



BFA HSBC UK British Franchise Awards Categories and Criteria Guide 2026

Franchisee Award Categories

HSBC UK Multi-Unit

Recognising excellence in multi-unit franchising

ELIGIBILITY: All single brand multi-unit franchisees. With a minimum of two fully operational franchise locations and a minimum trading history of three years.

Franchisees from non BFA member brands also welcome to enter.

Judges want to hear from franchisees that have a passion for the brand and aligned goals with their franchisor to make an impact in their communities. You will be an experienced operator who is being provided a unique opportunity to build alongside your franchisor because of your trusted partnership. Judges will be expecting to see what your growth strategy has been and how you have built your multi-unit operation whilst sustaining a strong business in different territories.

HSBC UK Multi-Brand

Recognising excellence in multi-brand franchising

ELIGIBILITY: All multi-brand franchisees. With a minimum of ten fully operational franchise locations and a minimum trading history of three years.

Franchisees from non BFA member brands also welcome to enter.

Judges want to hear from franchisees that have built empires in franchising. You will have large portfolios and a central, managed function to support. The judges are looking for a franchisee that has a clear passion for business and is a master of managing management teams. You will have developed trusted relationships with their franchisor(s) based on success and commitment to the brand. This will have not only enabled them to obtain expansion opportunities but may have also contributed to the growth and/or development of the overall franchise operation. Judges will be looking for franchisees to articulate the strategy that has enabled sustainable growth across their portfolio.

Young Guns

Hitting the ground running in business

ELIGIBILITY: BFA member franchisees aged 30 and under that have traded for at least 12 months

This award recognises that age doesn't matter when it comes to running a successful franchise. Judges will be looking for a franchisee aged 30 and under, who has established a profitable franchise although they may not have come from a business background. Finalists will be dynamic, driven individuals who have achieved success beyond their years.



Community Impact

Using business as a positive force for good

ELIGIBILITY: All franchisees of BFA members

The judges will be looking for a business owner that cares about more than just profits. You will be going above and beyond to create better communities, stepping outside of what is expected in your business to create local opportunities. Evidence of giving back, improving the local economy, environment, forming partnerships, fundraising, offering apprenticeships and positively impacting the people around them.

BFA Star Performer

Excelling in your business network

ELIGIBILITY: All top performing franchisees of BFA members

You will only enter this award if you are considered a high performing franchisee in your network. Judges will be looking for what it is that makes you a high performer, from the relationships you form, the contribution you make through to your profitability and financial success.

Dynamic Duo

Doubling down in franchising

ELIGIBILITY: All franchisees of BFA members that are named on the franchise agreement and running the franchise together

This award showcases the benefits of complimentary leaders in business working together to achieve great results. The judges will want to know how you structure your roles and responsibilities, why that is so important to your success and the results that have been achieved in doing this.

Customer Focus

Where quality service underpins success

ELIGIBILITY: All franchisees of BFA members.

This award is all about the customer! Judges want to see how you excel in service delivery, what you do to wow your customers and the impact that has on your overall reputation. Evidence will be required for this entry such as net promoter scores, retention rates, online reviews and feedback and your customer referrals.