



MEDIA DECK 2025

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ABOUT

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, the annual definitive league table, that celebrates franchise excellence in the UK. In conjunction with the guide we also host a celebratory awards 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 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.

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 has evolved significantly since its inception and we are absolutely delighted to be an official award support to a programme which provides great value and exposure for franchising in the UK," said Pip. "Initiatives such as these are critical to the overall evolution and development of franchising, as franchisors work hard to continually improve and achieve a spot in the much sought-after league table. We look forward to joining this year's judges and exploring the great plethora of development and innovation within franchising."

Pip Wilkins QFP, Chief Executive, British Franchise Association



Our team loved the EF100 awards and relished to opportunity to be in the room with such amazing franchise brands. Beyond a showcase of glitz and glamour, the event provided the perfect setting to connect with like-minded professionals, exchange ideas and explore potential collaborations.

The awards ceremony itself stood as a testament to the dedication of franchise leaders, highlighting their efforts and visionary strategies. The awards ignited a renewed sense of purpose for our own brand.

Overall, the EF100 awards is more than just a celebration, it is the perfect place for learning, growth and collaboration.

James Cutting, Founder, Football Fun Factory



"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 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 a number of 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, Head of Franchise Development, Home Instead

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.](#)



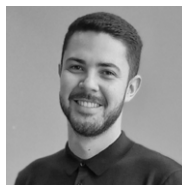
PHILLIP ARCHER

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

***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

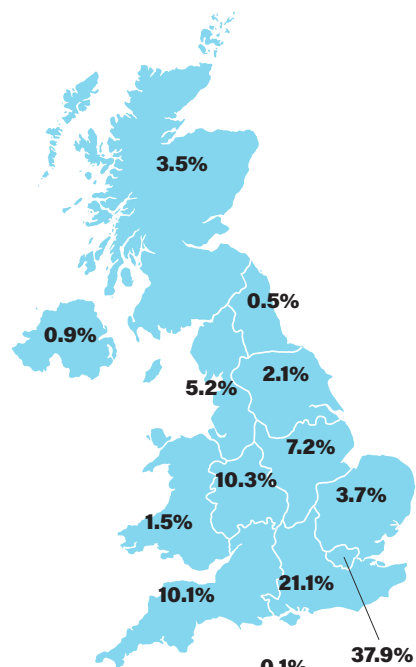
60%
Male



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%

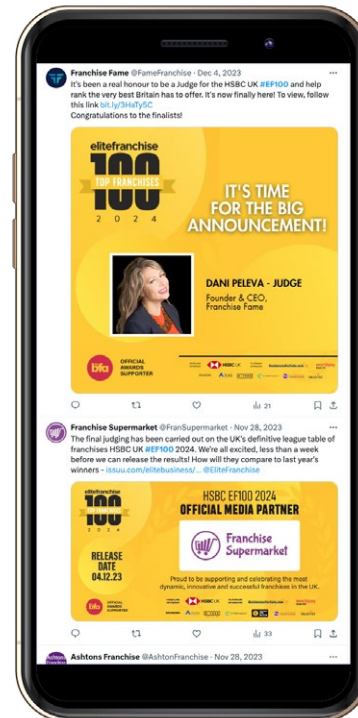
BREAKDOWN BY SECTOR (EXISTING ROLES)

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



- ▶ **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.

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'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



A variety of franchisors are already using AdSmart from Sky to support their franchisees and build brand fame for their network. McDonalds, Domino's, Puddle Ducks, Mathnasium, Snap Fitness and Art-k are just some of the franchisors that have delivered targeted TV campaigns and that have come back to book multiple campaigns.



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, Chief Operating Officer,
Dynamis (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.



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.

PREMIUM SPONSORS



Natalia Shvarts is an experienced franchise solicitor with focus on commercial solutions and ethical practices. Natalia's passion is her clients' successes whether they are franchisors or franchisees. In 2024 Natalia started her own franchise practice powered by Excello Law. Excello Law is an innovative legal firm that revolutionises the delivery of legal services combining traditional legal excellence with contemporary efficiency, making it a preferred choice for clients seeking dynamic and responsive legal support.



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.

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Atlas Mapping has been servicing the franchise industry for over a decade now, working with hundreds of franchisors and uncovering data-driven insights. We provide unparalleled territory support and advice to franchisors at all stages of development.

Our passion is providing excellent customer service and delivering simple solutions to complex problems. We love solving problems no one else can and seeing our clients reap the rewards.



Franchise Resales Ltd specialises in assisting franchisees and franchisors with the sale of their businesses, aiming to secure a strong return on investment.

Since 2007, the company has offered a comprehensive service that allows business owners to focus on their daily operations while the team handles the complexities of finding the perfect buyer.

With extensive industry experience, Franchise Resales have refined the process to ensure a smooth and efficient sale.



Mass aim to revolutionise outdoor advertising by providing maximum coverage to advertisers, ensuring that their sites were visible when others were not. This led to the development of our Greater City Strategy, targeting commuters and locals alike.

With the rise of hybrid working post-covid, this strategy has proven to be highly effective and remains a key focus. Currently, we have digital 74 fully digital screens in UK cities including Canterbury, Reading, Bristol, London, the Midlands, Manchester, Liverpool and Leeds

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



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 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 2024 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!

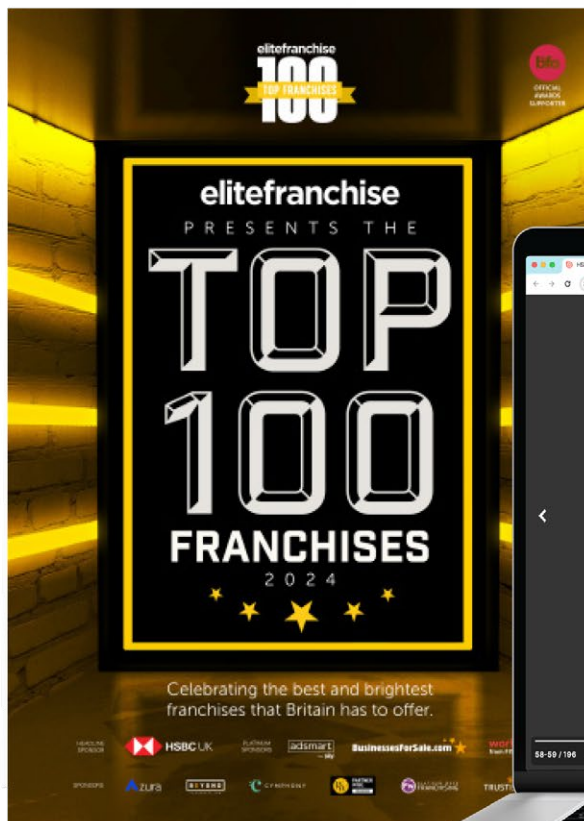
Ben Burcham, Director, Franchise Supermarket



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

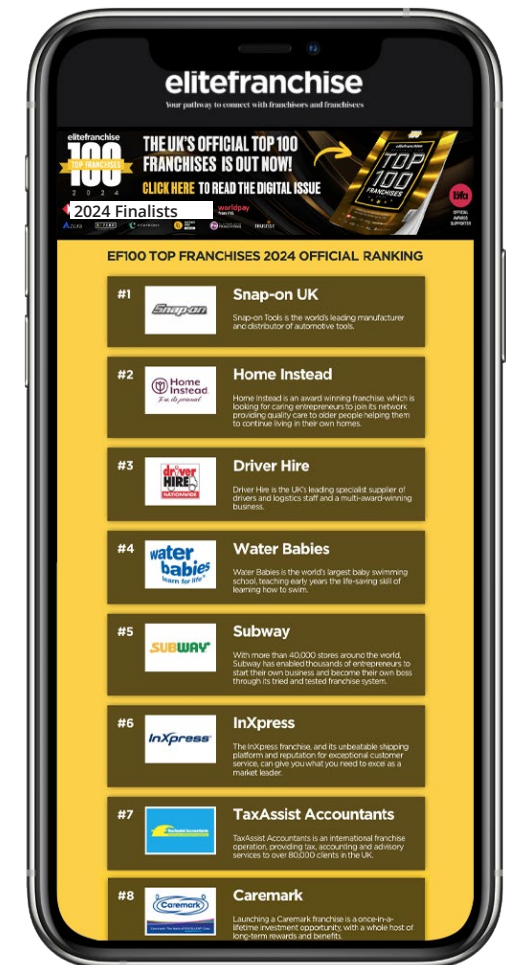
All finalists of the HSBC EF100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Franchise website. The list is released in December each year and is highlighted through these platforms:



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 2024 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 13th March 2025.



Additional Awards for HSBC UK EF100 Finalists

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**



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CEMG

