

News for Prospective Franchisees

DRIVING FORWARD

2010

NETWORK

PEOPLE

SUPPORT

DRIVER CPC TRAINING

MARKET LEADER

FRANCHISING - built upon partnership

At Driver Hire we're passionate about franchising – it's right at the very core of our business. It's the method we chose to expand our business over 20 years ago, and it has enabled us to become market leaders in this lucrative recruitment sector with a national network of around 95 offices across the UK.

So why should you consider franchising? Setting up any new business involves an element of risk, but it has been proven that the franchise route helps to significantly reduce that risk. With franchising, you're using a business system that has been tried and tested and you receive the benefit of a recognised brand, training and ongoing support, all aimed at helping you build your business quickly and profitably.

However, the real strength of franchising lies in the partnership between franchisor and franchisee, both working together for mutual success. Driver Hire's track record in this respect is second to none, with the vast majority of our franchisees opting to renew their contracts for second and often, third terms. What's more, as a Driver Hire franchisee you will become part of a vibrant franchise network which means that valuable advice and support is always close at hand. In short, you're in business for yourself but never by yourself.

For more information please call John Warren, Franchise Sales Director on 0844 846 0000 or email john.warren@driverhire.co.uk

Driver CPC – a new business opportunity

The last three months has seen over 60 Driver Hire franchisees and their staff participate in a series of intensive 3-day training courses at Head Office in Bradford.



In response to new legislation, Driver Hire is now running accredited 'train the trainer' courses for all its franchisees, enabling them to deliver high quality Driver CPC training to their customers. The launch of this training initiative is going hand-in-hand with a nationwide marketing campaign, which involves offering free or discounted CPC training in return for additional temporary staff bookings. Says Richard Owen-Hughes, Driver Hire's Marketing Director, "Driver CPC has provided us with a perfect opportunity to offer added value services to customers, and at the same time generate new revenue streams for franchisees. It also gives Driver Hire yet another competitive advantage over other driver supply agencies. It's an all-round winner."

LATEST NEWS: NETWORK SALES UP 25%

The sales growth that began in Autumn 2009 is continuing strongly. In each of the first 9 weeks of 2010 the Driver Hire network has recorded **year-on-year increases in excess of 25%**. Great news for our franchisees and a sure sign that our customers' order books are starting to pick up.

Winter Conference

One of the many benefits of becoming a franchisee is the opportunity to network with colleagues and share best practice.

Driver Hire's twice yearly National Conferences provide the ideal forum to do just that and much more besides. This year's Winter Conference was held on January 15th at the Marriott Hotel in the very centre of Leeds. Fronted by leading business guru Robert Craven, the main focus of the day was sales development and how to get the most from the upturn in the economy. It was an inspirational day, combining business sessions with entertainment and celebrations of success, highlighted by our annual Franchisee of the Year awards.

The Conference was rounded off by our annual Gala Dinner for franchisees, partners and staff – yet another networking opportunity, but this time of a social kind.



Franchisee of the Year, Rowan Pritchard of Driver Hire Romford, receives his award from Driver Hire CEO, Chris Chidley.

Franchises currently available

A key territory in South East London has just been snapped up for launch in March and negotiations are underway for a number of other franchise sales. However there are still some excellent opportunities available in various parts of the UK. These include:

Barnsley	Kingston*
Bedford	Newport
Chester	Redditch and Kidderminster
Chesterfield	Swansea
Darlington	Torbay
Eastbourne	Truro*
Exeter*	Twickenham & Uxbridge*
Hereford	Walsall
Kettering	Wolverhampton & Dudley

* Franchise re-sale. These are established businesses offering an income stream and cash flow from day one. Even if your preferred location is not listed above do let us know of your interest in Driver Hire as we may be able to offer you a suitable alternative.

See for yourself

One of the best ways to judge whether a Driver Hire franchise is 'right' for you is to speak to, and ideally visit, one of our existing franchisees.

And that's exactly what we will encourage you to do as part of our Franchise Discovery programme. However, before that we'd like to invite you to our Head Office in Bradford, West Yorkshire. You'll get to meet with some of our key staff and get a much better understanding of our business model and the comprehensive level of support that is available to Driver Hire franchisees.

Who knows - this time next year you could be the owner of a thriving and profitable Driver Hire franchise!

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Roy's move back North of the border



Roy McLellan, Driver Hire Dundee & Perth, receives his office's award from Chris Chidley, Driver Hire CEO.

Driver Hire's Dundee and Perth territory has a new franchisee - Roy McLellan - who acquired the franchise through a re-sale. Roy is inheriting a winning team in Dundee and this is reflected in the recent superb sales performance of the business.

It's also been recognised in Driver Hire's 'Office of the Month' award, given to the Dundee office for a combination of strong financial performance, sales activity and customer engagement. Roy comes to Driver Hire with an impressive track record in the logistics business, including a spell as Royal Mail's Scotland & Northern Ireland Distribution Director. In a previous life he was a senior officer in the Merchant Navy and has circumnavigated the world several times.

"For the past decade or so I've been based in the South of England," says Roy. "My wife and I have always wanted to move back to Scotland. The opportunity to buy this franchise came along at just the right time. To be honest I'd never considered franchising. But once I'd been persuaded to look at the Driver Hire model, it changed my mind. Driver Hire is very professional, has first-rate business processes, and franchisees enjoy great backing to ensure we are successful."

People news

The last few months have seen a number of new franchisees and Head Office staff members join the business.

Our offices in Dundee and Lancaster now have new owners, both having been sold as going concerns. We also have **new franchisees in Wakefield, Sheffield and Lincoln**, all three with 'inside knowledge' of the business gained from previous employment with Driver Hire.

It's always heartening when people have the confidence to make the transition from employed status to franchisee and with Driver Hire, it's a regular occurrence. Meanwhile, our Head Office Marketing team has been strengthened with the appointment of **Chloe Cooper** as **Marketing Manager**. Chloe is no stranger to Driver Hire, having spent the last 2 years working within National Accounts.

Adele Turner joins the **National Accounts team** as a direct replacement for Chloe. Away from Head Office, **Tony Goacher** becomes **Area Development Manager** for the South East region, providing valuable day-to-day sales support to around 20 franchisees.

Focus on... National Sales team

One of the many advantages of joining the Driver Hire network is gaining access to business from national customers.

In other words, large organisations who have multiple depots or outlets across the country, and who prefer to deal with a single supplier able to meet with all their staffing requirements at each location. Why do they like to deal with Driver Hire? There are a number of reasons - our national coverage, our commitment to quality and compliance standards, our focus on customer service, and the dedication and motivation of local franchisees to mention but a few.

Of course, national accounts don't just land on our doorstep.

They have to be won in a very competitive market place and this can be a long and arduous process

involving complex negotiations. Driver Hire's National Sales team has many years' experience in the driver supply sector. Peter, Donna and Graham spend much of their time seeking out suitable opportunities, visiting prospective customers and preparing and presenting proposals. Once won, the contract has to be implemented and this involves considerable liaison with individual Driver Hire offices to ensure that everything goes smoothly. Once implemented Adele Turner is in charge of overseeing the administrative process, in particular invoicing. Whilst Driver Hire's business will always be primarily about local service to local customers, there's no doubt that National Accounts has an important contribution to make to our 'business mix', amounting to about 20% of network revenues in the current year.

Deferred payment scheme for new franchise* purchases

Driver Hire has launched a scheme to help those buying new franchises to finance their purchase. Providing a prospective franchisee can find a 30% deposit then Driver Hire will provide funding for the balance on commercial terms over a 2-year period.

John Andrews, Driver Hire's Finance Director, says "We don't want good prospective franchisees to be deterred by bank lending restrictions so we are prepared to help fund the purchase ourselves. In the long run it's going to benefit both parties and we have already recruited two new franchisees on this basis." *Does not apply to re-sale purchases

Driver Hire confirmed as market leader

Driver Hire has again been rated as the UK's leading transport and logistics recruiter. That's according to Recruitment International magazine's 'Top 250 Report' – the definitive guide to the UK recruitment industry.

The UK recruitment sector as a whole is worth **£30.5 billion**, employs over 100,000 people and supplies in excess of 1.6million temporary workers to businesses and the public sector. The driving sector accounts for around 9% of total industry turnover and, even though Driver Hire today is much more than a driver supply agency, the report classifies us as the UK's largest provider of drivers by a comfortable margin.

Commenting on Driver Hire's classification, Chief Executive Chris Chidley said: "It's good to see that Driver Hire remains well ahead of all our competitors. It's doubly pleasing to see that not only are we in the Top 250, we are in the elite league of the top 75 companies overall."

2010 – a good time to invest

For many companies 2009 was a year best forgotten as economic downturn turned into recession, unemployment increased and finances were squeezed.

But a recession is also a test of the strength and resilience of a business – those with a good product, great customer service and a positive outlook will survive and prosper whereas the weak and inefficient will fall by the wayside.

Whilst the last eighteen months have undoubtedly been a challenge for Driver Hire we have also strengthened

our position in the market, introduced new products and services, and won some important new National Accounts. What's more, several of our franchisees have experienced record trading weeks, most notably in December 2009 where a number of our offices exceeded their 'personal bests'. We have also welcomed several new franchisees into our network and it's a real vote of confidence in the strength of our business model that people are willing to invest in a recession.

In the latter part of 2009 and into early 2010 Driver Hire's UK network has

shown significant year-on-year growth and we expect that pattern to be sustained, a sign that the economy is beginning to pull out of recession. Says John Warren, Driver Hire's Franchise Sales Director, "It's no coincidence that we've received record levels of enquiries about our franchise in recent weeks. People are starting to feel confident about investing and they want to take more control over their own future.

Franchising is certainly a low-risk route into self-employment and all the signs are that 2010 could be the ideal time to join the Driver Hire network."

**For more information please call John Warren on 0844 846 0000
or email: john.warren@driverhire.co.uk**



For details on franchising opportunities with Driver Hire
Please contact John Warren on
0844 846 0031
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10 THINGS



You should know about **Driver Hire**

Our business

In simple terms, we are a recruitment agency specialising in the supply of commercial drivers and logistics staff, temporary and permanent, to both the private and public sectors.

Our market

The market for temporary drivers alone is estimated to be worth over £2bn. And as if that weren't enough we also supply many other categories of staff ranging from experienced managers and technical staff to fork-lift truck operators and warehouse workers.

Our customers

We have over 12,000 customers including international logistics operators, parcel delivery companies, food and drink suppliers and local councils.

Market leaders

We may not be a high street consumer brand but there's no doubt that over the last 25 years Driver Hire has gained an excellent reputation for quality and service in the transport sector. We have recently been independently verified as market leaders by Recruitment International magazine.

Proven franchise formula

As a Driver Hire franchisee you'll immediately benefit from our structured quality and service-driven business processes.

Profit and investment potential

We look for franchisees with earnings expectations in excess of £100,000. This won't come immediately but with hard work, self-motivation, commitment and an absolute focus on sales development there is no reason why this cannot be achieved.

A successful Driver Hire franchise will also prove to be an excellent capital investment should you wish to sell at some time in the future.



Technology

dhOps is our industry-leading software package. Developed by Driver Hire and only available to our franchisees, it streamlines your administration process, providing maximum business efficiency and productivity.

Comprehensive training and support

Our 2-week initial training course will get you off to a flying start.

We then provide a comprehensive and ongoing support package including central and local marketing, national sales, invoicing and administration, technical and legal advice, tele-appointing, supplementary training and your own Area Development Manager.

Full bfa membership

As full members of the British Franchise Association we are a fully accredited franchisor. In 4 of the last 5 years Driver Hire has been a Finalist in the bfa's 'Franchisor of the Year' competition, winning the award outright in 2006.

A low fixed cost management franchise

With Driver Hire you don't need to invest in high-rental retail premises in prime locations, expensive capital equipment or stock. Nor do we require previous experience in transport or recruitment. What you will need is a sound commercial background, good communication skills and an ability and desire to develop your business by focussed sales activity in your own territory.

ASSOCIATIONS, AWARDS & ACCREDITATIONS



WINNER: REC 'One in a Million' - the UK's best Temporary Worker 2008 REC 'Agency Driver of the Year' 2005-2008 bfa 'Franchisor of the Year' 2006