

# PART-TIME HOURS, FULL-TIME SALARY

*How Pia found her  
perfect work-life balance*

**If working fewer hours and earning more money seems like a pipe dream, take a tip from our franchisee Pia who managed to make it her reality.**

Pia Howe, who lives in Risby, Suffolk with her husband, David, and their two children Oskar (12) and Elliot (8), runs the Toddle About Suffolk franchise – she works 25 hours a week and earns £25,000 a year:

“Having worked in the hospitality and events industry ever since I graduated from university, I’ve always had a passion for travel. I loved seeing the world and was very career focused, but the arrival of our second child Elliot reshaped my priorities. I knew I couldn’t do my job on a part-time basis, so I decided not to go back to work. It cut our income significantly, but we managed.

I enjoyed being at home with my children and it was only when we decided to move to Suffolk, that things changed: I missed my network of mums and struggled to find local activities for Elliot who was 18 months old at the time.

The Toddle About magazine had always been my to-go-guide for local activities back in Warwickshire – but there wasn’t a similar resource in Suffolk. This sparked an idea - why not bring Toddle About to Suffolk? I picked up the phone to the founder of the magazine, Tim Freed, and a few months later, I became Toddle About’s first franchisee!

With no publishing experience but boundless determination, I embarked on my franchise journey. My husband was supportive, though understandably cautious - I honestly didn’t know what being a franchisee involved, but I wanted to give it a go.

The first issue was a massive learning curve! It was all new for me, which was exciting but also quite scary - fortunately the training and support I received from Tim and the team at Toddle About was amazing. After building a list of local groups and activities, and establishing a distribution network, it was time to get on the phone to local businesses.



The majority of revenue comes from local businesses advertising in the magazine – they pay up front, so I have the money to cover all print and business expenses.

I was thrilled when my first magazine broke even – Toddle About Suffolk had landed!

Each magazine grew in profitability and within a year I was comfortably in the swing of things and earning a decent extra income for the family. It was so nice to have my own money again and I was thrilled to be able to treat the family to a trip to Disneyland a couple of years later.

Now, nearly 6 years on, the magazine virtually runs itself thanks to repeat advertisers. I recently launched local baby shows that go hand-in-hand with the magazine which have been really well-received and have proven to be nicely profitable too.

My days are a delicate balance of work and family, with time for school runs, school plays and self-care. I’m so proud of what I’ve built, but the time has come for me to do something new: I absolutely love running Toddle About’s Baby Shows, so I’m shifting my focus towards expanding them nationwide.

**So the Toddle About franchise  
area for MK & Bedford is up for sale!”**



**If you would like to find out more, then contact Pia on 07748 020141, [pia@toddleabout.co.uk](mailto:pia@toddleabout.co.uk) or download the franchise prospectus at [www.toddle.fun/franchise](http://www.toddle.fun/franchise).**