



EWVF
AWARDS 2025
ENTRY GUIDE





Introduction

The NatWest Encouraging Women into Franchising (EWiF) Awards are a celebration of the incredible achievements of women across the franchising industry. Whether you are a franchisee, franchisor, or a service provider, the NatWest EWiF Awards are your opportunity to showcase your successes, gain industry recognition, and inspire others with your journey.

We celebrate women right across the UK, from every sector and from businesses of all ages and all sizes. 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.

Key dates

- **Entry Deadline:** 5pm 31st January 2025
- **Finalist Announcement:** 24th March 2025
- **Awards Ceremony:** May 2025, date TBC

Why enter

Entering the NatWest EWiF Awards is more than just an opportunity to win—it's a chance to:

- **Gain recognition:** Stand out as a leader or innovator in the franchising industry and showcase your success to peers, potential franchisees, and customers.
- **Boost your profile:** Acknowledgment as a finalist or winner can enhance your reputation and credibility within the franchising world.
- **Celebrate your achievements:** Reflect on your journey, take pride in your accomplishments, and inspire others with your success story.
- **Network and connect:** The awards ceremony is a fantastic opportunity to meet like-minded individuals, build relationships, and create new opportunities.
- **Support the EWiF Mission:** By participating, you're contributing to a community that champions women and diversity in franchising.



Who can enter

- The awards are FREE to enter and open to all UK businesses involved in franchising. You don't need to be an EWiF member to participate (except for the EWiF Ambassador of the Year award).
- You can enter the awards yourself or nominate someone else, such as a franchisee or team member. If nominating someone, ensure they are aware of the entry.
- You're welcome to enter multiple awards, but a separate Award Entry Form must be completed for each category.
- Sponsors are eligible to enter awards. However, if a sponsor enters a category they are sponsoring, they will not be involved in judging that category.
- For jointly owned businesses, multiple individuals can enter a single award. For example, if two franchisees are named on a Franchise Agreement, they can submit a joint entry.

How to enter

This year, entering the NatWest EWiF Awards is easier than ever, with all submissions completed online. Simply follow these steps:

1. Choose your category

The EWiF Awards feature a range of categories to celebrate various achievements across the franchising industry. Review the list of award categories on the following pages and select the one(s) that best match your role and achievements. You can enter multiple categories if applicable.

2. Write your Written Statement (850 words)

Carefully review the criteria to ensure you understand what the judges are looking for. Then, craft a compelling Written Statement of no more than 850 words. Highlight your key achievements, measurable results, and any unique aspects of your journey that demonstrate why you deserve to win.

3. Gather supporting evidence

Collect all required evidence for your chosen category, as well as any additional materials you wish to include. You may submit up to 12 pieces of supporting material to strengthen your entry.

4. Complete the Entry Form Online

Sign-up to the official [online entry form](#)

- Answer all questions in the entry form.
- Upload your Written Statement and required evidence.
- Add any additional materials, such as testimonials, supporting data, or images, to enhance your submission.
- Save your entry as a draft if needed, and complete it when ready.

5. Submit your entry

Ensure your completed entry form is submitted by 5pm on 31st January 2025. Don't miss the deadline!

EWiF Ambassador (Male or Female) of the Year

This award recognises the EWiF ambassador who has actively promoted, supported, and championed EWiF's mission in 2024. The winner will be someone who embodies the values of EWiF and is active in promoting and attending EWiF events. Contributions can include mentoring, advocating for women in franchising, hosting events, creating opportunities for women, or other relevant activities.

Eligibility Criteria

- Open to men and women who were a registered EWiF ambassador during 2024.
- Open to franchisors, franchisees, service providers and franchise employees.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate entries based on the following key areas:

1. Leadership and influence
2. Alignment with EWiF values
3. Attending and promoting EWiF events
4. Advocacy for franchising
5. Support for others and collaboration

Evidence Required

- Nothing to submit - We will check your EWiF Ambassadorship for the award year.



Woman Franchisee of the Year

This award recognises the most successful woman franchisee during 2024, who has demonstrated outstanding achievements, exemplary business skills, and contributed positively to their communities.

Eligibility Criteria

- Open to women franchisees operating in any sector of franchising.
- Only one franchisee per brand can enter this category (franchisors may submit the entry on behalf of their chosen franchisee).
- Joint entries are permitted if the business is co-owned by two women.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate entries based on the following key areas:

1. Business achievements
2. Growth
3. Going above and beyond
4. Supporting the Franchisor and Franchise Network
5. Personal growth and learning

Evidence Required

- Proof of the date you first started trading as a franchisee. This could include the first page of your franchise agreement showing the date of the agreement.

New Woman Franchisee of the Year

This award celebrates the most successful woman franchisee during 2024, who joined their franchise network within the last two years and has already made an exceptional impact in their business, their franchise network, and/or their local community.

Eligibility Criteria

- Open to women franchisees operating in any sector of franchising, who became a franchisee on or after 1st January 2023.
- Only one franchisee per brand can enter this category (franchisors may submit the entry on behalf of their chosen franchisee).
- Joint entries are permitted if the business is co-owned by two women.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate entries based on the following key areas:

1. Business achievements
2. Growth
3. Going above and beyond
4. Supporting the Franchisor and Franchise Network
5. Personal growth and learning

Evidence Required

- Proof of the date you first started trading as a franchisee. This could include the first page of your franchise agreement showing the date of the agreement.



Woman Franchisor of the Year

This award recognises the most successful woman franchisor during 2024, honouring her exceptional leadership, significant contributions to her franchise network, and her broader influence on the franchise industry.

Eligibility Criteria

- Open to women franchisors operating in any sector of franchising.
- Must be trading as a franchise for a minimum of two years as of the submission deadline.
- The entry can be self-submitted or submitted by a colleague, peer, or other third party with the entrant's permission.
- The franchise must be:
 - At least 50% owned by, OR
 - Run in the capacity of Managing Director (or equivalent) by the entrant.
- Joint entries are permitted if the franchise is co-owned by two women.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate entries based on the following key areas:

1. Business achievements
2. Driving growth
3. Supporting the Franchise Network
4. Inspirational and dynamic leadership
5. Giving back and industry support

Evidence Required

- Proof of the date you signed your first franchisee. This could be the front page of the franchise agreement showing the date of the agreement and the signatories.



New Woman Franchisor of the Year

This award celebrates the most successful woman franchisor, who launched their franchise within the last two years. As a new franchisor, your ability to create a sustainable infrastructure, build a strong business model, and overcome early challenges will be key.

Eligibility Criteria

- Open to women franchisors operating in any sector of franchising, that signed their first franchisee on or after 1st January 2023.
- The entry can include achievements and activities from 2023 and 2024.
- The entry can be self-submitted or submitted by a colleague, peer, or other third party with the entrant's permission.
- The franchise must be:
 - At least 50% owned by, OR
 - Run in the capacity of Managing Director (or equivalent) by the entrant.
- Joint entries are permitted if the franchise is co-owned by two women.

Judging Criteria

The judges will evaluate entries based on the following key areas:

1. Infrastructure
2. Setting the foundations for sustainable growth
3. Early achievements and business performance
4. Resilience and adaptability
5. Innovation and leadership

Evidence Required

- Proof of the date you signed your first franchisee. This could be the front page of their franchise agreement showing the date of the agreement and the signatories.

Young Woman in Franchising (Under 30) of the Year

This category recognises the outstanding contributions, achievements, and leadership by a young woman in the franchising industry during 2024.

Eligibility Criteria

- Applicants must be aged **30 or under** on 31st December 2023.
- Open to women from all franchise sectors across the UK.
- Open to women franchisors, franchisees, service providers and franchise employees.
- The entry can be self-submitted or submitted by a colleague, peer, or other third party with the entrant's permission.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate submissions based on the following key areas:

1. Achievements in franchising
2. Impact
3. Leadership and influence
4. Innovation
5. Personal development and growth

Evidence Required

- Proof of age.
- Proof to show in what capacity you are involved in franchising. For FRANCHISORS this could include BFA membership confirmation or first page of a franchise agreement showing date and signatories. For FRANCHISEES this could include the first page of your franchise agreement showing date and signatories. For SERVICE PROVIDERS this could be the first page of a client agreement to demonstrate you have a franchise client, BFA membership confirmation, a franchise client testimonial, or a letter from your employer stating you work with franchise clients. For FRANCHISE EMPLOYEES this could be the first page of your employment contract or a letter from a franchise employer.

Woman Franchise Employee of the Year

Recognising the most successful woman employed in franchising during 2024. This award celebrates the women who consistently go above and beyond in their role, delivering results that positively influence the business and franchise network.

Eligibility Criteria

- Open to women employed within a franchisor or franchisee business in the UK.
- Entrants must be employed as an integral part of the franchise and cannot be the franchisor, business owner, or Managing Director (or equivalent).
- Entrants must have been in their current role for a minimum of 12 months as of the submission deadline.
- The entry can be self-submitted or submitted by a colleague, peer, or other third party with the entrant's permission.
- The entry should only cover achievements and activity from 2024

Judging Criteria

The judges will evaluate submissions based on the following key areas:

1. Key achievements
2. Leadership and influence
3. Impact on the business and/or Franchise Network
4. Personal development and growth
5. Commitment to the values of the franchise

Evidence Required

- Proof of employment, such as the front page of your employment contract showing the signatories, or a letter from the franchisor or franchisee.

Inspirational Woman in Franchising of the Year

This award celebrates the exceptional women who have demonstrated outstanding achievements, leadership, and impact within the franchising industry and who inspired others through their passion to franchising in 2024.

Eligibility Criteria

- Open to women from all franchise sectors across the UK.
- Open to women franchisors, franchisees, service providers and franchise employees.
- You must have a minimum of 12 months' experience in franchising by the submission deadline.
- The entry can be self-submitted or submitted by a colleague, peer, or other third party with the entrant's permission.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate submissions based on the following key areas:

1. **Inspirational achievements**
2. **Support for others**
3. **Innovation and vision**
4. **Advocacy for franchising**
5. **Personal development and growth**

Evidence Required

- Proof to show in what capacity you are involved in franchising. For FRANCHISORS this could include BFA membership confirmation or first page of a franchise agreement showing date and signatories. For FRANCHISEES this could include the first page of your franchise agreement showing date and signatories. For SERVICE PROVIDERS this could be the first page of a client agreement to demonstrate you have a franchise client, BFA membership confirmation, a franchise client testimonial, or a letter from your employer stating you work with franchise clients. For FRANCHISE EMPLOYEES this could be the first page of your employment contract or a letter from a franchise employer.

Franchise Service Provider (Male or Female) of the Year

This category recognises the service provider that has provided the most help to their clients in the franchise industry during 2024. The award celebrates those who consistently deliver exceptional support, innovation, and expertise to franchisors and franchisees, positively influencing the franchising landscape.

Eligibility Criteria

- The entrant can be a man or woman who has provided services to the franchise industry for over 12 months by the submission deadline.
- Services provided can include, but are not limited to: legal, financial, marketing, consultancy, recruitment, or technology services.
- Entrants must be based in the UK and work primarily with UK-based franchisors and franchisees.
- The entry should only cover achievements and activity from 2024.

Judging Criteria

The judges will evaluate submissions based on the following key areas:

1. **Business achievements**
2. **Excellence in customer service**
3. **Going above and beyond**
4. **Contribution to the franchise industry**
5. **Client testimonials and case studies**

Evidence Required

- Proof to show in what capacity you are involved in franchising. This could include BFA membership confirmation, the first page of a client agreement to demonstrate you have a franchise client, a letter from your employer stating you work with franchise clients, a testimonial from a franchise client

Top tips for entering

- **Read the criteria:** Take your time to read through the criteria, ensuring you really understand what the judges are looking for.
- **Be specific:** Support your points with data and clear, tangible examples.
- **Be authentic:** We want to get to know the people behind the brands. Don't be afraid to show us your personality!
- **Tell your story:** Share your journey, including the highs and lows, to make your entry relatable and compelling.
- **Stay focused:** Keep your Written Statement concise, within the 850 word limit, and aligned with the judging criteria.
- **Proofread:** Ensure your submission is well-written, free of errors, and easy to follow.



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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



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

Holly Stepien
Young Woman in Franchising of the Year



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The judging process

1. The first round of judging is conducted by the EWiF Senior Management team, who compile a shortlist for each category.
2. The shortlisted entries are then evaluated by the EWiF Regional Chairs and the Award Sponsor for each category.
3. Scores from EWiF Senior Management, Regional Chairs, and Sponsors are combined to determine the winner in each category.
4. If an entry is from the same company as a member of the judging panel, that judge is excluded from judging that category.
5. The judges' decisions are final, and no written correspondence will be entered into regarding the outcomes.



**Don't miss the chance to
celebrate your success and be
part of a growing movement that
empowers women in franchising.**

Start your entry today!

