

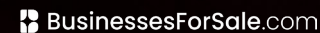


MEDIA DECK 2027

HEADLINE SPONSOR



PLATINUM SPONSOR



PREMIUM SPONSORS

Knights



OFFICIAL AWARD
SUPPORTER



SPONSORS



OFFICIAL
PRESS PARTNER



ABOUT

2027 marks the 10th anniversary of the Elite Franchise TOP 100, celebrating a decade of recognising the very best in UK franchising.

Over the past ten years, the EF100 has established itself as the definitive benchmark for excellence. More than a ranking, it is a respected and rigorously judged showcase of the brands setting the standard across growth, innovation, leadership and franchisee support.



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 5](#) 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 a franchise brand that has demonstrated an outstanding commitment to supporting, building and strengthening both the wider franchise sector and the communities it serves. The winner will have gone above and beyond through meaningful initiatives, charitable contributions and activities that delivers a lasting positive impact.

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

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.

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

This year's judges*

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



ANDREW MARKOU

CEO and Founder,
BusinessesForSale.com



BAL KAUR

Franchise Director, HSBC



CHARLIE DICKSON

Consultant, Ashtons
Franchise Consulting



DANI PELEVA

Founder & CEO,
Franchise Fame



DILJIT BRAR

Founder & CEO, Goldex
Investments Ltd



ED PURNELL

Founder, The Franchised



FIONA BOSWELL QFP

QFP Franchise Specialist
partner Knights Plc



GILLIAN MORRIS

UK Head of Franchising,
HSBC UK



INNES LAING

Franchise Director,
HSBC UK



JAMES FAY-SEDGWICK

Head of Operations,
The BFA



KAREN BROWN QFP

Co-Founder, Managing
Director, Franchise Business
Training & Consultancy



LOUISE Y HARRIS QFP

Founder, Franchise Projects
& The Ops Portal

***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.](#)



LUCY ARCHER QFP

Co-founder, Rev PR



MARK SCOTT

Partner, PartnerWise
Franchise



**NATALIA
SHVARTS QFP**

Franchise Law Partner,
Excello Law



PAUL CLEGG

Managing director,
Coconut Creatives



PAUL STAFFORD

Head of Franchise
Marketing, Chantry Group



PHILLIP ARCHER

Head of Business Planning
& Funding, the dt group



PIP WILKINS QFP

Chief Executive, British
Franchise Association



SEAN GOLDSMITH

Co-Founder, Groe Global



SHARON WESTON

Head of Franchising,
WorkBuzz



STUART LEE QFP

Managing Director,
Atlas Mapping



**SUZIE MCCAFFERTY
QFP**

Non-Executive Director,
Platinum Wave Franchising



TIM MORRIS

Co Founder,
Franchise HQ

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

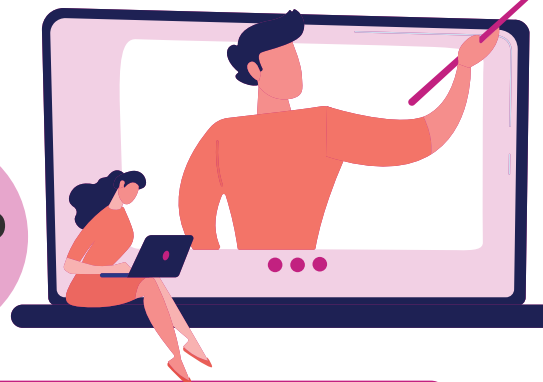
Audience

15k+ Readers

DIGITAL READERSHIP

40%
Female

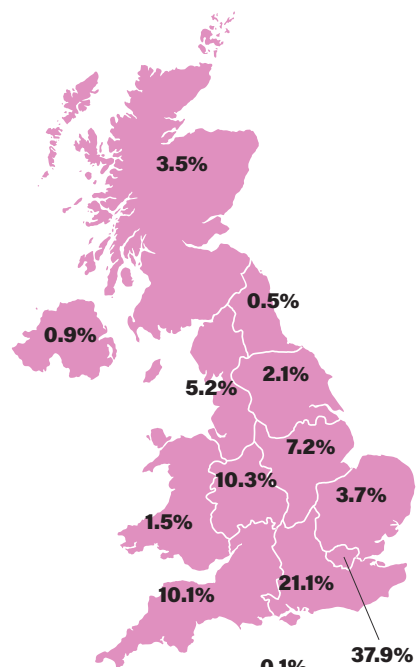
60%
Male



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



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 decision.



- ▶ **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.

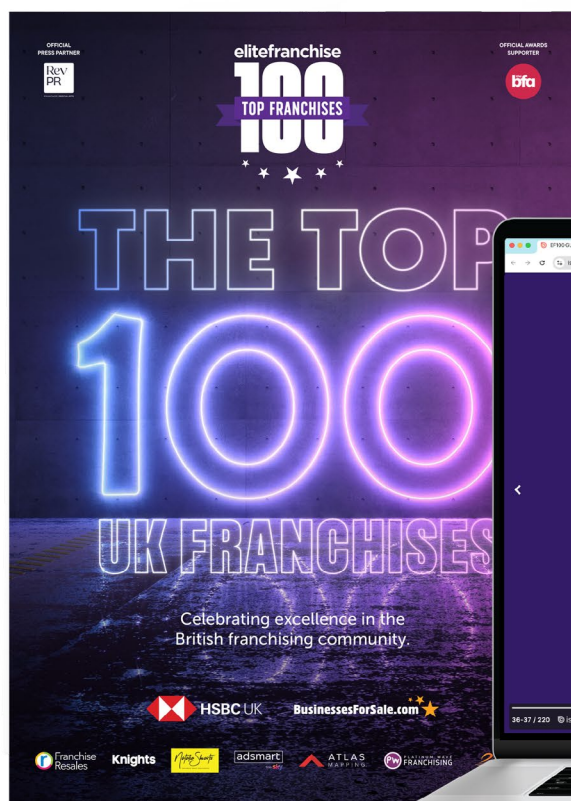
- ▶ **Exposure at 20+ industry leading events** Access thousands potential franchisees and business owners.

- ▶ **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

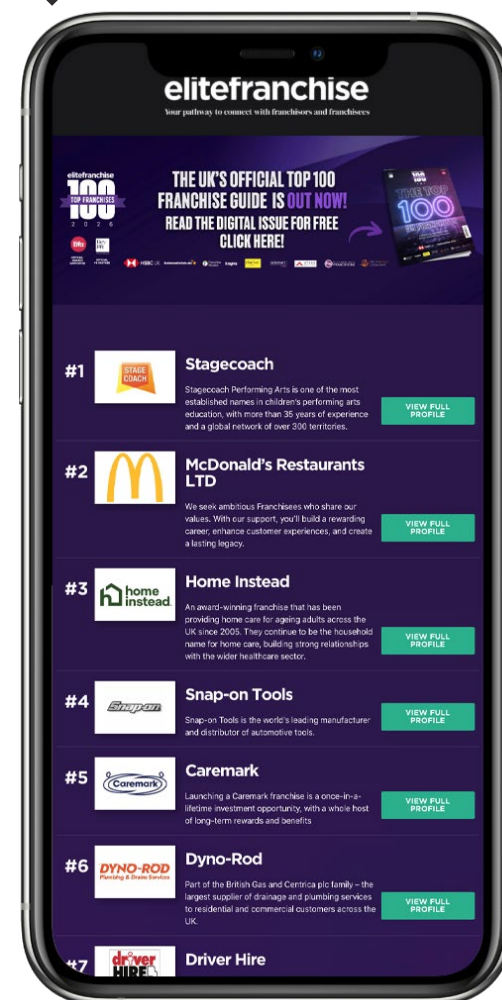
All finalists of the EF100 are entitled to a free Standard Ranking Profile in the guide and a Premium Listing on the Elite Franchise website**. The list is released in December each year and is highlighted through these platforms:



◀ **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 2026 ANNUAL

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

The EF100 2026 Celebratory & Awards Evening

HIGHLIGHTS from our official annual celebratory evening of the 2026 Elite Franchise TOP 100 (UK). 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 **11th March 2027**.



EF100 Awards

Additional recognition and special awards are presented during the celebratory awards evening, including the prestigious Number 1 Winners Trophy, which is engraved each year with the names of the new winners. In celebration of our 10th anniversary this year, the overall winner will have the unique honour of keeping the trophy permanently.

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**

Click below for a full breakdown of each awards, and how they are awarded.

EF100 ADDITIONAL AWARDS PDF



Contact

07391 058 844

jodie.marsh@cemg.media

elitefranchisemagazine.co.uk

Willow House, The Willows,
Colchester, Essex, CO2 8PY.

CEMG

