



ENTRY GUIDE



Introduction

The Encouraging Women into Franchising (EWiF) Awards are a celebration of the incredible achievements of women across the UK franchising industry. They offer a platform for women to be seen, heard, and celebrated as individuals. By focusing on the woman behind the brand, the awards recognise personal impact and contribution — not just commercial success.

Whether you're a franchisor, franchisee, employee, or franchise service provider, new to franchising or well established, the EWiF Awards are your opportunity to showcase your successes, gain industry recognition, and inspire others with your journey.

The awards are free to enter and open to all women involved in UK franchising, your business does not need to be an EWiF member for you to enter.

Key dates

- **Entry Deadline:** 5 p.m. 27th February 2026
- **Finalist Announcement:** 31st March 2026
- **Awards Ceremony:** Evening of 20th May 2026



Why enter

Entering the EWiF Awards is your chance to:

- **Gain recognition:** Stand out as a leader or innovator in the franchising industry and showcase your impact 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 women involved in UK 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.
- Only one franchisee per brand can enter a category (franchisors may submit the entry for that category on behalf of their chosen franchisee).

How to enter

Entering the EWiF Awards is easy, 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 5 p.m. on 27th February 2026. Don't miss the deadline!

EWiF Ambassador of the Year

This award recognises the women who have actively promoted, supported, and championed EWiF's mission in 2025. 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.

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

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- Open to women whose company was a registered EWiF member during 2025.
- Open to all members whether a franchisor, franchisee, service provider or franchise employee.

Evidence Required

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



Woman Franchisee of the Year

This award celebrates women franchisees who have made a standout impact in 2025, not just through strong performance, but through her leadership, determination, and positive influence on others. It recognises her journey, her achievements, and the difference she makes within her franchise, community, and beyond.

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

1. Personal achievements & impact
2. Leadership and influence on growth and performance
3. Resilience and problem-solving
4. Supporting the Franchisor and Franchise Network
5. Personal growth and learning

**SUBMIT
ENTRY**

Business results may be included as evidence, but what matters most is how she influenced those results through her leadership.

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- Open to women franchisees operating in any sector of UK franchising.
- Only one franchisee per brand can enter this category (franchisors may submit the entry on behalf of their chosen franchisee).

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 recognises the women franchisees who have recently joined their franchise network and have already made a meaningful personal impact. Not only through business performance, but through her initiative, resilience, drive, and the positive influence she brings to her franchise, colleagues, and community.

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

1. Leadership and initiative
2. Influence on growth and performance
3. Resilience and problem-solving
4. Supporting the Franchisor and Franchise Network
5. Personal growth and learning

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January 2024 – 31 December 2025.

Eligibility Criteria

- Open to women franchisees operating in any sector of UK franchising, who became a franchisee on or after 1st January 2024.
- Only one franchisee per brand can enter this category (franchisors may submit the entry on behalf of their chosen franchisee).

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 an exceptional woman franchisor who has made a meaningful personal impact during 2025. We celebrate the woman behind the franchise. Her leadership, values, and influence, and the difference she has made to those around her.

Judges are looking for entrants who can demonstrate:

- Personal impact and achievements
- Growth driven through her leadership
- Championing of franchisees and people
- Inspirational leadership and role-modelling
- Contribution beyond her own business

**SUBMIT
ENTRY**

Business results may be included as evidence, but what matters most is how she influenced those results through her leadership.

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- Open to women franchisors operating in any sector of UK 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.

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 women who have launched their franchise within the last two years and demonstrated exceptional personal leadership in bringing a new franchise network to life. As a new franchisor, her ability to define a vision, build strong ethical foundations, and navigate the unique early challenges of franchising will be key.

The judges will evaluate entries based on the following areas:

- Vision and purpose
- Leadership in building foundations
- Influence on early success
- Resilience and adaptability
- Innovation and forward thinking

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January 2024 – 31 December 2025.

Eligibility Criteria

- Open to women franchisors operating in any sector of UK franchising, that signed their first franchisee on or after 1st January 2024.
- The entry can include achievements and activities from 2024 and 2025.
- 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.

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

Honouring a rising female leader shaping the future of franchising. This award recognises the young women who have brought energy, initiative, and impact to their network or community in 2025.

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

1. Achievements in franchising
2. Personal impact
3. Leadership and influence
4. Initiative & innovation
5. Personal development and growth

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

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

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

This award celebrates the women employed in franchising whose commitment, attitude, and influence made a lasting difference during 2025. It recognises someone who brings care and initiative to her role, supports those around her, and contributes positively to the culture and success of her franchise network.

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 / living the franchise values

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- Open to women employed within a UK franchisor or franchisee business.
- 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.

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 whose drive and passion for franchising has inspired others during 2025.

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

- Inspirational impact
- Advocacy and support for others
- Vision and innovation
- Championing franchising
- Personal growth and self-development

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- Open to women franchisors, franchisees, service providers and franchise employees, from all franchise sectors across the UK.
- 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.

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.

Woman Franchise Service Provider of the Year

This award recognises women who have made a significant contribution to franchising through her work as a supplier, consultant, adviser, or specialist in 2025. She leads through expertise, empowers her clients, and drives change, not just within businesses, but across the sector.

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

1. Personal achievements and impact
2. Excellence in customer service
3. Personal development and growth
4. Advocacy and contribution to franchising
5. Client testimonials and case studies

**SUBMIT
ENTRY**

Entries must focus exclusively on activity and impact during 1 January – 31 December 2025.

Eligibility Criteria

- The entrant can be a woman who has provided services to the UK 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.

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 woman behind the brand. Don't be afraid to show us your personality and your impact!
- **Tell your story:** Share your personal 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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Winning the EWiF Woman Franchisor of the Year award is a pinnacle achievement for me, it represents the very best of what I stand for. This recognition inspires me to do even more, to overcome both personal and business challenges, and to continually strive for improvement.

Anna Neville, Kidslingo
Woman Franchisor of the Year 2025



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I have never entered any award previously, so the idea of winning didn't enter my mind. When my name was announced, I was shocked, excited, and very proud of the work that had been put into my franchising journey so far.

Karen Neil, Cardea Healthcare
New Woman Franchisor of the Year 2025



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Next Steps

1. Review the category criteria.

Carefully read through the category criteria to ensure you meet the eligibility requirements and fully understand what the judges are looking for.

2. Register on our online portal.

Sign up to our [secure online portal](#) to begin your entry.

3. Prepare your written statement.

Complete a written statement (of no more than 850 words) outlining why you should win this award. This is your opportunity to clearly demonstrate your impact, achievements, and alignment with the category criteria.

4. Complete and submit your entry.

Upload your written statement, answer all required questions on the [portal](#), and submit any supporting evidence. All entries must be submitted by 5.00 p.m. on 27 February 2026. Late submissions will not be accepted.

SUBMIT ENTRY



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!

