

News for Prospective Franchisees

# DRIVING FORWARD

NETWORK

PEOPLE

SCHEMES

CPC TRAINING

RECORD WEEKS

## Welcome to the latest issue of Driving Forward - the newsletter for prospective Driver Hire franchisees.

**Franchising is right at the very core of our business at Driver Hire. It's the method we chose to expand our business over 20 years ago and it has enabled us to become market leaders with a national network of around 95 offices from Inverness to Truro.**

So what are the key benefits of 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. Franchising is a business partnership between franchisor and franchisee and it is vital that both partners work 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.

And as a Driver Hire franchisee you'll become part of a vibrant franchise network which means that you're in business for yourself but never by yourself. If you are looking for a management franchise with the potential to earn £100k+ per annum and grow in capital value then a Driver Hire franchise could be right for you.

We are always keen to talk to ambitious and self-motivated individuals who want to set up in business and reap the rewards of their own efforts.

**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)**



### Driver CPC training

**The Driver Certificate of Professional Competence (CPC) is now in force, requiring HGV + PCV drivers to undertake mandatory training to improve their knowledge and skills.**

In response to the new legislation Driver Hire is now running accredited "train the trainer" courses for all its franchisees, enabling them to deliver high quality CPC training to their customers. The launch of this training initiative will go 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."

### 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 1.6 million temporary workers to businesses and public sector bodies.

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."

[www.driverhire.co.uk](http://www.driverhire.co.uk)

For details on franchising opportunities with Driver Hire  
Please contact **John Warren** on  
**0844 846 0031**  
or email [john.warren@driverhire.co.uk](mailto:john.warren@driverhire.co.uk)

## Roy's move back North of the border

**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."

## Record weeks boost confidence

**Recruitment businesses are generally amongst the first to feel the ill-winds of recession but conversely are right at the forefront of a recovery.**

And if recent Driver Hire network sales are anything to go by then the UK economy is now starting to emerge from the doldrums.

Says John Warren, Driver Hire's Franchise Sales Director, "Several of our franchisees have enjoyed record trading weeks recently and there is now a real feeling of optimism that things are picking up. It's good news for us and it's also a great time to invest in a Driver Hire franchise.

"A good example is our office in Gatwick which won Driver Hire's latest 'Award for Excellence'. Nic Chavariis and his team not only smashed their previous weekly sales record, they successfully filled a permanent position (never easy in a recession) and diversified into warehouse and labouring work."

## Deferred payment scheme for new franchise\* purchase

Driver Hire has launched a scheme to help those buying new franchisees 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

## See for yourself

**The best way 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 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 franchise!

## 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.

## 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