

The UK's leading commercial cleaning management franchise



Damon Brown
Bristol Franchise Partner

Building your future with **Minster Cleaning**

minsterfranchise.co.uk

Minster
Cleaning

Minster Cleaning

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Welcome to Minster Cleaning

Thank you for your interest in a Minster Cleaning management franchise.

I hope this is just the start of our journey together, as you discover whether a Minster Cleaning management franchise is right for you. Our prospectus is designed to give you crucial information about our franchise, what it means for you and how you can join our network.

Since 1992, we have supported people, like you, who were ready to realise their ambitions of running a successful and profitable business. Essentially this is the role of me and my team, and we are committed to helping you be successful, based on our established model.

Minster Cleaning provides a substantially greater opportunity than other commercial cleaning businesses, thanks to a proven business model which has been refined for almost 30 years. Our franchise partners have been with us for an average of 14 years, with some still with us after 25 years, through recession and economic uncertainty. These long and mutually beneficial relationships demonstrate what our sustainable business model can offer you.

We're very proud of what we have achieved at Minster but, more than that, we are incredibly proud of what our franchise partners have achieved. By working together with ambitious, talented individuals from across the country, we've grown to become one of the UK's most successful and long-running management franchises.

We hope you will join us on this journey and build your own highly successful enterprise. So, please take your time to consider whether we are the right opportunity for you. If you have any further questions which are not answered within this prospectus, please do not hesitate to contact me or my team.

Enjoy your journey.

Mike Parker
Managing Director, Minster Cleaning



Minster
Cleaning

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Minster Cleaning

The Minster Cleaning Franchise

Established in 1982, Minster Cleaning is the UK's leading office and commercial cleaning business. Managed by local Minster franchise partners, thousands of customers benefit from our expert and reliable commercial cleaning, tailored to their precise needs. Our greatest achievement is seen through our high customer referral rate and repeat business.

In 1992, we expanded our successful business model into a management franchise which has attracted a number of highly-skilled entrepreneurs. Without direct experience of the commercial cleaning industry, our franchise partners recognised the enormous potential to grow a successful and stable business to be proud of. The Minster Cleaning model offers a highly profitable and recession-resistant business opportunity.

As a result, we have seen repeated success amongst our franchise partners as they realise their ambition of setting up and growing a profitable business, or expanding their current operations.

As well as being a corporate member of the cleaning industry's leading body, Minster Cleaning has been a full member of the British Franchising Association since 1992, making it the one of the longest running franchises in its field.

Minster Cleaning, and its franchise partners, have been consistently short-listed as finalists for a number of prestigious industry awards including the HSBC BFA Franchisor of the Year and Franchisee of the Year Awards, and the Franchise Marketing Award for Best Website.

Half

of our franchise partners have achieved 20 years in partnership

100%

of our franchise partners renew their franchise agreements

35%

of our franchise partners involved their family members in their businesses

14 years

is the current average length of franchise partnership

The Minster Promise

We pride ourselves on being:

- ✓ Reliable
- ✓ Consistent
- ✓ Trustworthy
- ✓ Flexible
- ✓ Friendly
- ✓ Great Value

“

We recruit people who have good business skills and resilience. The great thing about commercial cleaning is that organisations will always need it.

Mike Parker, Managing Director

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As a Minster Cleaning Franchise Partner, you will benefit from:

Use of our brand – trading under an established brand, with a well-earned reputation as a market leader.

Access to a large, exclusive territory – providing a substantial target market with the potential for years of sustained growth.

Our proven business model – a solid framework for success, built on a tried-and-tested system of management and marketing.

Comprehensive training – designed to equip you with the skills and know-how to give you and your business a strong foundation upon which to build.

Ongoing support – guidance every step of the way, helping you to grow and develop your business by tapping into our decades of experience and expertise.

Our network – being part of a larger network of business owners who will share their experiences, lessons learned and best practice.

Contributing to your local community – by raising standards across the industry, as well as providing employment in your territory.



Our team with the
British Franchise
Association awards
judging panel



The Market Potential

The market for commercial cleaning is vast.

All businesses require cleaning for their commercial premises and there will always be a demand for a reliable, professional and cost-effective service. Your new Minster Cleaning business won't just meet a trendy or fashionable need which will come or go with the whims of the market, you will be offering an essential utility, as important to a company's operations as water or electricity.

Minster Cleaning is a long-established franchise company within this sector, with over 40 branches in the UK. Eight of our franchise partners have expanded their own businesses across more than one territory. Minster Cleaning franchise partners collectively service over 6,000 clients, and have an annual turnover of £40m.

As a franchise partner, you will benefit from Minster Cleaning's robust and proven business model, to help you achieve high returns on your investment. **The top Minster Cleaning branches have sales of £2 million+ per year and half of our franchise partners have a turnover of £1 million+ per year.** The most highly motivated and driven individuals will be able to take full advantage of the stable demand and high profit potential the market offers.



A growing industry

In 2018, the cleaning sector contributed over £54.5bn to the economy and directly employed over 970,000 people¹.



“

Since I joined Minster, I've developed personally and feel that I've proved myself within the business. I know every single aspect of the process and can now confidently present to prospective clients at all levels. I am very proud of our success.

Emma Fenlon | Lancashire Franchise Partner

”

1 - British Cleaning Council Industry Research, 2020

What is a Management Franchise?

How running your management franchise is different

Minster franchise partners have a passion for success and a willingness to work hard. However, they do not actively 'do' the cleaning for customers themselves. As people with management and leadership experience, they employ people into their business to deliver high-standard commercial cleaning to customers.

“

The skills you need to run a management franchise are: new business generation, marketing, account management and the ability to manage personnel at all levels.

Paul Watts | Derbyshire Franchise Partner

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Your main responsibilities as a Minster Franchise Partner:

- To provide quotations for potential customers and to win business locally
- To manage debtors, cash flow and profit & loss
- Determine pricing & margin control
- Customer relationship management and retention
- Management of employee workforce and payroll
- Negotiate with suppliers
- Resource planning and recruitment
- Balancing short and long-term goals
- Implementing operational standards
- To grow your business year on year



The Benefits of Franchising

Why should you consider joining a franchise, rather than starting your own independent business?

Investors and entrepreneurs are increasingly being drawn to franchising to start their own business. It is a flourishing sector in the UK which incorporates more than 1,000 brands, and has shown consistently strong growth in both the long and short-term, even through periods of general economic downturn.

Joining a franchise comes with a number of significant benefits, compared to starting out alone:

1. Lower risk

Statistics from the British Franchising Association (bfa) show how franchisees have a much higher success rate than independent start-ups. Around 90% of franchises consistently report profitability, with just 4% failing for commercial reasons. This is in sharp contrast to a staggering half to two-thirds of all independent start-ups which close within the first 3 years.*

At Minster Cleaning, the fact that 100% of our franchise partners renew their franchise agreement, and that our franchise partners have been with us for an average of 14 years, is a strong indication for the low risk opportunity you could have.

2. Access to an established business model

Investing in a franchise which already has an established business model allows you to tap into all the ideas, branding and operating techniques already tried and tested over many years. This helps you to avoid many of the pitfalls and obstacles faced by new start-ups in their early years. It also ensures you benefit from a well-honed programme of training and support.

Minster Cleaning franchise partners are invested in a brand which they know benefits their long-term future. With 20% of our network having expanded their already large operations into a second territory. A third have brought their family to work in the business with them.

3. The selling power of a known brand

In a highly competitive marketplace, it can be very challenging and expensive for new brands to achieve market penetration and attract customers' attention. By joining an already established brand, you will immediately benefit from all the marketing power, recognition and trust the name carries.

With over 6,000 customers being serviced by the Minster network of 34 franchise partners, the power of our brand will help you attract new customers. Our high customer retention and referral rates speak for themselves.



“

I identified franchising as the best option for me due to: the high success rates compared with starting a business from scratch, a tried and tested business model and established business systems.

Nick Barber | Northampton Franchise Partner

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*2018 bfa and Natwest Franchising Report

4. A network of peers

Even the most talented and ambitious of business leaders benefit from being part of a larger network, where they can share their experience and expertise with like-minded individuals. Regular regional and national meetings with your peers are invaluable for supporting everyone to grow together, by keeping up with market trends and the latest techniques and best practice.

The Minster franchise network is as committed to your success as you will be to your business growth. The collective impact of a brand's success is not found in the one or two, but in the whole.

5. Easier access to funding

Due to their high success rate and profitability, banks view franchising as a safe investment opportunity. You are far more likely to be successful in securing funding when investing in a business with a proven track record and a strong business model. Many franchises have good relationships already established with the main high street banks for this very reason.

Franchising's contribution to UK economy is now estimated to be over

£17bn*



By joining a franchise like Minster Cleaning, you are given a secure and rewarding way to achieve your personal ambition. Become the master of your own future with your own Minster Cleaning business.

*2018 bfa and Natwest Franchising Report

Our Training

As our partner, your success is our success, so we are dedicated to giving you the best possible start in your new business venture. As a new franchise partners, you will benefit from a full and comprehensive training programme, designed to give you the knowledge, skills and confidence you need to start.

Your initial training will take place over one week at our Network Support Centre in Birmingham, where you will meet senior members of the Minster team and discuss your training needs. Week two will be spent job shadowing a neighbouring franchise partner in their branch. Our franchise partners start with varying skills and business knowledge, so this training will make sure you feel comfortable across all areas. The main focus is on:

- **Marketing Systems** – Discover how to make the most of the opportunities in your new territory, from attracting new customers, increasing brand awareness, to retaining existing customers. You will learn how we support you with our ongoing centrally-managed marketing strategy.
- **Operational Management** – Gain access to all the tools and templates we have developed to help run a smooth business operation, including health & safety guidance, employment law, etc. We cover the basics including how to create a cleaning specification and schedule, to pricing for contracts. We also review staff recruitment methods and training.
- **Administration** – Access to and introductory training with Minster's dedicated IT systems and software systems, including the shared franchise partner intranet, where many templates and process documents can be found.
- **Accounting** – Introduction to the software we use and how we set up your payroll, accounts, invoicing and VAT. Reporting requirements are also discussed and what you need to do on a monthly basis.



“

Minster give such great practical and marketing support - I now know the commercial cleaning business inside out!

Kirsten Dunn | Edinburgh Franchise Partner

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During your initial training and induction, you will discover best practice and required standards to achieve your financial goals.

For new territories, prior to opening your branch, we purchase the necessary computer hardware and make sure the infrastructure is in place to get you and the branch up and running as soon as possible. Once you have opened your Minster branch for business, you will also receive structured regular visits over eight weeks, to provide you with on-site training in your branch. This allows for continual reviews of your training needs. Throughout the year, you will be invited to attend regional training and have access to all the skills and expertise the Minster Cleaning network provides.

Our Ongoing Support

The support and training you receive does not stop when you open your Minster Cleaning branch. We pride ourselves on offering exceptional support and advice to each of our franchise partners – which continues as you grow. We strongly believe this is absolutely critical in helping you to run a successful Minster branch and realising the maximum potential of your franchise.

Minster Cleaning is committed to providing you with:

Marketing Support

New business development

- Dedicated website / branch and local pages
- Pay Per Click campaign management
- Search engine optimisation
- Direct mail campaign management
- Sales conversion best practice

Existing client development

- Cross / upsell automations
- Opportunity analysis

Client care / retention

- Contact processes
- Client loyalty surveys
- Minster Cleaning values

Recruitment marketing

- Website
- Online advertising

Marketing support materials

Branding / corporate guidelines

Local marketing planning

IT

Dedicated IT helpdesk

- IT Helpdesk system which logs issues via email, web and phone
- Full technical support to all branches

Hardware and software

- Full support for all Minster required software and hardware, including phone systems, PC's, servers and peripherals
- Guidance on IT related hardware and software purchases

System updates and developments

- Support during the implementation of new internal Minster systems
- Investigation and implementation of new technical offerings to keep the business up to date with the latest products from global suppliers

Operational Support

Managing contracts

- Site visits & pricing
- Specifications & schedules
- Recruitment / staffing levels
- Products & equipment
- Supervision & quality management
- Terms & conditions

Health & safety

- Risk assessments
- Method statements
- COSHH (Control of Substances Hazardous to Health)

Employment law

- Contracts of employment
- Disciplinary & grievance procedures
- TUPE (Transfer of Undertakings Protection of Employment) regulations

Staff training

- British Institute of Cleaning Science (BICSc) accredited training
- Infection control training
- Health & safety & employment law training

Branch visits

- Time spent in branch with you and your staff

Accounting

Set-up

- Set up key financial systems in line with our standard processes & models
- To assist with maintenance of financial records across monthly management accounts and cash flow forecasts

Payroll

- Support branches with payroll calculations and advise on any changes to legislation and procedures

Benchmarking analysis

- Provide benchmarking reports and data to branches to compare performance against similar sized businesses to enable improvement
- Carry out branch financial health checks, focusing on break-even point and how to maximise margins

HMRC compliance

- Advise branches on any changes to legislation

System support

- Support branches on existing and new systems

“

The support I have from the Network Support Team at Minster has been superb. Whatever problems you may encounter, help is always available.

Rob Wilson | Essex Franchise Partner

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We will also schedule regular branch visits and phone calls to see how you are doing and if you need any particular advice or support. You will also be invited to attend our regional and national franchise meetings where you will be able to share experiences and best practice with your fellow franchise partners, as well as the Minster senior management team.

Your Future Success

How will you know you are making the right business choice? There is no real method to know this directly. However, our franchise partners have faced the same decision you are looking to make, and are themselves the best testament to your future venture. They are passionate about success and wanted to build a strong asset, which they soon discovered in Minster.

Exactly how much you can expect to turn over varies depending on factors such as your location and the local market. More than anything, of course, your success will come down to the dedication you put into building your own business.

Minster's Network Support Team will be right there to give you the best possible start with the tools we've learned our franchise partners need. We will support you every step of the way, but ultimately you are responsible for driving your business forward.

All of our franchise partners have been incredibly successful in turning the sector's growing demand into profitable sales:

- Half of our franchise partners have a turnover of £1m+ per year
- Our top branches have sales of over £2m per year



There is an opportunity for Minster Cleaning franchise partners to see a significant return on investment. In time, you can expect to see in excess of £200k pre tax profit per annum, depending on your ability, desire and determination.

Half of our franchise partners have a turnover of **£1m+** per year



success with security

" I wanted success but not at the expense of personal security. With Minster I've got both. My annual turnover is over £2,000,000 and I have a huge exclusive territory in Sheffield and surrounding towns and areas. **"**

James Lofthouse
Minster Franchisee
Sheffield
since 2005



Simon Vamplew - A Day In The Life

Simon bought the Gloucestershire Minster Cleaning franchise in 1997 when he was in his late 20s. Simon has built his business from scratch to one that's turning over more than £1.3m today. He now employs 165 cleaners and has approximately 170 contracts.



08.00 – I have breakfast with the family and leave the house for work around 08.30am

09.00 - Arrive at work and check my emails. As a Minster franchise partner, there's no such thing as a typical day. Firstly, I check to see if any cleaners have not turned up for any reason and then make sure that relief cover is put in place. The main challenges arise from the management and supervision of 165 cleaning operatives and around 170 contracts

11.00 - I oversee any outstanding quotations, as we always have plenty of quotes on the go. I do the phoning around to prospective clients to find out if we've been successful or if there is any more information they need before making their decision

14.00 - I usually spend this time visiting prospective clients to gather all the information that we need to put together a comprehensive quotation for our services. We have many ancillary services to offer and can provide a one-stop shop for anything cleaning related so it is important that we fully understand their requirements

17.00 – I deal with any issues that may have arisen during the day and offer support and advice on any quotations

18.00 – Leave work

18.30 – Arrive home to have dinner with the family and take my children to after-school activities

Investment Package

How much is a Minster Cleaning Franchise?

For new territories we offer 0% royalty fee for first 12 months*

Initial Costs

Licence Fee, Training, IT Equipment & Stationery	£15,000
Marketing Launch Package	£5,000
Total Package	£20,000 + VAT

*Terms & Conditions apply

For a start up package, you will also need to secure between £40,000 and £60,000 in working capital, depending on drawings and financial costs.

Though our franchise partners generally stay with us for many years, resale opportunities are sometimes available for you to invest in an established franchise. Our resale fee is £10,000 plus VAT in addition to the purchase price of the business. Please contact us for details of any current opportunities.

Each franchise term is 5 years, with an automatic right of renewal for an unlimited duration.

Ongoing Costs

For new territories Minster charges a 0% royalty on monthly branch turnover for the first 12 months of trading, which becomes 7% thereafter. There will also be ongoing monthly software and marketing costs.

Help with financing

As a long established and successful franchise, Minster Cleaning is seen as a safe and sustainable investment by many financial institutions. Due to our rigorous criteria in recruiting franchise partners, and our skill at recognising individuals with great potential, we have a 100% success rate in helping our prospective partners gain funding.

In particular, we have strong relationships with HSBC, NatWest, RBS and several other banks and would be happy to help you draw up a proposal to put to them.

Next Steps

If you're interested in becoming a Minster Cleaning franchise partner, the first step is to schedule a discovery call with the franchise recruitment team. This is an opportunity for you to ask lots of questions about our business model and to discuss your background. Following the call, we will ask you to complete an application form and email us your CV.

The next step is a discovery meeting at the Network Support Centre in Birmingham. Here you will meet the managing director and the recruitment team to discuss the specific territory potential, financial models, financing options and the overall business

support provided. Discovery meetings last between two to three hours and are a great opportunity to explore the business opportunity in detail. The setting is friendly and informal with plenty of time to ask lots of questions.

The next stage is a meeting at our Network Support Centre in Birmingham to review the financials in greater depth and meet members of the senior management team.

To book a discovery call contact our recruitment team on 0121 386 1722 or email minster@minsterfranchise.co.uk

Your future built on our success



When you're ready to find out how a Minster Cleaning management franchise could work for you, please contact us on:

0800 220011

w: minsterfranchise.co.uk
e: minster@minsterfranchise.co.uk