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100
TOP FRANCHISES
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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, Franchise Development Manager, Home Instead Senior Care

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*



ANDREW MARKOU
CEO and Founder,
BusinessesForSale.com

Andrew co-founded BusinessesForSale.com back in the late 1990's, which given the pace of change since then very much feels like the last century. The idea then, as it is now, was to create the main digital platform to bring together buyers and sellers of businesses and franchises globally. Driven by a wider ambition of helping unleash the entrepreneurs' spirit, Andrew has an unrequited desire to fulfil the potential of anybody wanting to be in business for oneself. Andrew built the first version of the site, having learned to program from scratch in the bedroom while an arts student in Brighton. He is still a keen follower of web technologies and how best they can be used to service BusinessesForSale.com users more effectively.



ANITA ROBERTS
Associate Franchise Director,
HSBC UK

Anita has been a banker in HSBC for over 30 years having worked in retail banking in a number of senior positions before moving to commercial banking in support roles in both the Business Banking and Mid-Market arena and finally as a Relationship Manager in the Business Banking team before joining the Franchise Team in early 2019. 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. Anita's role as Franchise Director primarily focuses on developing relationships with Franchisors and industry professionals, her key objective being to identify lending opportunities for the Bank and help Franchisors and franchise clients grow their business



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

Carl Reader is chairman at multi-award winning franchise accounting firm d&t and author of The Franchising Handbook. He has previously served as Affiliate Chair and Board Member at the British Franchise Association. Carl has spoken to global franchising audiences about best practice in franchising, and has worked with countless household name brands. He has been recognised as one of the '20 faces of franchising' by What Franchise magazine, is a judge of many industry awards, and regularly contributes to the trade press.



CLIVE SAWYER
Founder, EWIF Encouraging
Women Into Franchising

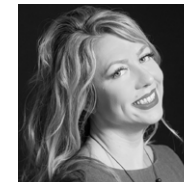
Clive Sawyer is the Managing Director of Business Options and founder of the non for profit Encouraging Women into Franchising organisation (EWiF).

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 other expansion models such as licensing, distributorships or agencies. Clive has written three leading 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. Clive is highly respected throughout the franchising industry and regularly presents and lectures on the topic of franchising.



DALE WARD
Franchise Partner Director,
Worldpay from FIS

Dale started his career within the franchise industry working for Cartridge World and Domino's followed by a move into the corporate world with HSBC. More recently Dale headed up O2's franchise partner programme before moving to Worldpay from FIS to build bespoke payment solutions for the franchise sector.



DANI PELEVA
Founder & CEO, Franchise Fame

Dani is the founder and CEO of the award-winning franchise marketing agency Franchise Fame. She is also a best-selling author, a member of EWIF and has recently been nominated Most Innovative Woman of the Year in Franchising by the Stevie Awards for Women in Business.

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

This year's judges*



DILJIT BRAR

Founder & CEO, Goldex Investments Ltd

Diljit Brar is the founder and CEO of Goldex Investments Ltd, a diversified company operating a portfolio of different franchise businesses across the UK and internationally. He has over 30 years of experience both as a Franchisee and Franchisor of multi-brands in the food and beverage, leisure, and property industries. Diljit's leadership has propelled Goldex to become a leading multi-brand franchisee. Diljit is the first UK Costa franchisee to acquire international rights; he's already opened 7 stores in Morocco, with 3 more on the horizon next month. Two-time recipient of the prestigious BFA multi-unit franchise award and recognised as the European Franchisee of the Year in 2022, Diljit is known not only for his business acumen but also for his commitment to giving back to local communities and supporting fellow businesses.



FIONA BOSWELL QFP

Franchise Specialist partner
Knights Plc

Fiona is a partner at Knights Plc and has many years experience in advising businesses on franchising and in particular on setting up, managing, growing and exiting franchise networks. Fiona co-ordinates a multidisciplinary team that advise those in the franchise sector on all aspects of their franchising journey from acquisitions and disposals, real estate, contracts and termination, HR aspects and disputes. With clients ranging from established to emerging franchisors, area developers, multi-unit and multi brand franchisees, brands coming into the UK and those wishing to expand elsewhere.



GILLIAN MORRIS

UK Head of Franchising, HSBC UK

Gillian has over 25 years' experience in the financial services sector and was appointed as UK Head of Franchising, HSBC UK in January 2022.

Gillian joined HSBC in 2017, as part of HSBC's Commercial team in Northern Ireland and in January 2019 became Head of Corporate Banking & Agriculture, Northern Ireland for HSBC UK. Prior to joining HSBC, Gillian worked for Lloyds Banking Group, based in London, having joined as a graduate trainee. Her career to date has encompassed relationship banking, structured asset finance as well as strategy development and business performance. Gillian holds a Law degree from Queen's University, Belfast and a BSc(Hons) in Banking and Finance from UMIST and is an Associate of the Chartered Institute of Bankers (ACIB).



KAREN BROWN QFP

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

Having had a successful career in banking spanning over 30-years and covering a range of training and financial risk management roles, Karen; started her own training and business consultancy business 2014. She started working with the franchise sector in 2018 and since this time has provided business planning, consultancy, on-boarding support, financial risk management / financial health check services and delivered training at network and individual franchisee level across a range of brands including, but not limited to, Vodafone, Dyno-Rod, Home Instead, Dominoes, Speedy Freight and Tezlo.



LOUISE Y HARRIS QFP

Founder, Franchise Projects

Louise has been in franchising since 2006, initially as a franchisee. In 2010, she became a franchisor, launching the award-winning Wilkins Chimney Sweep franchise which was sold in 2019. She is a fierce advocate for ethical business-format franchising and has served in on the board of the British Franchise Association, and several committees and is a Qualified Franchise Professional (QFP)

Louise now runs Franchise Projects, primarily delivering franchise operations manuals in an energised format, and completing critical tasks for franchised businesses that help them deliver to ethical franchise standards. She is a contributor to Elite Franchise on a regular basis.



LUCY ARCHER QFP

Co-founder, Rev PR

Lucy is the co-founder of specialist franchise PR agency, Rev PR and has over a decade of experience in franchising. She is a member of the Chartered Institute of Public Relations, the Public Relations and Communications Association and holds Qualified Franchise Professional status with the bfa. From home-grown start up brands to international giants, Lucy has supported franchisors and franchisees alike, helping them to leverage the crucial pillars of trust, credibility and storytelling for growth.

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

This year's judges*



MARK SCOTT
Managing Director, Azura

Mark Scott is a very experienced franchise professional with 24 years of industry experience. He started his career with NatWest, where he worked for 39 years including the last 23 years there in their franchise team, including heading it up. During his time with NatWest he was a bfa board member and worked with franchise networks at all stages of their development from new starts to long established international brands. In 2021 he joined Azura, the first UK franchise management software company, where he is now Managing Director. It is part of the AIM listed Franchise Brands plc. He is a regular speaker on franchise matters and columnist for Elite Franchise.



NATALIA SHVARTS QFP

Franchise Law Partner, Excello Law

Excello Law is an innovative legal firm that revolutionises the delivery of legal services. Excello Law is focused on attracting the best legal talent and boasts a team of lawyers

who are widely featured in prestigious directories such as Legal 500 and Chambers UK. Specialising in a wide range of practice areas, Excello Law combines traditional legal excellence with contemporary efficiency, making it a preferred choice for clients seeking dynamic and responsive legal support.



NICK CARNES
Managing Partner, PartnerWise Franchise

Nick has a commercial career that spans over 25 years with the last dozen founding and building PartnerWise Franchise.

He had a solid foundation through an early operational career in hospitality management, where he moved into recruitment gaining both valuable agency and in house experience plus building a business still thriving today. This led him into the franchising industry giving him great insight and expertise to create and grow what is today PartnerWise Franchise. As Managing Partner, Nick leads a small team who specialise in the delivery of interim consulting and business support services specifically tailored for the UK & European Franchise industry.



NICOLA BROADHURST
Commercial partner at Stevens & Bolton

Nicola is a commercial partner at Stevens & Bolton heading up its franchise and ESG practice with over 20 years of franchise legal experience. She provides the full range of advice to franchisors and franchisees from set up, expansion (domestic and international) and exit options. She has a particular focus on retail, hospitality and leisure sectors and is co-chair of the firm's Luxury and fashion sector group. She has just been appointed chair of the International Division of the American Bar Association franchise Forum and is also a member of the International Bar Association's International franchising committee and chair of its European Regional Forum's Western Regional group. She works closely with the British Franchise Association advising on various issues including best practice and the ethics of franchising.



PAUL CLEGG
Managing director, Coconut Creatives

Paul Clegg, Managing Director of Coconut Creatives, has become an authority on franchise marketing recruitment. His opinion is often sought out as a recognised and trusted advisor for understanding

franchising challenges which he's gained on all sides of the franchise relationship: franchisor, franchisee and supplier. In 2011 Paul attained the bfa's Qualified Franchise Professional title, in recognition of his professional knowledge. He continues to support the bfa's professional development programme, by teaching modules on the course.



PAUL STAFFORD QFP
Head of Franchise Marketing

Paul advises franchisors on their franchise recruitment strategy, budget and tactics to ensure they're getting the biggest bang for their marketing buck. He also creates and implements customer marketing campaigns as well as helping franchisors to promote existing franchises for sale.

Prior to joining Chantry Group in 2016, he spent nearly five years as the British Franchise Association's PR Manager, working with the great and good in the industry and getting a franchise education like no other.

As a result, Paul's equally at home working with franchisors looking for their first franchisee as he is with international brands entering or expanding from the UK market. He's overseen the marketing strategy and network growth of some of the sector's most renowned brands.

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This year's judges*



PHIL MOWAT

Managing Consultant, Ashtons Franchise Consulting

Phil has been in franchising for nearly 15 years, entering the industry to franchise the family business, a hair and makeup artist booking agency, specialising in supplying artists for weddings, corporate events and special occasions.

At that point he met with Ashtons (known as FDS back in 2008) and began building a relationship with Nick Williams, the stalwart of Ashtons over the years.

Having successfully grown the makeup business via franchising and with the prevalence of technology kicking in to make business easier, Phil had the opportunity to go and spread his wings into the global franchisor space, working as Head of UK for the Australian brand, Local Appliance Rentals, as the Strategic Partnership Manager and business coach at ActionCOACH UK, and as the UK Country Director at Expense Reduction Analysts.



PHILLIP ARCHER

Head of Commercial, d&t

Head of Commercial, Phillip Archer, at award winning accountancy firm d&t, has a wealth of expertise within the finance and franchise industries. Accredited QFP with the British Franchise Association, Phillip is a voice of authority within this sector. With the variety of services available at d&t Phillip has helped franchise brands to get funding for their franchisees and increase franchise efficiency through expert accountancy advice. Previous experience working within the finance industry in some very well-known household names, paired with his current role, Phillip has the proven ability to help franchisors and franchisees alike.



PIP WILKINS QFP

Chief Executive, British Franchise Association

With more than 20 years' experience in the franchise sector, Pip has extensive knowledge from all areas of the bfa business and the franchise industry. She is well-known and highly regarded in franchising for her dedication and depth of knowledge. Pip regularly speaks at conferences and seminars both domestically and internationally, as well as writing on franchising matters for national, local and franchising trade press. Pip is also a regular judge for the annual bfa HSBC Franchise Awards, the Franchise Marketing Awards and Global Franchise Awards. Pip represents the UK at both the European Franchise Federation (EFF) and World Franchise Council (WFC). The bfa has grown to be one of the largest franchise associations in Europe, and one of the most successful associations in the world.



ROZ GOLDSTEIN

Senior Consultant, PartnerWise Franchise

Roz Goldstein has spent most of her career as a franchise specialist solicitor, advising franchisors and franchisees on the development of their businesses.

She established Goldstein Legal, a boutique franchise law firm, in 2006, after many years working as an in-house lawyer for major franchisors, including Burger King and O2. At Goldstein Legal, Roz is a well-known face in the franchising industry, regularly sitting on panels offering her pragmatic advice and thoughts to the franchise industry. Goldstein Legal was acquired by Nexa Law in 2021 and Roz continued to run Goldstein Legal until August 2023. With effect from 1st September 2023, Roz starts a new chapter in her life when she joins PartnerWise Franchise as a consultant.



SARAH KELLY

Founder, LOVE your MIND

For the past 30 years, Sarah has led and transformed franchise businesses worldwide. Having held Senior Executive Board Directorships as CEO and Marketing Director at Burger King, Wendy's

International, Warner Bros, LighterLife and Stagecoach Performing Arts she's well versed in the challenges and advantages of franchising. Sarah now works alongside franchise founders as a business advisor, NED and Executive Coach, she also runs her own private practice as a Counselling Psychotherapist.



SEAN GOLDSMITH

Co-Founder, Groe Global

Sean's career in franchising started in back 2004 in the home services sector and went from strength to strength over the past 18 years. From launching the world's first international franchising podcast, 'The

Franchise Success Formula' to serving on the board of the British Franchising Association, Sean has been a passionate supporter of franchising's and how it can help uplift whole communities. As the global pandemic hit Sean co-founded the Franchise Mastermind, an online community of Franchisors that quickly grew to over 450 members. Most recently Sean founded the Foundation of Franchising in Africa where he is currently working to help solve the 42% unemployment rate through the power of Business Format Franchising.

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

This year's judges*

**SHARON WESTON**

Head of Franchising – WorkBuzz

Sharon manages and develops the hugely successful Franchise Satisfaction Benchmark Programme in the UK, helping franchisors to measure and improve their franchisee engagement.

**SUZIE MCCAFFERTY QFP**

Founder & CEO, Platinum Wave

With nearly 25 years of first-hand international franchising experience, Suzie is a well-respected personality in the franchising world.

Having franchised her own printer cartridge business from a single store in Edinburgh to a network of 70 locations across 6 countries, Suzie's consultancy comes with an authenticity that few can match. Prior to founding the now multi-award-winning Platinum Wave Franchising in 2010, Suzie was Managing Director and Board Member of the £30m turnover franchise network Select Appointments.

Suzie is a Non-Executive Director with one of the UK's leading franchise brands, Right at Home. She is also the Onboarding Director at HERO Brands, owners of multiple international franchises.

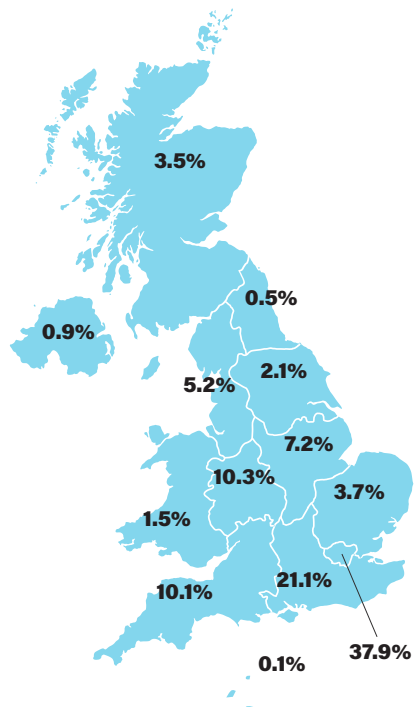
**TIM MORRIS**

Franchise Support Consultant

Tim Morris is a distinguished franchise professional with decades of experience across sales, customer care, operations and compliance. From leading the expansion of an international franchise brand to heading up the support functions of both national and international franchisors, Tim has been instrumental in the growth of hundreds of franchisees. His proven success record comes with a passion for 360 business development, and his unique perspective empowers franchisors and franchisees alike to get the very best from their partnership.

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Audience 15k+ Readers



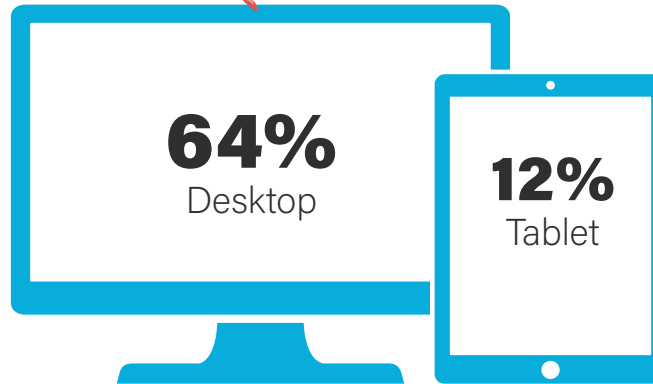
40%
Female

60%
Male

DIGITAL READERSHIP



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%

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
- ▶ **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.

Our Sponsors

HEADLINE SPONSOR



'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.

PREMIUM SPONSORS



Natalia Shvarts powered by Excello Law.

Excello Law is an innovative legal firm that revolutionises the delivery of legal services. Excello Law is focused on attracting the best legal talent and boasts a team of lawyers who are widely featured in prestigious directories such as Legal 500 and Chambers UK. Specialising in a wide range of practice areas, Excello Law combines 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.



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.

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.



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 24hours 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 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!

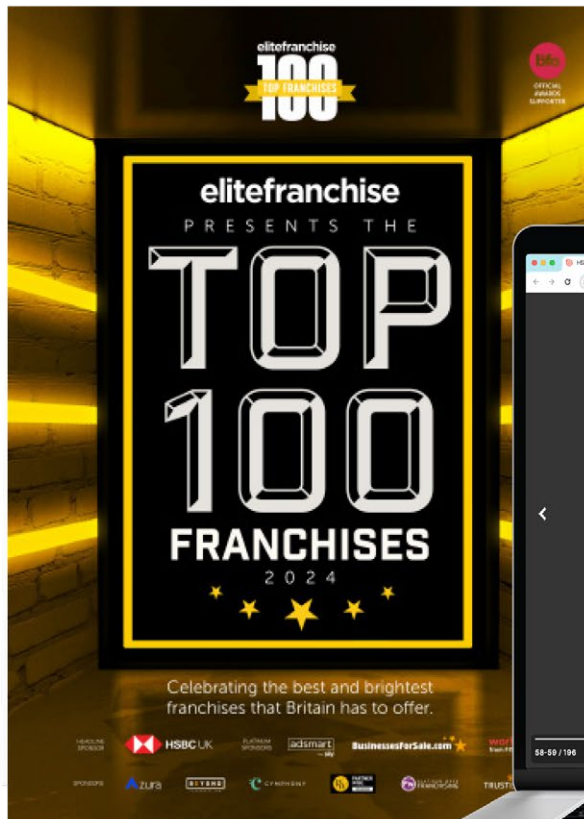
Ben Burcham, Director, Franchise Supermarket



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

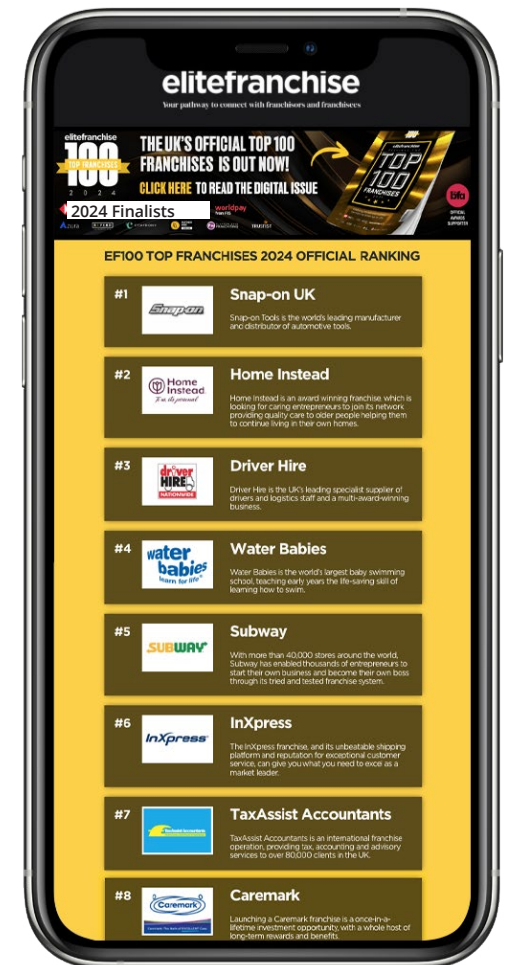
All finalists of the HSBC EF100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Franchise website. The list is released in December each year and is highlighted through these platforms:



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.



Contact

0345 299 3691

jodie.marsh@cemg.media

elitefranchisemagazine.co.uk

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

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