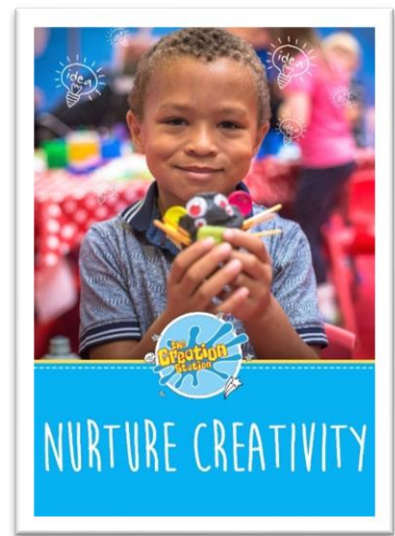


WELCOME TO YOUR DISCOVERY EVENT



OUR CORE VALUES



WHAT PEOPLE SAY



4.9 / 5.0

9125 Customer Reviews on Trustpilot



facebook

Customer Review By Beth S Left On 16 Jan 2024



JADE HELD AN AMAZING

birthday party for my daughter and her friends. She kept them busy and engaged for the whole hour and they all had a great time. Jade was a pleasure to deal with and quickly answered any of my questions. I would recommend her parties to anyone with little ones who love arts, crafts, dancing and fun!

Customer Review By Annette R Left On 11 Jan 2024



✓ VERIFIED REVIEW

CREATION STATION IS A

well organised and friendly association. I have had three sessions now. I am enjoying being part of the team facilitating workshops. The children at the schools we are working with, have really enjoyed the makes and have gone home happy and content. Avne is training me. She is very supportive, great with communication and explains the background, rationale at the schools



Customer Review By A G-B Left On 31 Dec 2023



✓ VERIFIED REVIEW

WE BOOKED JADE FROM

The Creation Station to host a slime party at home for my daughter's birthday. Jade was very professional throughout and kept the children thoroughly entertained. She made it fun with disco lights and music and the children were completely engaged the whole way through. I will be highly



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
START UP COSTS	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.
TRAINING	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.
BRAND	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.
MARKETING	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.
EQUIPMENT	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.
VENUES / LOCAL PARTNERS	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.
SUPPORT	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.
COMPETITION	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



Please scroll to next page for more detail



Support to help you grow your business

ITEM	DESCRIPTION
Online Resources	Online Treasure Trove full of resources, including videos, photos, how tos, best practice, operations manual etc.
Team@ Support Email	Email support system to prioritise your support queries and respond in a timely manner.
BDM	Business Development Manager for your region to support you.
FAC	Franchisee Advisory Council, franchisee volunteers who represent each region. They ahcve conference calls with Head Office and give feedback from their regions.
Regional Calls	As part of a region, you will be invited to a regional call with your BDM and to partake in the discussions,
Support Calls	A support calls every week for your first 8 weeks, 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.
Monthly Masterclass	Once a month we hold a Master class on a certain topic,, previous ones have inlcuded how to use Canva, Google My Business, Create Club and more.
Fortnightly Newsletter	A fortnightly newsletter, with good news, good practice, hints and tips, special offers.
Annual Conference	An annual event for the network, to learn, to inspire and share best practice.
Creation Station Academy	Our online portal for training and on-going learning
Proposal Reviews	Review of any proposals that you may have.
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.
Facebook Franchise Group	Our closed Facebook group just for Creation Station, a wealth of ideas, questions, answers and support.
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.

ADDITIONAL SUPPORT RESOURCES

Session Plans	•For all your Tiny Treasures, Little Explorer, Baby Discover, Create Club, Holiday Clubs, Family Fun, Creative Crafters, Paint & Sip & Care & Creativity plans
National Partnerships & Campaigns	•E.g. Hasbro, Play-Doh, Disney, Lego, Usborne, Guinness World Records, Sony and Crayola to name a few.
Human Resource (HR) Management Support	•Help with scaling and taking on staff. Recruitment, contracts, payroll etc.
Access to Design Sheets and Resources	•Access Treasure Trove our bespoke resource centre for activity sheets and creative resources
PR Templates for Press Releases	•To help promote your business in the local press
Website and Link to Online Booking System	•A dedicated webpage for your business with a state of the art booking platform and financial reporting area
Communciations	•Your own email and social pages, plus a fortnightly Creation Station newsletter sharing wows and updating you with the latest news and plans
Marketing Assets	•Content, ongoing 3 month marketing plan, blogs, images, videos etc. For social sharing on Facebook, Instagram, Tik Tok, Twitter etc.
Treasure Trove	•A wealth of resources and templates for all areas of your business
Creation Station Academy	•On going training and personal development
Support	•We work with you to indentify the goals you want to achieve and you have a your own business development manager to help you achieve these

YOUR CREATION STATION FRANCHISE

Creative Licences	
Inspire Families and Education	Inspire Adults
Tiny Treasures in Nurseries	Creative Crafternoons
Tiny Treasures	Crafternoon Tea
Baby Discover	Assisted Living Sessions
Little Explorer	Care & Creativity
Family Fun	Intergenerational Sessions
After School Clubs	Paint & Sip
Holiday Clubs	Creative Crafters
Saturday Clubs	
Home Education Groups	
School Workshops	
Creative Teens	

Your Creation Station licence includes all existing creative licences as above. The investment is £13,995 inc. vat.

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

We recommend a working capital of around £2,000 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 Licence fee is £240 (including VAT) per month, this increases by 7% every year, on the anniversary of your training. Or your Licence fee is 10% of your monthly turnover if this is higher than the Licence 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 LICENCE 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 both creative licences,
this is what your week could look like:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	Baby Discover	Baby Discover Play			School Workshop		
	Little Explorers	Little Explorers		Tiny Treasures			
Lunch							
Afternoon		Care & Creativity		Home Ed.	Creative Get Together	Party	
	Create Club	Create Club			Create Club		
Evening		Creative Crafters			Paint & Sip		
Approx hours per week for admin, marketing, preparation & delivery 30-35 hours							

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 Per week	No Week s	Total Income For all	Children Total Income	Adults Total Income
Baby Discover	14	£7	£98	1	30	£2,940	£2,940	
Little Explorer	14	£7	£98	1	30	£2,940	£2,940	
Family Fun	20	£7	£140	1	12	£1,680	£1,680	
Tiny Treasures Monthly	14	£15	£210	1	12	£2,520	£2,520	
Tiny Treasures Nurseries	20	£10	£200	1	12	£2,400	£2,400	
Create Club After School	20	£7	£140	3	30	£12,600	£12,600	
Home Education Workshops	8	£10	£80	1	30	£2,400	£2,400	
Holiday Clubs	20	£30	£600	5	6	£18,000	£18,000	
Create Club Workshop	1	£200	£200	1	12	£2,400	£2,400	
Care & Creativity	12	£10	£120	1	46	£5,520		
Paint & Sip	20	£25	£500	2	12	£12,000		£12,000
Creative Get Together	20	£10	£200	2	46	£18,400		£18,400
Creative Crafters	20	£25	£500	1	12	£6,000		£6,000
HO Party Provider		£135.00	£135.00	1	24	£3,240	£3,240	£3,240
Events		£200.00	£200.00	1	8	£1,600	£1,600	£1,600
Retail		£20.00	£20.00	1	30	£600	£600	£600
12 months projected income						£95,240	£53,320	£47,360
Product Costs	20 %	(Between 10% and 30%)				£19,048	£10,664	£9,472
Venue Hire	7 %					£6,286	£3,352	£2,934
Staff Costs	10 %					£9,524	£5,332	£4,736
Gross Profit						£60,382	£33,972	£30,218
Marketing Costs						£800	£500	£500
Accounting, Admin & Office Costs						£800	£500	£500
Monthly Licence Fee inc. VAT i.e. £240 £180 £180 respectively or 10% of turnover - whichever is higher.						£9,524	£5,332	£4,736
Total Expenses						£11,124	£6,332	£5,736
Estimated Annual Profit						£49,258	£27,640	£24,482

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](#)