



Franchise Prospectus





Twistin Tots and its sister brands, Twistin Tinies Adventures, Twistin Tikes and Twistin Tikes Golden, are synonymous with fun, excitement and happy children!

We run engaging, innovative and exciting music classes for babies, toddlers, pre-schoolers and their parents/carers, as well as intergenerational sessions and community events.

We are really delighted that you are considering taking up one of our Franchises. This self-employed business opportunity is flexible and offers lots of freedom and benefits.

Starting your own business can be an exciting, but also scary time. We want to ensure that you have all the information you need to make the right choice for you (and us!), and to assure you that we will be with you every step of the way.

To become one of our Franchisees you don't need

musical experience (although if you have some, or a Performing Arts background, it will be an advantage). You just need a friendly face, bags of enthusiasm, a desire to work with a variety of people, and a love of children. In return, we can offer you a flexible, rewarding, challenging and fun career pathway that delivers. You will get out what you put in, so if you are prepared to work hard, you will reap the rewards.

Our Disco Beat Adventure



Tikes logo





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Welcome from our Founder, Jacqui Davis

"I was six months pregnant with my second daughter when I first established Twistin Tots in 2006, so there is never a wrong time!! I'd moved to Derbyshire from London to get married, had my first daughter and then fell pregnant very quickly with my second.



But there are only so many conversations you can have about nappies and I needed more...

I'd always worked in education and training, and always been theatrical, so I started thinking about how I could best utilise these skills - and Twistin Tots was born.

Starting my own group meant I could take my daughter (subsequently two daughters!) to work with me, saving on childcare costs. And I could be my own boss and decide how much or how little I was at work....What started as one class soon became two - quickly increasing to 10 as word spread that classes were fun, enjoyable and friendly. And as I did more marketing - my client base grew and grew.

Running my own business has allowed me to be that 'hands-on' parent. I've never missed a school performance; I'm here to take my girls to ballet and other classes, and bake cakes with them whenever I want.

I absolutely love the freedom that being my own boss affords, and to see loads of happy children enjoying themselves at classes really makes my life complete!"





'If you don't know about Twistin Tots already, you seriously need to! Brody and I go to Jacqui's class and she is AMAZING (and I'm sure the rest of the Team are too!). Brody loves going; he's never stopped asking me if we can go throughout Lockdown and we seriously can't wait to get back as soon as rules allow.'

Our Offer: Classes

Classes are now in their 15th year, there are a number of arms to the business and we run throughout Derbyshire.

All of our classes and activities have been designed to develop key skills while having fun. We have both General sessions and Themed sessions, and Themes range from Dinosaurs, Jungle and Space to Farmyard Fun!

Twistin Tots - aimed at the 0-5 age group, popular with parents who have toddlers and a baby, and activities reflect this mixed age range.

Twistin Tinies Adventures - ages 0-18months develop abilities babies are born with - and promote baby-bonding, cause and effect, sensory development and hand-to-eye co-ordination.

Twistin Tikes - more advanced for children who can follow instructions; aim to make children 'School Ready'.

Twistin Tikes Golden - intergenerational sessions bringing our families together with the elderly - enabling both to benefit from the experiences of the other.

Online and Subscription Services - Twistin Tinies and Twistin Tots are both available as an online subscription service.

Nursery & Pre-School Sessions - we visit both and undertake activities with their children.

Birthday Parties - parties are delivered as requested.

Fundraisers and Special Events - we get involved with lots of Community Events and fundraising too!



Jen & Brody at Class





Why choose Twistin Tots?

FUN

FLEXIBLE

FULFILLED

FAMILY-ORIENTED

FANTASTIC POTENTIAL

FORWARD-THINKING

FREEDOM

FRUITFUL

FORTUNATE

- Be your own boss
- Bring joy to people's lives
- Meet new people every day
- Have fun while working and earning
- Learn how to run a successful business
- Low set-up costs to run your own business
- Freedom to plan your own time and schedule
- Great earning potential and several income streams
- Personalise your classes and deliver in your own style
- Have a job that offers satisfaction and personal fulfilment
- Fit your work around your lifestyle and family commitments
- Play a crucial part in the development of children & babies - our future leaders
- Be part of a recognised and successful Brand - and help it to become even better!
- Lots of variety - classes, nurseries, after school, parties, fundraisers, online: no 2 days are the same!





Engaging Classes Make Happy Customers

"Twistin Tinies is the highlight of our week – my son and I absolutely love the themes and the different play ideas and interaction. There's a lot of thought that goes into the classes." Natalie Crawford, mum of Henry (1)

"I've been attending Twistin' Tots classes for around 6 years with various children in my care, ranging from 12 months to 4 years. The children have all loved going to classes and joining in the singing and dancing. Each song has a prop of some kind, ranging from sticks with ribbons, to socks, wiggly mice and scarves, along with many other things. The children have gained self-awareness and confidence and have been extremely happy to help at the front of class. We used to joke that I was surplus to requirements and could go to the cafe!! I highly recommend Twistin Tots classes." Joanne Morris, Nanny

"We attend Twistin Tots classes and both my children love the actions to the different songs and playing with the instruments and toys. Since lockdown we've been doing Online classes which we all love - even mummy joins in singing and dancing around the living room. Keep up the good work!!" Lyndsey Peet, Matlock

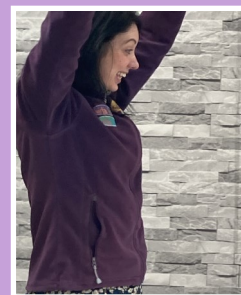
"All the babies look so cute in the weekly Dress up Activities at the Twistin Tinies Adventures!"



"All Twistin Tots classes and Tinies Adventures now also include an online class which makes them great value for money!"



"I love my classes - no day is ever the same. I have loads of fun, feel I'm doing something worthwhile and I'm always smiling!"



"Classes use loads of innovative props and exciting themes that all the children love!"





Is franchising for me?

Our franchisees must enjoy having fun and have bags of energy - people will come to our classes not only because they like classes, but also because they like you, so a smiley face and lots of enthusiasm will get you even more customers!

You will need to have a love of children and like meeting new people - you will do this every day!

You will need to be flexible in your approach to work as you will be planning your own schedule and routine and want to be part of a successful and expanding team.

As you will be working for yourself, you will need to be committed to running your own business and will need to work hard to achieve results, but if you work hard you will achieve tremendous job satisfaction and reap the rewards.

Our Team Says....

"I make new friends at classes all the time..."

"I love my job: I wish I'd started running classes sooner!"

"Running all aspects of a business was daunting at first as it was an unknown, and I wasn't sure I could do it. But there's lots of help, and I soon adapted. And now I wouldn't do anything else!"

"I definitely don't regret my decision to join the Twistin Tots Team!"





Our Franchise Package

We want to make sure that if you decide to join us, you have everything you need to operate effectively and independently.

Here are some of the things that you will get if you take up our Franchise Package...

Own Business:

Firstly you will be running your own business. You'll be your own boss and will have the ability to plan your own schedule and workload. So you can choose whether to work full-time or part-time (although we do ask you to commit to a minimum of 3 sessions weekly) and how many hours you do. As you will also be free to set your own class fees and decide how many of each activity you do each week, earning potential will vary from one franchisee to the next, but it offers lots of scope!

Immediate Earnings:

You will be signing up to a proven business model and recognised brand where all the preparatory work has

been done, so you can start earning immediately. Access to a simple online booking system for classes means a lot of the financial side is taken care of - you just print out the reports. And you will have your own page on our website, your own email address and an extensive Territory based on postcodes.

Marketing and Support:

Once you're up and running, you will have access to our online Franchisee Resource Area - where you will find all your Lesson Plans and Playlists, as well as our Comprehensive training guide. You will receive a Franchisee marketing starter pack - which will contain everything you need to get going (flyers, adverts, party flyers, stickers, etc). And our quarterly Networking Meetings and telephone support will offer you additional ongoing marketing and training support as needed.





Franchisee Outgoings

- **Franchise Joining Fee (POA)**
- **Enhanced DBS check & ICO Registration** (c £65 + £40pa)
- **Public Liability Insurance** (approx. £70 pa)
- **Hall hire per class** (anything from £5 - £30 per hour depending on area)
- **Travel expenses** - you will need your own car
- **Additional marketing material / equipment** (as needed)
- **Any advertising** you decide to do
- **10% monthly management fee** (calculated from gross earnings) + VAT for ongoing support and training, and access to our Private Members Area
- **Booking system fees** (approx. 4.5% of class fees)



"Classes are great fun and we really love all the different props. The parachute, bubbles and disco lights are particular favourites! My children spend all week waiting for the next class to happen."





Our Team and what some of them say....

Frankie: "I love delivering classes; it's an honour! I've made many new friends from parents who attend classes and couldn't imagine life without them and their children now! I love the flexibility, the joy our activities bring and the fact every class is different - there's never a dull moment! How can you not enjoy your job when you get to dance, sing, act silly and get paid?! It's also a wonderful Brand and I'm proud to be part of it; I leave every class with a smile on my face! "

Charlotte: "I love delivering classes; we can interact with the children in a really fun way and it's lovely to inspire and be part of each child's musical journey. I get to be really creative with sessions and never get bored as we have so many great themes. If you're thinking of joining - take the plunge; you'll love it!"

Jenny: "When I first discovered Twistin Tots I realised that it would allow me to combine my love of working with young children with my expertise in the Performing Arts, and give me the flexibility to choose my own work schedule that fits around me and my family. The support network has been brilliant from the start; from the initial training to the ongoing support and regular meetings, it really builds the feeling of being part of a great brand"

Jacqui: "I used to have a high-pressured job and gave it all up to get married and have kids. Twistin Tots was next and I've never regretted it. I've attended all my kids' school performances - and let's face it, you never get that time back! - and have the flexibility to choose where and when I work. It's great turning up at class to be greeted by a load of smiley faces; and I feel so proud when my children achieve something new in classes. I simply can't imagine doing anything else now!"





Like to know more...?

Why not call Jacqui for an informal chat?

You will also find a Franchisee Questionnaire on our website which will help you assess your suitability, as well as some Q&As and lots more testimonials.

Come along to one of our classes to see our Twistin Tots classes or Twistin Tinies

Adventures in action. Or ask for access to one of our training videos to see if it's the right choice for you.

And don't forget to take a look at our website, social media pages and YouTube channel.



"Twistin Tinies has been absolutely fantastic for my little one....he has come on so much since starting this class... when he started he was a shy baby and very teary around others. By the end of the block of sessions, he was crawling around the room and interacting with the other babies."



There are always engaging themes that my little one loves and he has experienced so many different resources, music and sensory experiences during classes. I've also got some lovely photos that I can keep forever!"

Rebecca Gill and son, William



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