

# EF100 2021 Media Deck



## ABOUT EF100

Over the years, we've had the great privilege of covering some of Britain's best franchises, and they continue to exhilarate us with their ingenuity. We believe it is important to highlight these businesses and to this end, we publish the Elite Franchise 100, our annual definitive league table, that celebrates the greatest franchises in the UK. In conjunction with the guide we also host a celebratory evening to further 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 high-quality publication sent out to our combined audience of 15,000 subscribers and digital network of over 250,000. 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.



Dallas Chicken & Pizza Franchise, 2020 entrants

## CRITERIA

Using Elite Franchise's experiences of the franchise sector, the Elite Franchise 100 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.



From left to right: Andrew Brattesani, UK head of franchising, HSBC; Fiona Boswell QFP partner and head of franchise and commercial services, Knights PLC; Alana Spencer, 2016 Winner of BBC's The Apprentice; Scott English, brand director, Elite Franchise; Paul Clegg, managing director, Coconut Creatives; Clive Sawyer, founder, EWIF Encouraging Women Into Franchising

**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?

**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 take our word for it!



"We were delighted to be included within the Elite Top 100, and were thrilled when we were announced to be within the top 25! This ranking saw us within the top 5 care franchises within the UK, a fantastic achievement within what can be an incredibly competitive market. We were really pleased with the coverage in the magazine and further purchased one of Elite's banners to celebrate our achievement, which is really eye-catching on our exhibition stand! We hope that this year we can achieve an even higher ranking!"

**Michelle Fenwick QFP** Director, Heritage Healthcare Franchising Ltd



The Elite Franchise Top 100 was the first of its kind, an innovative idea bringing together and celebrating the leading UK franchises. The list is the one to watch and we are proud to have held the No.1 position for two years. 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



"We found the whole process of entering the Elite Franchise Top 100 really motivating. The application stage was very thorough and really got us thinking about what we do to support our franchisees and help them build their businesses so it was a great exercise to go through. To come in at number 9 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. We will definitely be entering again – as we never stand still at Revive!, there will be even more to tell the judges about in our next entry for the top 100!"

**Cathryn Hayes**, Franchise Director, Revive Auto Innovations



"The Elite Franchise Top 100 application form is a simple process which is easy to follow. The team at Elite keep us updated and provide us with a wide variety of marketing material after results are announced. We are always excited when the survey 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



# 2021 survey comments and feedback

**"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 great new candidate into our network – so thank you."



**"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, UK Head of Franchising, HSBC**

**"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\*



▶ **ANDREW BRATTESANI,**  
UK head of franchising,  
HSBC

Andy is the HSBC UK Head of Franchising. He has held a number of managerial roles within the bank, including his last role as Senior Area Commercial Director, leading the largest Commercial Banking team in the UK out of HSBC Headquarters in Canary Wharf with a portfolio of some 4,000 SME clients. HSBC has had a dedicated franchise unit for over 30 years and the team work closely with the British Franchise Association and its members to support ethical franchising. As part of that broader network of support, they work closely with the bfa to encourage successful and ethical franchising. They also sponsor the bfa Franchisor and Franchisee of the Year awards. And it's this approach that saw HSBC named as Best Franchisee Banking Provider at the Business Moneyfacts Awards 2019.

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



▶ **FIONA BOSWELL QFP**  
partner and head of  
franchise and commercial  
services, Knights PLC

Fiona is Partner and Head of the Franchise and Commercial Services, Knights PLC. She is also the Midlands Regional Chair for Encouraging Women into Franchising (EWIF) where her services were recently commended as she was awarded Service Provider of the Year 2018. Fiona sits on the BFA External Relations Committee and is a British Franchise Association (bfa) Qualified Franchise Professional. She is recognised in legal directories as a recommended lawyer and leading individual in Franchising and writes and speaks regularly on the topic for legal and industry publications.



▶ **CARL READER, Director,**  
Dennis and Turnbull  
chartered accountants  
and strategic advisors

Author of The Startup Coach and The Franchising Handbook, Carl Reader is a well-known small-business leader and expert as well as a serial entrepreneur who regularly provides comment to the BBC, The Guardian, The Mirror, the I paper and Forbes. He has a huge social media following – in excess of 100,000 across different platforms – and also is in the process of starring in his own upcoming TV show. He is widely regarded as a leading business advisor specialising in startups and small businesses and is in demand to speak internationally on a broad range of business and management subjects. He is a highly successful entrepreneur, heading up d&t, a multi-award winning accountancy firm.



▶ **CLIVE SAWYER**  
Founder, EWIF  
Encouraging Women  
Into Franchising

Clive Sawyer is the founder of EWIF and also managing director of Business Options. 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, if not, find appropriate alternative expansion models such as licensing, distributorships or agencies. Sawyer has written three 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 and through the bfa's bookstore.



▶ **PAUL CLEGG**  
managing director,  
Coconut Creatives

Having been involved in franchising for over 12 years, Paul Clegg is more than qualified to join the Elite Franchise 100 judging panel. He has become a voice of authority through the franchises he has worked with, both in the past and as managing director of Coconut Creatives. Clegg's opinion is often sought out as a recognised trusted advisor for understanding franchising challenges. In 2011 Clegg attained the bfa's qualified franchise professional title, in recognition of his professional knowledge.

# Audience

## 15k+ Readers

### DIGITAL READERSHIP

**60% Male**

**40% Female**

**64%**  
Desktop

**12%**  
Tablet

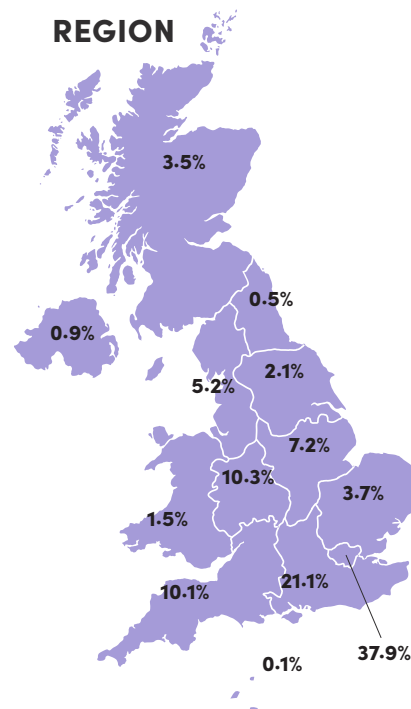
**24%**  
Mobile



### 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	
/Media & Comms	5%
Other	12%

### REGION



### 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%
£1M+	3%

### INVESTMENT STAGE

**36%**  
Now

**33%**  
Within 3 months

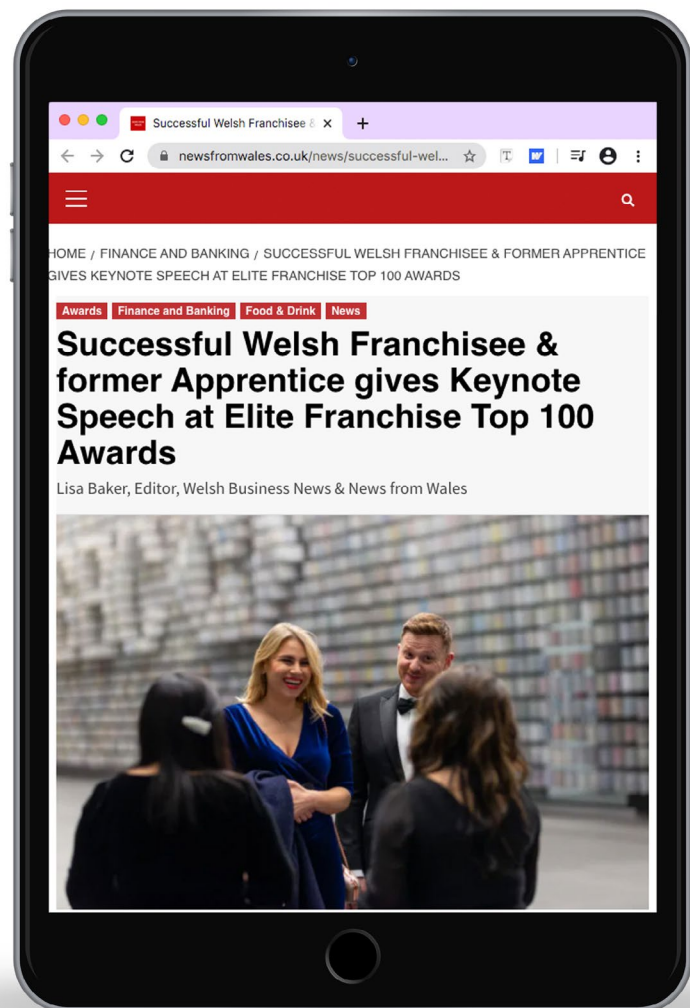
**17%**  
3-6 months

**10%**  
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	56%
Food	13%
Gardening	6%
Golf	20%
Health & beauty	18%
Home care	20%
Home improvement	11%
Home services	46%
Internet	6%
Magazine	12%
Merchandising	11%
Mortgage	4%
Pest control	5%
Pet	5%
Photography	41%
Print & sign	41%
Professional services	16%
Property & estate agency	14%
Recruitment	42%
Retail	12%
Safety & security	28%
Sports	12%
Travel & leisure	6%

# 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 subscribers** in the Elite Franchise 100 circulated in December for the year ahead Investors actively looking for franchise opportunities subscribe to receive content to aid their decision



- ▶ **20,000 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 40+ industry leading events**  
Access tens of thousands potential franchisees and business owners
- ▶ **Reach over 250,000+ qualified potential franchisees**  
Our media partners actively push the Elite Franchise 100 to their database
- ▶ **PR template** – This year we'll also be supplying you 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.



## SPONSORS



HSBC is excited to again be involved with the Franchise 100 awards in 2021 and look forward to hosting the celebration dinner at our Global HQ in Canary Wharf.

### BusinessesForSale.com

Businessesforsale.com is the largest database of business buyers, businesses and business intermediaries in the world. Currently there are over 60,000 businesses for sale on the site. We will ensure your business achieves the highest level of prioritisation across all major search engines such as Google, MSN, Yahoo, etc.

### FranchiseSales.com

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.

**Rufus Bazley**, marketing director, Franchisesales.com

## STRATEGIC MEDIA PARTNERS

### 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



At Rev PR, we help you to move your business forward. We do that by getting your brand into the press and by creating valuable content that feeds your online and offline presence.

### FranchiseLocal

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



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.



Many brands struggle to grab their respective audience's attention through their marketing collateral, but Elite Franchise does a great job in catching your eye as soon as you start to read through their promotional material. Franchise Supermarket admire Elite for publishing Elite Franchise 100 as it 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



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. Our remit is threefold; to encourage women to consider buying a franchise, to encourage business women to franchise their existing operations and to help franchisors attract more women to their networks.



We are a network of experienced franchise consultants and entrepreneurs that have achieved business success across several industries. Our franchise consulting services skills have been gained in the real world, delivering real results for new franchise businesses.



Established in 2004 Franchise UK provides details of UK franchise businesses for sale plus lot's of UK franchise information & franchising news. If you are considering buying a franchise opportunity then our franchise directory of UK franchises for sale will be an excellent resource of FREE franchising information.



Department for International 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



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.



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



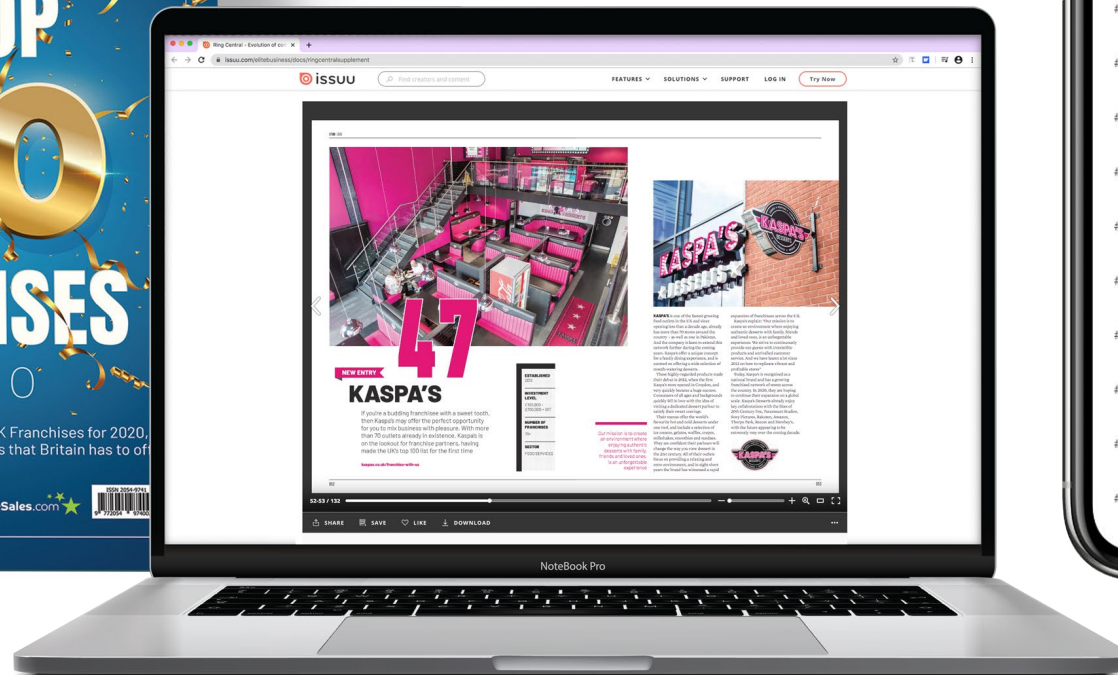
We are proud to support Elite Franchise 100, great new innovative idea for the British franchise industry to recognise franchise companies both large and small on their performance, support and growth. **Claire Robinson**, managing director, Extra Help Ltd

# The Entries

All finalists of the Elite Franchise 100 are entitled to a free listing in the guide and on the Elite Franchise website. The list is released in December each year and is highlighted through these platforms:

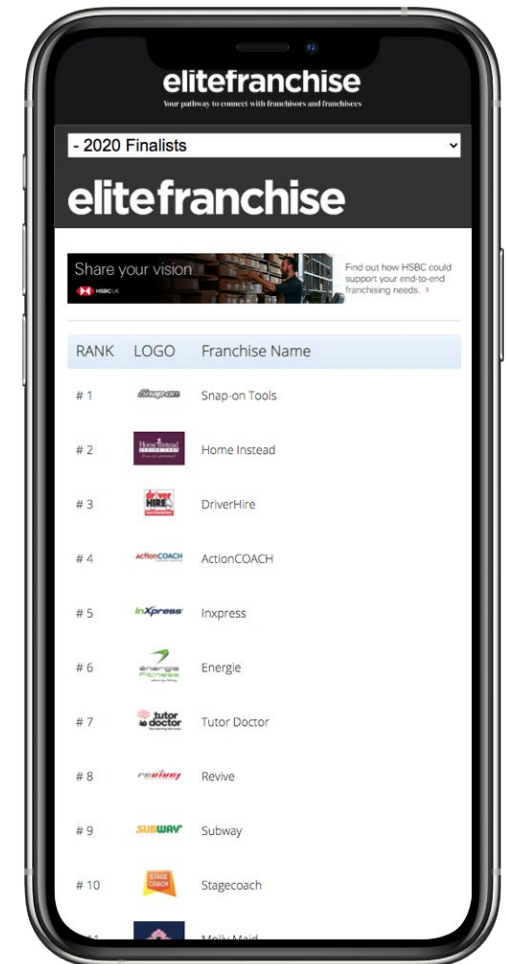


- ▶ **Printed guide** – we print 20,000 high quality copies of the EF100 guide. Each finalist receives a free copy of the guide and we distribute it through our network of partners.



- ▶ **Digital guide** – is available on issuu.

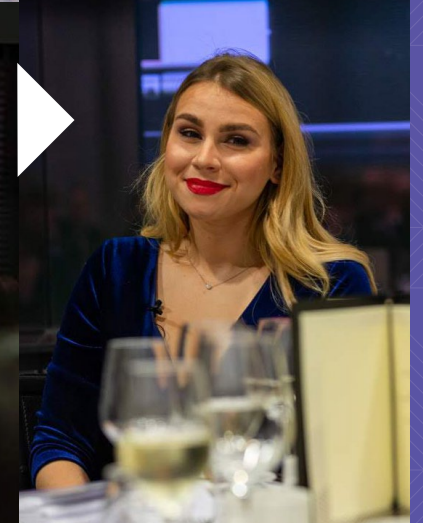
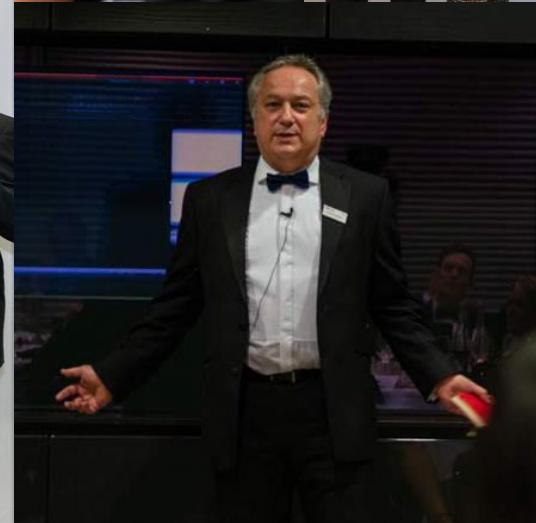
- ▶ **The Top 100 list** – is published on the Elite Franchise website. Your logo here links through to your franchise opportunity listing.





# The EF100 2021 Celebratory Evening

**SOME** of the highlights from last year's official annual celebratory evening of the Elite Franchise TOP 100 (UK) 2020, which took place at HSBC Tower, London. Guests joined us for a drinks reception, followed by dinner, a selection of speakers and networking.



# NEW for 2021

This year we have added special awards to recognise some exceptional franchise brands. The franchise which secures our top spot will have their name added to the EF100 trophy and be entrusted with its safe-keeping for the year.

The Highest New Entry Award 2021 will go to the franchise entering the EF100 for the first time in the highest ranking whilst the franchise who makes the biggest jump from their EF100 2020 position will receive the Rising Star Award 2021.

As our lead sponsor, HSBC will choose one franchise from the top 15 who they have judged as having truly performed exceptionally in the past year. HSBC's Exceptional Franchise Performance Award will become a sought-after accolade from 2021!

- ▶ **EF100 2021 Winner trophy**
- ▶ **Highest New Entry Award 2021**
- ▶ **Rising Star 2021 award**
- ▶ **HSBC's Exceptional Franchise Performance Award**







**CEMG**  
M E D I A

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