



OFFICIAL
AWARDS
SUPPORTER

elitefranchise

100

TOP FRANCHISES

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MEDIA DECK

2026

ABOUT

The UK franchise industry is packed with innovation, ambition, and incredible success stories—and we're here to celebrate them all. The Elite Franchise Top 100 isn't just a ranking; it's a benchmark of excellence, spotlighting the very best in the business. Each year, we honour the franchises that are shaping the industry, from fast-growing newcomers to established powerhouses, through our highly anticipated league table and prestigious awards event.



This is more than just recognition; it's a platform that amplifies your brand, showcases your achievements, and connects you with a network of over 500,000 industry professionals. Whether you're climbing the ranks or defending your top spot, the EF100 is your moment to shine—a celebration of resilience, innovation, and franchise brilliance. Dare to stand out.

Compete with the best. Be part of the Elite.

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.

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

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

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 helping their local community, 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 and encourage diversity, 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 the franchise encouraging CSR/ ESG into the business model? 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?

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!

"The EF100 continues to evolve year after year, showcasing the very best in franchising excellence. We are proud to support this prestigious programme, which highlights outstanding achievements and innovation within the industry. Franchising is a dynamic sector, and initiatives like the EF100 play a vital role in recognising and celebrating those who are driving progress. We look forward to being part of this year's judging panel and witnessing the incredible advancements made by franchisors striving for excellence."

Pip Wilkins QFP, Chief Executive, British Franchise Association

The Elite Franchise Top 100 has rapidly become the benchmark for quality assurance amongst franchisors in the UK and at Molly Maid we place huge value in our submission and ranking each year. Elite have secured a highly experienced and well-regarded judging panel to sift through the hundreds of applications they receive each year, which is further testament to those who are selected to feature in the Top 100. For Molly Maid it has become a key component of our marketing strategy for new franchisees and because of that we have experienced a significant rise in individuals contacting us having seen us featured. The culmination of this is the expertly hosted EF100 Celebration Evening which allows us mix with our peers and celebrate the best franchisors in the industry.

Cheryl Harper, Greensleeves

The Elite Top 100 is the authority in franchising excellence! The entry criteria are incredibly extensive with every facet of your business explored. This, coupled with a thorough judging process that is methodical, precise and conducted by multiple independent evaluators, makes the Elite Top 100 THE league table of UK franchisors. We proudly showcase our 6th place as a badge of honour in our marketing process.

The awards ceremony embodies the positivity of our franchising industry, providing a perfect evening to get together with industry peers to collectively celebrate each other's achievements.

If you're thinking of entering any awards this year, make this your priority!

Emma Scholes, Caremark

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Aaron Watson, Molly Maid

Entering the EF100 awards was an invaluable experience for Anytime Fitness, offering us a fantastic opportunity to showcase the strength of our franchise network and the dedication of our teams. The process encouraged us to reflect on our achievements and continuous growth, reinforcing the positive impact we have on our franchisees and members.

Being recognised among the top franchises in the UK has been a real honour, boosting our brand credibility and opening new doors for potential franchisees. The exposure, networking opportunities, and celebration of excellence in franchising make the EF100 an essential event for any franchise brand looking to elevate its presence in the industry. We're proud to be part of this prestigious ranking and look forward to the awards.

Kara Ratcliffe, Franchise Development Marketing Manager, Anytime Fitness

2024 survey comments and feedback

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"This publication really now is seen as the definitive league 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."

"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."



"The EF100 event is the perfect opportunity to bring together the best in UK franchising. As with every year, I'm very proud to be a part of the event, celebrating the franchises which have shown fantastic resilience and tenacity during the demanding economic environment. The way in which franchisors and franchisees have united to formulate new mechanisms for growth is nothing short of remarkable."

Anita Roberts, Franchise Director, HSBC UK

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This year's judges*

[Click here to read the judges full bios.](#)



ANDREW MARKOU
CEO and Founder,
BusinessesForSale.com



ANITA ROBERTS
Associate Franchise
Director,
HSBC UK



CARL READER
Chairman, d&t chartered
accountants and strategic
advisors



CLIVE SAWYER
Founder, EWIF Encouraging
Women Into Franchising



DALE WARD
Franchise Partner Director,
Worldpay from FIS



DANI PELEVA
Founder & CEO, Franchise
Fame



DILJIT BRAR
Founder & CEO, Goldex
Investments Ltd



FIONA BOSWELL QFP
Franchise Specialist partner
Knights Plc



GILLIAN MORRIS
UK Head of Franchising,
HSBC UK



KAREN BROWN QFP
Co-Founder, Managing
Director, Franchise Business
Training & Consultancy



LOUISE Y HARRIS QFP
Founder, Franchise Projects



LUCY ARCHER QFP
Co-founder, Rev PR



MARK SCOTT
Managing Director, Azura



NATALIA SHVARTS QFP
Franchise Law Partner,
Excello Law



NICK CARNES
Managing Partner,
PartnerWise Franchise



NICOLA BROADHURST
Commercial partner at
Stevens & Bolton



PAUL CLEGG
Managing director, Coconut
Creatives



PHIL MOWAT
Managing Consultant,
Ashtons Franchise
Consulting

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

This year's judges*

[Click here to read the judges full bios.](#)



PHILLIP ARCHER

Head of Commercial, d&t



PIP WILKINS QFP

Chief Executive, British Franchise Association



ROB ORME QFP

Senior Account & Business Development Manager, Chantry Group



ROZ GOLDSTEIN

Senior Consultant, PartnerWise Franchise



SARAH KELLY

Founder, LOVE your MIND



SEAN GOLDSMITH

Co-Founder, Groe Global



SHARON WESTON

Head of Franchising – WorkBuzz



SUZIE MCCAFFERTY QFP

Founder & CEO, Platinum Wave



TIM MORRIS

Franchise Support Consultant

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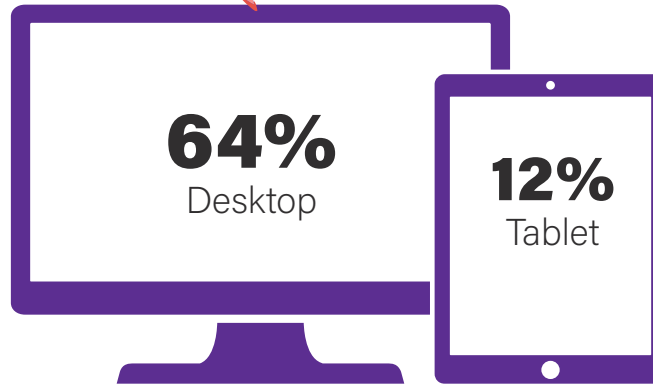
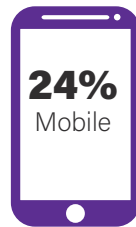
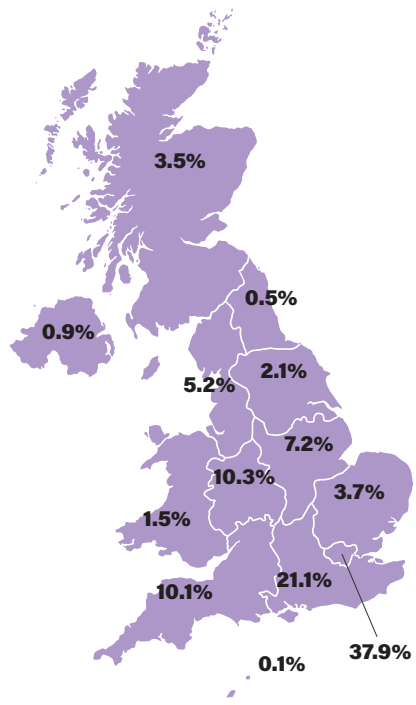
Audience

15k+ Readers

DIGITAL READERSHIP

60% Male

40% Female



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%

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%

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%

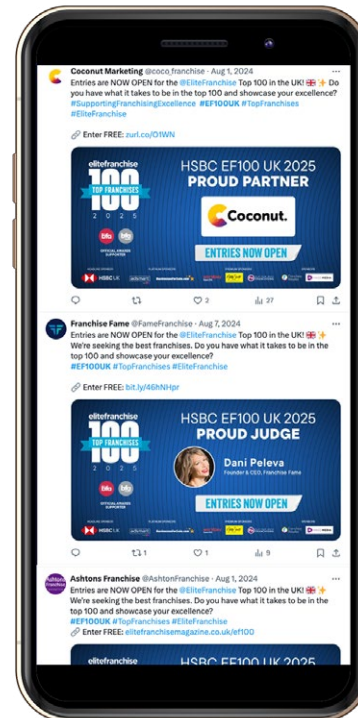
INVESTMENT STAGE



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
- ▶ **Marketing assets** - We supply all winners with a PR template social media posts, banners, images and more, 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.

The Entries

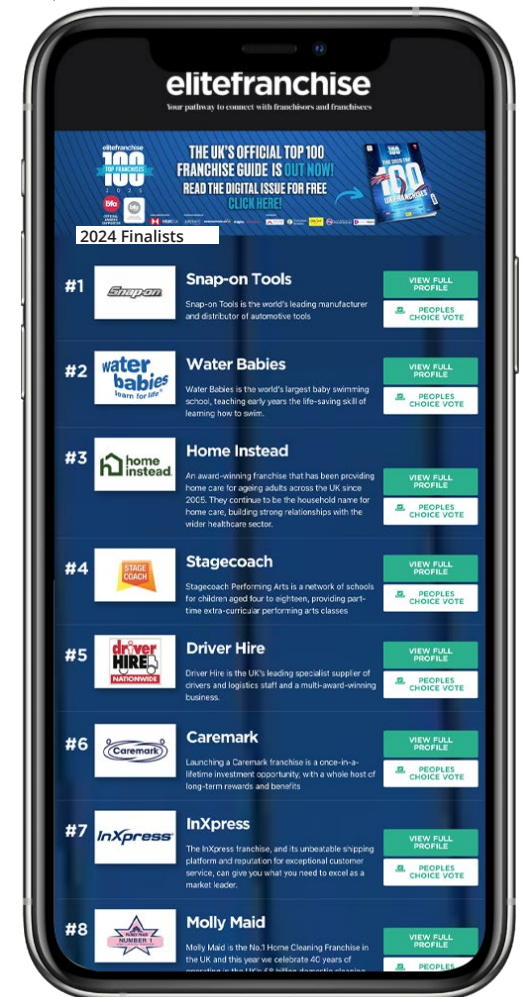
All finalists of the EF100 are entitled to a free Standard Ranking Profile in the guide and a Premium Listing on the Elite Franchise website**. The list is released in December each year and is highlighted through these platforms:



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 2025 ANNUAL](#)

** Free Premium Listings live for 3 months after launch.

The EF100 2025 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 12th March 2026.



EF100 Awards

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

Alongside the Number 1 Winners Trophy we have a selection of awards for exceptional performances throughout the year. These are shortlisted and the winners are announced on the evening.

Below is a list of the current awards we offer:

- **Exceptional Performance of the Year Award**
- **No.1 Winner of the Year Award**
- **Emerging Franchisor of the Year Award**
- **Highest New Entry of the Year Award**
- **Rising Star of the Year Award**
- **Innovation of the Year Award**
- **Community Builder of the Year Award**
- **Franchisee Outstanding Achievement of the Year Award**
- **Sustainability of the Year Award**
- **Diversity and Inclusion of the Year Award**
- **People's Choice Award**
- **Supplier of the Year Award**





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CEMG

