



Franchising Opportunities

with Driver Hire



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A message from **Chris Chidley**, Driver Hire's CEO



In the last 30+ years Driver Hire has become the UK's largest specialist supplier of

transport and logistics staff. It is also one of the most successful and respected franchise brands in the UK; a regular finalist and previous winner of the bfa 'Franchisor of the Year' Award.

We operate in a huge market – the UK recruitment industry is estimated to be worth almost £28.7bn a year.

Our franchise network supplies thousands of satisfied customers each year, from multi-national freight companies to builders merchants, parcel carriers and local authorities.

This business translates into success for our franchisees. **In 2015/16, 49% of our franchised offices achieved annual sales of over £1m; 69% over £750k and 90% over £500k.**

A great achievement, taking into account that the UK franchise industry's average annual turnover is £378,400, according to the latest bfa/Natwest survey.

We're equally dedicated to franchising as a business model. Our customers benefit from the high level of personal attention and service that locally owned businesses deliver. At the same time, our highly-developed IT systems and business processes mean customers also benefit from consistent, legally compliant and award-winning standards. It's a



powerful combination.

Becoming a Driver Hire franchisee is a life-changing decision. In joining us, you'll be joining a long line of successful business owners who are very pleased that they took the same decision.



Much more than driving

Although Driver Hire has built its reputation upon providing commercial drivers, and this will always remain at the heart of our business, we actively encourage you to consider other areas of recruitment too.

Many of our franchisees have successfully supplied staff into non-driving roles including general warehouse and logistics workers, administrators, packers, general labourers and fork lift truck drivers.

Driver Hire is also ideally placed to provide managerial, sales and technical staff into the transport and logistics industry, either on a permanent or interim basis.

We developed the 'dh Recruitment' brand specifically for non-driving work and we can provide you with supporting marketing and promotional material as appropriate.



“The UK recruitment industry is estimated to be worth almost £28.7bn a year”



For more information please contact
Graham Duckworth on 01274 361073 or
email graham.duckworth@driverhire.co.uk

Is a Driver Hire franchise 'right' for you?

No two franchisees are the same but to be truly successful with Driver Hire it goes without saying that you'll be ambitious, hard-working, committed and self-motivated.

You'll also be a good relationship-builder – we are a **sales-focused organisation** so you will have lots of direct customer contact.

Good organisation skills are vital, together with the discipline to work within a structured environment where legislative compliance is of paramount importance. You'll also need basic IT skills and a reasonable understanding of finance.

However you won't need any previous experience either in recruitment or in the transport sector – our training provides you with all the required knowledge and skills to get your business off to a flying start.



Availability and investment

Even though Driver Hire already has a thriving UK network there are still some great opportunities for new franchisees to join us. We currently have franchises available in a number of key UK locations including start-up territories and franchise resales. Entry level investment for a start-up is from £35,000.

To assist with your purchase we have funding schemes available which enable you to join our network if buying a start-up territory, with a cash input of just £15,000.

The cost of a franchise resale will vary according to the profitability and trading history of the individual business.

Funding your franchise

The major banks tend to be very supportive of franchising and at least three have their own specialist franchise division. We're proud that the banks view Driver Hire as a AAA rated brand.

When buying a franchise, most bank lenders will expect you to make a cash input of at least 30% of the purchase price; the loan for the balance will usually need to be supported by security, such as a charge on your house. This means that you may need to have sufficient equity in your property to satisfy this requirement.

Although you will need to negotiate and agree your own loan, Driver Hire will be able to make introductions to the franchise specialists of each bank.

"The major banks tend to be very supportive of franchising"

As an alternative to bank funding, for **new franchise purchases only** (not resales), Driver Hire has the following funding scheme available:

Deferred Payment Scheme

To qualify for this scheme you will need to find a minimum deposit £15,000 - Driver Hire will then provide funding for the balance which will be repayable on commercial terms over 2 years. Personal guarantee required.

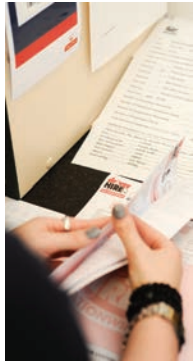


Average franchisee earnings over £100,000 per annum

What you can **expect** from us...

As you'd expect from a leading franchise, we will provide you with a comprehensive support package, helping you to plan, launch and develop your business to its maximum potential.

The benefits include:



Business Planning and Finance

- Assistance and advice including Driver Hire's business planning and financial modelling tools
- Introduction to lenders for purchase finance and working capital



People

HR advice on recruitment and employment issues including:

- Role and person specifications
- Assistance with interviewing & selection
- Employment law and compliance
- Employment contracts



Premises

Advice on

- Locating suitable premises
- Furnishing and IT systems
- Internal and external signage to comply with corporate image



Training & Development

Our intensive 2-week Foundation Training course will provide you and your staff with all the knowledge and skills to launch your business

- An ongoing programme of training in key skills including product knowledge, compliance, IT & sales

Operational Excellence

• Bespoke software

dhOps, our unique web-based software package maximises front and back-office operational efficiency and reduces admin costs

It helps maintain legislative compliance, incorporates links to invoicing and payroll and has extensive reporting facilities. Supported by in-house help desk staff and software developers

• Quality and compliance

Established and robust business processes ensure a consistent and high quality service

Group-wide ISO9001 accreditation provides a valuable competitive edge

• Insurance

A group-wide insurance scheme for all business risks including drivers' negligence

• Centralised invoicing & administration

Fast and efficient weekly customer invoicing carried out from Head Office with direct links to your invoice financing provider to maximise cash flow

• Field support

In the first few months you'll benefit from our Franchise Support Programme (FSP) which provides focused support from your Area Development Manager. This will help to ensure you get off to a flying start

Once established, your experienced Area Development Manager will continue to work closely with you to help maximise sales opportunities and develop your business

From our Head Office, our Financial Planning and Analysis Manager will monitor your financial performance and provide valuable guidance

Marketing Support

- **Marketing materials**

A wide range of high quality marketing collateral including:

- Regular client and candidate newsletters
- Personalised leaflets, sales letters, flyers and postcards all available through our online Marketing Resource Centre
- Business gifts including calendars, diaries, mugs, pens etc.
- A unique 'dhMailer' service, providing high quality and effective HTML emails at the click of a button

- **Website**

Our industry-leading website incorporates a personalised microsite to promote your own office.

The **inbuilt jobs board** enables you to advertise your jobs online and receive candidate responses direct to your own inbox

- **Launch programme**

A full franchise launch programme including personalised newsletter, press/PR coverage and promotional materials

- **Market information**

Weekly market and customer updates to help you target your sales activity more effectively

- **Networking**

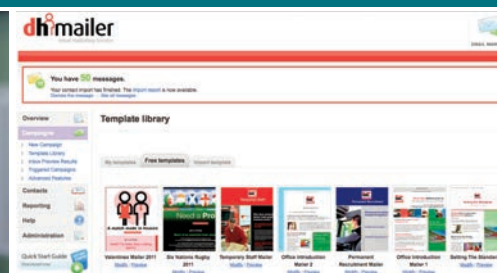
Share information and best practice with franchise colleagues via online forums, regular regional meetings and national conferences

- **Telemarketing**

An experienced in-house telemarketing team to help you secure those essential customer appointments

- **National marketing campaigns**

Regular initiatives designed to maintain our position as market leaders, keep the Driver Hire brand consistently at the forefront and complement your local sales activity



National Accounts

Driver Hire's ability to service customers across all UK locations provides us with a valuable competitive advantage.

Our experienced National Sales team seeks out, negotiates and manages business opportunities with large multi-site customers.

Once won, this business is then passed to individual franchisees for service delivery at a local level. Currently 20% of our annual sales revenues are attributable to national account customers.



For more information please contact
 Graham Duckworth on **01274 361073**
 or email **graham.duckworth@driverhire.co.uk**



Many routes to success

When buying your Driver Hire franchise you are buying into more than just a recruitment business. Whilst your core business will revolve around providing a temporary, flexible workforce to the transport and logistics sector you can also help businesses to recruit new staff on a permanent basis.

With Driver Hire you can also sell supplementary products which can help our customers to stay within the law, creating **additional revenue streams** to increase your turnover and profitability.



Driver Hire Training – all commercial LGV drivers are required to undertake mandatory classroom-based training in order to maintain their licences. We are an official accredited Driver CPC (Driver Certificate of Professional Competence) trainer and the majority of our franchisees have opted in to offer this training within their territory. Over the past five years Driver Hire has become the UK's leading provider of Driver CPC training, having completed over 111,000 driver training days.



dh Licence Check – is an online driving licence checking system linked to the DVLA, which our customers can use to check their drivers have a valid licence to drive their vehicles. This is an especially useful tool with the paper counterpart having been abolished.
www.dhlicencecheck.co.uk

What our franchisees say...



Gee Bains,
London South East
Commenced 2010

I'm delighted with the way things have gone. The support we get from Head Office is superb and we've especially benefitted from National Accounts. I'm confident that the future will bring even further growth and success for my business.



Iain Westman,
Blackburn
Commenced 1994

It has been hard work but Driver Hire has given me the opportunity of a lifestyle and financial security that I wouldn't have thought possible when I bought my first franchise back in 1994.



Sarah Matthews,
Lincoln
Commenced 2009

Being part of a network is great. I've learned a lot since joining Driver Hire, through the training provided and also from the other franchisees in the network.



Roy McLellan,
Dundee
Commenced 2009

To be honest, I'd never really considered the franchise option but once I looked 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.



Rowan Pritchard,
Romford
Commenced 2007

Buying a business is a daunting prospect but the help and support of a good franchisor is paramount to success. I can honestly say that I love being in this business. If you're looking for variety and a constant challenge, this is the place to be.

bfa 'Franchisor of the Year' finalist ten times over the last eleven years.





A day in the life of a Driver Hire franchise owner



Morning

Arrive at the **office at 07.30** and on to the phones straight away. Call our top customers early, to beat the competition, and pick up two bookings – a great start.

Each day at **08.30 we have a team meeting** to agree the day's activities. Targets and diaries are updated and anyone visiting customers and prospects gathers the sales brochures, mugs and pens that always go down well.

I share a responsibility for sales so I'm making two visits today. The first is to a new customer **picked up by the central telemarketing team** – a distribution company with about **20 vans delivering food around the North**.

I get lots of information about their requirements, so I can present a detailed proposal to them later in the week. There's always competition for the business so I make sure to **send high quality proposal documents**, which helps to reinforce the quality aspect of our service.

My second call is a regular account review with a long established client. I also update our workplace assessment while I am there – it's important for our ISO accreditation and once again shows the client that we're serious about quality and compliance. **The customer is happy** so I head back to the office.



Afternoon

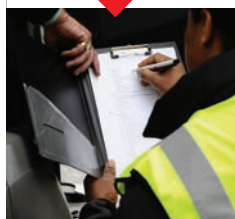
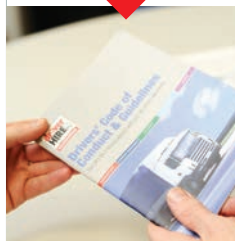
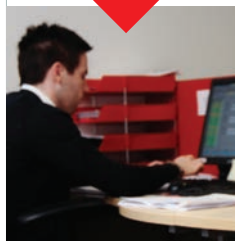
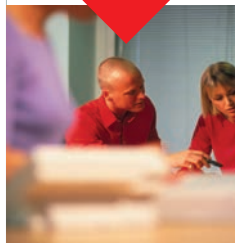
The team meets over lunch and updates are exchanged – **recruitment is a dynamic business** and it's critical that everybody is constantly kept up to speed.

The afternoon, in the office, is just dealing with incoming calls, filling bookings and catching up on admin. I also **interview two really good drivers**. Their references were good so they'll both be out working for me tomorrow.

In many ways recruitment is a simple business. If we **stay focused on sales and service**, we should be successful. Whether we're dealing with our customers or our candidates, it's a question of looking after what we've got, and at the same time looking for a fresh supply! One thing's for sure – this is a people business.

We have a final team update before heading home, usually between 5 and 6pm. But of course, the Driver Hire service doesn't end there. Many of my customers operate around the clock, so like every other Driver Hire office, we offer a 24/7 service. Whatever time they call, they'll get a personal reply. We have a staff mobile, which we divert the phones to for 'out of hours' calls. We all take a turn on duty and tonight, it's my turn.

During the evening I take a call from one of my top clients. They want a van driver for 6am. No problem – I know I have a driver available and it's sorted there and then. It's been a hectic day, but rewarding as ever!



www.driverhirefranchise.co.uk



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