


# toddle<sup>about</sup>

Loving life with little ones

TODDLE ABOUT  
FRANCHISE  
PROSPECTUS  
2024



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<sup>about</sup>

Loving life with little ones

### What is Toddle About?

Toddle About is the answer to every parent who has ever asked, "What's on for little ones near me?"

We provide these answers in 3 main ways, through:

#### 1. The Toddle About magazine

Often referred to by parents as their 'bible', the magazines are A5, glossy and packed full of useful and fun content.



#### 2. The Toddle About website

Parents can pop in their postcode to discover what's in near them, and access great parenting advice and activity ideas.

#### 3. The Toddle About Baby Show

An annual event in each franchise region, our Baby Shows are a hugely popular days out for new and expecting families, showcasing all the best of what's on offer for bumps, babies and toddlers in the area.



### What is the Toddle About Business Opportunity?

This is an opportunity to run your own magazine and event 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, 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 and exhibiting at the Baby Show, with extra revenue coming from online advertising and magazine subscriptions.

Financial Returns are directly proportional to the amount of effort put in and cannot be guaranteed, but 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 and the full business operations manual.
- Access to company software and systems.
- Initial marketing materials and launch programme.
- Magazine design templates, 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, Milton Keynes/Bedford and South Buckinghamshire.

They realised that Toddle About would be a great business opportunity for parents and, in 2019, the first Toddle About franchisee joined the team – a Toddle About reader from Warwickshire who had moved to Suffolk and was passionate about taking Toddle About to her new area.

Toddle About has continued (and continues) to evolve. In 2020, in order to serve parents digitally and create new advertising revenue streams, the website was completely re-developed, turning it into a market-leading resource. Not long after, the first Toddle About Baby Show was launched – and it was a huge success, complementing the magazine so incredibly well as yet another way of helping parents to ‘love life with little ones’.



FREE LOCAL  
MAGAZINE  
FOR PARENTS

DISTRIBUTED  
VIA POST AND  
DROP OFF  
POINTS

FREE BABY  
SHOWS FOR  
PARENTS

FREE ONLINE  
DIRECTORY  
& PARENTING  
RESOURCE

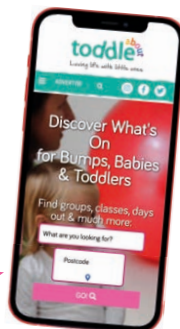
REVENUE  
GENERATED BY  
ADVERTISERS

### What is Toddle About?

The **Toddle About magazine** helps families discover what is on offer for little ones aged 0 – 5 years old in their local 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 magazine 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 too as they recognise its value for new parents!

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 over 45K visitors every month.



The **Toddle About Baby Show** provides expectant parents and parents with young children a great shopping opportunity with expert advice and demos on all things bump, baby and toddler - all under one roof. The show attracts visitors and businesses from all over the franchisee's area (and beyond) and, with soft play, refreshments and baby changing/feeding areas available, it is a great day out for all the family.



### Revenue Streams

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, baby shows, 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 for creating your local Toddle About magazine and running your Baby Show, and also marketing the publication, event and website to parents and businesses in your area, and selling advertising.

### 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.

On a more ad hoc basis, the Baby Show adds extra jobs such as finding and preparing the venue, stuffing goody bags and, of course, attending and running the event itself!

### 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 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 running of your franchise area a simple operation which can, with appropriate training, be carried out by any individual with typical IT skills, good English and a strong desire to succeed.

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

Initial training consists of 3 content-packed training days, typically delivered at our Head Office in Towcester, teaching you everything you need to know to get your franchise up and running.

On an ongoing basis, weekly franchise calls are held to provide support, training and the chance to chat with other franchisees.

Annual training days are also 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  
INITIAL  
TRAINING  
COURSE

ONGOING  
SUPPORT &  
TRAINING

**FAB & FUNKY PRODUCTS**  
THE LATEST AND FUNKEST PRODUCTS FOR YOUR LITTLE ONES

**PICKATALE, £6.99 A MONTH**  
Pickatale is an interactive children's audiobook and storybook app which aims to improve listening and develop listening readers. For ages 1-2yrs, the app offers an exciting new way to experience books with exciting expanding lyrics 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, you can easily create up to 4 profiles [www.pickatale.co.uk](http://www.pickatale.co.uk)

**GREEN KID CRAFT KITS, £16.71 + P&P**  
These eco-friendly STEM kits, educational toys and crafts and educational activities deliver discovery, learning and fun right in your drawing each month. Green Kid Crafts are an mission to make the most generation of creative leaders by engaging kids ages 2-7yrs with the planet in positive, hands-on, creative ways. [www.greenkidcrafts.com](http://www.greenkidcrafts.com)

**LOVE WRITING CO. FROM £3.99**  
Specially designed for smaller hands, Love Writing Co. pencils make it easier for preschool children to develop the correct grip for drawing each month. Green Kid Crafts are an mission to make the most generation of creative leaders by engaging kids ages 2-7yrs with the planet in positive, hands-on, creative ways. [www.lovewritingco.com](http://www.lovewritingco.com)

**PRAM SLED, £45**  
Keep muddy gear, which will get your little from your front door to your back door, in your pram. The Pram Sled is the only pram sled on the market. Crafted and built in the UK, the Pram Sled is the only pram sled on the market. Crafted and built in the UK, the Pram Sled is the only pram sled on the market. [www.pramsled.co.uk](http://www.pramsled.co.uk)

**MAPE SPINNING BALLOONS PUZZLE, £6.99**  
This is a great 4 in 1 toy that is thoroughly enjoyed playing with it. The balloons double up as spinners and the Mape Handmae means that it is very durable. This is a puzzle that is designed to be played with. Under the puzzle pieces is a colorful picture of paper with a copy of the puzzle which is full of interesting facts and it's becoming a firm favourite in our home. [www.mape.co.uk](http://www.mape.co.uk)

**Bite SIZED NEWS**

**New Monday Baby Sensory Classes**  
Baby Sensory are now running sessions on Monday mornings at Station Park, Milton Park. It's a COVID safe environment with social distancing measures and stringent cleaning processes in place, but they're still creating memorable fun-filled sessions for you and your baby to enjoy together. The award-winning educational, interactive and developmental programme, for babies from birth to 3 months, features tactile music, rhymes, weekly and more, all of which will help your baby learn and develop important skills. [www.dandylittlebabies.co.uk](http://www.dandylittlebabies.co.uk)

**Introducing Feeding Un-Ted Limited**  
Feeding Un-Ted is a local Warwickshire based business offering families with babies from birth to nine months of age. They offer professional support for infant feeding. Breast and bottle, tongue-out assessment and medical treatment, advice from an experienced registered midwife and more. [www.feedingun-ted.co.uk](http://www.feedingun-ted.co.uk)

**Feeding Un-Ted offers 24/7 online booking and are currently offering Toddler bedtime reading 1/2hr discount teacher/FPY more information, email [hello@feedingun-ted.co.uk](mailto:hello@feedingun-ted.co.uk) or visit their website [www.feedingun-ted.co.uk](http://www.feedingun-ted.co.uk)**

**Online French Classes for Little Ones**  
"It's a business I totally loved it". After great success running her French classes during lockdown, Emma's Language, Music & Play is one of the many businesses which has now moved to a fully online model. You can now access these fun, musical and interactive French classes from the comfort of your own home, with qualified teacher Amber, offering the Zoom classes and pre-recorded sessions that you can access to your own time. Book to Toddle About at [toddleabout.com](http://toddleabout.com) with code [www.dandylittlebabies.co.uk](http://www.dandylittlebabies.co.uk)

**Light Up Your Baby's Face**  
Glo-Babies sessions are held at various venues in the 0-2 year olds and the groups are conducted in fun, local facilities with illuminated props and instruments. Classes run in Stafford, Tadworth, Warwick, Midsalwood and Evesham with more venues opening soon. Sessions can be paid on a half term basis at £2 per week. [www.glo-babies.co.uk](http://www.glo-babies.co.uk)

**Preschool Places Available in Leamington**  
Little Star Christian Preschool have 20 places available to re-open since June and are well set to move to welcome new children into a bright & safe environment for children aged 2-5 years old. Places are available for 2023. [www.littlestarchristianpreschool.com](http://www.littlestarchristianpreschool.com)

**Time to Get Swimming Again!**  
Aqua babies back and they are absolutely delighted to see all your babies getting in the pool once again. They have been working hard behind the scenes over the past few months to ensure that their classes follow all the new COVID-19 rules but also that they will give you the fun, energy, joy and passion that you love so much. [www.aquababies.co.uk](http://www.aquababies.co.uk)

**Dandy Developments National Accolade**  
Dandy Developments, the award-winning baby and toddler class, has been very busy during lockdown! The successful 100+ centre team was recognised by The Independent as being in the Top 15 online baby and toddler class nationwide. A huge achievement for MMs, Dandy's founder and teacher, who also featured on Coventry and Warwickshire radio, mentioning this exciting news would affect our communication with little ones. Dandy's new back to normal and all classes are full. Join the waiting list online for priority booking for the next term at [www.dandydevelopment.co.uk](http://www.dandydevelopment.co.uk)

**Relax with Spa Babies**  
Aimed at little ones from 18 months to nine months old, Spa Babies uses a white and bubble baby bath to create a calming experience like no other. Your baby's senses are brought to life with beautiful lighting, aromas and relaxing music. Spa Babies are available on Mondays to Fridays in Leamington, Spa and Frigate in Solihull. Bookings in advance is required on the sessions. For only a small group of four babies at a time. [www.spababies.co.uk](http://www.spababies.co.uk)

**Reddings Re-Opens to the Public**  
Reddings Horse Sanctuary is delighted to announce that it is now open to the public following the phased reopening of its 2000 acre estate. Reddings OHM, south of Stratford-upon-Avon, is opening its doors to the public during a series of workshops, with the next taking place on Saturday 16th - Sunday 20th October. Every well-looked after with pre-booked places for a specific time slot. Children are free but drivers are most welcome towards the care of their own used horses and ponies. [www.reddings.org.uk](http://www.reddings.org.uk)

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**HOW TO IMPROVE Your Family Life IN 60 SECONDS**

**MAJESTIC IN THE DOMESTIC**  
There are times when it's tempting to complete a family task but with young opportunities and the endless question of "what are you having for dinner?" find the magic in the domestic. Create a playlist for your household routine and work up the welcome - being realistic of your neighbours of course. Make it a family effort and encourage them to choose to do the same music, purchased by some dancing around the living room or outside style song along. Make the most of it. [www.majesticinthehome.com](http://www.majesticinthehome.com)

**FOSTER RESILIENCE**  
Bad things happen to good people all the time. We are living through very unusual times and offers us a great opportunity to teach resilience to our children. We need to allow our children enough space to solve their own problems. As parents, we should be supportive and listen to how our children would fix the problem, asking questions to help them arrive at a constructive solution. Take a minute to think about the last time your children faced a problem. Did you rush to fix it or did you support them and encourage them to solve the problem themselves? It may seem like a long time ago, but it's not. We rob them of the opportunity to solve their own challenges and build resilience. Family is messy but in just one minute it is possible to deepen our connection to each other and get back on track. [www.fosterresilience.com](http://www.fosterresilience.com)

**For more ideas like these, check out Sid Mealy's book 'How to be a Family Minute' - 100 ways to improve your family life with 60-second, 1-minute or 2-minute ideas. Sid is the author of 'How My Education Frustrated Everyone else's' - on the best moments and how to overcome them. For more info, visit [www.sidmealy.com](http://www.sidmealy.com)**

Example of magazine templates



### Cost Breakdown for the Warwickshire Franchise Area

Our Franchise Package provides you with a ‘business in a box’ which has been trading for 13 years with an annual net profit of £19,000 and is made up of three elements: the Franchise Licence, the Training & Support Package Package and the Franchise Database and Operating Manuals.

Franchise Fee for the Warwickshire area: **£12,000 + VAT (\*payment plan available)**

This includes:

<p>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.</p>	<p><b>£2,500</b></p>
<p><b>Training and Marketing Package:</b>                  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</p>	<p><b>£2,495</b></p>
<p><b>Existing Customers Database &amp; Systems to run the Franchise area:</b>                  Database of existing magazine and online advertisers as well as baby show exhibitors                  Database of magazine subscribers and distributors                  Franchise operating manuals</p>	<p><b>£7,005</b></p>
<p><b>Franchise Fee for Warwickshire area:</b></p>	<p><b>£12,000 + VAT</b></p>

Ongoing **Management Services Fee:** 10% of gross turnover, covering:

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

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

### Toddleabout Franchisee Annual Projections

Annual 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
Baby Show	£4,000	£7,000	£8,000
Online Advertising	£600	£1,300	£2,500
Subscriptions	£1,600	£2,900	£3,600
	<b>£28,900</b>	<b>£45,200</b>	<b>£60,500</b>
Annual Operating Costs			
Management Service Fee - 10%	£2,890	£4,520	£6,050
Magazine Printing	£7,060	£8,000	£9,060
Distribution	£2,500	£3,200	£3,200
Subscription Fulfilment	£400	£725	£900
Baby Show Costs	£2,500	£2,500	£3,000
Design Fees	£200	£600	£800
	<b>£15,550</b>	<b>£19,545</b>	<b>£23,010</b>
Other Annual Costs			
Marketing	£750	£1,000	£1,200
Software Subscriptions	£900	£900	£900
Insurance	350	£350	£350
Accountant	£900	£900	£900
Credit Card Fees	£217	£339	£454
Miscellaneous	£400	£400	£400
	<b>£3,517</b>	<b>£3,889</b>	<b>£4,204</b>
Total Revenue	£28,900	£45,200	£60,500
Total Costs	£19,067	£23,434	£27,214
<b>PROFIT</b>	<b>£9,833</b>	<b>£21,766</b>	<b>£33,286</b>
Net Margin %	34.03%	48.15%	55.02%

### 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 Pia on [pia@toddleabout.co.uk](mailto:pia@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](http://www.toddleabout.co.uk)

ARRANGE  
AN INITIAL  
ENQUIRY

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INFORMATION  
& ANSWERS  
PROVIDED

DECIDE IF THIS  
IS RIGHT FOR  
YOU AND US

### Ally Richmond – Toddle About Franchise for West Northamptonshire

*"I am so glad I took the leap and joined the Toddle About family.*

*I had relied on Toddle About when my eldest was born to find classes and groups in Northants and it was my absolute bible.*

*When the opportunity came up to own my own magazine, something about the timing just felt like it was now or never.*

*Having three young children and a husband with his own career, I had nothing for myself any more and I had just been on various interviews for positions that stated they were 'flexible' and were far from it.*

*Being a Toddle About franchisee has given me a purpose outside of my family again. Being able to still be a present parent, attend all the school events and activities but still work and achieve something tangible and meaningful at work is amazing, it's made me proud of myself again, or possibly for the first time really.*

*You get all of the training you need and so much support from Head Office, which is ongoing from the second you start, so you never feel like you are on your own and know you can reach out at any time. If you're on the fence, just jump over, we're all in it together and you absolutely won't regret it. It's the best decision I've ever made."*

**"IT REALLY IS  
THE BEST PLACE  
TO WORK"  
- ALLY**

