

elitefranchise

100

TOP FRANCHISES

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MEDIA KIT

Over the years, we've had the great privilege of covering some of Britain's best franchises. And as these superlative businesses continues to exhilarate us with their ingenuity, we believe in the importance of celebrating the best businesses this sector has to offer. To this end, we publish Elite Franchise 100, our annual definitive league table that celebrates the greatest franchises in the UK.



## **A**llowing 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 print 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.

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.



**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 networks accelerated growth, this will recognise franchises that have come to establish a significant presence in their market

**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

## 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. He is a Banking Business Association (BBA) qualified mentor, which sees him mentoring SME's who approach the Association for such services.

As well as his U.K. roles, Andy has spent time in Hong Kong and Shanghai. He has supported; Argentina, Canada, France, Mexico & U.S open franchise businesses. His team also leverage a global network that covers some 66 countries and territories, which means they are uniquely placed to connect customers to opportunities as they expand internationally.

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. As part of that broader network of support, they work closely with the British Franchise Association (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.



**CLIVE SAWYER**  
managing director,  
Business Options

Clive Sawyer is the founder and 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.



**FIONA BOSWELL QFP**  
Partner and Head of the  
Franchise and Commercial  
Law Team Fraser  
Brown Solicitors

Fiona is a Partner and Head of the Franchise and Commercial Law Team at Fraser Brown Solicitors. 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.

## Testimonials



Michelle Fenwick QFP  
Director, Heritage Healthcare Franchising Ltd

"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 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!"



Cathryn Hayes  
Franchise Director, Revive Auto Innovations

"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!"



Paul Courtman-Stock, Franchising Recruitment & Reputation Consultant, McDonald's Restaurants

"The McDonald's franchisee recruitment team have worked with Elite for a couple of years as part of our marketing strategy, utilising a mixture of channels including EF100 to reach our target audience. We find Scott and the team are helpful and supportive enabling us to maintain a presence both online and offline."

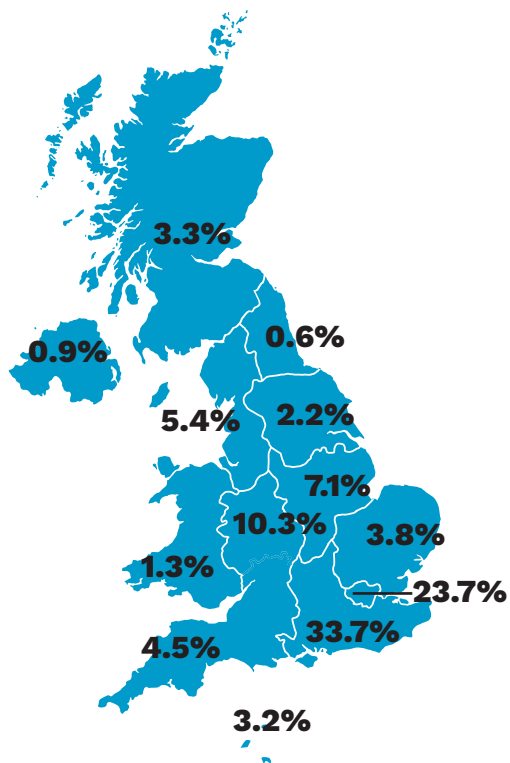


Laura Thorburn, Marketing Manager, ActionCoach

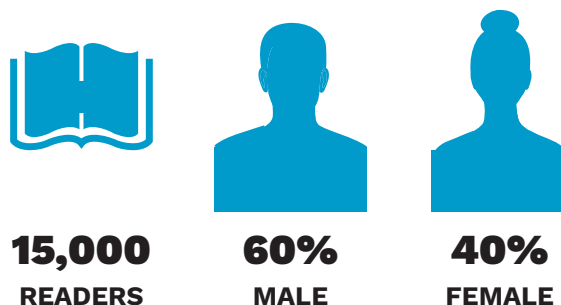
"The Elite Franchise Top 100 application form was a simple process which was easy to follow. The team at Elite kept us updated and provided us with a wide variety of marketing material after the results were announced. Considering last year was the first time the survey went live, the coverage once the results were announced was huge. It's a fantastic recognition for the ActionCOACH brand and a great award to be part of."



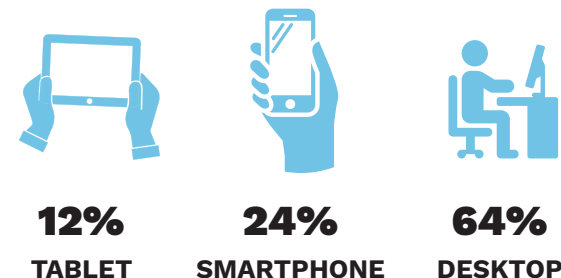
## Region



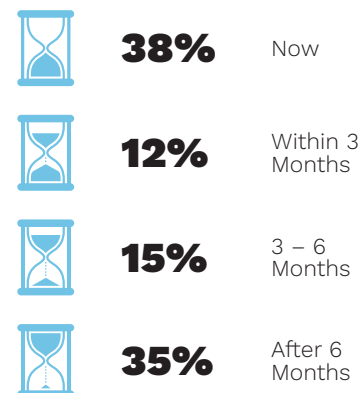
## Readership



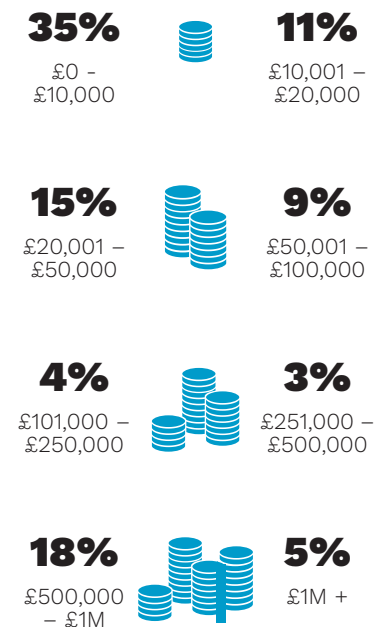
## Digital readership



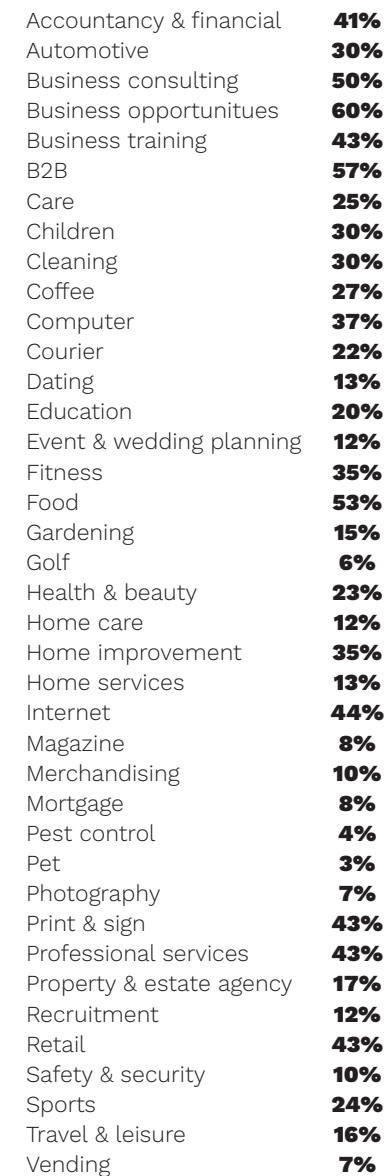
## Investment stage



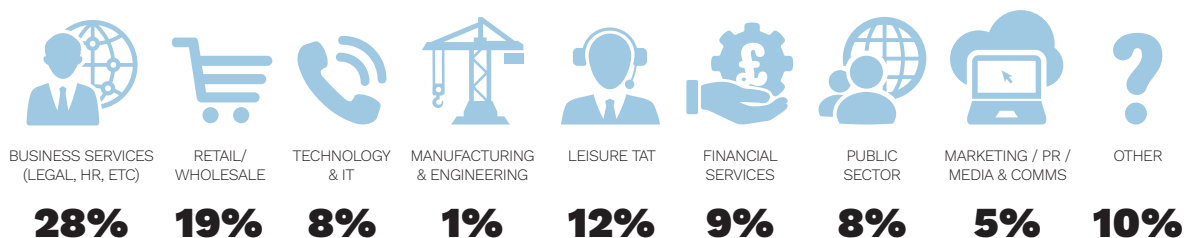
## Investment level



## Area of interest

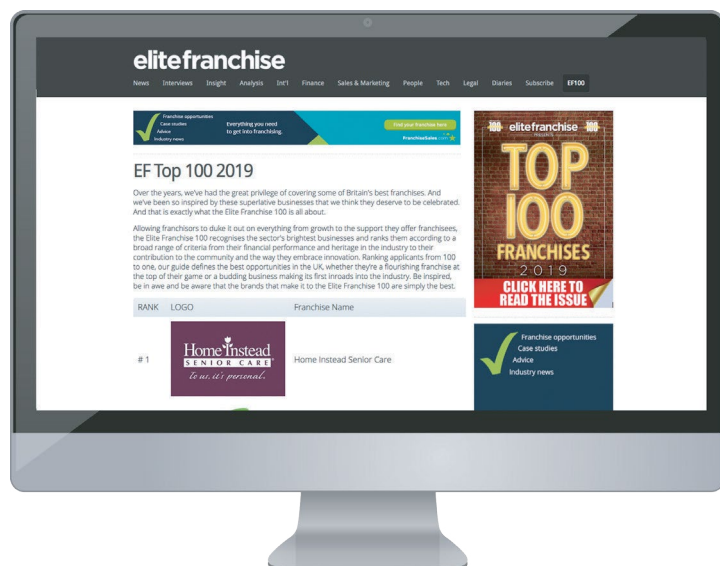


## Investor breakdown by sector



## The Elite Franchise 100 Campaign

Join our annual multichannel campaign using online and offline activity to reach, engage and educate potential franchisees



### Online display activity throughout the Elite Franchise Website

Elite Franchise 100 is promoted across our website which receives over 20,000 impressions monthly



### Prominently displayed within our e-Newsletter each quarter

Throughout the campaign we position the Elite Franchise 100 within our e-Newsletter to our engaged subscribers



### 20,000 additional copies printed

Find your brand within the industry as we strategically distribute Elite Franchise 100 through our contacts



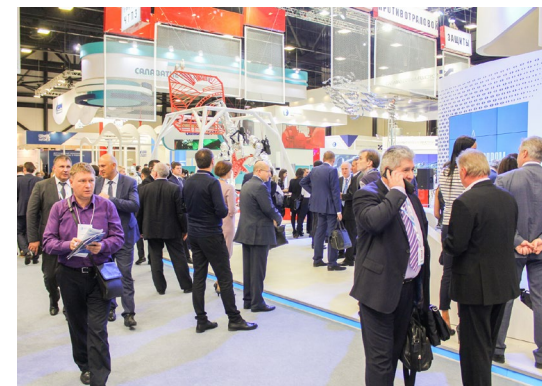
**Educate 15,000 opted-in subscribers in the Elite Franchise 100 circulated in December for the year ahead**

Investors actively looking for franchise opportunities subscribe to receive content to aid their decision



**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



**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



## SPONSORED BY



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**HSBC**

HSBC is excited to be involved for the first time in the franchise 100 for 2020 and look forward to hosting the celebration of this next year 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. It currently has 60,000 businesses for sale on the site. The company will ensure your business achieves the highest level of prioritisation across all major search engines such as Google, MSN and Yahoo.

## FranchiseSales.com

We're very excited to be pairing our brand with Elite Franchise 100, Elite Franchise is known for its high-quality and informative content, and if this is to be transferred to the new annual guide celebrating the top franchises then this should be really be a 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 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.



**Franchise Supermarket**

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**

### 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.

### Infinity Business Growth Network

We are a network of experienced franchise consultants & 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.

### Business Options

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



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 UK find your ideal franchise

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.

### 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.



The Approved Franchise Association 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. Excited to be part of it.

**Claire Robinson, managing director,**  
Extra Help Ltd



### 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

# elitefranchise

Elite Franchise is the definitive platform for the franchising sector, our website is full to the brim with news and features for franchisors and franchisees alike. Whether you are firmly established in the franchise universe or just taking your first tentative steps into it, our team of

experienced journalists and industry columnists will ensure your own franchise story is a successful one. From interviews with the likes of Anytime Fitness' Chuck Runyon and Monkey Music's Angie Coates to advice on funding your franchise, we've got it covered.



## FOR ENTRIES

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