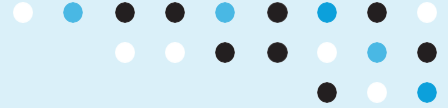


EXTRA HELP LIMITED

MEMBERS OF DEVON & PLYMOUTH CHAMBER OF COMMERCE



CHAMBER BUSINESS AWARDS CELEBRATING BUSINESSES ONE STORY AT A TIME

“Claire has inspired countless individuals to either start a business journey within the safety of a franchise, or to franchise their own successful business model”

Founder Claire Robinson set up Extra Help in 2010, determined to bring high quality, much needed, reliable home help and domestic support to the elderly in Plymouth. Initially doing home help work herself, Claire soon expanded the business by taking on team members to support more clients.

After the model proved to have worked, it was then advertised as a franchise opportunity in 2011, which enabled people hundreds of miles away to bring the same high-quality home help to people in their local area.

Extra Help now has 35 franchised locations around the UK, servicing an area of 3.5 million homes, making it one of the largest home help franchises in the UK. These franchised branches support thousands of clients and provide work opportunities in local communities across the UK. Despite the pandemic, the business has doubled in size, with an increased profit of 611% from 2019-2020. Claire plans continued expansion within the UK and eventually globally.

Setting up Extra Help in 2010 at the end of the 2008/2009 recession as a single parent, Claire is no stranger to tough times, but her resilience was really put to the test when Covid-19 hit.

Leading her network through this confusing time, Claire remained positive, ensuring everyone came out the other side stronger than ever. As some businesses shut up shop Claire showed unwavering dedication, not only to Extra Help branch managers but to their clients too.

As the pandemic highlighted the need for their services, Claire ensured Managers explored every avenue available to support clients, training 18 new Branch Managers since March 2019, allowing 18 more branches to bring much needed local services to approximately another 1.8 million homes.

Claire has inspired countless individuals to either start a business journey within the safety of a franchise or to franchise their own successful business model to bring that success to others around the UK. Six years ago, realising there was a lack of support for small franchise owners, Claire took on an organisation called the Approved Franchise Association (The AFA) and grew this from one paying member to over 130 members. Claire recently saw The AFA through a major transition, being acquired by The British Franchise Association, a national accrediting body promoting best practices within the sector.

