



BFA HSBC UK British Franchise Awards Category and Criteria Guide 2026

Advisor & Supplier Award

Franchise Support Partner of the Year

Delivering expertise, service, and impact across franchise networks

ELIGIBILITY: This award is open to all BFA member advisors or suppliers, excluding banks.

Judges are looking for more than just an outline of your services. They want to see evidence of how your work and support have directly added value to franchisors, their networks, and the franchise sector as a whole. This award is about your people, your customer service, and your overall contribution to franchising.

How have you contributed to the growth and efficiency of franchise brands? How have you built trusted relationships that have contributed to their success? What have you done to support the promotion and development of ethical franchising in the UK? What training and development have you engaged with to ensure you are always on top of your game? What have been the clear tangible outcomes that you have helped shape in the last 12 months? How do you tailor your approach to support the needs of different franchise businesses?

To win this category you need to showcase not only your strong collaborative relationships but demonstrate how you go beyond transactional service delivery to become a valued partner. Judges want to see measurable impact through client retention and growth, improved business operations, and use of technology. Testimonials and supporting case studies should be a key component of your entry!