

The Approved Franchise Association



Supporting the
Continued Success
and Growth of
the UK Franchise
Industry





Welcome to the Approved Franchise Association

Are you a franchisor seeking accreditation and endorsement of your business? Or perhaps you're a potential franchisee and need guidance on whether your chosen franchise is a credible, ethical and sustainable investment. Either way, the Approved Franchise Association (AFA®) is here to assist you.

What is the AFA®?

The AFA® was set up in 2012 to support the rapidly growing UK franchise industry by providing a credible and more affordable accreditation. We are a self-regulatory, voluntary body which serves its members, potential franchisees and the industry in general. The AFA® provides a complete support network for franchisors, large and small, offering membership, support and our Seal of Approval to eligible franchise organisations.

A fresh approach

With previously only one franchise association in existence in the UK, many franchisors had no alternative but to join an association that primarily caters to the larger franchisors. Our aim is to provide an all-encompassing membership that is accessible to every type of franchise organisation, meaning that smaller franchisors can also achieve accreditation and endorsement for their businesses.

Who do we support?

As a franchisor, it can be difficult to find opportunities to connect with other franchisors and suitable industry partners, but being a member of the AFA® can help to overcome this!

The AFA® offers membership to both franchisors and industry partners, as well as providing friendly and impartial guidance and advice to potential franchisees. We are passionate about franchising and dedicated to promoting the highest standards within the industry, as well as providing a central hub that connects our members to each other to facilitate the exchange of knowledge and ideas.

Why join us?

All potential AFA® franchisor members undergo an extensive vetting process to confirm that their franchise offering is ethical, sustainable and transferable. Successful applicants are then permitted to display our Seal of Approval on all marketing literature, giving their potential franchisees the added reassurance that their chosen business meets the fundamental requirements of a successful AFA® franchise. Once approved, you will join our growing network of members who receive endorsement and regular communications from us, including a weekly blog, which offers franchising hints and tips, spotlights our members and shares their success stories. We also share our blog, members' news and special offers via social media, including Facebook, Twitter and LinkedIn, ensuring we raise their profile and promote their businesses to a far wider audience of potential franchisees than they could reach alone.

We have exciting plans for the future, including regular, regional meetings for franchisors across the country to get together and share knowledge and ideas.

Membership Options

Preliminary Membership

We offer a preliminary membership for new franchisors who are just starting out on their franchise journey. For these franchisors, we will carry out the same checks on their business model and gain feedback from any existing franchisees. During their first year of trading, the AFA® is available to mentor and support them as required. After one year, they will be eligible for full membership, as long as they have a proven and sustainable business model.

Full Franchisor Membership

In order to be accepted for full AFA® membership, each franchisor undergoes rigorous checks to ensure that their business has been trading for longer than one year and their accounts have been submitted to Companies House. They must also prove that their business is:

- ✓ **Sustainable** – able to demonstrate a demand for the product or service, along with financial success that can support a franchise network
- ✓ **Ethical** – needs to abide by the principles documented within the European Code of Ethics for Franchising
- ✓ **Transferrable** – there must be a system in place to facilitate the exchange of information between the franchisor and franchisee.

Franchisor member benefits

- ✓ Full accreditation with use of AFA® Seal of Approval to enhance your credibility as a franchise business
- ✓ Presence on the AFA® website to raise your profile
- ✓ Opportunities to feature in weekly blog to attract new franchisees
- ✓ Discounted advertising deals with Franchise UK, the largest franchise directory in the country
- ✓ Updates and information to keep you up to date on industry news
- ✓ Social media presence to get your name out there to more prospective franchisees
- ✓ Networking opportunities to meet prospective franchisees and partners
- ✓ Discounted exhibitor fees at regional franchise exhibitions
- ✓ Support network and guidance available to help you with any queries
- ✓ Access to mediation services to support you in the event of a dispute

Partner Membership

Our Partner Membership is available to suppliers who work with the franchise industry, thereby promoting a coalition of members, organisations and individuals working together to support the industry as a whole. Partners are also invited to submit guest blogs to highlight their own news, special offers and industry updates, thereby reinforcing their credibility as an industry partner.

Partner member benefits

- ✓ Enhanced listing on the AFA® website with business profile
- ✓ Opportunities to feature in AFA® weekly blog to promote your expertise to our growing audience of members and franchisees
- ✓ Networking opportunities to meet new customers
- ✓ Discounted exhibitor fees at regionalised franchise exhibitions



Ethical franchising

The AFA® has adopted the Code of Ethics for franchising from the European Franchise Federation and has undertaken not to change or adapt it in any manner.

The Code of Ethics provides a framework for the implementation of best practices in our members' franchise relationships and represents the ideals to which all members must agree to uphold. We strongly believe that adhering to the values expressed in the Code of Ethics results in healthy, productive and mutually beneficial working relationships.

Membership Rates

Franchisor Membership (preliminary and full)
£585 per annum or £50 per month

Partner Membership
£985 per annum

What do our members think?

"We have always found Claire and her team to be great people to deal with. The AFA shares many of our own values and ethos and is a progressive company. Membership gives us access to a whole host of benefits and adds real value to our franchise offering."

Stephen Trezona, Managing Director
Clear Brew Ltd

"We have worked with the AFA for many years and enjoyed an excellent working relationship. Ovenu has always maintained high standards and, as a member of the AFA, this has continued to enhance and strengthen our standing within the franchising sector."

Effective two-way communication is crucial to building a long and sustainable partnership and the AFA's values and principles, in addition to its ongoing support and advice, has served Ovenu and our franchise network very well."

Rik Hellewell, Managing Director
Ovenu

"Being part of the Approved Franchise Association helps us greatly as an organisation. The fresh, modern approach to the franchise industry is refreshing. Our Franchise Partners can have peace of mind that we have their backing too, which adds value to our business."

Jo Middleton, Managing Director
Dog First Aid

"As a supplier to the franchise industry, it's really important for us to spend time in front of customers. The AFA allows us to build credibility with customers to demonstrate our focus on the franchising industry; it provides opportunities to connect with franchisors electronically and face to face and allows us to cost-effectively demonstrate our commitment to supporting franchises to be run ethically and profitably. We generally find the brands who are part of the AFA are trendsetters in their industries, willing to stand out and try to be more innovative, and that's exactly the types of businesses we want to work with."

Kieran James, Managing Director
Paykeeper



Join the AFA® today!

Call us on: 020 8088 2400,

visit www.theafa.org.uk

or email enquiries@theafa.org.uk