

# KIDS<sup>®</sup>

COLLECTIVE

## FRANCHISE BROCHURE





**KIDS**<sup>®</sup>  
COLLECTIVE

# Welcome to Kids Collective®

**Kids Collective, established in 2003, provides Breakfast and After School Clubs during term time and Holiday Clubs for children aged 3-11 years.**

Kids Collective, part of the Elmscot Group of Nurseries, was initially set-up by two working mums, Stephanie Molnar and Dee McKenzie. Steph and Dee first started their nursery business in 2001, when they opened up their first private day nursery in Timperley, Cheshire, as they were struggling to find a homely nursery that offered outstanding childcare and education for their own children. As their children started primary school in 2003, they found that there was a gap in the market for out-of-school provision and as a natural progression from the nurseries, decided to set up a breakfast and after school club at a local primary school. This later became Kids Collective and 14 years later, we now operate 8 company owned breakfast and after school clubs and 3 holiday clubs with over 900 registered children across the South Manchester and Cheshire region.

In 2016, the franchise model was developed in partnership with 'The Franchise Company', a specialist franchise consultancy and the Kids Collective franchise business was launched in 2017.

Our team have progressively developed the practices, processes and organisation over the years, to allow for people with an equal passion for childcare to run a successful, profitable business by doing something they love that fits around their family life.



# What we do



## Quality

Kids Collective is a quality out of school provider, delivering imaginative, creative, exciting and well-managed child care services within primary schools. Our ethos is about offering an excellent service to our parents and a fun experience to their children.

We aim to provide outstanding, inclusive, out of school childcare in a safe, secure and happy environment. We do this by providing the best choice of out of school activities and opportunities for relaxing and having fun, both inside and outdoors.

## Activities

The clubs have a variety of activity areas for the children to enjoy, including: Construction, dressing-up, arts & crafts, puzzles/games, quiet area/book corner, ICT (comprising of ipads, laptops and game console) and a junior area for children in years 3-6. The children attending Kids Collective are active in directing their Club, with our KC Council and we support their involvement which gives them a sense of ownership and belonging.

## Nutritional and Educational Menu

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.

All our clubs have achieved the highest Level 5 food hygiene rating in unannounced Environmental Health inspections.



# 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

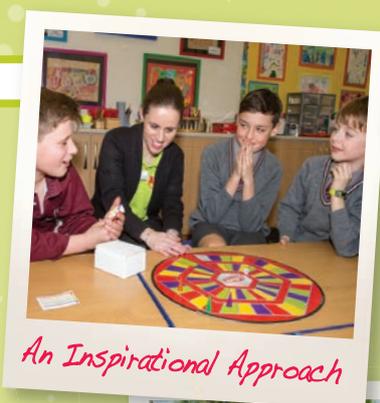
Kids Collective are committed to meeting the needs of parents by:

- 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

## Our Core Values



# Recognition of our outstanding practice



## ✓ OFSTED Outstanding

The majority of our clubs have been graded 'Outstanding' with Ofsted, with the remainder graded 'Good' overall

## ✓ Marks for Health & Hygiene

Kids Collective clubs 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 our clubs have been awarded the Trafford Inclusion Stamp, recognising our commitment to providing an inclusive practice within our settings

## ✓ Best After School & Holiday Club Provision

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

## ✓ Highly Commended in the Mum and Working Awards 2018

'Best Supporting Service to Flexible Working'

## ✓ National Awards: amongst the best nationwide

2014: Elmscot Group named Trafford's Business of the Year 2014

## ✓ Founding Members of the Playwork Foundation



# Professional with a credible and recognised ethical business model



"Working with children makes me smile each day. Each day is different and you never quite know what may come your way but we are prepared with the training and opportunities that the company has given us. Most of all the fantastic team you work with and the brilliant support you have from head office. I've worked for the Kids Collective for 15 years and I still love it as much today as the day I first started."

**Donna, Club Leader**



"I love being able to exercise my own imagination into creating an exciting environment for the children to play in and have brand new learning opportunities. Seeing the children enjoy these environments is so rewarding, and being able to play alongside them is an honour. It's exciting to watch the children grow throughout their time with us."

**Catherine, Club Leader**

Kids Collective are members of the British Franchise Association (BFA) which means that our business model has been through a rigorous accreditation process and has been recognised for its compliance with quality standards and ethics in franchising.

We are extremely passionate about what we do and we are very proud to have such a great team delivering inspirational and exceptional quality childcare.

## Here's what some of our team have to say...



"I love my job! I enjoy planning activities for the children and coming up with new ideas. I love watching the children progress through the years they spend with us from nursery right through to year 6. We have lots of fun with lots of laughter."

**Carol, Club Leader**



# 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 14 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. They ensured 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.

As your business grows you will need to take on additional staff who share your passion and ability to provide a great service. Again we will provide advice and 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 as their siblings begin school, they'll come along 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.



# 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 services that are designed to give our new franchisees the best possible start in their business.

The Kids Collective franchise package contains all of the support, guidance, training and materials 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 with your host school(s) 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
- Marketing materials
- Development and implementation of a launch marketing plan
- Local web presence within our company website
- Exclusive business telephone line
- Exclusive rights to use the Kids Collective name and trademarks within the franchise territory
- A 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.

## Franchise Territories

A Kids Collective territory is made up of a minimum of 1,050 pupils, which is approximately 5 single form entry schools.

If you want to continue to grow your business you can do so by purchasing additional franchise territories, which are available at a discounted rate for existing franchisees.



# 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 practise such as daily activity 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 exclusive webpage
- Social media support
- Opportunities to network with other franchisees at franchisee meeting, conferences & training

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



## Attracting new Customers

Our clubs are all based within the school premises 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 club 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. So it is in our interest to support our franchisees to grow and develop their local businesses.



# Kids Collective franchise income and 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 £60,375 and generate a net trading profit before taxes and interest of £27,486

The figures in later years will depend upon whether you continue with the role of the Club Leader, actively working in the business or whether you 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

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

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

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

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

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.

## Could you be a successful Kids Collective Franchise owner?

Are you:

- Passionate about childcare
- A 'people person'
- Professional with good organisation & interpersonal skills
- Computer literate
- A hard worker
- Qualified in childcare or playwork or willingness to work towards

If this sounds like you and you would like to build a successful business doing something that you love, that fits around your family, call us now on **0161 980 0003** (option 5) for a 'Discovery chat'.

### Discovery chats

This is an informal chat over the phone where we find out a bit more about you and what attracted you to Kids Collective, as well as an opportunity for you to ask questions and find out whether a Kids Collective franchise is right for you. If at this stage we feel that this franchise wouldn't be right for you, we would be honest so we don't waste your valuable time.

However, if both parties are happy and we feel that you would complement our business by becoming one of our franchisees, we will progress to the next stage.

# The next step

1. **Discovery Chat** - Informal chat to ascertain whether this type of franchise is right for you.
2. Complete and return our **'Kids Collective Franchisee Questionnaire'**
3. **Invitation to visit our clubs** - get to see first-hand how our out-of-school clubs operate with the opportunity to chat with existing Club Leaders.
4. **Meet the owners of Kids Collective** - during this meeting we'll discuss the options of available franchise territories and share the businesses financial projections with you.
5. **Formal offer** - If we both agree that you would be a good fit to join our Kids Collective family, we decide on your exclusive territory and draw-up your franchise agreement. At this point we request that you pay a 20% deposit of the franchise fee.
6. **Welcome to the family!** - Once you are happy with everything, the franchise agreement is signed along with the remainder of the franchise fee.



## Get in touch



If the idea of running your own Kids Collective® franchise excites you, simply give us call.

Call **0161 980 0003 (option 5)** to have a chat with Kirsty, our Franchise Development Manager or email **[myfranchise@kids-collective.co.uk](mailto:myfranchise@kids-collective.co.uk)**

**We look forward to hearing from you!**





 **0161 980 0003**

 [Myfranchise@kids-collective.co.uk](mailto:Myfranchise@kids-collective.co.uk)

 Kids\_Collective

 @kids\_collective

 @kids\_collective

[www.kids-collective.co.uk/franchise](http://www.kids-collective.co.uk/franchise)