



# ENTRY INFORMATION

RECOGNISING AND CELEBRATING  
WOMEN IN FRANCHISING



# WHAT ARE THE EWIF AWARDS?



Franchising is leading the way in developing a business industry that attracts talented female entrepreneurs and business leaders who are shaping the future - pioneers, innovators and visionaries who push boundaries, set new standards and overcome adversity. The EWiF Awards recognise those achievements, showcasing the successes of the best women (and men) in the franchise industry.

We celebrate women right across the UK, from every sector and from businesses of all ages and all sizes. Has your vision grown a successful business? Your leadership inspired others? Or has your innovative approach brought change to your sector? Enter one of our awards and demonstrate why you are one of the best women in franchising.

The awards are free to enter and open to all UK businesses involved in franchising, you do not need to be an EWiF member/Ambassador.

# A MAGICAL EVENING

All award finalists will be celebrated at a glamorous black-tie reception hosted the evening before the awards on Thursday 17th October. This is an exclusive evening attended by award finalists, sponsors, and EWiF partners. The glittering evening will give you the opportunity to mingle with the franchise industry's top brands and the chance to celebrate in style.



# AN UNFORGETTABLE DAY

The award winners will be revealed at the prestigious award ceremony on Friday 18th October at the The Royal Armouries Museum, Leeds. All finalists and their supporters are invited to join us as we crown the worthy winners. The awards will be followed by a canapes and drinks reception so you can truly celebrate with your friends, family and colleagues.





# WHY ENTER THE AWARDS?

One of the things our entrants tell us, is that just entering the awards themselves is a great thing to do, regardless of whether they are nominated or not. The process of writing an entry allows you to reflect on the year and to take stock of all your successes. Taking the time to reward and celebrate achievements with your support teams and franchisees can really give the business, and more importantly the people within, a boost!



Further reasons to enter are:

- Great publicity - whether you are shortlisted or a winner
- Amplify your brand and reputation
- Gain added credibility and trust
- Have national recognition for your achievements
- Boost staff morale and attract new talent
- Position your franchise as 'best in class'
- Attract more franchisees
- Win more customers
- FREE & easy to enter, you have nothing to lose!

*"Winning this award will have a huge impact and will add social proofing for both our franchise and my franchises. Already, I have been able to use it as supporting evidence for our industry awards."*

Holly Stepien  
Young Woman in  
Franchising of the Year

2023



*"Both the pre-awards reception and the awards were special events and I really enjoyed networking at both. Winning my award has raised the profile of our franchise and gives that 'rubber stamp' of being a 'proper business'."*

Emily Kerrison  
New Woman  
Franchisee of the Year

2023





The background is a dark blue gradient with a central starburst of light. It is filled with numerous out-of-focus light circles (bokeh) in various colors including pink, purple, blue, green, and yellow. The text is centered in a white, bold, sans-serif font.

# EWIF AWARD CATEGORIES

## **WOMAN FRANCHISOR OF THE YEAR 2024**

**SPONSORED BY DJH**

01

### **Please submit a written entry form**

Recognising the most successful woman franchisor during 2023. The franchise must be either: At least 50% owned OR run in the capacity of Managing Director or equivalent by the woman entering the award. Details may include: Number of franchisees recruited, support provided to your franchisees, new products and/or services launched for your franchisees. Minimum evidence required: Proof of the date the entrant signed their first franchisee.

## **NEW WOMAN FRANCHISOR OF THE YEAR 2024**

**SPONSORSHIP AVAILABLE**

### **Please submit a written entry form**

Recognising the most successful new woman franchisor during 2023. Only Franchisors that signed their first franchisee after 1st January 2022 may apply for this award. The date for launching the franchise will be taken from the date you signed your first franchisee. The franchise must be either: At least 50% owned by OR run in the capacity of Managing Director or equivalent by the woman entering the award. Minimum evidence required: Proof of the date the entrant signed their first franchisee.

02

## **INSPIRATIONAL WOMAN OF THE YEAR 2024**

**SPONSORED BY PLATINUM WAVE**

03

### **Please submit a written entry form**

Recognising the most inspirational woman involved in franchising during 2023. This award is open to women franchisors, franchisees, service providers and franchise employees. Minimum evidence required: Proof to show in what capacity the entrant is involved in franchising.



## **WOMAN FRANCHISE EMPLOYEE OF THE YEAR 2024**

### **SPONSORED BY MERCURY FRANCHISE SCHOOL**

#### **Please submit a written entry form**

Recognising the most successful woman employed in franchising during 2023. Minimum evidence required: Proof to show that the entrant is a full time or part time employee of either a franchisor or franchisee.

04

## **YOUNG WOMAN IN FRANCHISING OF THE YEAR 2024**

### **SPONSORED BY McDONALD'S RESTAURANTS**

05

#### **Please submit a written entry form**

Recognising the most successful young woman involved in franchising during 2023. This award is open to women franchisors, franchisees, service providers and franchise employees aged 30 years or under on 31st December 2022. Minimum evidence required: Proof to show in what capacity you are involved in franchising, proof of age.

## **SERVICE PROVIDER OF THE YEAR 2024**

### **SPONSORED BY NATWEST**

#### **Please submit a written entry form**

Recognising the Male or Female service provider that has provided the most help to their clients in the franchise industry during 2023. This can include how successful the franchise has become with your help, numbers of franchises you have helped, or what problems you have solved for clients. Minimum evidence required: Proof to show in what capacity you are involved in franchising.

06

## **WOMAN FRANCHISEE OF THE YEAR 2024**

**SPONSORED BY ATLAS MAPPING**

# 07

### **Please submit a written entry form**

Recognising the most successful woman franchisee during 2023. Minimum evidence required: Proof of the date you first started trading as a franchisee.

## **NEW WOMAN FRANCHISEE OF THE YEAR 2024**

**SPONSORSHIP AVAILABLE**

### **Please submit a written entry form**

Recognising the most successful new woman franchisee during 2023. Only franchisees who became a franchisee after 1st January 2022 may apply for this award. The date for becoming a franchisee will be taken from the 1st day the franchisee first started trading. Evidence required: Proof of the date you first started trading as a franchisee.

# 08

## **AMBASSADOR OF THE YEAR 2024**

**SPONSORED BY THE FRANCHISE CONSULTANT**

# 09

### **Please submit a written entry form**

Recognising the Male or Female that has done the most to support, encourage, and/or assist women into franchising during 2023. This may include the number of women franchisors and franchisees you helped start up their franchise, or women in general that you helped educate about franchising. Minimum evidence required: Proof to show in what capacity you are involved in franchising.



## OVERALL WOMAN IN FRANCHISING OF THE YEAR 2024 SPONSORED BY THE BFA

# 10

This is a special award that recognises the overall woman in franchising during 2023. Entrants cannot apply for this award. The winner will be chosen by the judging panel from the female winners of the other award categories.

Full entry T&Cs can be found at:  
[www.ewif.org/ewif-award-entry-tcs](http://www.ewif.org/ewif-award-entry-tcs)

# THANK YOU TO OUR 2024 AWARD SPONSORS







# AWARD FAQS

## WHO CAN ENTER?

- The awards are open to all UK businesses involved in franchising, you do not need to be a member of EWiF to enter.
- You can enter the awards yourself or you can enter on behalf of someone else, e.g. one of your franchisees or team members. You would need to make them aware you are entering them, and supply their contact details on the entry form.
- You can enter more than one award but you must complete one Award Entry Form per category.
- Sponsors may enter awards but if they enter an award they are sponsoring, they will not be able to judge their category.
- Two (or more) people can enter one award if the business is jointly owned. For example if two franchisees are named on the Franchise Agreement they can jointly enter an award.

## I'M NOT A MEMBER OF EWIF, CAN I ENTER?

Yes! The awards are open to all UK businesses involved in franchising.

## HOW DO I ENTER?

- Select the category you want to enter and read the details for your category above, noting the required evidence to submit with your entry.
- Download the relevant Award Entry Form from our website.
- Complete all the required information and confirm that you have understood and agree to the conditions for the award.
- Page 2 of the Written Award Entry Form is a one-page Written Statement where you can demonstrate why you should win your chosen award. This is the only page we will accept, please do not send any additional pages.
- Submit your completed Award Entry Form to us with ALL supporting material, you can submit up to 12 pieces of supporting material.
- Send your entry via WeTransfer - Please do not email your entry as it will not be counted!
- WeTransfer is a free, fast service, you don't need to set up an account. Go to [www.wetransfer.com](http://www.wetransfer.com) and click on "Email to" and enter "awards@ewif.org" then click on "Add your files". Select your Entry Form and any Supporting Evidence files and click on "Open". Finally, click on "Message" and type in the Entrants name and the name of the Award they are entering. Once done then click on "Transfer". You will receive an email from WeTransfer confirming it has been sent.

## WHAT INFORMATION DO I NEED TO INCLUDE?

- Your entries must identify; what the entrant did during 2023 that makes them a candidate for their award category. The judge's decision will be based on activities and achievements of the entrant during 2023 ONLY.
- Only include information relating to prior to 2023 if it helps to illustrate a point that relates to your achievements during 2023.
- If you include any statistics, please attach relevant documents to support any claim made. Unsubstantiated claims will be excluded by the judges.
- The judge's decision will be based only on the information provided in the written statement and supporting evidence.
- Information relating prior to 2023 or information that is known by the judges but not included in the written statement will be ignored.
- The judges may request additional information.
- Incomplete submissions will not be considered.



## DO I HAVE TO PAY TO ENTER?

No. The awards are completely free to enter!

## I WAS A FINALIST / WINNER LAST YEAR, CAN I ENTER AGAIN THIS YEAR?

Yes, we would like to encourage all of last year's entrants to re-enter this year's awards.

## WHAT IS THE JUDGING PROCESS?

- EWiF Senior Management do first round judging to compile a shortlist in each category.
- The shortlist for each category is then judged by the EWiF Regional Chairs and the Award Sponsor judge for the shortlist in their category.
- All the scores from the EWiF Senior management, EWiF Regional Chairs and Sponsors are added together to give the winner in each category.
- Where an entry is from the same company as a member of the judging panel, that judge cannot judge that category.
- The judge's decision is final and there will be no written correspondence regarding their decisions.

## CAN I ENTER MULTIPLE CATEGORIES WITH THE SAME ENTRY?

- You can apply for multiple categories with the same entry, as long as they are relevant to each category.
- You would still need to send us an entry form for each category.
- Please specify the category on each entry forms.

## WHAT IS THE AWARDS TIMESCALE?

Awards open  
for entry

26th  
June

Award  
entries close

5pm  
31st July

Finalists  
announced

20th  
August

Awards  
Reception

17th  
October

Award  
Ceremony

18th  
October