

UK Franchise Network

Verified Franchisor Criteria & Standards Framework

UK Franchise Network (UKFN) Verified™ status is awarded to franchisors who demonstrate ethical conduct, operational strength, financial transparency, and a long-term commitment to franchisee success. These standards reflect UK best practice, including guidance aligned with the British Franchise Association (BFA).

Verification is an independent assessment designed to protect franchisees, strengthen franchise brands, and raise standards across the UK franchise sector.

Minimum Eligibility Requirements

- A minimum of **5 years continuous trading history** as an operating business.
- At least **2 years operating as a franchisor**, or pilot franchise operations.
- A minimum of **3 active franchisees** trading for at least 12 months.
- A professionally drafted and legally reviewed **franchise agreement**.
- Clear evidence of **financial viability** at both franchisor and franchisee level.

Operational & Ethical Standards

- Transparent recruitment practices with no misleading earnings claims.
- Clear disclosure of all fees including management and marketing fees.
- Documented onboarding and initial training programme.
- Ongoing operational and commercial support.
- Commitment to franchisee profitability and sustainability.
- Quality control and performance monitoring processes.
- Formal dispute resolution procedures.
- Regular franchisee communication and engagement.
- Defined territory protection policies.
- Clear exit and resale provisions.

Governance & Best Practice

- Compliance with UK employment, health & safety, and data protection law.
- Alignment with ethical standards consistent with BFA principles.
- Professionally maintained operations manuals.
- Commitment to continuous improvement.
- Willingness to undergo ongoing review.

Franchisee Experience & Network Sustainability

- Positive feedback from existing franchisees.
- Evidence of franchisee retention.
- Support for underperforming franchisees.
- Access to marketing and growth support.
- Responsible expansion strategy.

Verification & Review Process

UKFN verification involves application review, documentation assessment, and ongoing monitoring. Verified status may be withdrawn if standards are not maintained.

UK Franchise Network — Franchising, Reimagined.