**EWIF: Minutes of Meeting for the South Region**

**Date:** 1 November 2016

**Location:** Robert Denholm House

**Attendees:** See attached list

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| **Item** | **Comments** | **Action** |
| Agenda | Kate Matthews introduced the agenda with the meeting objectives to the room. | Info |
| Attendee introductions | All members introduced themselves and the companies they represent. | Info |
| About EWIF and EWIF Service Offering | Kate presented the EWIF mission to attendees. She also talked about the main target groups for EWIF. Kate explained that not many people take up the EWIF service offering and a quick discussion about the benefits EWIF offers followed and how useful people find them/ whether they have used them etc.  | Info |
| National Conference 2016  | * Kate spoke about the National Conference which was in September 2016. (Slides on this too).
* Main issues discussed at the National Conference were: the issues facing EWIF, obstacles and how to get more franchisors, franchisees and affiliates involved.
* Excellent speakers at the National Conference
* Group session on how to grow EWIF membership, points raised such as: better applicability, focus on support- bringing people in the industry together.
 | Info |
| Discussion  | * Discussion on how to grow EWIF membership.
* Issues:
	+ Encourage footfall on website
	+ How do people communicate between meetings- channel through the Chairs?
	+ People to invite someone to next EWIF meeting
* Are the member benefits appropriate:
	+ Very few contact EWIF for support
	+ Something to hand out- A5 cards etc to reinforce EWIF message?
	+ Encouraging people to use the benefits
	+ Set out how to access the benefits more clearly on the website
	+ Is it too fluid? – panel/ rota of experts could be used
	+ Support/ information
	+ More understanding of the benefits
	+ Make EWIF first port of call
 | Info  |
| National Conference 2017 | * 21 September 2017 – date for diaries
* Stratford Manor, Stratford-upon-Avon
 | Info |
| Awards 2017 | * Accolade for what is going on in the industry.
* Open to all to attend. Free to attend.
* Donna King- Impact of winning an award- encourage everyone to think about the awards, great profile for the business and the day itself is really great.
* Black tie event on 15th May 2017 (10.30 to 2.00).
* Awards on 16 May 2017
* Sponsorship opportunities for the event still available – contact info@ewif.org if interested.
* If anyone knows a celebrity who would be willing to talk at the awards for a small fee / expenses to let us know.
 | Info |
| Guest Speaker  | * Dave Williams from Franchise Resales
* Presentation on future planning for franchises and business valuation
	+ Set your goals
	+ Selling your business can take time- average 18 months
	+ How to make your business look attractive
	+ Perceived value vs perceived risk
	+ Optimising value – good business practices, keep business plan, etc all up to date
	+ Long term vision – exit planning from the start
* Discussion
	+ Service business- goodwill – database etc is key – brand awareness
	+ Sustainability of franchise
	+ Exit planning – can discuss at annual reviews- doesn’t have to be a bad thing if you want to discuss your future exit.
 | Info |
| Regional Plans/ Objectives  | * As set out above- increase awareness of EWIF / grow EWIF
* Discussion
	+ on the Code of ethics for franchising – voluntary code. The code is changing soon to bring it up to date, more transparency, ethical franchising
	+ BFA to offer an arbitral service – confidential process – separate service form its members service.
	+ Beware of Data Protection updates coming into force in 2018- anything you need to review now.
	+ Updates in employment law and the gig economy- recent Uber case, auto enrolment
* Mums enterprise event in Brighton on 23 February 2017 if anyone was interested. Pam Gordon’s details provided.
 | Info  |
| Next meeting | 19 January 2017 – Cobham Bring a contact to the next meeting  | Info |

**ENDS November 2016**

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| **Attendees** |  |
| Sam Morgan  | Tatty Bumpkin |
| Sarah Marsh | Magikats |
| Sallie Belton | Suit the City |
| Fiona Moss | Mundays  |
| Claire Robinson | Extra Help |
| Donna King | Franchsie Finance |
| Tim Boyer | Metro Bank |
| Ellie Tidy | Guinot |
| Samantha Acton | Domestic Angels |
| Dave Williams | Franchise Resales |
| Mike Doherty | Mr Franchise  |
| Nick Fieldhouse | Boddy Matthews  |
| Kate Matthews | Boddy Matthews |
| Helen Boddy | Boddy Matthews |
| Harriet Hutchinson  | Boddy Matthews |
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