


toddle^{about}

Loving life with little ones

TODDLE ABOUT
FRANCHISE
PROSPECTUS
2022



Do you dream of being
your own boss and having a
better work-life balance?

It's time to turn

**YOUR
DREAMS**

into reality.

toddle about

Loving life with little ones

What is Toddle About?

Toddle About is a local magazine for families who want to discover what is going on for little ones aged 0 – 5 years old in their area. Often referred to by parents as their ‘bible’, the magazines are supported by the Toddle About website which has a searchable directory of activities and attracts thousands of visitors every month.



What is the Toddle About Business Opportunity?

This is an opportunity to run your own magazine business, working the hours that you choose around your family commitments. With full training and support from the Toddle About team, you will provide a hugely valuable service to your local parenting community by creating a publication of which you can be really proud.

What Financial Returns could you make?

A Toddle About Franchisee's income comes mainly from businesses advertising in the quarterly magazine, with extra revenue coming from online advertising and magazine subscriptions.

Financial Returns are directly proportional to the amount of effort put in, and we would expect a franchisee working 25 – 30 hours per week to generate revenue of £40 - £50K, which would translate to an annual profit of £20 - £30K.

Cost of Purchasing a Franchise?

Initial Fee is £4,950 + VAT.

Ongoing Management Service Fee is 10% of turnover.

What's Included?

- Licence to own and operate a Toddle About Franchise in an exclusive area for a period of five years.
- Use of the Trade Marks and Trade Name.
- Full Training.
- The full business operations manual.
- Access to company software and systems.
- Initial marketing materials and launch programme.
- Magazine design templates.
- Magazine content including articles and competitions.
- Market-leading website and Toddle About email address.
- Ongoing support and coaching.



The Toddle About Story

The first Toddle About magazine was released in Northamptonshire in January 2010.



When the founders, Ruth and Tim Freed, had their first child, their Health Visitor gave them a list of local baby and toddler groups that they could attend – the list was short and it turned out that nearly half the groups were no longer running. So Ruth decided to make her own list.

After long hours of research, she had a list of local groups and classes, broken down by day of the week, to make it easy to see what was on when. As she started attending the groups, her new friends began asking for a photocopy of the list. It became apparent that lots of new parents really needed an easy way to find out what was on for little ones - and the idea for a new, local magazine **just for families with babies and toddlers** was born.

When the first magazine was released, the feedback from local parents was instantaneous. The magazine was a hit! As parents in neighbouring counties began to request their own Toddle About magazine, Ruth and Tim brought the magazine to Warwickshire, Oxfordshire, and Milton Keynes & Buckinghamshire.

In 2017, Toddle About joined forces with local business Book That In, to take Toddle About's digital presence to the next level. The website was completely re-developed to make it into a market-leading resource for parents with advertising opportunities for businesses.

2010
THE FIRST
ISSUE OF TODDLE
ABOUT



2022
5 REGIONS:
3 FRANCHISE &
2 HEAD OFFICE



FREE LOCAL
MAGAZINE
FOR PARENTS

VALUABLE
RESOURCE FOR
PARENTS

MAGAZINE
RELEASED ON A
QUARTERLY BASIS

DISTRIBUTED VIA
POST AND DROP
OFF POINTS

REVENUE
GENERATED BY
ADVERTISERS

What is Toddle About?

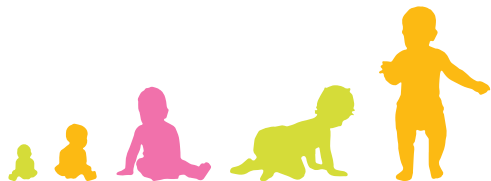
Toddle About is a local magazine that helps families discover what is on offer for little ones aged 0 – 5 years old in their area. Printed quarterly (4 issues per year), the magazine is a hugely valuable resource for parents, providing day-by-day listings of all the different groups and classes running in an area, as well as local news, parenting articles, competitions and exclusive discounts.

The Toddle About website is a digital version of the magazine, providing parents with a searchable directory of activities, parenting articles, competitions and more. Parents can even book and pay for many of the classes in their area through the Toddle About website. It attracts thousands of visitors every month.



The magazine is released on a quarterly basis and is posted to VIP club subscribers for just £2 per issue (paid by Direct Debit). It is also available as a free publication from high street locations such as nurseries, preschools, soft play centres, doctor's surgeries and registry offices. Many Health Visitors hand it out to local parents as it is much more comprehensive and reliable than their own lists!

Toddle About franchisees generate most of their revenue by giving ways for businesses to advertise their products and services to a very niche audience. They are able to offer advertising opportunities through their magazine, website and social media pages, and also through email e-shots to their subscribers. They also offer their advertisers additional services such as graphic design, printing and online bookings.



What is the Toddle About Business Opportunity?

As a Toddle About franchisee, you are responsible not only for creating your local Toddle About magazine, but also marketing the publication and website to parents and businesses in your area, and selling advertising space.

A Day in the Life

As the magazine is released every quarter, there is a 3-monthly work cycle for franchisees which provides a great balance between a familiar structure and daily variety.

Each month in the quarter has a typical focus:

Month 1: Launching the magazine issue – distributing it to venues and promoting its release.

Month 2: Advertising Sales – this is the life blood of the business.

Month 3: Creating the magazine – editing articles and features, updating listings, chasing up artwork and bringing your publication to life.

The Rewards

If you are committed and motivated, a Toddle About franchise gives you an amazing opportunity to create your own success – working the hours you choose and making a decent income at the same time.

But Toddle About is more than just a magazine and a way to enjoy the freedom of being your own boss. Through your franchise, you have the opportunity to reach and positively impact the lives of thousands of parents – which is exciting, as well as being quite a responsibility! You will help to connect parents not just with the activities and services in their area, but also – and crucially – with each other.

In this way, Toddle About franchisees play a key part in building their local parenting communities and, we hope, helping families to ‘love life with little ones’.

1.
LAUNCH THE
MAGAZINE

2.
ADVERTISING
SALES

3.
CREATE THE
MAGAZINE



The Toddle About Team



Tim Freed – Managing Director

Together with his wife Ruth, Tim has built the Toddle About business from an idea to the profitable business it is today.

Tim lives with Ruth and their 3 children in Bugbrooke, a small village in South Northamptonshire. With an extensive career background within sales, marketing and management, Tim is responsible for the over-arching strategic plan for Toddle About, is the Editor-in-Chief and the Franchise Manager.



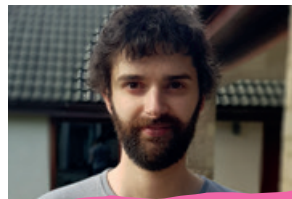
Alec Wadey – Tech Director

Alec lives with his wife Claire and 3 children in Weedon, Northamptonshire. Alec joined the Toddle About team in 2017 as a Co-Director and the key driving force behind the company's plan to become a digital leader in the parenting industry.

Alec has a comprehensive background in IT and Development and is one of a rare breed of techies who can code complex solutions whilst also being able to converse with real human beings!



Lou – Franchisee Support



Fin – Web Developer

Our Wider Family

Our team also includes a dedicated number of individuals and businesses such as Graphic Designers, Printers & Mailing Houses - and of course our Franchisees!

Who are you?

First and foremost, we are looking for franchisees who are passionate about all things baby and toddler and have a desire to help their local parenting community. As such, you will probably be a parent yourself – being immersed in the parenting world helps with your success as a franchisee.

Your Experience

You don't need experience in journalism or graphic design - though those skill-sets would certainly be beneficial, we will provide the training and resources you will need to create your magazine.

Your Skillset

It is important to us that your written and spoken English is of a high standard, and you will need to have strong social, interpersonal and communication skills in order to make your franchise a success.

You will also have the ability to organise, prioritise and keep to deadlines, and have a good attention to detail.

You must be teachable (prepared to listen to advice and guidance) and able to dedicate at least 25 hours per week to working on the franchise.

Training Provided

Over the years, we have developed systems and templates to make the production of the magazine a simple operation which can, with appropriate training, be carried out by anyone with typical IT skills, using specialist desktop publishing software.

Franchisees are fully trained in all aspects of owning, operating and marketing a Toddle About Magazine. The training, both theoretical and practical, is delivered by senior Toddle About staff.

Initial training consists of a high-intensity 3-day course, typically delivered at our Head Office in Towcester. Our Franchise Manager will then visit new Franchisees in their own workplace for a follow up training day to build on and solidify the concepts taught in the initial course.

On an ongoing basis, annual training days will be held for franchisees, to help everyone learn best practice from each other and keep on top of the latest business trends and developments.

TEMPLATES
CREATED FOR
YOU

FULL
TRAINING;
THEORETICAL &
PRACTICAL

3-DAY
COURSE AT
HEAD OFFICE

ONGOING
SUPPORT &
TRAINING

FAB & FUNKY PRODUCTS

THE LATEST AND FUNNIEST PRODUCTS FOR YOUR LITTLE ONES

PICKATILE, £6.99 A MONTH
Pickatiles is an interactive children's audiobook and storybook app which aims to improve listening and drawing listening readers. For ages 1-3yrs, the app offers an exciting new way to experience books with an ever-expanding library across both fiction and non-fiction. Each book is fully digitised, combining text and illustrations with audio functions to make reading fully interactive, and to allow children to learn at their own pace. Plus, our family can create up to 4 profiles. www.pickatiles.co.uk

GREEN KID CRAFT KITS, £10, 7+ & £14.7
These are thoughtfully designed, fun and easy to use, with fun science experiments, drawing, coloring, and so on to give your children a fun and educational activity. Great for developing their fine motor skills, problem solving and creativity. www.greenkid.co.uk

LOVE WRITING CO. FROM £1.99
Specially designed for smaller hands, Love Writing Co. pencils make it easier for younger children to develop the correct tripod grip, balance and control needed to write effectively. Small in stature, they have a hexagonal shape and a specially designed eraser that lasts longer than conventional pencils. www.lovetowrite.co.uk

PRAM SLED, £45
Keep muddy coats and shoes off your clean floors by sliding your pram into your house on a Pram Sled. No dragging or covering required. Compact and lightweight, it's perfect for your pram. www.pramsled.co.uk

HAPE SPINNING BALLOONS PUZZLE, £16.99
This is aimed at 3yrs and 5yrs of thoughtful engaging play with 10 balloons, double up as a spinner and the challenge lies in making them spin. www.hape.co.uk

Bite SIZED NEWS

New Monday Baby Sensory Classes
Baby Sensory are now running sessions on Monday mornings at National Park Village Hall. It's a COVID safe environment with social distancing measures and ongoing cleaning processes in place, but they're still creating memorable, fun-filled sessions for you and your baby to enjoy together. www.childdevelopmentclasses.co.uk

Introducing Feeding Ut-Ted Limited
Feeding Ut-Ted is a local Warwickshire-based business serving families with babies from birth to nine months of age. www.feeding-utted.co.uk

Online French Classes for Little Ones
This buzzing 'Totally French!' After school sessions running five French classes during the school year. www.totallyfrenchclasses.co.uk

Light Up Your Baby's Face
Light Up Babies sessions are back at various venues across the UK. www.lightupbabies.co.uk

Preschool Places Available in Leamington
Little One Christian Preschool have been able to re-open their centre. www.littleonechristianpreschool.co.uk

Time to Get Swimming Again!
Alpha Beavers is back and they are absolutely delighted to see all your beautiful swimmers in the pool once again. www.alpha-beavers.co.uk

Bite SIZED NEWS

COVID-Safe Family Swimming
Swim Works offer the same great lessons that you love but in a world of change, they are adapting too. www.swimworks.co.uk

Relax with Spa Babies
Aimed at little ones from newborn to nine months old. www.spababies.co.uk

Revolvings Re-Opens to the Public
Revolvings have announced that it is now trading the phased re-opening of its Child voice centres. www.revolvings.co.uk

Time to Get Swimming Again!
Alpha Beavers is back and they are absolutely delighted to see all your beautiful swimmers in the pool once again. www.alpha-beavers.co.uk

HOW TO IMPROVE Your Family Life IN 60 SECONDS

MATHEMATIC IN THE DOMESTIC
A handy kitchen tip for busy parents. www.familylife.co.uk

FOSTER RESILIENCE
Bad things happen to good people all the time. www.familylife.co.uk

FOR MORE INFORMATION, VISIT
www.familylife.co.uk

Example of magazine templates

Cost Breakdown

Our Franchise Package provides you with a ‘business in a box’ and is made up of three elements: the Franchise Licence, the Launch Package and the Franchise Manuals.

Initial Fee: **£4,950 + VAT**

This includes:

The Licence to own and operate a Toddle About Franchise, use of the Trade Marks and Trade Name, in an exclusive or protected area for a period of five years.	£2,500
Training and Marketing Package: Full training in all aspects of marketing the business, systems, procedures Access to company software and templates Launch Marketing in the area and local pages on Toddle About website Company marketing material, stationery and magazine samples	£2,495
Franchise and Operations Manuals.	Free, on loan
Initial Fee:	£4,950 + VAT

Ongoing **Management Services Fee:** 10% of gross turnover.

This covers:

Ongoing support, training and coaching
Designs and templates for magazine content and features
Email campaigns and marketing materials
Hosting and continuous development of the Toddle About website
Email and cloud storage
Central marketing campaigns
Access to preferred printing and postage rates through our partnerships

The following provides an illustration of possible revenue and costs at various levels of activity -

Toddleabout Franchisee Revenue

Income			
Magazine Advertising	£20,000	£30,000	£40,000
Inserts	£800	£1,500	£4,000
Email E-Shots	£500	£1,100	£1,800
Design Work	£800	£1,200	£2,000
Printing Services	£400	£800	£1,200
Online Advertising	£600	£1,500	£3,000
Subscriptions	£2,000	£3,000	£4,000
	£25,100	£39,100	£56,000
Operating Costs			
Management Service Fee - 10%	£2,510	£3,890	£5,600
Magazine Printing	£5,900	£6,700	£7,500
Distribution	£200	£200	£2,000
Fulfilment	£650	£800	£500
Postage	£1,080	£1,440	£1,600
Printing Costs (For Clients)	£264	£528	£792
Design Fees	£400	£600	£1,000
	£11,004	£14,158	£18,992
Other Costs			
Marketing	£750	£1,000	£800
Software Subscriptions	£1,320	£1,320	£800
Insurance	£600	£600	£300
Accountant	£800	£800	£800
Credit Card Fees	£251	£389	£560
	£3,721	£4,109	£3,260
Total Revenue	£25,100	£38,900	£56,000
Total Costs	£14,725	£18,267	£22,252
PROFIT	£10,375	£20,833	£33,748
Net Margin %	41.33%	53.04%	60.26%

How to Apply

If you are interested in becoming a Toddle About franchisee the steps are:

1. Arrange an initial enquiry phone call with the Toddle About team
2. Determine if a suitable area is available for you.
3. The Franchise Information Memorandum is provided, giving you full details of the franchise opportunity.
4. Follow Up Call to run through questions and discuss level of interest.
5. Hold a face-to-face or video interview.
6. Formal application form completed, including some local market research and a simple business plan, and refundable deposit paid to hold your chosen area.
7. You would take advice where necessary (financial/legal) and look through the Franchisee Contract.
8. If we are all happy we then sign the contract and book training dates.
9. You launch your own Toddle About business.

Email Tim on tim@toddleabout.co.uk to book an informal chat, ask about availability or book a meeting.

At no point will you be under any pressure to sign up to become a franchisee. We will provide you with the information and the time you need to make an informed and considered decision.

We will only offer you the opportunity to run a Toddle About franchise if we feel confident that you will be able to make a success of your business with us.

www.toddleabout.co.uk

ARRANGE
AN INITIAL
ENQUIRY

NO
PRESSURE
TO SIGN UP

INFORMATION
& ANSWERS
PROVIDED

DECIDE IF THIS
IS RIGHT FOR
YOU AND US

Pia Howe – Toddle About Franchise for Suffolk

"I always wanted to take the first step of being my own boss and being able to balance work and family life. Toddle About offered me exactly that!

As a parent myself I've always been passionate about the magazine and I couldn't be happier and more proud of my growing business. The support I am getting from head office is fantastic and this new venture allowed me to grow personally as well as professionally. Becoming a Toddle About franchisee was the best decision I made!"



"THE SUPPORT
I GET FROM
HEAD OFFICE IS
FANTASTIC"