

The

TOTS PLAY

Franchise Programme

Your New Future
Starts Here!



Welcome to TOTS PLAY

Thanks so much for requesting more information about joining the Tots Play franchise

I'm excited to help you explore the possibility of a whole new way of life that allows you to balance your career ambitions with the time you want with your family - so you no longer feel you need to sacrifice one for the other!

But there's lots more you need to know first, so below you'll find all the information you need to get a clear picture of what a Tots Play franchise can offer and what it involves, along with details on how you can join the team, and the many benefits you can expect if you do.



You'll learn more about:

- How and why Tots Play came to be and what our mission is
- What a franchise is and what the benefits are of joining one
- The different sections that make up the Tots Play Programme and what our customers love about it
- The Franchise packages available and what's included in your investment
- How much you could earn
- Why you should choose a Tots Play franchise!
- Skills and qualities needed to join the team
- What the next steps are to joining us



If you want to do something rewarding, fun and profitable, with full flexibility and are willing to work hard and develop your skills you might just have found the perfect opportunity for you, so let's get going!

Helen x
Founder of Tots Play



Is it Time for a Change?



If you're:

- Worried about leaving your little one to go back to work, or working long hours that leave little time to spend with your children
- Concerned that gaining the flexibility to be there for your family means sacrificing your professional aspirations or wasting your skills?
- Currently in a career that no longer fits what you want or need, but still want to do something that stimulates and challenges you, and provides a good income
- Simply know that something needs to change!

Then it could be time to create a lifestyle and a new future for you and for your family
- and that's where we can help!

Running your own Tots Play Franchise offers a career that;

Gives You Full Flexibility:

Would you like to set your own schedule and run a business around family commitments to create your perfect work/life balance?

Tots Play empowers you to create a business that fits seamlessly into your life, not the other way around giving you the freedom to choose the lifestyle you want.

Fuels Your Passion:

How would it make a difference to your life if you were doing something you love every day, and getting paid to do it?

A Tots Play franchise allows you to turn your passion for early childhood learning and development, and supporting and nurturing families into a fulfilling and profitable career.

Provides Unlimited Potential:

Do you dream of being your own boss, reaping the rewards of your hard work, with the potential to grow and scale your business on your terms?

Our proven franchise model offers a clear path to success.

If you're starting to see the possibilities for creating a whole new lifestyle for yourself and your family, then starting your own Tots Play business might be the perfect next step in your life!



So What's Tots Play All About?

When you're thinking about starting any business it's really important that, first and foremost, what that business does and what it stands for, is something you believe in and can feel passionate about.

Is Tots Play for You?

Choosing the type of thing you'd like to do every day, is one part of deciding on the right franchise for you, but you also need to consider if the company is one you can have confidence in, run by people you'd like to work with and who's values you share.

Our mission at Tots Play is to empower parents to have a positive experience of the early weeks, months and years of their child's life.

Our aim is to support and empower as many families as we can, by showing them the power of play and connection, and that's where we need your help - but let me tell you a little more about how it all came about!

How Tots Play Got Started

Every successful business starts with a spark – an inspiration that ignites a passion to make a difference, your business will be the same, but here's how Tots Play began;

The Work/Life Balance Quest:

In 2004, I was a new mum who, like countless others, didn't want to leave my baby to go back to work, but still needed an income and had the desire to pursue a fulfilling career and contribute to both my family and the wider world.

So began my quest to find something to fit my needs. I tried party plan companies for a while but they didn't inspire me, then, through taking my daughter to some local classes, I discovered the world of children's activities, and decided to launch baby and toddler music classes in my local area.



The business quickly thrived and I was able to run it around nap times, play dates and other baby related activities, while bringing in a good income. So far, so good!

With my own daughter though, just music wasn't enough, I wanted to do all the things!

To explore different types of activities and different ways to support her development, so I began to research and develop my skills and experience in other areas.

A move overseas allowed me to experiment further with different play and learning activities, to learn more, and to experience the power of taking a more holistic approach to play and development in the world of baby and toddler classes – something which simply didn't exist at the time. Having got to know parents from many different backgrounds, I was keen to ensure that the needs of parents and carers, along with those of the children, were recognised in these sessions too.



From Passion to Purpose: The Birth of Tots Play

Returning to the UK, I knew I had an opportunity to share everything I had learned and create something special, and so Tots Play was born – a comprehensive programme, covering a spectrum of activities to address the wide ranging development needs of young children at different ages and stages, with classes that were fun and engaging for both children and their parents or carers alike.

Today, Tots Play has blossomed into a thriving national network of franchises, each driven by passionate individuals who share the company's vision and mission,

and their own desire to create a business that fits their life, rather than trying to fit life around work, and we'd love you to be part of that vision too.

Your Story Begins Here

My time is now devoted to sharing my experience and using what I have learned over more than 20 years in the industry to help you to write your own success story.

The Tots Play franchise programme offers the opportunity for you to run your own rewarding, fun and profitable business that works around your family commitments.

But what exactly is a franchise and how does it work?



What is a Franchise?

If you like the idea of running your own business, and can see the benefits it would bring, but have no idea how to get started, or are worried about the risks or about going it alone, then a franchise can be the perfect solution.

So what is a franchise exactly?

A franchise is essentially a partnership between two entities:

- **The Franchisor:** This is the established company that owns the brand and business model, like Tots Play. They've created a successful system for running the business, including everything from the programme to marketing strategies to operational procedures.
- **The Franchisee:** That's you! As a franchisee, you purchase the rights to operate a Tots Play business in a specific territory (geographical area) on a self employed basis. You'll gain access to the franchisor's proven system, brand identity, training and ongoing support.

Think of it like this:

You're buying a proven recipe for success, but you get to be the chef running your own kitchen!

As a franchisee you have the independence and freedom of being your own boss, setting your own schedule, and building a successful business in a way that's right for you, but unlike starting a business from scratch, you also have the backing of an established brand, a proven system, and a network of support.



That's the magic of a franchise!



Why Join a Franchise?

Here are just a few of the advantages that joining a franchise can bring:

Reduced Risk: Starting a new business idea involves a lot of unknowns. A franchise offers a much lower risk because you're implementing a system that's already been proven to work.

Faster Start-Up: You won't waste time and money developing everything from scratch. Tots Play provides a comprehensive system, including training, marketing, and operational experience, so you eliminate the guesswork of what to do to grow a successful business.

Strong Brand Recognition: Tots Play has been running since 2009, so it's a well established brand that customers already know and trust, giving you a head start in attracting families to your classes.



Ongoing Support: You'll never be on your own. Our experienced team is always available to answer questions, provide training and offer ongoing support and guidance.

Network of Fellow Franchisees: You'll join a supportive community of other Tots Play franchise owners who share your goals and understand your worries. They are a hugely valuable source of advice and camaraderie, and at Tots Play we have a large network of franchisees at all stages of the business journey to help and support you.

In business for yourself, but not by yourself

A franchise offers the perfect balance between independence and support.

You'll have the freedom to be your own boss, set your own schedule and inject your own personality into your business, but you'll also have the backing of a proven system and a network of experts to help you succeed.

With the programme, training, systems and structures all in place, you simply need to focus on delivering a great service and growing your customer base.

But there are lots of franchises out there, so which one should you choose?

Let's dive into what the programme involves and what our customers love about it



What is Tots Play?

Tots Play offers a comprehensive curriculum specifically designed to nurture the social, emotional, intellectual and physical developmental needs of babies, toddlers and pre-schoolers, at every stage from birth right up to four years old.

Owning a Tots Play franchise allows you to provide these enriching programmes to families in your community, helping to foster a love of learning into those little hearts and minds, while building strong bonds between the adults and children you work with.

Supporting parents to support their child

Our aim is to help parents and carers to have a positive experience of the early weeks, months and years of their child's life, empowering them to understand and support their child's development, within a friendly and nurturing environment, where they can enjoy special time with their little one and also feel supported in their parenting role, and we are proud to have supported thousands of families in this way over many years.

Tailored to Different Development Stages

The programme is split into different sections, with classes specifically crafted for each age group, ensuring the perfect fit for development and engagement. Lots of our families start with us when they have a tiny baby, and then continue through the different stages of the programme as their baby grows, often for many months or years – and then they bring their next child along!

But Tots Play is not simply about time in class.

Just one of the things that sets Tots Play apart is that we aim to equip parents and carers with a toolkit of ideas, techniques and resources that they can continue to use at home to support their child's development and have fun together throughout the week. The sale of these resources offers an additional stream of revenue for your business too – so everyone wins!

Every Class You Need in One!

One of the reasons our customers love Tots Play is that it offers a little bit of (almost!) everything.

Instead of having to choose between a massage class, a yoga class, a sensory play class, a music class, a signing class or a physical play class for their little one, they can give their child all of these experiences in one programme, in classes that they will enjoy and benefit from as much as their baby or toddler.



The Tots Play Programme

Our programme takes children from the earliest weeks of their life all the way until they are ready to start school, and being part of that journey with the families who join your classes is one of the most rewarding parts of the business, however, you may prefer to work with a smaller section of this age group, or start with just the younger ones and add on classes for toddlers and pre-schoolers over time. The different franchise packages we have available, mean you can choose the one that's right for you, giving you the ultimate flexibility to design your perfect business and grow at your own pace.

Here's a more detailed look at the core programmes that makes up Tots Play.

Baby Development Course (Birth to 6 months)



This is our 6 week course especially for younger babies and sets the foundation for the Tots Play programme.

New parents tell us that they are often unsure "how" to play with their baby. They worry that baby will get bored with the same few activities or that they are not doing the "right" things to stimulate their child's development. They are also seeking a safe space to connect with other parents with babies of a similar age, and a support network to help them through the ups and downs of life with a new born.

Our baby development course is designed to support them with all these things and more, equipping parents with the knowledge and confidence to navigate those crucial early months and providing a supportive space where they can ask questions, share experiences, and build a valuable network with other new parents.

The course covers a range of play and development activities that are easy to do and suitable even for very young babies. It equips new parents with the tools and confidence to navigate those critical first months.

Through gentle activities, parents learn baby massage, baby yoga, baby sign language, calming activities, tummy time techniques, sensory play and more, all designed to promote bonding and support health development. There is also a workbook and online resources to accompany the course, encouraging parents to continue the activities at home.

Many of our customers start by completing the Baby Development course and then move on to joining us at our weekly baby play class, Discovery Tots.



The Tots Play Programme

Discovery Tots (8 weeks to crawling)

These weekly classes are all about loving interaction and playful exploration, as babies are introduced to a variety of engaging experiences to help boost their development as parent and child enjoy special time focused on each other.

Each session includes a blend of baby yoga, music, sign language, sensory play and calming massage helping to boost foundational skills in communication, physical, social and emotional development. Discovery Tots offers the perfect mix of familiar structure and fresh activities to keep things exciting, ensuring both babies and parents look forward to their weekly dose of Tots Play fun.

Parents needs aren't forgotten, with a social element incorporated into each class allowing friendships to blossom

Discovery Tots complements and builds on the activities included in the Baby Development course and is a great way for parents to continue to enjoy favourite activities and learn new ones, but it's not necessary to have attended Baby Development to enjoy Discovery Tots.



Social Tots (Active crawling to 2 yrs)

As babies become toddlers everything is an adventure and the whole world is waiting to be discovered, so our Social Tots classes provide the perfect blend of structured and free play to keep their busy bodies and inquisitive minds engaged.

Our yoga, music, sign language and sensory activities are specifically tailored for growing bodies and increasing independence, and we add in early learning themes with opportunities to develop their physical skills, creativity and problem-solving skills while they think they're just playing!

It can be tricky to keep these little explorers still for long, so activities are kept short and interactive, meaning there is never time to get bored or fidgety, with each weekly class jam packed full with fun and learning.



The Tots Play Programme

Action Tots (2 to 4 years)

Action Tots is the next challenge for our older toddlers and pre-schoolers, and for these energetic whirlwinds it's the place to be to get active, have fun and learn new skills.

This fast-paced class incorporates all the key elements of the Tots Play programme, like learning how to stretch and relax with simple yoga and massage, and adds in the opportunity to gain new physical and cognitive skills, from early riding skills on our toddler sized balance bikes, to brain boosting games and parachute play.

Action Tots is designed to boost body awareness, confidence, fitness and social skills, with lots of opportunity for parent and child to laugh and play together. It takes the Tots Play programme all the way up to the age of 4 and is great preparation for starting school.

Do take a look at the [Our Classes](#) section of our website, for more about all our classes and to see clips of them in action.



Parties

Tots Play parties are ideal for 1st, 2nd and 3rd birthdays as well as many other family occasions, and can provide a fantastic additional income stream to your business.

Tailored to the specific occasion you're attending, parties can include songs, games, music, parachute play, bubbles and play activities adapted from classes, and are a fun and lucrative way to spread the word about the other elements of your business to a wider audience too.

Other Services

We also have a range of workshops, stand-alone sessions and seasonal party specials you can choose to offer in addition to your core classes, plus offer a variety of sensory items and other [play resources](#) for you to sell on to your customers, all of which can add extra revenue streams for you and help to build your business further.



The Tots Play Programme

The Calmer Mama Programme

Supporting parents through the challenges of the early stages of parenthood is a key part of our mission at Tots Play, and our Calmer Mama programme was developed with this especially in mind.

Adding this to your business enables you to offer both the Baby Tranquil course, and our special tranquil retreats and workshops.

Baby Tranquil Course

Our Baby Tranquil course is unlike any other baby class you're likely to have experienced, and is especially for new parents, navigating that tricky new-born stage.

Over 5 weeks, it offers new parents a supportive, non-judgemental, space to connect with others, share experiences and learn effective, science based, techniques to support their own wellbeing as well as ways to strengthening their bond with their new baby and support their early development.

You'll also guide parents through simple relaxation exercises to ensure they leave the class feeling refreshed and replenished, as well as having gained a supportive community, to help them better face the challenges of new parenthood.

This course really is unlike anything else out there, and will allow you to bring something unique and much needed to your local community.

Retreats and Workshops

As part of this programme you'll also be able to provide Tranquil Mama, Mama to Be an Seasonal Retreats, offering the chance for some much needed time out for parents to focus on their wellbeing in a calm, relaxed and supportive environment.



Create the Business that's Right for YOU

As you can see, there's lots of variety in what you can provide with a Tots Play franchise, because we want to help you create a business that's perfect for you.

Everything we do at Tots Play aims to promote learning and development through play and to support parents through these, often anxious, but always wonderful, early stages of parenthood, allowing them to better bond with and support their child.

As a franchisee, you'll have the privilege of witnessing these precious moments of learning and development first hand, making your business truly rewarding. Our comprehensive programme ensures you have a proven framework for delivering high-quality, fun and engaging classes, and are well positioned to attract families at various stages of their child's development, ensuring a steady flow of customers. What this means is that you will be providing a much needed and in-demand service for the local community, and classes that parents return to over and over again allowing you to build a thriving business you'll love.

Here are just a few of our customers explaining why they chose Tots Play.

**“ I was really nervous to join a baby group when I had my first daughter but I am so glad I did. We're currently doing the Baby Development course and it's been amazing withal the tips and advice and I've learnt so much. My little girl is really enjoying being around all the other babies and it's great socialisation for me and her. Would 100% recommend to any parents
Baby Development Course customer, Tots Play Tamworth**

“I cannot recommend Tots Play enough! We love it so much. The Baby Development course really aids development and provides lots of ideas for play at home. In every session there is a great range of activities and we really love the baby yoga. Classes are interactive, well planned and highly engaging as well as lovely and friendly.”

**Discovery Tots customer,
Tots Play Ribble Valley**

I have been taking my daughter to Action Tots for just over a year now and we both absolutely love it! Tots Play has played a significant role in my daughter's development, from improving social skills to enhancing motor skills through various play based activities. The structured, yet fun, approach to learning has made each session the highlight of our week.”

**Action Tots customer,
Tots Play Chesterfield**



The Tots Play Business Opportunity

So now you know a bit more about Tots Play, let's get down to business!

At Tots Play we want to help you to create a business that's as unique as you are, so whether you're looking to start on a part time basis, perhaps around other work or a young family initially, to build over time, or are ready to dive headfirst into something you can grow to a substantial operation more quickly, we're here to help.

Our franchise programme allows you to deliver our classes and services in an area exclusive to you, at times that you choose, on a self employed basis, with different packages on offer to give you the flexibility to start small and step up gradually, or to aim for a bigger, faster growing business from the start.

You generate your income from providing the elements of our programme that you choose to customers in your local area, which they pay you directly for.

There's an initial investment to purchase one of our franchise packages, then, once you've completed your training, you'll pay a simple, fixed, monthly fee which covers all the ongoing services and support provided for you, making it easy to budget and maximise your profits.

Franchise Package Options from Just £3995!

With the initial investment starting from just £3995, we've made it easy and affordable to get started with us, and you'll be able to grow and scale your business at a pace you determine.

Choose from the following options:

Babies Only - Baby Development Course and Discovery Tots

Initial investment of £3995 and a monthly fee of £130

Baby and Toddler - Baby Development Course, Discovery Tots, Social Tots, Parties

Initial investment of £4595 and a monthly fee of £150

(add on to Babies only package at a later date for an additional £750)

All the way to 4 - Baby Development Course, Discovery Tots, Social Tots, Action Tots, Nursery Sessions, Parties

Initial investment of £4995 and a monthly fee of £180

(add on to Baby and Toddler package at a later date for an additional £750)

Calmer Mama Programme - Add to any of the packages above

One off fee of £350 and a monthly fee of £15



What's Included in Your Investment?

We offer a comprehensive franchise package to support every aspect of establishing and growing a thriving business.

This includes:

- The rights to use the **Tots Play brand** and our **tried and tested business model** – benefit from over 15 years of experience in the industry
- **Over 100 lesson plans** across the different stages of the programme, plus our own music to accompany them – **no music licence required**
- **An exclusive territory** in which to run your business – with the option to extend to further territories subject to availability
- **An equipment and marketing pack** – all the core equipment you need to run your business, plus marketing materials to help you to promote it
- **Full initial, and ongoing training** – including both online and in person elements, with continuous access to our bespoke online training portal and regular additional training on useful topics to help you continue to grow, and an annual conference.
- **Personalised ongoing support** – with the expertise available from our **dedicated franchise support manager**, plus a network of experienced franchisees around you, you'll never need to feel like you're on your own.
- **Robust operational systems** – to help your business to run smoothly and efficiently.
- **Your own page on our website**, plus **social media accounts** – to ensure customers both find and choose your business in your area
- An extensive **bank of content** to use on social media and beyond – we even post to your accounts for you
- **An online booking and class management system** – making it easy to take bookings and payments and manage your classes
- A dedicated **communication portal** for the franchise - to easily share information and ideas or just chat with other franchisees,
- **And much more to ensure you have all you need to make your business a success.**



What Could You Earn?

By now you are probably wondering what you might expect to earn with a Tots Play business.

This will, of course, depend on how many classes you run per week and how many customers attend.

Essentially, you determine your own income by how much time and effort you put into the business.

Profits of £10,000 to £30,000 are very achievable once established, running all sessions yourself – while still give you the flexibility to do the school run every day!

Choose to grow into a management style franchise by taking on class leaders and other staff and you can continue to build your income further.

A business will always give you the biggest returns over time, so it's not a get rich quick scheme, but it does provide the opportunity to continue to build your business and income over the course of your franchise journey.

It's important to understand that it does take time to establish and grow your business to the point where your classes are consistently full, so you do need to account for a lower income in the early stages of establishing and growing your business, but the figures described are absolutely achievable if you are willing to put the necessary time, effort and energy in to your business.

Classes per week	Parties per month	Estimated annual profit
6	0	£12,500
12	2	£28,000
20	4	£38,500

The table shows a few different potential income levels based on running the number of classes shown, at full capacity, with average class fees and costs, running 36 weeks per year, the equivalent of term time only, to give you a general idea of what can be achieved once established. It is in no way a guarantee of earnings.



How Much Time Will I Need?

The amount of time needed to run the classes and additional tasks associated with the business will, of course vary from a couple of mornings to full time, and possibly managing staff members, depending on what you want to achieve, but it is designed so that you can work at times that suit you, meaning you can be available for your family at key times, such as doing the school run, plus weekends and holidays if you wish.

It's possible to run the business alongside other part time work initially if needed, but we recommend that this takes up no more than two full days of the week (or equivalent), to give you enough time to grow and develop the business most effectively.

It's likely to take several months to consistently fill your classes to capacity, and numbers will fluctuate, especially in the early days, so this is something you need to account for. The figures here are for illustration only and in no way a guarantee of earnings, but are absolutely achievable if you are willing to put in the time and effort needed and follow the process provided.

As part of the process of you joining us as a franchisee, we will talk to you in more detail about your goals and provide a breakdown of all the relevant figures.

What Costs Do I Need to Consider?

Of course, there are costs associated with running any business, and these are something we encourage you to keep tight control over to maximise your profitability.

The main ongoing costs you will need to account for when operating your business will be:

- **Monthly franchise fee** - dependent on the package you choose
- **Venue hire** – common examples are church or village halls, community centres, sports/leisure club rooms or similar
- **Class resources** – such as workbooks and welcome booklets for new customers, and replacing consumable resources like bubble mixture
- **Travel costs/fuel** – dependent on how far from home you run classes
- **Marketing** – for any paid advertising or promotion you choose to do
- **Insurance** – Public Liability Insurance is required and must be renewed annually

In essence, what you earn will be down to you, but we will be with you every step of the way to help you achieve the goals you set yourself, and unlike a standard pay check, those earnings are limited only by you and the vision you create for yourself.



The Tots Play Business Opportunity

Whichever package you choose the results you get with your business will be determined by the time and effort you put into it, and any business takes time to grow, but we are here to support you every step of the way.

Once established, you are able, with any of the packages, to take on teachers to run some or all of the classes for you, while you take on more of a management role within the business over time.

The aims of the Tots Play franchise programme then are;

For it to be flexible – it can work for you whether you want to run just a couple of classes a week around your little ones or to top up the family finances, or build it into a bigger business bringing in a full time income – it can also grow, change and adapt as your family and circumstances do.



For it to reward the effort you put in – running a business isn't always easy, but, as the saying goes, the more you put in, the more you'll get out, and, as we don't take a percentage of your earnings, the more you earn, the more you get to keep!

For it to be easy to operate – we don't believe business needs to be complicated. We provide step by step training and ongoing support to help you feel confident in all aspects of establishing your business, and help you set up simple systems to ensure it continues to run smoothly.



For it to be fun! – well it is in the job description to play all day!



Why Choose Tots Play?

I hope you're now starting to get a feel what Tots Play and our franchise programme are all about, and that you like the look of what we do. Because every franchise is different, it's important to have a clear understanding of how they work, and choose the one that's right for you, so here are a few more things to consider and some of the reasons you might want to choose a Tots Play franchise.

The Programme

It's very difficult to succeed in business if you're not doing something you truly believe in, so making sure the programme you're running is one you have a passion for, supports your values – and is able to offer the lifestyle you're looking for, is key.

With Tots Play you'll find...

- **A programme that stands the test of time.** Our programme has been tried and tested for over 15 years, and continues to be loved by thousands of parents and tots across the UK, and beyond, every week.
- **A development first approach.** Every aspect of each of our classes and events is included for its developmental benefit, tailored to the ages of the children attending – not simply because it's the latest fad, or would be a good photo op for Instagram!
- **An all in one programme.** There's no need to spend thousands buying a separate baby franchise and toddler franchise, our programme covers children from birth right up to they are ready to go to school (and you get to share in that journey).

- **Benefits that don't end when class does!** We provide parents with a toolkit of play ideas and techniques to support their little one's development that can easily and inexpensively be continued at home.
- **We keep things simple.** We believe that simple play activities are the best, which means you won't need to continuously buy resources for endless different "themes" that have no real meaning for the babies you're delivering them to. The majority of equipment needed to run the classes is provided for you, but there is enough flexibility to allow you to put your own stamp on your classes.
- **There's so much variety.** With so many different activities included in our programme, you'll never get bored, and neither will your customers!

Our overall aim is to give little ones the best start in life by supporting and empowering parents, including helping them to focus on their own wellbeing, so that they can better support their child.

If you want to make a real difference in the lives of families in your community, with the freedom and flexibility to be there for your own family – then this could be the programme for you.



Why Choose Tots Play?

The People

When you're starting a new venture, you want to make sure that the people you'll be working with have the right skills, experience and passion to help you succeed in reaching your goals. At Tots Play it's more than just a business, it's a family!

With Tots Play...

- **We know how to help you.** You'll benefit from 20 years of industry experience, and crucially, over 10 years experience in franchising – directly helping people just like you to start and grow a business that works for them (Running a children's activity business, and helping others to successfully run one, are two quite different things, with different skills required).
 - **You'll gain instant credibility** in your local marketplace by taking advantage of our strong brand reputation and identity, sustained over all those years.
 - **You'll stand out from your local competition.** We're the original multi-activity baby and toddler development class business, not a copycat version, and continue to innovate.
 - **You'll feel confident with what you're doing.** Robust and thorough training, systems and infrastructure ensure you'll have everything you need to operate your business efficiently and effectively.
 - **We make marketing easy.** We have a huge bank of done for you marketing content to save you time and stress – and we'll even post to your social media accounts for you
- **We'll support you all the way.** You'll have ongoing access to our dedicated, quality assured, franchise support manager, and experienced head office team, providing continued support across all areas of running and growing your business for as long as you're with us – you never need to feel like you are stuck or unsure about what to do.
 - **You won't feel alone.** You'll join a large family of other franchisees who are always happy to share experiences and offer support, so you'll feel like you have colleagues all across the country who understand you and have your back!
 - **You'll be able to create a business that's perfect for you.** With multiple revenue streams, and the opportunity to take on class leaders as you grow, you can create the business that fits your needs and can change and grow as your family does.



Could Tots Play Be For You?

Join the Tots Play Family

I know there's a lot to think about when considering a change of career, but if there's something about your current situation that no longer works for you then I am here to let you know that making that change really is possible.

Sometimes it's that first step of making the decision to take charge of your future that's the hardest part, but, if, from what you have seen so far, a Tots Play franchise feels like it might be a good fit for you, then you can step forward with the reassurance of knowing that all the experience, training and support you would receive as part of the Tots Play family means that there is every reason to believe that you would never look back.

Here are some comments from just a few of our franchisees about their experience:




A woman with red hair and glasses is smiling. In the background, a child is visible. The Tots Play logo is overlaid on the image.


"I didn't realise you could have so much joy out of doing a job until I started doing this."
Michaela, Tots Play Bordon



A woman with blonde hair and glasses is smiling. In the background, a child is visible. The Tots Play logo is overlaid on the image.


"The training has been excellent, more than I ever thought it would be. All the information you could ever want to know about setting up a business."
Lisa, Tots Play Tamworth



A woman is smiling next to a large brown and white stuffed monkey. The Tots Play logo is overlaid on the image.


"In 2 days a week I'm making what I was making when I worked full time in a lower paid job, and I actually enjoy going to work, I love it."
Amy, Tots Play Dunfermline



A woman is smiling next to a large brown and white stuffed monkey. The Tots Play logo is overlaid on the image.


"I wake up every Monday morning, excited to go to work!"
Kate, Tots Play Cardiff North

Hear more about their stories and many others in the "What our franchisees say" section of our website.



Could You Be Our Next Tots Play Franchisee?

Owning a Tots Play franchise is a rewarding experience, but it's not for everyone. While you don't need any specific qualifications or experience to join us, it does take a special person to be part of the Tots Play family,

Here are some of the qualities we look for in our ideal franchisees:

- **Passion for Early Childhood Development:** A genuine love for working with children and families and a desire to make a positive impact in their lives.
- **Business Minded:** While you don't need to have run a business before, you do need the ambition and skills to turn your passion into a successful business, and a willingness to learn new skills and develop yourself both personally and professionally (this is so much more than a part time job working with children).
- **Strong Communication and Interpersonal Skills:** The ability to connect with parents and children, build relationships, and create a welcoming and engaging environment.
- **Enthusiasm and Drive:** A positive attitude, a willingness to put in the hard work, and a dedication to tackle the challenges of running a business head on.
- **Energetic and Fun:** Be able to bring the energy and lead your classes with confidence, encouraging everyone to join in the fun with you.
- **Team Player Mentality:** A desire to collaborate with other franchisees and contribute to the overall success of the Tots Play network.

If this sounds like you, you love the idea of what we do at Tots Play and support our mission, then we'd love to have you join us.



Your Business on Your Terms

When you join the Tots Play franchise you'll be your own boss and we'll encourage you to bring your unique personality and experience to the business to provide the best experience of Tots Play for both your customers and for yourself.

What you make of the business, then, is down to you, and you'll have the opportunity to challenge and develop yourself in order to reach your goals and create the business and lifestyle you dream of.

Take the Next Step Today

I hope you're starting to get a good feel for what Tots Play and our franchise programme are all about, but we have lots more to share with you, and would love to get to know you better too.

Whether you are just starting to think about something new, or can't wait to get going, we're here to guide you step by step through all the information you need to make a fully informed decision about joining us.

It all starts with an informal, no-obligation, chat to start to get to know each other, answer your questions, and to begin the process of exploring if the franchise might be a good fit for you. I guarantee no "hard sell" at any stage.

To arrange a convenient time to chat simply click here: [TOTS PLAY FRANCHISE CALL REQUEST](#)

Got questions first? No problem send a WhatsApp message to 07484 840890 and we'll be happy to help.

Thanks so much for taking the time to learn more about the Tots Play franchise. I can't wait to hear from you and to help you create a business and lifestyle that's just right for you.

Helen x



LEGAL NOTICE: Nothing in this document constitutes an offer, representation or warranty to sell you a franchise or enter into any further agreement in relation to a franchise, licence, or any other arrangement. All figures provided in this document are for the purposes of illustration only and are not intended as a guarantee.

