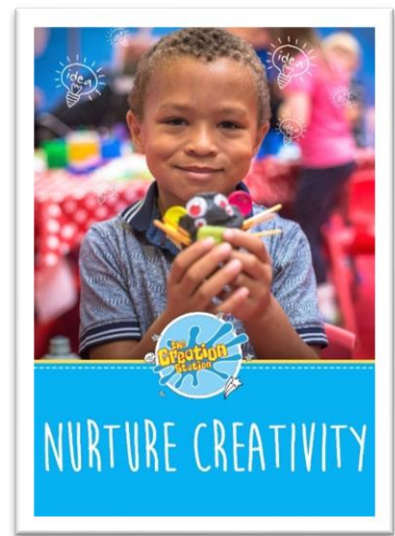


# WELCOME TO YOUR DISCOVERY EVENT



## OUR CORE VALUES



# WHAT PEOPLE SAY



4.9 / 5.0

8715 Customer Reviews on Trustpilot



Customer Review By Jemma H Left  
On 5 Jan 2023



✓ VERIFIED REVIEW

KAYLEIGH IS NOT ONLY

highly professional, she is very friendly and has a fab rapport with the children. My daughter thoroughly enjoyed her crafting day before Christmas. I highly recommend the sessions and will be booking again soon!

Customer Review By Kirsty F Left  
On 20 Dec 2022



✓ VERIFIED REVIEW

WE LOVE OUR MORNINGS

with Gillian! Always a friendly welcome, so well organised and very thoughtful activities. Definitely the best toddler activity in Ayr. Worth every penny!



Customer Review By Chantal B Left  
On 15 Dec 2022



✓ VERIFIED REVIEW

HI NATALIE THIS IS

Freya from art club I'm very sad that create club is over for the year but I really loved creating all those wonderful creations my personal favourite was making the monster friend although she may be suffering the flat mercat disease but I'm sure she will be up and running or should I say swimming again! I hope we can do some more crafts next term! I rate art club 5 STARS ★★★★★!

Customer Review By Purple H Left  
On 4 Jan 2023



✓ VERIFIED REVIEW

Customer Review By Kamila C Left  
On 16 Dec 2022



✓ VERIFIED REVIEW

FABULOUS



workingmums.co.uk  
Top Franchise Awards  
Winner 2018



Hello and welcome,

Many of our successful franchise partners hadn't heard of franchising before.

In a recent *Bfa NatWest survey* 93% of franchise owners succeeded in the first 3 years compared to just 10% of new business start-ups.

So, here's a quick overview of the benefits compared to a standalone start up. And if you do know about franchising, here's a little reminder!

## COMPARISON OF FRANCHISEE VERSUS A START-UP

	Franchise	Start-Up
<b>START UP COSTS</b>	You have a transparent fixed franchise fee and set up costs. There are no hidden surprises, and this enables you to budget and manage your cash flow.	Extensive market research, unknown costs, budget and cash flow much harder to control.
<b>TRAINING</b>	With comprehensive and ongoing training, you gain the relevant skills, knowledge and confidence in a shortened period. On-going relevant training at the different stages as both you and your business develop.	No formal training, learning from ground up, and more likely to make many more mistakes as the model isn't fully tried and tested.
<b>BRAND</b>	You are part of an established and respected brand. You have instant credibility, with 8500+ 5-Star reviews, plus national brand associations such as Crayola, Lego, Hasbro, Usborne etc., You benefit from new research & developments that can help grow your business.	It takes years and a significant budget to develop a recognised brand, with strong online presences so you can be found for the services you offer.
<b>MARKETING</b>	You have the full backing of all of our team with access to resources to market your business and systems to legally manage your business and save you time.	Developing marketing assets requires time. Plus, it takes many years to gain 8500+ positive reviews.
<b>EQUIPMENT</b>	Equipment package delivered to your door from our warehouse, quality items fit for purpose and fully safety tested.	Time and money needed with trial and error to determine equipment range with expensive learning curves.
<b>VENUES / LOCAL PARTNERS</b>	Brand credibility helps build your presence within your exclusive territory you negotiate with local organisations and get a foot in the door.	It takes longer for people to know, like and trust you in business without a strong brand, thereby missing big opportunities.
<b>SUPPORT</b>	You gain hand holding for the first three months, have one to one calls, regional monthly calls, and quarterly meet ups, access to all resources, plans and systems needed to run your own successful business	There is no direct support, and it can be isolated to overcome challenges by yourself and know who to turn to for the right help.
<b>COMPETITION</b>	Franchising enables you to compete with bigger businesses as you benefit from the economies of scale. The products, equipment and systems have been developed and market tried and tested, so you can start generating revenue straight away.	Understanding how to beat your competition puts pressure on you immediately and can create knee jerk reactions as your business isn't tried and tested.

# SUPPORT IN PLACE TO HELP YOU GROW YOUR BUSINESS



	DESCRIPTION	FREQUENCY
Online Resources Centre	Online Treasure Trove full of resources, including forum, videos, how to's, best practice, operation manuals etc.	24/7 Availability
team@	Email support system to prioritize your support queries and respond in a timely fashion.	Mon – Fri 09.00 – 17.00
FAC	Franchisee Advisory Council – Chosen by the franchisees to represent them. They will have conference calls with Head Office and will feed back to their areas.	4 times a year
Regional Calls	As part of a region, you will be invited to a regional call with Head Office – the opportunity to incorporate your agenda items.	2 x a year
Support Calls	A Support calls every week for your first 2 months, then every 8 weeks to review your goals and business plan. Business plan and agenda to be sent in prior to the support call. You will need to book in the support call.	6 x a year Twice as many in Yr 1
Monthly Conference Calls	Conference calls on a variety of topics – with all franchisees invited every fortnight to take part. Lead by the team at Head Office depending on what the subject matter is about.	20 x a year
Fortnightly Webinars	Webinars and training videos on a variety of topics – which will then be uploaded to the resource centre.	26 x a year
Fortnightly newsletter	A fortnightly newsletter, with good news, good practice, hints and tips, special offers.	24 x a year
Annual Conference	An annual event for the network, to learn, to inspire and share best practice.	1 x a year
Proposal Reviews	Review of any proposals that you may have.	As required
HO Event Management	Events that Head Office secures – managed by Head Office enabling you to be contracted on a day rate; great networking & business building opportunity.	As required
Annual Review	Annual review of your business plan for the previous year and the coming year. A 1hr meeting focusing on your goals and you path to achieve them.	1 x a year



# ADDITIONAL SUPPORT RESOURCES

Session Plans	•For all your Little Explorer, Baby Discover, Create Club, Family Fun, Creative Crafters, Care & Creativity Creative Teens
National Partnerships and Campaigns	•e.g. Hasbro - Play-Doh, Disney, Lego, Usborne, Guinness World Records, Sony. Crayola.
Human Resource management support	•Help with scaling and taking on staff. Recruitment, contracts, payroll etc.
Access to design sheets and resources	•Access Treasure Trove our bespoke Extranet for activity sheets, and creative resources.
PR Templates for press releases	•To help promote your business in the local press
Website and link to your online booking system	•A dedicated webpage for your business with a state of the art booking platform and financial reporting area.
Communications	•Your own email, and social pages, plus access to GDPR compliant newsletter.
Marketing assets	•Content, blogs, images, videos etc. For social sharing on Facebook, Instagram, Twitter.

# YOUR CREATION STATION FRANCHISE

Creative Themes		
Inspire Families	Inspire School Aged Children	Inspire Adults
Tiny Treasures in Nurseries	After School Clubs	Creative Crafternoon
Tiny Treasures,	Holiday Clubs	Crafternoon Tea
Baby Discover	Saturday Clubs	Assisted Living Sessions
Little Explorer	Home Education Groups	Care & Creativity
Family Fun	School Workshops	Intergenerational Sessions
	Creative Teens	Creative Minds

Your Creation Station license includes All existing creative themes. The investment is £13,995 inc. vat.

There may be start up support or grant opportunities to launch in your area- enquire with Head Office.

We recommend a working capital of around £2,500 to assist you with some additional items for the next 6 months. To help you spread the cost of your products there is a monthly direct debit of £100 for your stock.

The monthly License fee is £240 (including VAT) per month, this increases by 7% every year, on the anniversary of your training.

Or your License fee is 10% of your monthly turnover if this is higher than the License fee.



## FUNDING SUPPORT

We work with the British Business Bank, which does not require a deposit, unlike other banks that often need 30 % or 40%. The interest is 6% pa at the time of writing. To find out more, please [click here](#).

## WHAT IS INCLUDED IN YOUR ONGOING LICENSE FEE?

The Franchise licence, to use The Creation Station brand and trademark within your designated territory for a five-year period. This can be renewed at a minimal administrative cost.

## WHAT ARE THE LIKELY RETURNS ON THE INVESTMENT?

The financial return on your investment depends on the number of classes, parties and events you run plus the number of retail sales you make. This depends on how much time and focus you are prepared to invest.

We're happy to discuss your earning requirements and family commitments to help you establish the best opportunity for you. We will work with you to help you focus on the parts of the business that generate quicker returns when you start.

## INCOME

Prices are set by franchise owners and range from £6 - £15 per hour for classes and clubs, £15 for Tiny Treasures and up to £25 for Creative Crafters. Customers can book online in multiple blocks. Events packages vary. Buying products from Creation Station with your franchisee discount, can generate an average of 15-20% profit if you then retail them to your customers. Retail is not an exclusive part of your business.

OUR SERVICES FIT INTO A SIMPLE MARKETING MIX WITH CROSS SELLS TO YOUR OTHER SERVICES SO YOU CAN PLAN YOUR TIME TO SUIT YOUR NEEDS.

**If you delivered three themes a week  
this is what your week could look like:**

	MON	TUE	WED	THU	FRI	SAT	SUN
Morning		Baby Discover	Baby Discover				
Morning		Little Explorer	Little Explorer		Create Club Workshop		Party
Afternoon				Care & Creativity	Care & Creativity	Events	
Afternoon	Create Club After School	Create Club After School	Create Club After School	Create Club After School		Events	
Evening		Creative Crafters					
Approx. hours per week for admin, marketing, prep and delivery:							30



## EXAMPLE

These figures are an example from franchise partners business who have been operating for more than eighteen months. Please note these are for illustrative purpose only and are not guaranteed.

	No Head Per Activity	Cost Per head	Income Per activity	No week/ Month	No Week s	Total Income For all
Baby Discover	8	£6.00	£48.00	1	38	£1,824.00
Little Explorer	8	£6.00	£48.00	2	38	£3,648.00
Family Fun	10	£6.00	£60.00	2	6	£720.00
Tiny Treasures Monthly	8	£15.00	£120.00	2	10	£2,400.00
Tiny Treasures Nurseries	12	£10.00	£120.00	1	12	£1,440.00
Create Club After School	12	£5.00	£60.00	3	38	£6,840.00
Home Education Workshops	8	£6.00	£48.00	2	38	£3,648.00
Holiday Clubs	15	£30.00	£450.00	1	10	£4,500.00
Create Club Workshop	1	£250.00	£250.00	1	4	£1,000.00
Care & Creativity	10	£6.00	£60.00	1	46	£2,760.00
Crafternoons	10	£10.00	£100.00	1	46	£4,600.00
Assisted Living Sessions	10	£6.00	£60.00	1	46	£2,760.00
Creative Crafters	10	£20.00	£200.00	1	12	£2,400.00
HO Party Provider		£135.00	£135.00	1	24	£3,240.00
Events		£200.00	£200.00	1	6	£1,200.00
Retail		£10.00	£10.00	1	38	£380.00
12 months projected income						£43,360.00
Product Costs	20 %	(Between 10% and 30%)				£8,672.00
Venue Hire	7 %					£3,035.20
Staff Costs	5 %					£2,168.00
Gross Profit						£29,484.80
Marketing Costs						800
Accounting, Admin & Office Costs						800
Monthly Licence Fee inc VAT i.e. £180 £240 respectively or 10% of turnover - whichever is higher.						£4,336.00
Total Expenses						£5,936.00
Estimated Annual Profit						£23,548.80

WE HOPE YOU HAVE ENJOYED YOUR DISCOVER EVENT.  
YOU CAN BOOK A FOLLOW-UP 1-2-1 WITH RUTH ON THIS LINK  
PLEASE [CLICK HERE](#)