

# KIDS

COLLECTIVE

OUTSTANDING  
CHILDCARE FOR AGES 3-11

OUT OF SCHOOL CLUBS



FRANCHISE BROCHURE



**KIDS**  
COLLECTIVE

# Welcome to Kids Collective

We are delighted that you are interested in our business and franchise opportunity. We've developed this franchise brochure to give you an insight into how the Kids Collective franchise works, who we are and what we do. After you have read this brochure you should also have a look at our website [www.kids-collective.co.uk](http://www.kids-collective.co.uk) where you can learn more about the service and additional company information. If you like what you read about our exciting business opportunity and are interested to know more then please do get in touch for further information. You'll find us very straight forward and easy to deal with. We're a pair of straight talking business women from the north west of England. We're passionate about our business and we're committed to expanding it through franchising.

We want people to be involved with us who share our passion about the childcare market and who have the ability to deliver the Kids Collective model in the high quality format that we have developed. We're more than happy to spend some time with you to see if this could be the business that's right for you and vice versa. If it is (or could be) we'll continue talking. If not we'll shake hands and wish you well.

We believe that the Kids Collective franchise is a fantastic business to be involved in both from a lifestyle and financial perspective. Childcare is a growing market in the UK and as lifestyles and family dynamics continue to change, parents need support from providers to help cope with this.

Children have a right to be cared for in an environment that is happy and supportive so that they can grow up feeling confident and secure. Young children cannot recognise what is best for themselves and need to be cared for in a way that promotes their best health and safety.

At Kids Collective, these are issues close to our heart and we operate in an ethos of always trying to do the best we can possibly do for the families who entrust their children into our care. We are constantly examining our operation and always improving: it is part of the way we work. We welcome partnership

with parents as a way to meet their family's needs successfully. This close relationship allows parents to be confident in the knowledge that their child is being well cared for outside of school hours.

We started our business in 2001 when we were two working mums struggling to find a homely nursery offering outstanding childcare, nutrition and education for our own children. Between us we have five children so we really do understand the issues facing parents searching for good quality childcare. In 2003 we added out of school care to the business and since then all of our children have attended Kids Collective through their primary school years.

We now manage the organisation with over 200 fabulous colleagues and between us all we are responsible for the care and early year's education for over 1500 children (in our company locations). In 2015 we decided to expand the business through franchising as we recognised that we couldn't grow the business rapidly enough on a company owned basis to keep up with the demand and market opportunity.

We hope that you enjoy reading this brochure and learning more about our business. After reading it carefully if you want to find out more then please take the next step and get in touch.

Very best wishes,

Stephanie Molnar

**DIRECTOR**

Best regards,

Dee McKenzie

**DIRECTOR**

# Our Background

Kids Collective was established in 2003 trading as Kids Collective as a subsidiary of Elmstot day Nursery Ltd which is part of the Elmstot group of day nurseries. In 2017 Kids Collective (Franchise) Ltd was born. Kids Collective provides out-of-school childcare for children between the ages of 3-11 years. Our first clubs, which we run on a company owned basis, operate in areas across the south of Manchester including Altrincham, Bowdon, Hale, Sale and Timperley. In 2017, when we started franchising the Kids Collective model, we were running Breakfast Clubs and After School Clubs at eight schools during school term-time and three Holiday Clubs within schools providing a total of 80 Out of school childcare sessions every week during term time, with over 900 registered children.

Kids Collective is a quality out of school care provider. We provide structured, planned and well managed child care services that complement what the children do in school. We're a professional company and our complete ethos is about offering a great service to our parents and a great experience to their children.

Kids Collective is the market leader in Out of School childcare services in the South Manchester area.



Of the Group's locations, the vast majority have been found 'Outstanding' in every area by Ofsted in unannounced inspections, with the remainder deemed 'Outstanding' in many areas with overall ratings of 'Good'. This is an exceptionally high standard, one of the highest in the country and not matched by any other regional provider. The organisation has won national recognition for their achievements, winning several national educational sector awards for exceptional learning environments, staff development and child nutrition, as well as, Trafford 'Healthy Club Awards', Trafford's Inclusion Awards and finalist in the 2017 Raring2go awards for 'Best Before and After School Activity'.

We chose franchising as the way to expand our business model as we recognise the challenge of maintaining these standards and we need great people to help us do this. We are looking for franchisees who share our views about quality child care services and our passion about the business so that we can provide the Kids Collective service to the same high standards across the UK.



# Our Mission, Aims and Values

## MISSION STATEMENT

Kids Collective aim to provide outstanding, inclusive, out of school childcare for children aged 3 to 11 years old, in a safe, secure and happy environment.

## Aims

### **Kids Collective aims to:**

- Provide children with the time and space in which to imagine, create and explore in a safe and caring environment
- Encourage children to develop friendships and positive relationships
- Promote healthy eating and encourage children to make healthy lifestyle choices

### **Kids Collective are committed to meeting the needs of parents by:**

- Offering excellent childcare, giving them the confidence and reassurance that their child is well cared for
- Listening and responding to their views
- Keeping them informed via regular E-Bulletins, newsletters and social media posts
- Welcoming parental involvement in their child's club

### **Kids Collective are committed to providing:**

- An broad programme of activities for all ages and a wide variety of equipment
- Freshly prepared, nutritious and wholesome food daily
- A qualified and well trained staff team that support the children's development and well-being paediatric

## Values

- **A nurturing experience** - Each child is supported and valued; we respect differences, encouraging and enabling each unique child to reach their full potential in a welcoming and happy environment
- **Exceptional quality** - Our award-winning reflective practice is delivered by knowledgeable and experienced playworkers. Continual investment, quality assurance and development, along with parents, schools and the community, ensure we give each child a strong foundation
- **Protecting well-being** - We promote a healthy lifestyle in a safe, secure environment. We teach children the skills they need to choose well for themselves, to regulate their own behaviour and to assess risk
- **An inspirational approach** - Our progressive, dynamic team are committed to offering children stimulating learning opportunities, which engage each individual child



We aim to provide the best quality Out of School care in a caring, healthy and safe environment. We do this partly by providing the best choice of out-of-school activities available. Our clubs offer diverse opportunities for relaxing and having fun, both inside and outdoors. The children attending Kids Collective are active in directing their Club and we support their involvement which gives them a sense of ownership and belonging.

We support children's ongoing learning by incorporating workshops that supplement the school curriculum and supervising homework. We offer children fresh wholesome food daily. Our Clubs are well maintained and organised to help a child feel at home. We are always investing in new equipment to ensure we are well-resourced. Kids Collective has a strong equal opportunities and inclusion policy offering freedom from discrimination for all children whatever their age, gender, ethnicity, impairment, attainment and background. **Every child matters - whatever their needs.**

The Kids Collective team are well trained, experienced and caring. We never forget the scale of our responsibility to the children, parents and staff who form our small communities. We are committed to the children in our care and we never forget why we look after children: **because we enjoy it!**

## Our Services

We have developed our services to cater for the needs of children between the ages of 3-11 years old. We are responsible for their care and development whilst they are with us and we offer a service that is safe, enjoyable, healthy and caring and meets the expectations of the children and the parents.

We base our business model around 3 distinctive services:

- Breakfast Clubs
- After School Clubs
- Holiday Clubs

We tailor the services locally to meet the needs of the school, the parents and the children. Some schools only want us to provide After School Care whilst others want us to provide all three services. Our experience is that by taking this tailored approach all of our services are in strong demand by local parents who have busy working lives and need supplementary childcare for younger children and for those of a school age

# Physical Development

This is a specific area of learning within the Early Years Foundation Stage and consequently is a major focus for our curriculum planning. At Kids Collective, we ensure there are plenty of indoor and outdoor activities planned, offering lots of opportunities for physical development: in fact, physical play is one of the main areas we plan for, as part of our daily planning for each session. Kids Collective works closely with the Childcare Development Team to ensure that our Clubs deliver best practice. We also work in partnership with the school and other community agencies to support children with special educational needs.



# Quality

The focus of our organisation is always the children we care for. We acknowledge the trust parents place in us and we care for children in our settings as if they were our own. Working in partnership with our parents we aim to provide the best service for Out-of-School activities, care and nutrition. Parent's views are encouraged and formally sought via regular Quality Surveys and news e-bulletins. Each club has a Suggestion Box where children can post their suggestions at any time. At all Clubs, the children run their own Kids Collective Council, supported by the team.



# Food Glorious Food

Kids Collective were the first out-of-school settings in Trafford to receive the 'Healthy Club' Award. These Awards are based on the national Healthy School's Award. All of our Clubs hold this award which is reassessed annually.

## Food Hygiene Rating

All Clubs have achieved the highest Level 5 rating in routine unannounced inspections.

## Nutritious and Educational Menus

Our menus run over a 7 week cycle which allows tremendous variety, and are regularly reviewed by a qualified dietician. We have a strict food purchasing policy, ensuring we meet FSA guidelines, reducing salt, saturated fat and sugar levels in the ingredients we use, and utilising wholemeal/higher fibre alternatives. All individual dietary requirements can be met.



# Awards

It's nice when people outside of the business recognise what we do and we have achieved many business and childcare awards for our Kids Collective services.



## OFSTED Outstanding

Five of Kids Collective's Clubs have been found Outstanding in EVERY area (the rest found 'Good with areas of Outstanding practice) recognising these as amongst the best settings in England - this standard is achieved by fewer than 9% of schools, out-of-school settings and private nurseries nationwide.



## Marks for Health & Hygiene

All settings have all achieved the highest '5' Food Hygiene grading by Trafford Environmental Health and were the first in Trafford to achieve the high standard of nutrition and physical well-being required for the Trafford 'Healthy Club' Award.

## Equal Opportunities Award

All Clubs are registered for the Trafford Inclusion Stamp, recognising our commitment to providing an inclusive practice within our settings.

## Best After School & Holiday Club Provision

Kids Collective were Finalists in the 2017 Raring2go Awards for 'Best After School & Holiday Club'.

## National Awards: amongst the best nationwide

2014: Elmscot Group named Trafford's Business of the Year 2014 (>50 employees)





# But this is really why we do what we do...

## Mrs L @ Bollin

Thanks for all your hard work at Kids Collective @ Bollin. Baxter is always very happy at After School Club and often he is reluctant to leave until he has finished his activities! The staff are always friendly and actively involved in the children's fun.

## Mrs R @ Cloverlea

All the staff at Kids Collective Cloverlea are really friendly and approachable, William is very settled at Kids Collective to the point he doesn't want to come home. My daughter is looking forward to joining in September and I am sure the staff will be just as kind and supportive to her as they have been with William.

## Mrs Milton - EYFS Manager @ Navigation Primary School

Just wanted to say thank you for the records sent to us by yourselves regarding children from your setting who have recently started in the nursery and reception classes at our school. They have been really useful to us in planning the first few weeks.

## Mrs R @ Worthington

Kids Collective Breakfast and After School Club offer a fantastic service with great facilities. The staff are always friendly and approachable. My children love going and complain when I pick them up too early!

## Mrs S @ Heyes Lane

Kids Collective achieves a great balance between creating a supportive and safe environment for Olivia, whilst enabling a great fun, learning and active environment which the team children love. This is made possible by a great Kids Collective team who are enthusiastic, caring and trustworthy. I'm really, really happy with the service Kids Collective provides.



## The Kids Collective Franchise System

We have developed a business model that is proven to be very successful. It's been tried and tested for over 12 years and has all the core ingredients for a good franchise system.

When we started thinking about franchising to expand our business outside of our original area of South Manchester we didn't know a lot about franchising so we took professional advice to ensure that our business model was suitable for expansion via franchising from The Franchise Company [www.franchisecompany.co.uk](http://www.franchisecompany.co.uk) who are franchise consultants affiliated to the British Franchise Association <https://www.thebfa.org/> to ensure that our franchise model is robust, well developed and fit for purpose. Finally we appointed John Pratt - Partner at Hamilton Pratt, a British Franchise Association affiliate lawyer to draft out franchise agreement in line with the BFA's code of ethical practise.



### Our Secret Ingredients

In our business the secret to success is simple – provide a great service that's better than the service provided by anyone else in the local area at a realistic price!! If you do this then parents will want to use your services, children will enjoy coming and your business will be successful. The income and profit that your business makes are the measures of that success but it's all about the quality of the service provided. If you get the service right then the rest will follow.

In the early stages of the business your time and business focus must be spent on getting the business mix right. Working with parents and schools to provide your business as a better alternative to existing competitors. Don't worry, we have experience of this, and will be there all the way to offer help and advice.

As your business grows you will need to take on additional staff who share your passion and ability to provide a great service. More staff simply means you have more customers! Again we will provide support with the recruitment and training of new members of staff and help you grow your business.

### Our Customers Keep Coming Back!

One of the fabulous things about our business model is that we recruit all of our customers via the school and once on board they use us for the duration of their child's school life and if they have any younger children, we get them too.

### Supporting our Franchisees

We are totally committed to building and maintaining a highly professional and successful network of franchisees. Our Franchisees are fundamentally important to our long term business strategy. That's why as a Kids Collective franchisee, you can be assured that we will dedicate ourselves to the task of working with you to make a success of your business.

We are 100% dedicated to our business, and if you come on-board we expect you to be too. Ultimately this will be your business and you must take an active role within your Kids Collective business locally and be responsible for its success. You will only succeed if you share our passion for this business and give it the commitment that it needs and if you enjoy doing so.




## The Kids Collective Franchise Package

The first twelve months of any businesses development are crucial and our comprehensive franchise support means that we will be holding your hand every step of the way. We do this by the provision of a bespoke package of pre-start and post start service that are designed to give our new franchisees the best possible start in their business.

A full breakdown of the franchise package and start-up costs is available at the end of this brochure. The Kids Collective franchise package contains all of the pre-start up support, training, help and post start initial support that you will need to get your business launched successfully including:

- A comprehensive support package to help you into business (identifying the location, negotiating terms etc.)
- Assistance with producing a business plan and raising finance (if required)
- Five days initial induction training for you and your initial members of staff
- Ten days Post Opening onsite support to help you get the business launched
- Marketing materials
- Development and implementation of a launch marketing plan
- Local web presence within our company website
- Dedicated exclusive business telephone line
- Exclusive rights to use the Kids Collective name and trademarks within the franchise territory
- Copy of our comprehensive franchise operations manual
- A fixed term franchise agreement (developed by a BFA affiliate solicitor) with the right to renew at the end of the term


### Business Planning and Financial Forecasts



As part of the recruitment process we will help you to develop a business plan to reflect how the business will operate in your chosen location. This can also be used as an aid to raise finance (if required). To help you with this we have developed detailed financial models based upon our own experience of running a Kids Collective operation and we will happily share these with you at the appropriate time to enable you to understand the financial structure and potential in the business.

Financial Support may be provided via the franchise units of major clearing banks. This is subject to status and the business plan.

### Franchise Locations



Kids Collective franchises are linked to the location from which the individual Out of School club will operate and this is normally one of your local schools. This is a very important factor contributing to the success of your business and will be discussed at an appropriate stage. If you want to grow your business you can do so by adding on additional franchise locations and employing staff at each location.

## Ongoing Development and Support

We don't just get you up and running and then leave you to it. Our success is dependent upon your success on an ongoing basis and so we will be there to continue to provide you with help and support including:

- Annual business review and revision of the business plan
- Ongoing service development to ensure that our clubs always remain in line with current trends, practices and childcare legislation and best practices such as daily activities planning support and Ofsted preparation
- Ongoing marketing advice to maximise the return and minimise the cost
- Website development and maintenance for both the central site and your local mini sites
- Social media management and support (Facebook, Twitter etc.)
- Problem solving as required
- Opportunities to network with other franchisees at franchisee meetings, conferences, online webinars and chat room

Our success has been built on taking care of all the details, and it's something that we will share with each of our Franchisees.

### Attracting new Customers

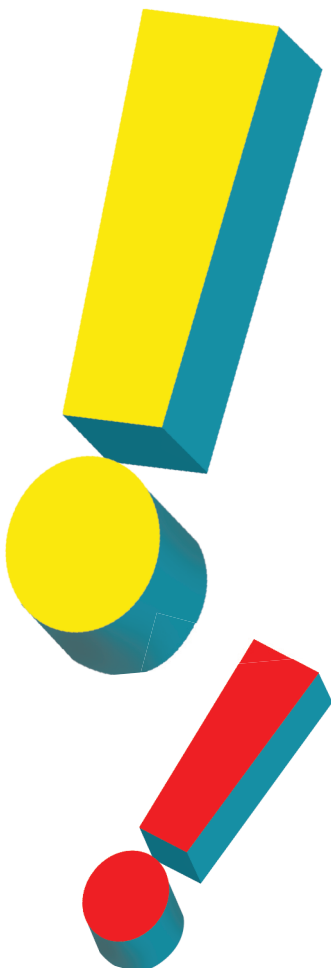
Our clubs are all based in schools and this means you have a readymade market into which we can promote the business. We have a proven and cost-effective promotional system which attracts customers when a new Kids Collective opens.

### Ongoing Management Fees

Our income is derived from the income generated by our franchisees in their local businesses and is calculated as a percentage of gross sales (net of VAT). So it is in our interest to support our franchisees to grow and develop their local businesses. The income generated from these management fees enables us to employ an experienced management support team.

### Financial Potential to the Franchisee

A Kids Collective franchise has the potential to produce a very attractive level of personal income and financial return on investment for our franchisees if the business is run correctly within the franchise area. Further detailed financial information is available in the financial insert attached to this brochure. This is intended as a guide only at this stage and more detailed financial information will be shared with you at the appropriate time.



## Could you be a successful Kids Collective Franchisee?

We are dedicated to providing a high quality child care service to local children. In order to succeed, you must share our passion for this and have the organisational and communication skills to implement our model at the local level. Remember that our service is critical to our children and their families. Children only grow up once and Kids Collective plays an important part in their development to enable them to grow into fulfilled and well-rounded individuals.

All of our franchisees and their employees must be child centred individuals who have passion for children and their welfare. We require that either the franchisee or a key member of staff hold a level 3 qualification in childcare or playwork. If as a potential franchisee you do not hold that qualification, you can employ a key worker that does and if you choose to do so, you can gain this qualification as you run the business.

You must go through a Criminal Record Check at Enhanced Disclosure level (DBS check) with the resulting report being clean of any and all criminal convictions and/or police warnings and a good credit rating. You also need to have excellent communication skills, be organised, self-motivated and have a determination to succeed.

You will be responsible for the day to day running of the business. This will involve planning the rotas and daily activities for the club, staff management, dealing with parents and children, financial management and generally following the franchise system. As anyone in business knows, one of the other secrets to business success is the ability to be resilient and solve any problems that are encountered as they arise. There is also an accounts and administration role which you will need to deal with effectively to ensure that the business is run smoothly and as part of this you will need to be computer literate and comfortable with basic software packages such as Word and Excel.

So there may be more involved than you originally thought in running a Kids Collective franchise but rest assured we have developed a business model that works with systems and procedures for all areas and we will train and support you in every activity until you are comfortable and confident in doing what is required to make the business a success.



# Kids Collective Franchise Income & Earnings Potential

## What can I earn?

This very much depends on your commitment but our experience is that after the first year a Kids Collective Franchisee working a 25 hour week, with an average occupancy level of 14 children at Breakfast Club and 21 at After School Club, (5 hours per day over 5 days) and 38 weeks a year, can turnover £59,850 and generate a net trading profit before taxes and interest of £26,961.

The figures in later years will depend upon whether you continue with the role of the Club Leader, actively working in the business to provide the wraparound care, or move into a management role bringing more people into the business to work with you to deliver the services.

Note: These figures are intended as a guide only. They are not designed to be a guarantee of income or profit and should not be taken as this. We have prepared a detailed financial model that we will share with you during a meeting with the detail supporting the above figures. Franchisee figures will vary subject to their local market conditions.

Kids Collective (Franchise) Ltd will not accept any liability in relation to any variation from these figures for an individual franchisee. You are advised to take professional advice from a solicitor and an accountant prior to entering into any franchise relationship and a list of appropriate advisors can be found at the British Franchise Association website [www.bfa.org.uk](http://www.bfa.org.uk)



Franchise Package Fee . . . . . **£7,000**

### ADDITIONAL COSTS

Vehicle signage . . . . . **£250**

Office Equipment (Incl. Computer and High Quality printer) . . . . **£700**

Training expenses (Travel & Accommodation) . . . . . **£500**

Legal advice re Franchise Agreement (Recommended) . . . . . **£500**

Play Equipment start-up package . . . . . **£5000**

### Notes:

The franchise package fee of £7,000 is a reduced fee for a limited number of franchisees only (who will be part of the initial development stage of the franchise expansion) after this stage the franchise cost will increase to £13,250.

## In Summary

There are other companies and organisation in the market offering a range of afterschool clubs and breakfast clubs. However, we believe we are offering a 'Gold Standard' which is reinforced by the ratings that we receive from Ofsted. As a result, our clubs are popular with children and their parents and provide a happy, safe and healthy environment where children can flourish in our care.

Specifically our success is based upon the following key features:

- High quality service that is child focused
- Catering to the needs of both parents and children
- We offer great value for money
- Repeat Business - a large part of the business comes from siblings and word of mouth referrals
- The business format is highly systemised to ensure that it can be replicated at the same high standards
- Franchisees and staff receive intensive training and ongoing support
- The business model has been developed to be suited to an owner operator and all of our franchisees are expected to take an active involvement in the business but you can develop the business to a multi-site operation if you decide to pursue this route
- Low cost of entry - The entry costs i.e. the franchise fee and other start-up costs are low
- High earning potential and a great return on investment



# The Next Step

We are delighted that you have made the decision to take control of your future and are considering the Kids Collective Franchise.

However a brochure can only provide limited information and if you like what you have read so far and believe that you have what it takes to succeed in our business then we'd like to hear from you. You can either email us or telephone for an initial discussion or complete and return our franchise Questionnaire, which can be found on our website at [www.kids-collective.co.uk./franchise](http://www.kids-collective.co.uk./franchise).

Once we receive your questionnaire we will review the information provided and contact you for an initial discussion to answer any questions that you may have and find out a little bit more about you before inviting you to a meeting to see one of our clubs in operation. If you have anything that you would like to discuss do not hesitate to contact us by telephone or e-mail.

Please be aware that we are selective about who we take on as a franchisee and therefore completing the franchise questionnaire does not obligate you or us in any way. Our objective is to work with you to enable you to find out more about this business opportunity and provide you with all of the information that you need to find out if this is the right business for you and vice versa.

We look forward to hearing from you.

Stephanie Molnar  
DIRECTOR

Dee McKenzie  
DIRECTOR







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