

News for Prospective Franchisees

# DRIVING FORWARD



FRANCHISING

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## 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 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](mailto:john.warren@driverhire.co.uk)

## LATEST NEWS

### NETWORK SALES UP 35%

The business growth that began in Autumn 2009 is continuing strongly. Our network sales are now an incredible 35% ahead of the same period last year and two-thirds of franchisees are regularly invoicing in excess of £10,000 per week.

Wayne Clarkson, Driver Hire's Network Development Director says, "We've seen excellent growth over the last 12 months and it has come from a combination of existing customers recruiting more staff to cope with their increased order books, together with an influx of new customers who recognise the benefits of using Driver Hire to help create a more flexible workforce. We have also seen an increase in the number of permanent appointments. It's certainly great news for Driver Hire franchisees and also a very opportune time for new people to come into our network"

## NEC FRANCHISE SHOW

### - FREE TICKETS AVAILABLE!

The UK's biggest Franchise Exhibition takes place at Birmingham's NEC on Friday 1st and Saturday 2nd October.

Driver Hire will be on stand L125 and you're very welcome to come and see us.

What's more if you'd like **FREE TICKETS** for the event all you need to do is e-mail [john.warren@driverhire.co.uk](mailto:john.warren@driverhire.co.uk) with your contact details and the number of tickets required. We'll then send them on to you!



## New income stream from driver training

Driver Hire is rapidly establishing itself as one of the UK's leading providers of driver training, thanks to an initiative launched by the company only 6 months ago.



All LGV drivers now have to undertake mandatory annual training to achieve their Certificate of Professional Competence, so last year Driver Hire gained official accreditation as a CPC training organisation. Over the last few months Drive Hire franchisees have attended a series of 3-day internal courses to enable them to deliver their own classroom-based driver training courses.

Richard Armitage, Driver Hire's Head of Training says, "Our franchisees now have a brand new income stream and an additional competitive advantage when talking to customers.

Not only can we supply them with drivers, we can train them too. We now have 90 accredited trainers, we've trained over 2200 drivers and have delivered nearly 4,500 modules of training."

## Direct marketing at your fingertips

In a sales-focused business such as **Driver Hire**, it's important to be able to keep in regular contact with customers whether by personal visits, conventional or on-line communication.

Driver Hire's marketing and creative team provides vital support to franchisees in this respect with a wide range of promotional and marketing resources including sales brochures, fliers, customer and candidate newsletters and web site content.

A recent major innovation has been our on-line Marketing Resource Centre which provides a simple and effective means for franchisees to plan, execute and manage their own local marketing campaigns. Franchisees can log on in their offices and order from a wide range of Driver Hire promotional and marketing materials and office stationery.

They can tailor standard artwork to their specific requirements, approve proofs on-line and order printing and delivery direct to their office. It's faster, more adaptable, more convenient and it also enables a direct marketing campaign to be created and implemented in minutes.



## People news

New franchisees include **Gurpreet Singh** who in May opened a new Driver Hire office in South East London. **Simon French** has taken over the reins in Milton Keynes and **Steve Brock** will shortly become the new owner of our Chester & North Wales franchise. We wish Gurpreet, Simon and Steve every success.

Following a strategy review, it has been decided to bring together Driver Hire's central IT and compliance functions. Consequently **Jeremy Neale** has taken on additional responsibility for IT and becomes Head of IT and Compliance. One of Jeremy's key tasks over coming months is to develop the software support for Driver Hire's Managed Service product which will enable us to offer an additional service to national customers.

**Rod Harlow** has been appointed South West Area Development Manager, providing valuable day-to-day field support to around 20 franchisees in the South West region.

**Jim Kirwin** has joined Driver Hire's central training team with responsibility for delivering and co-ordinating CPC training.

## 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

## Territories available

Even though Driver Hire already has 95 offices across the UK there are still some great opportunities for new franchisees to join our network. We have a number of new UK territories and also some re-sales available - locations include:

Cornwall  
Bath  
Torbay  
Portsmouth,  
Andover/Salisbury  
Uxbridge  
Kingston-upon-Thames

Eastbourne  
Hereford  
Kettering/Corby  
Bedford  
Chesterfield  
Barnsley  
Darlington

Wolverhampton & Dudley  
Walsall  
Redditch & Kidderminster,  
Swansea  
Newport

We're also looking for franchisees to help us develop our business in the Republic of Ireland. For more information please contact John Warren on **0844 846 0031** or email [john.warren@driverhire.co.uk](mailto:john.warren@driverhire.co.uk)

# Office of the month

Driver Hire's "Office of the Month" award for July went to Tony McCafferty and his team in Inverness. Since taking over in Inverness three years ago, Tony has grown the business significantly, winning a raft of sales awards along the way.

In the second week of July, Driver Hire Inverness saw a record number of customers invoiced in one week - which they then beat again almost immediately. In the current year-to-date, sales revenues are a creditable 25% ahead of the same period last year.

While the sales performance has been really strong, the part of Inverness' nomination that stood out from the crowd was the effort that they put in to maintaining excellent customer relationships and building further business for the coming months. The team spent much of their time on contacting customers and prospects before and during the holiday season, to ensure that they were the first supplier to be called.



In the words of Area Development Manager, Dean Hewitt, the recent efforts of Tony, Kirsty and Jason are testament to "what can be achieved when hard work and dedication is their focus." Their Excellence Award is well deserved and the Inverness team now have the fresh challenge of working out who should drink the magnum of champagne and what to spend their 1,000 Excellence Points on.

## French connection in Milton Keynes

Simon French is Driver Hire's newest franchisee, having just purchased our Milton Keynes franchise as a going concern from its previous owner.

Prior to joining Driver Hire Simon spent many years in senior management roles in the logistics sector but for some time he had been searching for an opportunity to strike out on his own. After meeting with Franchise Sales Director, John Warren, Simon came to the conclusion that a Driver Hire franchise fitted the bill perfectly. Says Simon, "I hadn't really considered a franchise before but the more I looked into it, the more it appealed.

And because I have purchased an existing franchise, I have the added benefit of a large client base and steady income from the very start."

# TOP TEN Franchise

Driver Hire is one of the UK's top franchises - and that's official.

For the 5th year running Driver Hire was a finalist in the British Franchise Association's "Franchisor of the Year" awards. This prestigious competition really sorts out the top performers from the rest and underlines the benefits of joining a top quality franchise.

Says Franchise Sales Director, John Warren, "We're all thrilled to receive this recognition. The competition judges are very demanding. We have to demonstrate that our business is consistently successful and that we provide the very best level of support to our franchisees."



Driver Hire's Chris Chidley and John Warren, receive their award from the bfa judging panel.

## Meet the Team - Wednesday 29th September

If you want to know more about franchising with Driver Hire then we'd be pleased to invite you to our Franchise Open Day on Wednesday 29th September 2010 from 10.30am to 3pm.

It will be held at our Bradford Head Office and you'll get the opportunity to meet with our Senior Management Team and learn all about our business, the franchise model and the investment potential. You'll also be able to take a look at one of our offices and meet informally with some of our existing franchisees.

Even if you are at very early stages of evaluating a franchise and just want to learn more about the subject generally you are very welcome to join us. We've been involved in franchising for over 25 years and will be happy to share our knowledge with you.

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



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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 5 of the last 6 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