



Mark Holland

**Managing director of
Bodystreet**

Q: I want to work for myself, but also do something worthwhile and ‘give back’ with my business. What sort of franchise or sector would you recommend?

A: In franchising, you’re highly likely to find something that will also give you a sense of purpose. Household-name franchise brands often have a designated cause or their own charitable foundation that they encourage their network to raise funds in support of. Participation with your team (if you employ others within your franchise) in fund- or awareness-raising events boosts team morale and can be good PR, but most importantly it benefits those in need.

Some established businesses engage with their communities by sponsoring youth sports kits or even doing something as simple as organising a day spent litter-picking in local parks and green spaces.

Of course, there are franchises where you are helping people daily when providing your goods or services, such as those in tutoring, healthcare or even business coaching. There’s simply nothing to compare with following your passion

and seeing others thrive as a result.

Bodystreet is exactly this kind of franchise and for our business owners, the feelgood factor is (at least) twofold in nature. Firstly, rather than signing up large numbers who probably won’t use their gym subscription, Bodystreet’s focus is on helping people to find 20 minutes a week to get back into shape, on the way to good health and to feel great about themselves. Secondly, we also want to bring about positive changes in the way young employees are trained and supported in the fitness industry, and are committed to becoming one of the best and most ethical employers in this sector.

Lastly, regardless of the franchise you are drawn to, there will always be a network of franchisees from which you can learn, but with whom you can also share your insight, support and friendship. There are many ways to ‘give back’.

Q&A