



## New Woman Franchisee of the Year

At our 2017 NatWest EWIF Awards, Tracy Cooke picked up the award for New Woman Franchisee of the Year sponsored by NatWest. Despite not even having been a Magical Maths franchisee for 12 months yet (at the time of award entry), Tracey had made a very sizable impact on the Magical Maths network.

Tracy was nominated for this award by Franchisor of Magical Maths, Colin Bradford, with him explaining that she “got off to a storming start at Magical Maths and her achievements are a testament to her considerable grit and determination”.

Having quickly formulated an impressive marketing plan and targeting strategy, Tracy attended an event with 22 local maths coordinators and managed to sign up an incredible 18 of these to run afterschool clubs in their schools. She then went on within her first year to get more than 50 schools booked, giving her the record for the shortest amount of time for a Magical Maths franchisee to achieve 50 school bookings.

At their end of year convention, Magical Maths always recognise any franchise who has managed to help over 1000 children in a single calendar year. Whilst this has taken some of the Magical Maths top performing franchisees as long as two years to hit this impressive benchmark, by the end of 2016 Tracy had reached 1011 children. This astonishing achievement means that Tracy also holds the record for shortest amount of time taken for any franchisee of Magical Maths to help 1000 children.

“I was thrilled to win this award. The level of competition was immense so that made it even more exciting. To win in such a competitive and talented group of women was amazing. I think that I won the award as I was quick to get the club up and running across the county meaning that a large number are being inspired in their Maths in a short space of time. The business is expanding rapidly with us visiting some schools for the 3<sup>rd</sup> round of clubs and many schools approaching us now as our reputation is spreading” explains Tracy.

“Winning this award can only be a positive thing. To be recognised nationally by EWIF for an educational and fun maths club will spread the Magical Maths name, not only in Lincolnshire, but across the UK, thereby promoting the brand for all Magical Maths franchisees” adds Tracy.

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.