



Young Woman in Franchising of the Year

At our 2017 NatWest EWIF awards, Emily Norman was the recipient of our Young Woman in Franchising award sponsored by Caremark. This award recognises the most successful woman involved in franchising aged 20 years old or younger during 2016. Emily was nominated for this award by the diddi dance head office as they claim, “we are very impressed by the fact Emily is only 24 and runs her franchise with such a great business mind and is never satisfied with just doing the bare minimum”.

Emily initially started with diddi dance as a teacher for the original franchisee of diddi dance Bristol. When Suzie, the Bristol franchisee had to move back home, Emily was her clear choice for taking over the business in December 2014 despite her young age of 22. Since taking over the Bristol franchise, this territory saw an increase in turnover of 39% in the first year and has the 3rd highest google search ranking for diddi dance locations.

“It was an honour to win Young Woman in Franchising of the year 2017! It wasn’t just that my head office had acknowledged the hard work I put in, but EWIF as well. I have never won anything like this before and it has pushed me to work even harder” explains Emily.

Emily started 2016 by receiving accreditations through the Exercise Movement Dance Partnership and the Bronze level with Children’s Activity Association. Emily has also been busy throughout 2016 expanding within her area. The start of 2016 saw Emily hire her first teacher and by November she had hired her second teacher in order to accommodate the increasing demand. Moreover, throughout 2016, Emily has increased her number of classes from 10 to 15 with a further 6 nursery and soft play sessions, this increase in classes means that Emily is now reaching 52% of the children within her territory, the second highest reach of any of the diddi dance franchisees.

“I think I won the award because I haven’t stopped working, I live and breathe diddi dance. I take every opportunity to grow and improve my franchise whether it is getting accredited with the CAA or extending my territory. I also do a lot for the local community including charity work and a free session at toddler groups” Emily adds.

“I hope that by winning this award it shows that I am committed to my business and I work hard to keep the high standard name it has. I think by winning this award, people will see that I love my job and want to buy into a business where they can see someone is as passionate as I am about it” she concludes.

EWIF’s primary focus is to support women who are looking for a route into the franchise industry. Our 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. We are a not-for-profit organisation run entirely by volunteers, providing advice and guidance to anyone looking at trying to break into the franchise industry.