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Ashtons Franchise Announces a New Managing Consultant



Ashtons Franchise Consulting announced today that Nick Williams is stepping back as Managing Consultant of the business. He heads towards a well-earned retirement and will be succeeded by Phil Mowat. Nick will continue to be involved with the business on a part time basis for the foreseeable future.

For the last eight years, Nick has been the cornerstone of Ashtons' success and his contribution to its growth and reputation has been exceptional. His boundless drive and enthusiasm for franchising have led Ashtons to achieve many milestones and he has solidified its position as one of the country's leading franchise consultancies.

Phil Mowat joined Ashtons in 2019 as a consultant and brings many years of experience in franchising to this new role. He has held a number of positions within the franchising sector, including director of Beauty Call franchise (a position he continues to hold), Head of UK Operations for Local Appliance Rentals and UK Country Director for Expense Reduction Analysts. Phil is a qualified business coach and held the position of National Strategic Partnership Manager for ActionCOACH UK.

Phil commented, *"celebrating the outstanding work of Nick Williams and the incredible legacy he has left at Ashtons Franchise Consulting, I am humbled to take on the position of Managing Consultant."*

While I wish Nick all the happiness he deserves in his well-earned retirement, I look forward to continuing to benefit from his invaluable experience and expertise into the future. With great enthusiasm, I look forward to contributing to the continued growth and success of Ashtons and our clients, building on its strong reputation for excellence and quality.

I am excited to work with our fabulous team of dedicated franchise consultants and to help many more businesses succeed in the world of franchising. I am confident in the knowledge that we have the resources, talent, knowledge and expertise, and the right personalities on board, to help many business owners become successful and thriving franchisors."

Damian Humphrey, a director of Ashtons Franchise Consulting, commented, *"It is almost impossible to overplay the part that Nick has played in the journey of Ashtons, which has been a true success story under Nick's leadership, developing into a market leading business. Not only will Nick be missed by the team at Ashtons but also the wider franchising community."*

The process of planning for Nick's retirement and ensuring that we have the right team in place to be able to continue to offer an excellent service to our clients has been some years in the making. I am

excited that Phil, who has both the passion and experience, will be stepping into the role and am certain that he will continue to drive growth, innovation and take the business to new heights.”

ENDS

Notes to editor

Ashtons Franchise Consulting (AFC) is the UK's most experienced group of franchise consultants. They have offices in Norwich, London and Edinburgh, although consultants work remotely and travel the country visiting clients.

AFC help hundreds of franchisors in a variety of different sectors to grow into successful networks, understanding that every franchise has different ambitions. Consultants provide a full one-stop shop of specialised services available to help grow and franchise businesses.

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