

[ENCOURAGING WOMEN INTO FRANCHISING]

GROWING PLACES

Encouraging Women into Franchising has signed up its 100th member

Angela Sterling:
EWIF North East
regional chair



Inspiring women is at the heart of everything Encouraging Women into Franchising stands for, so to receive confirmation it's signed up its 100th member is certainly something to shout about.

Over the last decade, EWIF has steadily grown its network with women who have been empowered to start their own businesses throughout the franchise industry.

The larger the EWIF membership grows, the more women the organisation can inspire and encourage to step into franchising and the more it can celebrate the success of women in its network. This leads to success for each EWIF member.

RANGE OF BENEFITS

EWIF members can take advantage of a range of benefits, including member to member offers, regular regional meetings and an annual conference. Members are given the opportunity to network with each other and share ideas of how to improve their own

businesses, as well as receiving advice on how to start franchising.

Clive Sawyer, CEO of EWIF, explains: "Reaching 100 members is a huge milestone for us. It means awareness and support of our cause is growing and more and more people want to get involved with encouraging women into franchising.

"Whether it's starting their own businesses or helping women business owners to franchise, I've been so pleased with the response we've had since founding EWIF."

MORE UK COVERAGE

EWIF regional meetings are held on a regular basis to allow members, as well as prospective franchisees and franchisors, to meet, network, discuss best practice and hear from a range of industry experts.

Recently, two new regions have been created to help EWIF spread the word even further.

EWIF North West will be run by James Kind from NatWest. He has been with the bank since 2011 and is a franchise development manager.



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James says: "Having attended and presented at a number of EWIF North meetings, I know from experience that being part of such a supportive and encouraging group is invaluable.

"I want to take this role of north west chair forward and commit to the vision of changing the face of franchising and support women to establish a much larger presence in the sector."

The second new region is EWIF North East. Regional chair for this area is Angela Sterling from Lingotot.

Angela and her franchisees provide foreign language classes for children aged 0-11. Lingotot is the only company offering accredited primary language courses in the UK.

The Lingotot network has grown to 44 franchisees in the UK, consisting mainly of women who are looking for professional and flexible work.

Angela says: "I'm looking forward to hosting the EWIF North East meetings. I'm hoping to inspire women in the region with both my own knowledge and experience, as well as within the EWIF organisation as a whole."

PRIMARY FOCUS

EWIF's primary focus is to support women who are looking for a route into the franchise industry.

It's remit is threefold - to encourage women to consider buying a franchise, to encourage business women to franchise their existing operations and to help franchisors attract more women to their networks.

EWIF is a not-for-profit organisation run entirely by volunteers, providing advice and guidance to anyone considering entering the franchise industry.

INFORMATION
Visit www.ewif.org.