

while further industry specialists will educate on topics including how to write a compelling business plan, accessing finance, and how to franchise an existing business.

Designed to equip audiences with the skills and knowledge to boost their existing or future business, the Growing Your Own Business Conference, co-located with the exhibition, delivers critical insights into the fields of sales, marketing and PR.

In addition, one-to-one consultations are available with industry professionals, allowing visitors to gain bespoke, personalised advice to help drive them to success as a franchisee.

Within this focused and inspirational atmosphere, visitors can explore the exhibition hall to meet leading brands to discuss their franchise opportunities.

### Event sponsor

Event sponsor Fitness Space will be looking to forge links with potential franchise partners for their fast-growing network of boutique fitness studios, while brands like Sherpa Kids and The Creation Station will offer the chance to run a business working with children.

The food and drink sector will be represented by brands including Broccoli Pizza & Pasta and Esquires Coffee. For those looking to leverage their business acumen, brands like ActionCOACH and Expense Reduction Analysts will be of interest.

All the exhibiting brands have been assessed by the BFA as operating a viable business-format franchise. The long-standing and exclusive partnership between the BFA and The Franchise Exhibitions allows visitors to explore the opportunities on offer with added confidence.

Helen Wood, portfolio sales manager at Venture Marketing Group, organisers of The Franchise Exhibitions, comments: "The support of the BFA, the goldmine of industry expertise, and the outstanding examples of entrepreneurship embodied by our keynote speakers ensure that The Northern Franchise Exhibition will provide budding entrepreneurs with the knowledge, skills and inspiration to propel them on their journey to success in franchising."

Exhibition tickets can be booked for free at [FranchiseInfo.co.uk](http://FranchiseInfo.co.uk) using promotional code FWD2.



## Tutor Doctor

TUTOR Doctor has added six new franchisees to its UK network – Chin Hui, Rachael Tan, Matt Fowler, Sally Lingard, Adebisola Oladimeji and Akudo Elaine Ike.

The one-to-one home-tutoring company says that it has seen its UK network double in size in the last five years as its ethos of making a difference by building a profitable and scalable business, offers franchisees personal satisfaction and financial rewards.

One of the new franchisees, Fowler, a former fitness industry professional who having previously worked at a senior management level, is one of many franchisees in the network under the age of 35.

Fowler who has the Coventry franchise, said: "I was also looking for a business that would be scalable over time, giving me the opportunity to make choices about how I operate, i.e. remain as an owner operator or step away from the day-to-day and act purely as a director."

### 'Be my own boss'

"Despite having a good career, I've always wanted to be my own boss. The Tutor Doctor business model and the company values were closely aligned to where I was coming from personally and I felt comfortable that I could bring a high number of transferable skills to the table.

"You don't have to choose between making a profit and making a difference with this business, you can do both. I've created an internal vision to support 1,500 students by the end of 2021, yes it's ambitious, but why be anything else?"

Tim Morris, director of global franchise support at Tutor Doctor, added: "2018 has already been a big year for us; we've unveiled our new branding, published our first book, introduced a revolutionary online learning platform to our model and further expanded our reach across the globe.

"For franchisees in the UK, these things not only cement our place as a global market leader, they enable us to offer even greater support for franchisees at a local, grass-roots level."

Tutor Doctor was established in North America in 2000 and has over 500 franchise units in more than 16 countries.



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[www.franchise.tutordocor.co.uk](http://www.franchise.tutordocor.co.uk)

## Creams café

THE dessert café franchise, Creams, has opened in Southampton after the franchisee Mark Hirst, director and shareholder of Walden Gelatos Ltd., secured a six-figure finance package from HSBC.

The café in WestQuay Watermark, a dedicated food hall and leisure plaza adjoining the WestQuay Shopping Centre, seats up to 70 customers.

Hirst commented: "I am incredibly excited to be opening Southampton's first



Creams franchise with HSBC's support, as well as creating a large number of jobs for people in the city and the surrounding area.

"My relationship manager, David Hammel, was hugely helpful during the process, ensuring I had everything I needed during the often complicated franchising process."

Jane Fancy, HSBC's area director for Hampshire and Dorset, added: "HSBC has extensive franchise experience and the team here in Hampshire and Dorset worked closely with our dedicated franchise team to help Mark secure the most suitable funding package to open the Creams café."

The company offers customers Italian and American style desserts from 40 different flavours of gelato to waffles and crêpes with a selection drinks and shakes.

Its bubble pop waffles that it refers to as 'the latest dessert craze everyone is talking about' are sundaes in a big bubbly waffle with gelato and come in a variety of flavours from Utterly Nuts to More Oreo. Its sorbets include Alphonso Mango and Amalfi Lemon.

Creams was founded in 2008 and now operates in 70 locations across the UK.



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