

# Drivers Direct joins BFA to help fuel growth

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SPECIALIST recruitment company Drivers Direct is oiling the wheels of expansion by joining the British Franchise Association (BFA).

The Runcorn-based company is hoping its membership will help with its plans to grow the business through a network of franchisees throughout the UK.

Drivers Direct already has made a strong start with its franchises in Northampton and Nuneaton and has just unveiled its latest franchises in Kent and Leicester.

Gethin Roberts, managing director of Drivers Direct, said: The BFA brings franchisors and franchisees together and franchising is one of the growth areas we are looking to move into. The BFA check your agreements, finances and budgets and more or less give potential franchisees the peace of mind that they when they approach Drivers Direct, they will be dealing with an ethically and financially sound organisation.

We've already made a strong start with our franchisees in Northampton and Nuneaton and hope that with the support of the BFA we will develop our network of franchisees which will fuel our future growth.

Drivers Direct was set up in 2002 and specialises in the recruitment and placement of temporary and permanent drivers of all classes. It employs 28 staff and has branches in Runcorn, Nuneaton, Northampton, Feltham, Sutton, Preston and Eastleigh and now two more branches in Kent and Leicester. It has been listed as a Fast 50 company in the recruitment sector for the last two years.

The increase in franchising activity is part of a wider diversification plan which has also seen the company develop remote transport management and training services. To date, Drivers Direct has put over 1,000 drivers through NVQ training.

Mr Roberts added: Like many industries the last couple of years have been incredibly challenging but we have adapted to ride out the recession through our diversification programme. Our expertise and skills, particularly on the legal side of transport management, set us apart from other recruitment agencies in our sector and franchising will play an increasingly significant role.

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Editor's Note:

Drivers Direct was set up in 2002 by four partners. Today, it is owned by three partners and run by Gethin Roberts, managing director and his management team, all of whom have backgrounds in both Recruitment and Distribution. The company specialises in the recruitment and placement of temporary and permanent drivers of all classes. Drivers Direct prides itself on the ability to work closely with clients and applicants to ensure that a quality service is provided overall. Drivers Direct employs 28 staff and has branches in Runcorn, Nuneaton, Northampton, Feltham, Sutton, Preston, Eastleigh, Kent and Leicester. The company's core business is driver recruitment and it has always tried to employ people who know about transport rather than just recruitment. Almost all of its consultants come from a transport, rather than recruitment background.

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