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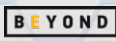


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ABOUT

For over a decade we've had the great privilege of covering Britain's best franchises. They continue to exhilarate us with their creativity, ingenuity and making a difference to peoples lives. It's very important to highlight these businesses and to this end, we publish the HSBC Elite Franchise 100, the annual definitive league table, that celebrates franchise excellence in the UK. Alongside the ranking and annual guide we also host the Celebratory & Awards evening with additional awards congratulate all our winners.



ALLOWING franchisors to duke it out on everything from growth to the support they offer franchisees, the Elite Franchise 100 recognises the sector's brightest businesses and honour them in a league table and high-quality publication sent out to our combined audience and digital network of over 500,000. Whether you're a flourishing franchise at the top of your game or a budding business making its first inroads into the industry, the Elite Franchise 100 provides the perfect opportunity to show the world what your network is made of.

CRITERIA

HSBC EF100 is judged on eight core criteria that helps us gauge entrants on their size, growth, ambitions and contributions made to franchisees and the community based on information supplied by entrants. With the huge support of over 25 expert judges involved in the judging process.



Selection of our judging panel - see [page 6](#) for full panel or visit our [website](#).

LONGEVITY – this will take into account the age of the franchise and its longevity in the marketplace.

NETWORK SIZE – looking at the number of franchisees a network has and taking into account the network's accelerated growth, this will recognise franchises that have come to establish a significant presence in their market.

FINANCIAL PERFORMANCE – looking at your network's turnover and profit as a whole, this will gauge how financially successful your network has been.

GROWTH – comparing year-on-year growth acceleration in both revenue and network size, this will recognise the fastest-growing networks in the franchise sector.

CONTRIBUTION – this will recognise those franchises that have made the most significant contributions to the community and franchising as a whole, whether that's how they are boosting the profile of the sector or helping other franchises get a leg up.

SUPPORT – taking a look at how franchises train and support their networks, this criteria will recognise the franchises that provide the most comprehensive and ongoing support for those in their network.

INNOVATION – what is your franchise doing that sets it apart from other brands on the market? How is it making the most of new technologies, developing new products or services and helping to push the envelope of what franchises can achieve? How is the franchise encouraging CSR/ ESG into the business model? How are you implementing diversity in your existing/growing team?

FUTURE – looking at your plans for the future, this will recognise those franchises with the most ambitious plans for the future, whether that's further UK or international expansion, new products or services, the creation of new brands or ways to improve the experiences of franchises and customers.

Don't just take our word for it!



"Driver Hire submits an entry for the Elite Franchise Top 100, every year. News of who's listed where is eagerly anticipated, and the guide provides great information for people considering running their own franchise."

Graham Duckworth QFP, Franchise sales director, Driver Hire Nationwide



"Water Babies is thrilled to be entering the EF100 once again. It is a huge achievement to be featured alongside brilliant brands within the franchising industry, and it's a great recognition for the entire Water Babies team and the loyal customers who swim with us."

Katie Herridge, Senior brand manager, Water Babies



"The EF100 is one of the highlights of the year for CeX, real recognition from industry leaders that adds value to the business and brand. It's been a pleasure to take part in the UK Franchise industries definitive awards and see both our own and other brands grow from the focus that they provide"

Brian Gregory, Senior international franchise development manager, CEX



"To come in so high in the table, amongst some household-name brands, was a fantastic result which we are all very proud of. We are using the EF100 collateral and logo in our marketing, both for franchising and with our national account customers to demonstrate our credentials and standing in the sector."

Cathryn Hayes, Franchise Director, Revive Auto Innovations



"We are always excited when the ranking goes live, the coverage once the results are announced is always huge. It's fantastic recognition for the ActionCOACH brand and a great award that we love to be part of."

Laura Thorburn, Marketing Manager, ActionCOACH



EF100 provides a fantastic guide for anyone looking to buy a franchise, as well as being a real achievement for both the franchise companies and their owners.

Imogen Clarke, Franchise Development Manager, Home Instead Senior Care

2023 survey comments and feedback

"This annual awards really now are seen as the definitive ranking table for franchises in the UK, it is extremely important to continue to recognise the best the industry has to offer."

"Recognising success in the industry is a must and Elite Franchise TOP 100 is successfully doing this. Being able to allow franchises to compete against each other regardless of age and size is a great opportunity for everyone involved, and gives the potential consumer to see the full picture from longevity to franchise retention."

"You're doing a brilliant job and your marketing of the EF100 actually has attracted a number of new candidates into our network – so thank you."



"Events like the EF100 are important for the industry, and shine a spotlight on the amazing efforts and hard work that goes into these businesses on a daily basis."

Gillian Morris, Head of Franchising, HSBC UK

"I'm thinking, why would I not want to be associated with success in the industry. So I can't think of a better reason then to put our name on it."

Andy Brattesani, Franchising Ambassador HSBC UK

"As a supporter of the EF100 I can't actually tell you how I feel you can improve it you're really hitting the industry nail on the head with this."

This year's judges*

***Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.**



ANDREW MARKOU

CEO and Founder,
BusinessesForSale.com

Andrew co-founded BusinessesForSale.com back in the late 1990's, which given the pace of change since then very much feels like the last century. The idea then, as it is now, was

to create the main digital platform to bring together buyers and sellers of businesses and franchises globally. Driven by a wider ambition of helping unleash the entrepreneurs' spirit, Andrew has an unrequited desire to fulfil the potential of anybody wanting to be in business for oneself. Andrew built the first version of the site, having learned to program from scratch in the bedroom while an arts student in Brighton. He is still a keen follower of web technologies and how best they can be used to service BusinessesForSale.com users more effectively.



ANITA ROBERTS

Associate Franchise Director,
HSBC UK

Anita has been a banker in HSBC for over 30 years having worked in retail banking in a number of senior positions before moving to commercial banking in support

roles in both the Business Banking and Mid-Market arena and finally as a Relationship Manager in the Business Banking team before joining the Franchise Team in early 2019. HSBC has had a dedicated franchise unit for over 30 years and the team work closely with the bfa and its members to support ethical franchising. Anita's role as Franchise Director primarily focuses on developing relationships with Franchisors and industry professionals, her key objective being to identify lending opportunities for the Bank and help Franchisors and franchise clients grow their business



CARL READER

Chairman, d&t chartered accountants
and strategic advisors

Carl Reader is chairman at multi-award winning franchise accounting firm d&t and author of The Franchising Handbook. He has previously served as Affiliate Chair and Board

Member at the British Franchise Association. Carl has spoken to global franchising audiences about best practice in franchising, and has worked with countless household name brands. He has been recognised as one of the '20 faces of franchising' by What Franchise magazine, is a judge of many industry awards, and regularly contributes to the trade press.



CHRIS ROBERTS QFP

Franchise and Funding Professional
Mentor, Trainer and Consultant

An experienced qualified franchise and funding professional, providing a variety of services including business training and consultancy, business planning and health

checks, resales advice and valuations and help with funding to both Franchisors and Franchisees through three different bfa affiliated businesses.

I am a regular speaker at Franchise conferences and exhibitions etc. and also contribute a variety of educational articles and blogs on business and franchise issues.

Too busy to retire yet and 'loving life'!



CLIVE SAWYER

Founder, EWIF Encouraging
Women Into Franchising

Clive Sawyer is the Managing Director of Business Options and founder of the non for profit Encouraging Women into Franchising organisation (EWiF).

Business Options is one of the UK's leading franchise and business-expansion consultancies providing help, advice and support to companies looking to expand their business through franchising and other expansion models such as licensing, distributorships or agencies. Clive has written three leading books on franchising: How to Franchise Your Business, 20 Most Asked Questions in Franchising and The Essential Women's Guide to Buying a Franchise, all of which are available on Amazon. Clive is highly respected throughout the franchising industry and regularly presents and lectures on the topic of franchising.

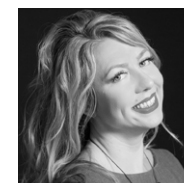


DALE WARD

Franchise Partner Director, Worldpay
from FIS

Dale started his career within the franchise industry working for Cartridge World and Domino's followed by a move into the corporate world with HSBC. More recently

Dale headed up O2's franchise partner programme before moving to Worldpay from FIS to build bespoke payment solutions for the franchise sector.



DANI PELEVA

Founder & CEO, Franchise Fame

Dani is the founder and CEO of the award-winning franchise marketing agency Franchise Fame. She is also a best-selling author, a member of EWIF and has recently been nominated Most Innovative Woman of the Year

in Franchising by the Stevie Awards for Women in Business.

This year's judges*



GILLIAN MORRIS

UK Head of Franchising, HSBC UK

Gillian has over 25 years' experience in the financial services sector and was appointed as UK Head of Franchising, HSBC UK in January 2022.

Gillian joined HSBC in 2017, as part of HSBC's Commercial team in Northern Ireland and in January 2019 became Head of Corporate Banking & Agriculture, Northern Ireland for HSBC UK. Prior to joining HSBC, Gillian worked for Lloyds Banking Group, based in London, having joined as a graduate trainee. Her career to date has encompassed relationship banking, structured asset finance as well as strategy development and business performance. Gillian holds a Law degree from Queen's University, Belfast and a BSc(Hons) in Banking and Finance from UMIST and is an Associate of the Chartered Institute of Bankers (ACIB).



EMILY PRICE QFP

Chief Operating Officer, British Franchise Association

Emily started her corporate career working alongside the Barclaycard HR Senior Leadership Team focusing on global business transformation projects before joining the

British Franchise Association in 2013. A regular judge to the bfa HSBC Franchise Awards, contributor to various publications, coach, mentor and public speaker she is well versed across multiple business disciplines.

Currently responsible for the operational activities at the association, Emily works closely with colleagues from across the franchising industry to deliver high quality, industry changing initiatives that positively impact the sector. She is a passionate advocate of great leadership, people development and franchising, which serves her well in driving the strategic agenda for the association alongside the CEO. Emily's core focus is to enable a more diverse, inclusive and forward-thinking supportive organisation.



LOUISE Y HARRIS QFP

Founder, Franchise Projects

Louise has been in franchising since 2006, initially as a franchisee. In 2010, she became a franchisor, launching the award-winning Wilkins Chimney Sweep franchise which was sold in 2019. She is a fierce advocate for

ethical business-format franchising and has served in on the board of the British Franchise Association, and several committees and is a Qualified Franchise Professional (QFP)

Louise now runs Franchise Projects, primarily delivering franchise operations manuals in an energised format, and completing critical tasks for franchised businesses that help them deliver to ethical franchise standards. She is a contributor to Elite Franchise on a regular basis.



FIONA BOSWELL QFP

Franchise Specialist partner
Knights Plc

Fiona is a partner at Knights Plc and has many years experience in advising businesses on franchising and in particular on setting

up, managing, growing and exiting franchise networks. Fiona co-ordinates a multidisciplinary team that advise those in the franchise sector on all aspects of their franchising journey from acquisitions and disposals, real estate, contracts and termination, HR aspects and disputes. With clients ranging from established to emerging franchisors, area developers, multi-unit and multi brand franchisees, brands coming into the UK and those wishing to expand elsewhere.



LUCY ARCHER QFP

Co-founder, Rev PR

Lucy is the co-founder of specialist franchise PR agency, Rev PR and has over a decade of experience in franchising. She is a member of the Chartered Institute of Public Relations, the Public Relations and Communications

Association and holds Qualified Franchise Professional status with the bfa. From home-grown start up brands to international giants, Lucy has supported franchisors and franchisees alike, helping them to leverage the crucial pillars of trust, credibility and storytelling for growth.



MARK SCOTT

Managing Director, Azura

Mark Scott is a very experienced franchise professional with 24 years of industry experience. He started his career with NatWest, where he worked for 39 years including the last 23 years there in their

franchise team, including heading it up. During his time with NatWest he was a bfa board member and worked with franchise networks at all stages of their development from new starts to long established international brands. In 2021 he joined Azura, the first UK franchise management software company, where he is now Managing Director. It is part of the AIM listed Franchise Brands plc. He is a regular speaker on franchise matters and columnist for Elite Franchise.



NATALIA SHVARTS

Director, Franchising Team,
Beyond Corporate

Natalia is a franchise lawyer with over 14 years' experience and is Director of franchising at Beyond Corporate, a specialist practice of

Beyond Law Group. Pragmatic and with a can-do attitude, Natalia adopts a "thinking outside of the box" approach to problem solving and is passionate about helping her clients achieve their goals. Natalia's experience spans multiple sectors from retail & hospitality to care as well as multiple disciplines from IP, consumer law, data protection, charity law to all aspects of corporate and commercial work.

This year's judges*



NICK CARNES
Managing Partner, PartnerWise Franchise

Nick has a commercial career that spans over 25 years with the last dozen founding and building PartnerWise Franchise.

He had a solid foundation through an early operational career in hospitality management, where he moved into recruitment gaining both valuable agency and in house experience plus building a business still thriving today. This lead him into the franchising industry giving him great insight and expertise to create and grow what is today PartnerWise Franchise. As Managing Partner, Nick lead a small team who specialise in the delivery of interim consulting and business support services specifically tailored for the UK & European Franchise industry.



NICOLA BROADHURST
Commercial partner at Stevens & Bolton

Nicola is a commercial partner at Stevens & Bolton heading up its franchise and ESG practice with over 20 years of franchise legal experience. She provides the full range of advice to franchisors and franchisees from

set up, expansion (domestic and international) and exit options. She has a particular focus on retail, hospitality and leisure sectors and is co-chair of the firm's Luxury and fashion sector group. She has just been appointed chair of the International Division of the American Bar Association franchise Forum and is also a member of the International Bar Association's International franchising committee and chair of its European Regional Forum's Western Regional group. She works closely with the British Franchise Association advising on various issues including best practice and the ethics of franchising.



PAUL CLEGG
Managing director, Coconut Creatives

Paul Clegg, Managing Director of Coconut Creatives, has become an authority on franchise marketing recruitment. His opinion is often sought out as a recognised and trusted advisor for understanding

franchising challenges which he's gained on all side of the franchise relationship: franchisor, franchisee and supplier. In 2011 Paul attained the bfa's Qualified Franchise Professional title, in recognition of his professional knowledge. He continues to support the bfa's professional development programme, by teaching modules on the course.



PAUL STAFFORD QFP
Head of Franchise Marketing

Paul advises franchisors on their franchise recruitment strategy, budget and tactics to ensure they're getting the biggest bang for their marketing buck. He also creates and implements customer marketing campaigns

as well as helping franchisors to promote existing franchises for sale.

Prior to joining Chantry Group in 2016, he spent nearly five years as the British Franchise Association's PR Manager, working with the great and good in the industry and getting a franchise education like no other.

As a result, Paul's equally at home working with franchisors looking for their first franchisee as he is with international brands entering or expanding from the UK market. He's overseen the marketing strategy and network growth of some of the sector's most renowned brands.



PHIL MOWAT
Managing Consultant, Ashtons Franchise Consulting

Phil has been in franchising for nearly 15 years, entering the industry to franchise the family business, a hair and makeup artist

booking agency, specialising in supplying artists for weddings, corporate events and special occasions.

At that point he met with Ashtons (known as FDS back in 2008) and began building a relationship with Nick Williams, the stalwart of Ashtons over the years.

Having successfully grown the makeup business via franchising and with the prevalence of technology kicking in to make business easier, Phil had the opportunity to go and spread his wings into the global franchisor space, working as Head of UK for the Australian brand, Local Appliance Rentals, as the Strategic Partnership Manager and business coach at ActionCOACH UK, and as the UK Country Director at Expense Reduction Analysts.



PHILLIP ARCHER
Head of Commercial, d&t

Head of Commercial, Phillip Archer, at award winning accountancy firm d&t, has a wealth of expertise within the finance and franchise industries. Accredited QFP with the British Franchise Association, Phillip is

a voice of authority within this sector. With the variety of services available at d&t Phillip has helped franchise brands to get funding for their franchisees and increase franchise efficiency through expert accountancy advice. Previous experience working within the finance industry in some very well-known household names, paired with his current role, Phillip has the proven ability to help franchisors and franchisees alike.

This year's judges*



PIP WILKINS QFP

Chief Executive, British Franchise Association

With more than 20 years' experience in the franchise sector, Pip has extensive knowledge from all areas of the bfa business and the franchise industry. She is well-known and highly regarded in franchising for her dedication and depth of knowledge. Pip regularly speaks at conferences and seminars both domestically and internationally, as well as writing on franchising matters for national, local and franchising trade press. Pip is also a regular judge for the annual bfa HSBC Franchise Awards, the Franchise Marketing Awards and Global Franchise Awards. Pip represents the UK at both the European Franchise Federation (EFF) and World Franchise Council (WFC). The bfa has grown to be one of the largest franchise associations in Europe, and one of the most successful associations in the world.



SEAN GOLDSMITH

Co-Founder, Groe Global

Sean's career in franchising started in back 2004 in the home services sector and went from strength to strength over the past 18 years. From launching the world's first international franchising podcast, 'The Franchise Success Formula' to serving on the board of the British Franchising Association, Sean has been a passionate supporter of franchising's and how it can help uplift whole communities. As the global pandemic hit Sean co-founded the Franchise Mastermind, an online community of Franchisors that quickly grew to over 450 members. Most recently Sean founded the Foundation of Franchising in Africa where he is currently working to help solve the 42% unemployment rate through the power of Business Format Franchising.



ROZ GOLDSTEIN

Senior Consultant, PartnerWise Franchise

Roz Goldstein has spent most of her career as a franchise specialist solicitor, advising franchisors and franchisees on the development of their businesses. She established Goldstein Legal, a boutique franchise law firm, in 2006, after many years working as an in-house lawyer for major franchisors, including Burger King and O2. At Goldstein Legal, Roz is a well-known face in the franchising industry, regularly sitting on panels offering her pragmatic advice and thoughts to the franchise industry. Goldstein Legal was acquired by Nexa Law in 2021 and Roz continued to run Goldstein Legal until August 2023. With effect from 1st September 2023, Roz starts a new chapter in her life when she joins PartnerWise Franchise as a consultant.



SUZIE MCCAFFERTY

Founder & CEO, Platinum Wave

With nearly 25 years of first-hand international franchising experience, Suzie is a well-respected personality in the franchising world.

Having franchised her own printer cartridge business from a single store in Edinburgh to a network of 70 locations across 6 countries, Suzie's consultancy comes with an authenticity that few can match. Prior to founding the now multi-award-winning Platinum Wave Franchising in 2010, Suzie was Managing Director and Board Member of the £30m turnover franchise network Select Appointments.

Suzie is a Non-Executive Director with one of the UK's leading franchise brands, Right at Home. She is also the Onboarding Director at HERO Brands, owners of multiple international franchises.



SARAH KELLY

Founder, LOVE your MIND

For the past 30 years, Sarah has led and transformed franchise businesses worldwide. Having held Senior Executive Board Directorships as CEO and Marketing Director at Burger King, Wendy's International, Warner Bros, LighterLife and Stagecoach Performing Arts she's well versed in the challenges and advantages of franchising. Sarah now works alongside franchise founders as a business advisor, NED and Executive Coach, she also runs her own private practice as a Counselling Psychotherapist.



SHARON WESTON

Head of Franchising – WorkBuzz

Sharon manages and develops the hugely successful Franchise Satisfaction Benchmark Programme in the UK, helping franchisors to measure and improve their franchisee engagement.



TIM MORRIS

Franchise Support Consultant

Tim Morris is a distinguished franchise professional with decades of experience across sales, customer care, operations and compliance. From leading the expansion of an international franchise brand to heading up the support functions of both national and international franchisors, Tim has been instrumental in the growth of hundreds of franchisees. His proven success record comes with a passion for 360 business development, and his unique perspective empowers franchisors and franchisees alike to get the very best from their partnership.

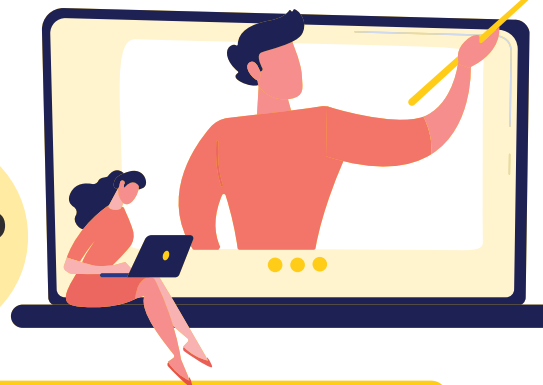
Audience

15k+ Readers

DIGITAL READERSHIP

60%
Male

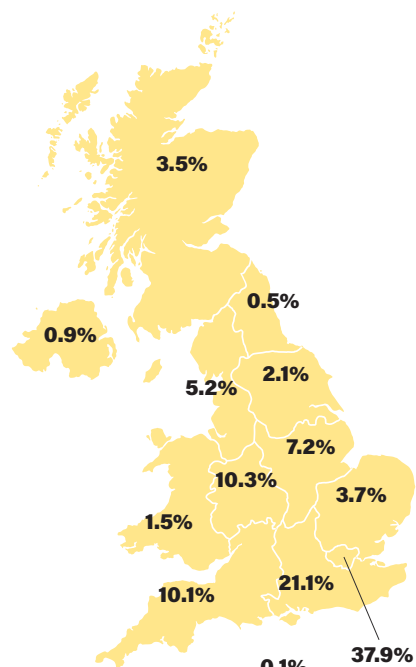
40%
Female



64%
Desktop

12%
Tablet

24%
Mobile



INVESTMENT LEVEL

£0 - £10,000	37%
£10,001 - £20,000	9%
£20,001 - £50,000	13%
£50,001 - £100,000	11%
£101,000 - £250,000	6%
£251,000 - £500,000	5%
£501,000 - £1M	16%

INVESTMENT STAGE

36%
Now

33%
Within
3 months

17%
3-6
months

after 6
months

FRANCHISE AREA OF INTEREST

Accountancy & financial	42%
Automotive	29%
Business consulting	48%
Business opportunities	59%
Business training	41%
B2B	57%
Care	26%
Children	33%
Cleaning	27%
Coffee	29%
Computer	35%
Courier	24%
Dating	11%
Education	18%
Event & wedding planning	14%
Fitness	38%
Food	56%
Gardening	13%
Golf	6%
Health & beauty	20%
Home care	18%
Home improvement	20%
Home services	11%
Internet	46%
Magazine	6%
Merchandising	12%
Mortgage	11%
Pest control	4%
Pet	5%
Photography	5%
Print & sign	41%
Professional services	41%
Property & estate agency	16%
Recruitment	14%
Retail	42%
Safety & security	12%
Sports	28%
Travel & leisure	12%
Vending	6%

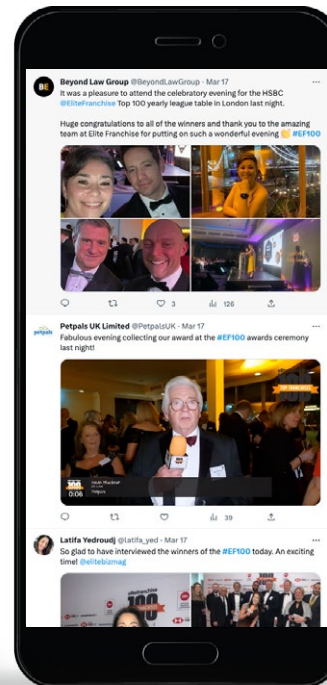
BREAKDOWN BY SECTOR (EXISTING ROLES)

Business Services (Legal, HR, Etc)	29%
Retail/Wholesale	17%
Technology & IT	7%
Manufacturing & Engineering	2%
Leisure	10%
Financial Services	11%
Public Sector	7%
Marketing/Pr	5%
/Media & Comms	5%
Other	12%

Marketing & PR Campaign



- ▶ **Utilise our national press coverage and social media reach** Our contacts in the national media support and provide coverage for the initiatives we're proactively introducing to the industry. This will be aided by social media marketing allowing you to reach our extensive network



- ▶ **Educate 15,000 opted-in digital subscribers** in the Elite Franchise 100 circulated in December and throughout the year. Investors actively looking for franchise opportunities subscribe to receive content to aid their



- ▶ **10,000 additional copies printed** – Find your brand within the industry as we strategically distribute the Elite Franchise 100 Guide through our contacts. Also on sale on newstand.

- ▶ **Exposure at 20+ industry leading events**
Access thousands potential franchisees and business owners
- ▶ **Reach over 500,000+ qualified potential franchisees**
Our media partners actively push the Elite Franchise 100 to their databases
- ▶ **PR template** - We supply all winners with a PR template and guidance sheet once your EF100 position has been confirmed. Whilst we'll be sharing the EF100 league table with national media partners, you may wish to use this template as the basis for your local or trade PR activity.

Our Sponsors

HEADLINE SPONSOR



'HSBC UK is excited to be involved with the Elite Franchise Top 100 Awards in 2024, which we have supported for the 5th year running. We are proud to have more than 9,000 Franchise customers and have provided over £1billion to help these businesses grow and prosper. We look forward to celebrating with you all at the awards dinner.'

Gillian Morris, Head of Franchising,
HSBC UK

PLATINUM SPONSORS



We're very excited to continue pairing our brand with Elite Franchise 100, Elite Franchise is known for its high quality and informative content, which is continuously transferred to the annual guide celebrating the top franchises. This is a real treat for the UK franchise industry.

Saleem Anwar, Commercial Director,
Businessesforsale.com



As POS transactions grow and consumers expect more from a brand, Worldpay from FIS™ helps franchises of all sizes respond with a consistent and improved payment experience. An experience that is up to date with consumer preferences for a frictionless experience while bringing excellent insights to you and your team.



**OFFICIAL
AWARDS
SUPPORTER**

The bfa proudly supports the EF100 programme and we believe our shared goal to educate, influence and promote franchising to a far-reaching audience is better served together.

SPONSORS



The Azura system is a customised, cloud-based franchise management system that includes a CRM. It can be integrated to other systems, such as mapping and accounting. Typically, it is tailored to suit a franchise company's individual requirements.



Beyond Corporate is Beyond Law Group's Corporate and Commercial Practice. Beyond Corporate offers its clients specialist advice across corporate, real estate, construction, employment, dispute resolution and commercial (including franchising) practice areas.



Cymphony provides inbound call handling, managed webchat, and our unique Lead2Success lead management service. Franchise brands can outsource their communications to Cymphony and benefit from the experience and expertise of our outstanding team, who provide a market-leading customer service experience.



Platinum Wave is a bfa and IFA accredited international franchise consultancy helping brands at every stage of growth. Our services range from helping businesses make the successful transition from independent company to national franchise brand, right through to recruiting their perfect franchisees and staff, training their networks to prosper and in some cases, launching the brand internationally.



PartnerWise Franchise is a franchise support business that represents customers from new entrants into the industry to globally recognised brands. With specialist knowledge and experience we understand that no two client's requirements are the same, therefore our services are completely tailored to their needs.



Trustist helps franchises by aggregating reviews from all platforms into one easy-to-understand rating, leading to Trustist becoming one of the most widely-used review platforms in the franchise industry – in fact, 22% of the 2023 Elite Franchise Top 100 use Trustist Reviews!

STRATEGIC MEDIA PARTNERS



Founded in 2011, Big Red Box PR specialises in providing PR and digital marketing services to the UK franchise sector. Our MD Louise Bruce was a former co-chair of EWIF. We are passionate about the sector and are delighted to be a partner in the EF100.

Daltonsbusiness

We are pleased to support the Elite Franchise 100. It's a fantastic opportunity for the best of British franchises to gain recognition for their hard work and innovation

Carlo Walther, Commercial Director, Daltons Business



FranchiseShow247, a new community platform that provides access to potential franchisees 24 hours a day, seven days a week, is here and could be the solution you've been looking for.



Recognising the best in any industry is great for driving up standards. EF100 is the first quality publication to formally do this for the franchising industry and I commend them for doing it.

Clive Sawyer, managing director Business Options



Department for Business & Trade

The Department for International Trade is a United Kingdom government department responsible for striking and extending trade agreements between the United Kingdom and non EU states



Point Franchise

Point Franchise is a platform with a unique geo-localised search engine that helps franchisees find franchises that are developing in specific areas of the UK.



Chantry have been guiding and supporting franchisors in recruiting franchisees since 2007. We have developed and proven our franchise recruitment process with franchisors across all sectors and at different stages of growth, from entrepreneurs franchising your business, right through to established global brands.



At EWIF, we're looking to change the face of the franchise sector so that women have a much larger presence. Our primary focus is to support women who are looking for a route into the franchise industry.



Working with the team at Elite on the EF100 has been a pleasure. Communication is quick and easy and there are always lots of ideas flowing to make things as beneficial as possible for franchisors. It's been a good way to enhance our visibility as a service provider and as a direct result of the 2023 partnership we welcomed new clients on board.

Lucy Archer, QFP, Rev PR



Coconut Creatives is a strategic marketing company that works with franchisors to help them grow. With over a decade of experience in the franchise industry, we know how to create marketing strategies that effectively target and convert prospective franchisees.



Franchise Local offers the best franchise opportunities, support and advice for anyone looking to buy and run a franchise business in their local area.



Finally you can empower your franchisees to create their own videos while keeping control of your branding and core messaging.



With a strong belief that everyone should see franchising as a solid option for their career, The Franchised helps franchisors to educate and promote their franchise opportunity to the right prospects by offering a variety of Franchise Recruitment services.



d&t are a multi award-winning team of chartered accountants with a speciality in franchise business. With over 2,500 clients across the UK, we serve businesses and individual clients with a range of professional services including business planning, funding and accountancy.



The Elite Franchise 100 gives readers a chance to really compare the performance of UK based franchises during the past 12 months. We look forward to seeing who makes the Top Spot!

Ben Burcham, Director, Franchise Supermarket



Since 2011, WorkBuzz has run the hugely successful Best Franchise Programme & Awards. Over three hundred franchise networks have taken part in the programme, using this to gather confidential objective feedback from their franchisees, benchmark their franchisee support against industry standards and improve franchisee relations and network performance.

The Entries

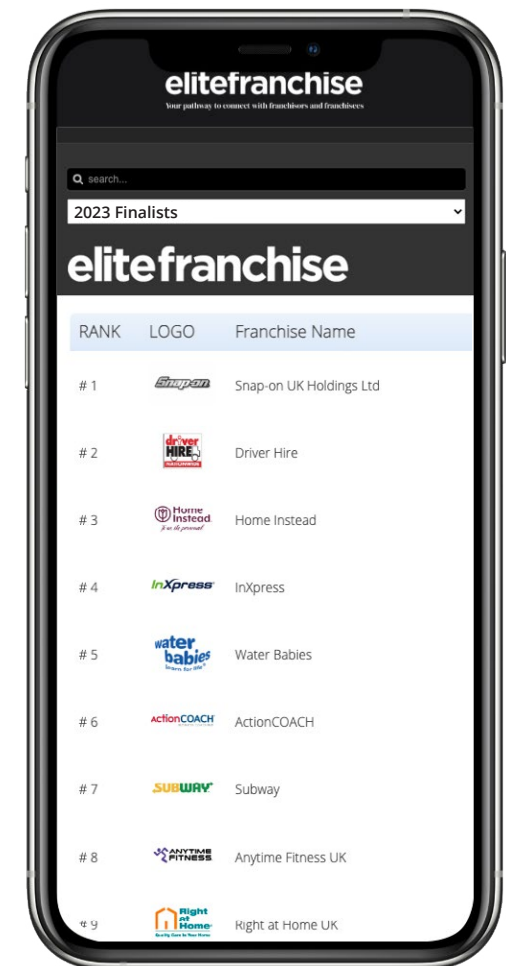
All finalists of the HSBC EF100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Franchise website. The list is released in December each year and is highlighted through these platforms:



Printed guide - we print high quality copies of the EF100 guide which is distributed to our subscribers. Each EF100 finalist also receives a free copy of the guide and we distribute it digitally through our network of partners.



The Top 100 list - is published on the Elite Franchise website. Your logo here links through to your franchise opportunity listing.



Digital guide - available on issue →

[CLICK HERE TO VIEW THE 2023 ANNUAL](#)

The EF100 2024 Celebratory & Awards Evening

SOME OF THE HIGHLIGHTS from our official annual celebratory evening of the Elite Franchise TOP 100 (UK) which takes place in London. Guests join us for a drinks reception, followed by a gala dinner, a selection of speakers, networking and evening entertainment. The next Celebratory & Awards Evening will take place on 14th March 2024.



4.75 out of 5
A recent attendee survey



Gillian Morris,
Head of Franchising,
HSBC UK

Events like the EF100 are important for the industry, and shine a spotlight on the amazing efforts and hard work that goes into these businesses on a daily basis.



Graham Duckworth,
Franchise Sales Director,
Drive Hire

We really enjoyed the Awards, it was such an amazing evening. Great venue, food, company, band etc. The evening was topped off by Driver Hire picking up the Franchisor of the Year award. We were genuinely delighted!



Additional Awards for HSBC UK EF100 Finalists

Additional recognition and special awards are handed out at the celebratory awards evening including the EF100 trophy No1 winner engraved on the plaque, they get to look after the trophy for the year.

Highest New Entry Award 2023, recognises exceptional achievement of the highest ranking new entry 2023. Also the Rising Star 2023 award for the Franchise that has demonstrated the highest position jump from the previous year.

Below is a list of the current awards we offer:

- **EF100 Winner Trophy**
- **Highest New Entry Award**
- **Rising Star Award**
- **HSBC's Exceptional Franchise Performance Award**
- **Community Builder of the Year Award**
- **Businessesforsale.com Innovation Excellence Award**
- **EF100 Emerging Franchisor Of The Year Award**

Click [here](#) for a full breakdown of each awards, and how they are awarded.

EF100 ADDITIONAL AWARDS PDF



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