**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](mailto: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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