whole pie, not just a slice of it!”

As one of the **largest** home-care providers in the UK, owning a franchise with us provides you with unrivalled **support**, excellent **earning potential** and an immense **feel good factor!** Not only that, home care is a stable and **growing** industry that's pandemic and **recession-proof**. Contact us to find out more about this **low-risk** franchise opportunity.

Find out more



t: 01903 266 392
e: franchise@caremarklimited.co.uk
w: caremarkfranchises.com



Combine the certainty of franchising with the security of property

Minimise the risk and maximise your returns by following a robust specialist property investment model



Find out more about property investment as a franchise on one of our **Discovery Webinars** – scan the QR code to book your place

t: 01202 652101 | e: info@platinumpropertypartners.co.uk | w: platinumpropertypartners.co.uk



'ALWAYS- ON' MINDSET IN THE DIGITAL AGE

Redefining how we use our time and reframing our expectations could be the key to a better work-life balance

WORDS BY SUE STOCKDALE



THE AUTHOR

Sue Stockdale is an executive coach, leadership expert, and author of *EXPLORE: A Life of Adventure*.

It's amazing how a piece of technology measuring less than the size of your hand has transformed our lives. The mobile phone has revolutionised how we work, and given that it's only 30 years since this transformation began, the speed of change has been dramatic. Now it's commonplace to see businesses being run from anywhere because of the freedom that tech can provide.

But the freedom and flexibility come at a cost. The dividing lines have blurred between work and home, and this reality was particularly noticeable during the recent pandemic where many people were forced to work from home. The 'always-on' culture that we've since got used to meant there was literally nowhere to escape, especially when the kitchen table doubled up as the family eating space as well as the boardroom.

This situation caused an increase in levels of stress and an inability for people to switch off from the day job, take time to relax and recharge. And it's also fair to say that business leaders may have exacerbated this culture at times, by communicating with their employees at all hours of the day and night. Being always on is unsustainable and we see more people suffer negative health consequences as a result.



So, how can we set clear boundaries?

Rethinking what work is

Rather than work-life balance, it's time to reframe how we define 'work' and 'life.' Traditionally, work was viewed as an activity that happened between 9.00am and 5.00pm, where an individual engaged in a task or activity providing their physical labour, knowledge and skills in return for a wage or salary. This money was then used to pay for the essentials of life such as rent, food and fuel. Any excess was then used for luxuries, cost of looking after a family, travel and giving back – perhaps to charity or other good causes. It could be split into time for the employer and time for the individual.

If we want to find a balance, the start point is rethinking these definitions. Working at all hours has become a daily staple in

“When is it acceptable not to respond to an email – after 7 pm, 8 pm, 11 pm? On the weekend? And does sending a WhatsApp require an immediate response or not?”

many people's lives, where we take calls while dining out with friends or attend a conference call from the poolside on a family holiday. And life has flowed into work. As a society we are moving away from the definition of work based on hours served to more of an outcome-focused culture. Deliver the results, and the boss is less concerned about how long it takes.

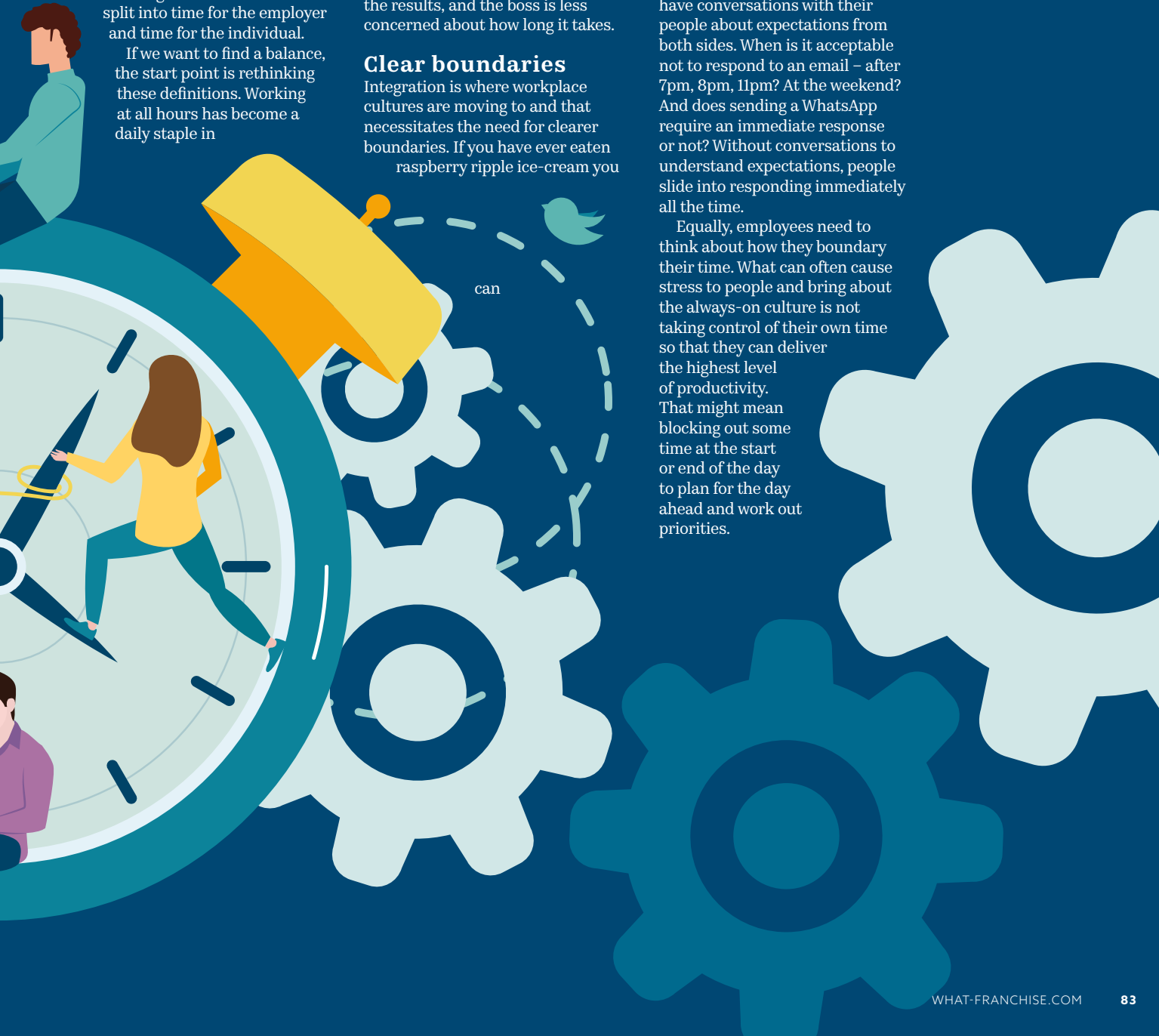
Clear boundaries

Integration is where workplace cultures are moving to and that necessitates the need for clearer boundaries. If you have ever eaten raspberry ripple ice-cream you

see this concept clearly. The raspberry fruit paste appears in a rippled effect consistently throughout the vanilla, and the production process ensures that it doesn't turn into pink ice cream without clear delineation of both ingredients.

Leaders must be prepared to have conversations with their people about expectations from both sides. When is it acceptable not to respond to an email – after 7pm, 8pm, 11pm? At the weekend? And does sending a WhatsApp require an immediate response or not? Without conversations to understand expectations, people slide into responding immediately all the time.

Equally, employees need to think about how they boundary their time. What can often cause stress to people and bring about the always-on culture is not taking control of their own time so that they can deliver the highest level of productivity. That might mean blocking out some time at the start or end of the day to plan for the day ahead and work out priorities.



The pomodoro technique

A level of push back may be needed to enable an individual to outline how and when they are most productive to achieve the agreed outcomes.

The pomodoro technique, a time management technique developed by Francesco Cirillo, is becoming more widely used, whereby the day is broken up into 25-minute chunks separated by five-minute breaks. The idea is that it instils a sense of urgency and focus to get a task progressed rather than procrastinating and letting the activity stretch out over an entire day, which

can lead to working late and eating into leisure time. It also avoids that mindless scrolling through social media or responding to the ping of an email alert, which interrupts one's focus and attention. And it's multi-tasking that's the killer for concentration because the brain doesn't function well when having to switch attention quickly.

One London-based recruitment company found that when it introduced the pomodoro technique across the team, productivity rose, and people found the enforced five-minute breaks invigorating.

Four-day week revolution

There also appears to be a move towards a shorter working week, giving people more leisure time and home life. For example, a four-day working week with a three-day weekend is one approach. In some companies everyone agrees to take the same day off, and in others, it may be two afternoons that provide

the additional time. Importantly, salaries remain the same and the intention is not to cram five days' work into four.

This approach chimes with increasing evidence which suggests that changing working hours makes people more productive. A study carried out by Stanford University in 2014 showed that productivity plummets after working 50 hours a week. In 2021, the average working week in Europe was 36.4 hours. This varied country by country from 32.2 hours in the Netherlands to 40.1 hours in Greece. In the UK, the average working hours are 36.6 hours per week and the trend is downwards from its peak of 38.6 hours in 1995.

In some US companies, working hours are becoming a differentiator in the war for talent. Those in the workforce, particularly the post-millennial generation, are attracted to employers offering greater flexibility and a shorter working week. So, this may be a viable option for business owners to contemplate if they want to retain good people and improve productivity.



Take back control

There are also some very practical actions to take back control of our technology rather than allow it to strongly influence how we behave. Even though a computer system automatically provides audio alerts when an email comes into your inbox, it does not mean that we must all keep them switched on. Turn off the audio alert, and you will notice the difference that fewer interruptions have on concentration.

Many people are also now temporarily deleting messaging apps from their phone when they go on holiday, such as Slack, or WhatsApp, or moving them away from the home screen. You can also manage availability on calendar apps to block out time when you are not available. Even those businesses that operate across multiple time zones can set intentions as to when they're available to others in different countries.

It can also be helpful to manage other people's expectations of your availability by a summary of your working hours in your email signature. 'I'm not available on Fridays' is a clear indication for others not to expect a response from you.

Promote recovery as good practice

Finally, when we watch people competing in a high-performance sport, it's not a surprise when they take an ice bath after a hard game or have a massage, so they can perform at their best in the next match. So, why do we think it should be different for workers?

To find more of a work-life balance, we need recovery time. Just as there's an air lock in a spaceship when the astronaut moves from one area to another, we can introduce this type of airlock into our own lives. It

used to happen naturally as people travelled to and from work, but with many operating from home, the recovery time when moving from one mode into another tends to get missed. Make it a habit to take action to mark the end of the working day and the start of leisure time. A recent

study involving 20,000 people in England showed that spending two hours a week in natural surroundings had a tangible impact on overall life satisfaction. This benefit was gained even if you just sit and enjoy the peace and quiet in a park or garden.

It's time to reframe our expectations about work-life balance and think of it as work-life integration to help manage our time and energy in future.

QUICK TIPS TO MASTER THE WORK-LIFE BALANCE

• Turn off email audio alerts

The sound from alerts could make you feel pressured to respond. Turn it off and you will notice the difference fewer interruptions have on concentration.

• Mark the end of the day

Make it a habit to go for a walk or at least some type of action to make the end of the working day.

• Move messaging apps off your home screen

Many people have also tried temporarily deleting messaging apps from their phone, such as Slack or WhatsApp, when on holiday.

• Add your working hours to your email signatures

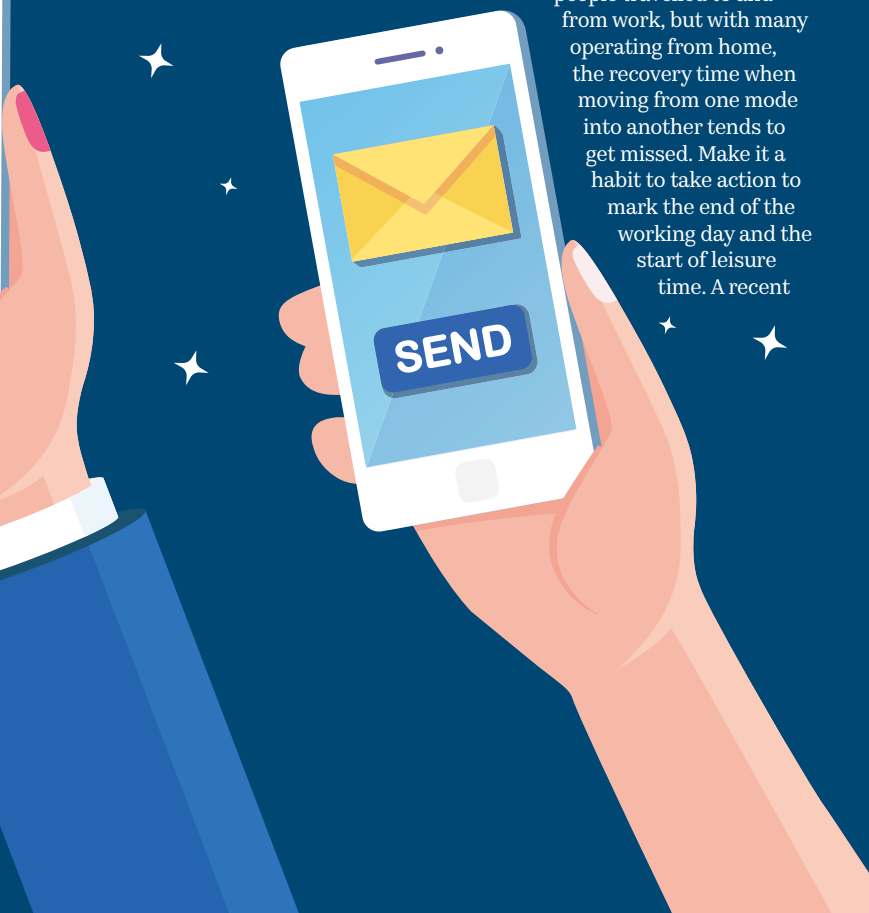
'I'm not available on Fridays' can go a long way and act as a clear indication for others not to expect an immediate reply from you.

• Manage time availability on calendar apps

Even businesses that operate across multiple time zones can set intentions as to when they are available to others in different countries.

• Create 25-minute chunks of concentrated focus time

Also known as the pomodoro technique, it involves breaking up your day into 25-minute chunks separated by five-minute breaks.



From nurse to MD, and praise from the CQC

Right at Home celebrates its award-winning franchisees



“It really was the kind of network I wanted to be part of”

“It really was the kind of network I wanted to be part of,” says Jenny, “and as I went into the start-up I found the energy and dedication to do whatever it took to make it work, with long hours and a lot of hard work. It was exhausting yes, but it didn’t ever feel difficult or daunting because I loved every bit of it – the thrill, at long last, of building something for myself.

“There’s no way I would have done this without being part of a franchise. No matter how hard I worked at it, I couldn’t have a business that performs like mine, to the standards required, without being part of Right at Home.

“Getting through the first CQC inspection is a perfect example – on my own that would have been beyond stressful, but National Office told me exactly what I needed to do and made approaching it really straightforward.”

And the proof? Matthew Jenkins of the CQC said in his report: “People told us the help and support they were getting was invaluable and meant they could enjoy life in their own home safely and worry-free.

“It was impressive to see the extra mile staff went to, to ensure nobody felt lonely during the pandemic.

“One staff member danced with someone and watched their favourite programme with them when they were missing their own family.”

Some people nurse an ambition to be the best at what they do – and in Jenny Madghachian’s case, she’s achieved that and more, with an Outstanding rating for the care-at-home service she owns and runs in Borehamwood and Watford as a Right at Home franchisee.

The Care Quality Commission inspector has given her business fulsome praise for the difference it’s making to people’s lives.

For anyone who knows Jenny, that’s not surprising. As a former nurse and large care-agency manager, care comes naturally to her and she sees it as her vocation – so when she decided to take her talents into the world of franchising, she was certainly in demand.

“The first brand I met ticked a lot of boxes, but it felt all just a bit too easy,” says Jenny. “They knew my background made me a good fit, and that I had the funds to commit, so suddenly I found myself being put under a lot of pressure to say yes and sign a franchise agreement.

“It just didn’t feel right, so I backed away, but I still believed franchising was the way forward.”

Her next experience was very different: “I called Right at Home, and from the first contact I felt everything just clicked. But far from feeling like anything was being handed to me on a plate, the exact opposite was true!

“It was very clear their franchise territories weren’t so much for sale, but rather they were awarded on a very exclusive basis.”

PUTTING IN PREPARATION

Undaunted, and spurred on by the thought that if she made it through selection she’d be joining a group of seriously capable and impressive people, Jenny spent a month honing her presentation for the CEO.



At a Glance Right at Home

Established: 2011

Number of franchised outlets: 70

Location of units: Nationwide

Investment range: £120,000

Minimum required capital: £40,000

Contact: Kate Dilworth,
kate.dilworth@rightathome.co.uk

rightathomefranchising.co.uk

Building businesses for now and into the future.

Flexible funding solutions that move quickly,
delivered by more than 40 years of expertise.

- Asset Finance
- Invoice Finance
- Business Loans
- Franchise Finance

Find out more:
NovunaBusinessFinance.co.uk

Tomorrow. Together

Novuna Business Finance is a trading style of **Mitsubishi HC Capital UK PLC**.
Registered Office: Novuna House, Thorpe Road, Staines-upon-Thames, Surrey, TW18 3HP. Registered in Cardiff under company no. 01630491.

Achieve your personal and professional goals



A game-changing care franchise, with you in mind!

- Designed for success in the UK market
- A service fee that includes more than just the essentials
- Technology to lead the way
- An award winning employer of choice
- Mentoring with Franchise Owner

Start up with £50,000 investment | Territories available
across the UK | Franchise Pioneer opportunities

Join a franchise brand with a focus on the future, the
wellbeing and success of franchise partners and a
desire to make a positive impact across the country.

Bridgewater[®]
Home Care
We go above and beyond™

bridgewaterhomecare.co.uk/franchise | franchise@bridgewaterhomecare.co.uk

A DAY IN THE LIFE OF...

A MULTI-BRAND FRANCHISOR

Darren Taylor, 44, is the founder and managing director of Taylor Made Franchising

INTERVIEW BY AMANDA PETERS



Darren Taylor

FRANCHISE FOCUS

Having been involved in franchising for over 16 years, Darren knows a thing or two about the industry.

I was first introduced to the world of franchising in 2006 as a StumpBusters franchisee.

I realised I could become the franchisor by buying out the current owners who were ready to sell. That set me on the road to acquiring more businesses.

When I was a franchisee, I once broke every window of a client's house. I was taking the stump out of the machine that smashes it up, which also tends to flick debris. I looked about and wondered why the client had frosted glass windows but actually I had smashed them all with stones firing out of the back of the machine.

In 2018, I founded Taylor Made Franchising which now owns, or part-owns, StumpBusters, PVC Vendo, Wilkins Chimney Sweep, Thomas Cleaning Franchise, Iconic Window Cleaning, Mister Tacho, Broadway Wine Company and Women in Business Network (WIBN), Wagging Tails and Chemex International.

The most difficult part about my job now is being patient and waiting around for other people, lawyers and accountants to do their jobs. It is a very slow and painful process when you agree to buy a business.

I took some serious risks on my third ever deal. There was a big financial black hole in one of the companies I bought and because I'd already stretched myself to the limit to do the deal, it was a few three or four months of high stress. But I held my nerve and we got through the bad times and it's the second biggest business I've got now.

Looking back, I would take less risks when buying businesses. I took a lot of personal and financial risks in the early days. I don't do it anymore, and looking back, I wouldn't do that again.

"People think that businessmen should be ultra-organised, which is not true"

THE HUSTLE

Darren rises early to get a head start and on the quiet days, he prioritises time with his family.

I try to start my day with at least 45 minutes on the rowing machine as soon as I wake at 5.15am. After getting myself cleaned up, sorting the kids and out the door, I check in with my PA as I try not to read my own emails, followed by the senior team who actually run the businesses. I don't tend to get involved in the day-to-day running, but if it lands on my desk, it probably needs a phone call to a lawyer.

Mid-morning, I check back with my PA to find out what's on my to-do list.

There are normally four or five acquisitions in various stages and not all will make it, but they all need chasing.

Lunch breaks are around business meetings. I am in

London two to three days a week chasing investors around Mayfair, talking to stockbrokers and family businesses about investing in the public companies.

I like junk food and a beer. When we went into lockdown, I was 21 stone. I did get myself down to 16 stone, trying to be regular on the rowing machine and keeping one or two of my meals healthy. I exercise more than healthy eating.

Afternoons can be quiet unless there's a deal going down. During the quiet times, I try to pick up the kids from school and then end the day with a few phone calls to tidy up and check in with my PA.

I like a bit of golf and I am trying to get my private pilot's licence. I started it about 10 years ago but then life got in the way. You have to do 45 hours of flying and I try to do one lesson a week. I am up to about 17 hours at the moment.

GET TO KNOW...



Darren's car

Peaky Blinders, fast cars and burgers – these are some of Darren's favourite things.

An attribute I like in myself... I'm quite a soft and gentle sort of person, generally.

An attribute I dislike is that I can be a bit thoughtless and uncaring sometimes.

My favourite possession is my car. It's a Mercedes AMG C63 convertible. I've always been a petrol head, but not always good at keeping them on the road.

What is the most ridiculous thing you believed as a child?

Back to cars again, I thought the blowing out the back of the exhaust is what propelled you along the road. I was more than 10 when I realised that there was actually an engine.

If you could be any animal in the world, what animal would you be and why?

I would be a dog because they are loyal and love unconditionally.

My biggest regret is neglecting my family in the early days; maybe even now sometimes.

My proudest achievement is listing my business on the stock exchange and I now have three on.

If you could eat one food until you die, what would that be?

A proper restaurant burger.

The film I could watch over and over isn't a film, but I like *Peaky Blinders*.

My favourite song is Basement Jaxx's *Red Alert*.

A talent you would most like to have?

I don't have an artistic bone in my body, but I've always admired people who can draw and speak more than one language.



Darren's wife's latest gift to him

How to choose the right franchise for you

If you are considering franchising, the bfa's key points will help you make a choice – from deciding on an industry to finding the right business for you

What are you passionate about?

Do something you enjoy! Franchising presents a wealth of investment opportunities across many sectors. With support and training to help you build your business, there is no reason why you cannot turn a passion into your career.

Leverage your strengths

Having a passion for the industry is a significant advantage but this may not always align with the role. An interest in technology may not fit with an experience in cold calling. So, consider your strengths alongside your passion. Do you like working directly with customers? Or would you prefer to manage a team?

Getting the work-life balance right

There are franchises of all types. Some require you to be on the road most days servicing clients, others will need you to be office-based and build a team to deliver the services. Some offer part-time working solutions and others require full-time portfolio building that could see you running multiple businesses longer term. Whatever you are looking for, weigh up what you are prepared to commit to and whether the return on investment is viable for you.

Research the industry

With so many business opportunities to choose from, it is important to get a good understanding of an industry before committing. Make sure you consider financial cycles, which depend on a variety of factors, and that you are clear on the extent to which your industry of choice may be vulnerable to external influences. Educate yourself on the latest legislation and seek advice if you are unsure how it may impact an industry. Read the latest trading figures and research how various economic climates have affected them.

Be clear on investment

Franchise costs vary. For example, a retail franchise may cost more than a B2B or remote

franchise. Make sure you establish your budget and compare several options with a full financial breakdown. Understand the investment requirements so you can ensure you have appropriate funding, not just for your initial investment but capital required to sustain your lifestyle and business in the opening months.

Narrow down and assess the opportunity

Look at the business model and whether it is suited to the geographical area you want to trade in. Research the success of similar businesses in your territory and any potential competitors. Speak to the franchisor. Do you feel you can do business with them – it is a partnership after all? Speak to other franchisees in the network and find out if they're happy now, having already made the commitment that you're looking to make.

Understand your key obligations

You will be signing a franchise agreement, setting out the rights you have and the roles and responsibilities of both parties, making a long-term commitment. Make sure you get your contract reviewed by a franchise lawyer and that you also understand everything expected of you as a franchisee.

Ethics are everything

Irrespective of how long a franchise has been operating, you must be confident in its model and ethical standards. Is the business a member of the bfa? Brands applying for membership are making a commitment to franchise ethically and undergo an accreditation process which involves the bfa stress-testing the franchise model to ensure it's proven and viable. Moreover, as a franchisee you would have access to full support should anything go wrong.

Don't forget to ask the franchisor questions too!

Make sure you get a 360-degree view. Ask them about them and their business, about all the costs involved. Find out about their methods along with training and development of franchisees. Ask about your involvement in the overall network and about communication and operations. All of this will help you ensure that the franchisor, the business and you are the right fit for each other.

Franchising has historically provided great opportunities for people from all walks of life and with the industry being so diverse, there's absolutely no reason not to find something you love. The bfa is here to help you start your franchising journey and at every step along the way.

Visit www.thebfa.org for more support and information.



16 & 17
NOV 2022

EXCEL
LONDON

LOOKING TO START OR GROW A BUSINESS?

VISIT EUROPE'S BIGGEST BUSINESS EVENT

350

SEMINARS
& MASTERCLASSES

750

SUPPLIERS

NETWORK WITH OVER

30,000

SMALL BUSINESSES

KEYNOTE SPEAKERS



Mark Dixon

Billionaire entrepreneur
and CEO of IWG



Harpreet Kaur

Entrepreneur, founder
& BBC 'The Apprentice
2022' Winner



Carrie Timms

Marketing expert
at one of the world's
biggest companies
Meta



**Liam Higgins
& Steve Hyde**

International growth
experts from Google
and Push

WWW.GBBS.CO.UK

FREE TICKETS



SCAN ME

SPONSORS

DELL Technologies

IRIS CLARITY

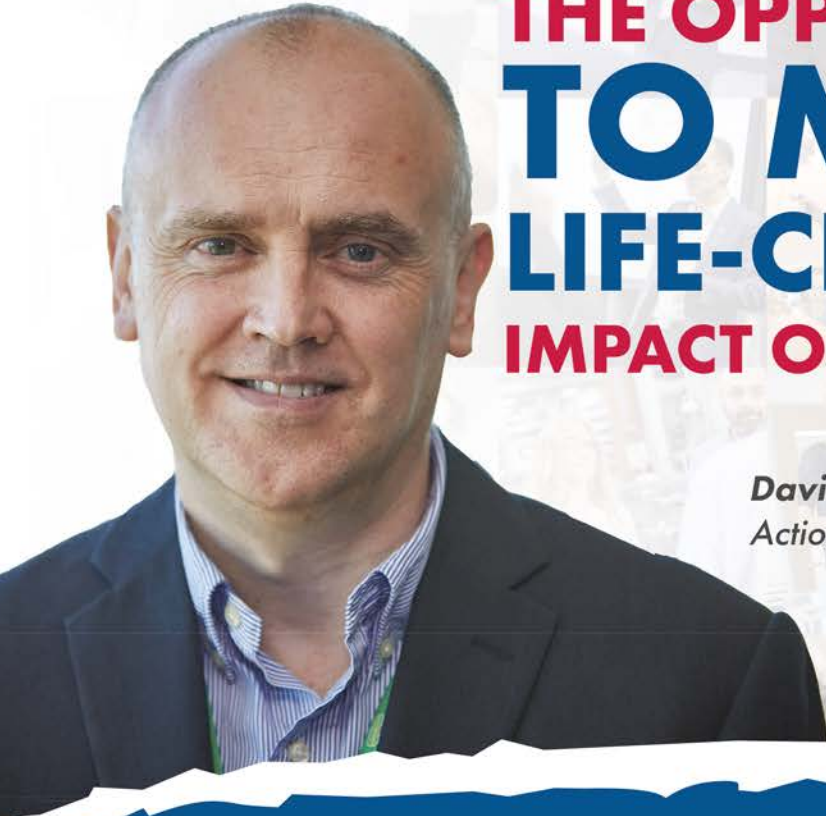
**RUNNING
ALONGSIDE**

**WORKING FROM
HOME LIVE**

**RETRAIN
EXPO**

**GOING
GLOBAL**

"THE OPPORTUNITY TO TO MAKE A LIFE-CHANGING IMPACT ON COMMUNITIES"



David Newton

ActionCOACH Huntingdon & Biggleswade

"After witnessing the power of the ActionCOACH franchise, I was quickly won over by the model and the speed with which it could help accelerate my development. The network of support and growth strategies at ActionCOACH really stood out as I analysed other franchise brands.

"I also have the opportunity to make a life-changing impact on communities. By growing my ActionCOACH firm, I will be in the position to have more time and freedom to contribute to important causes which gives me a great sense of fulfilment."

As a Franchise Partner you'll get...

- ✓ Your own 1-2-1 mentor to help you turn your £69k investment into a £1 million a year business
- ✓ The support and camaraderie of over 200+ like-minded people
- ✓ A coaching system guaranteeing success for your clients and yourself!
- ✓ A defined territory of 10,000 active businesses
- ✓ Over 70 days of training and support available to you & your team each year

DISCOVER MORE

Visit actioncoach.co.uk/franchise
or call the UK Support Team on
01284 701648



Proud to be rated
5-Stars for Franchisee
Satisfaction for the
10th Consecutive Year



"The UK's Best B2B Franchise": ActionCOACH is the only franchise to be rated both 5-star for franchisee satisfaction and in the Elite Franchise UK Top 10 every year since the accolades began.

**Action
COACH**
BUSINESS COACHING