



  
**Laughter Tots**  
Where imagination brings smiles...



## *The Laughter Tots Story*

Laughter Tots was founded in 2015 by Heather Bennett and Jayne King, two mums with a passion for creating positive, inspiring and imaginative play, exploration and craft.

Heather and Jayne were both looking for a more family friendly career after having their children. The new mums attended baby classes themselves and found that one whole hour of the same discipline was far too much for them and their babies. With so many different classes available they also found it difficult to decide which classes to attend.

After liaising with childcare and educational professionals they created a class which combines 3 of the most popular, enjoyable and beneficial activities: Craft, Sensory and Messy Play. Laughter Tots was born!!

Heather and Jayne spent a lot of time talking to parents to find out what they were looking for in a class and what they liked and disliked in existing baby groups. Using this feedback, in addition to their own experiences, they developed the Laughter Tots classes and are confident that they have created a niche baby group that parents seek.

*“We set out to create not only our dream baby class but also our dream jobs and now we firmly believe we have the best job in the world!” – Heather Bennett*



## *What do we do at Laughter Tots?*

Laughter Tots' fun filled classes take babies and parents on a journey of discovery, using guided and imaginative play. The baby classes, run by the friendly and motivated Laughter Tots family, are relaxed and fun. With new and exciting themes each week, no two weeks are ever the same.

Class themes include; Under the Sea, into Space, down the Rabbit Hole and Beyond. All of the Laughter Tots classes have been created with the guidance of education and childcare professionals and contain a Craft, Sensory and Messy Play element. This allows babies to explore media and materials as part of their exploration of the world around them.

All classes have been planned alongside the 7 areas of the EYFS (Early Years Foundation Stage)

1. Communication and Language
2. Physical Development
3. Personal, Social and Emotional Development
4. Literacy
5. Mathematics
6. Understanding the World
7. Expressive Arts and Design

Classes also support physical and cognitive development. According to the EYFS "By the end of their foundation years, children should be; ready for school, healthy, sociable, curious, happy, active and able to make the most of the opportunities available to them". Babies learn through play and start to develop these skills from birth. Laughter Tots classes encourage babies to learn and develop through play by providing fun and exciting opportunities.

*"At Laughter Tots our aim is to put a smile on everyone's face, adult and baby alike, having fun while learning, communicating and making new memories" – Jayne King*

***Did you know that a baby's first social smile appears between 4 and 6 weeks old?***



## *What makes Laughter Tots unique?*

Unlike other baby classes, Laughter Tots classes offer 3 of the most popular, enjoyable and beneficial baby activities within the same class.

“Children learn and develop well in enabling environments” – EYFS

Tried and tested; Laughter Tots have gained an excellent reputation for being a high-quality brand which is evident in the popularity of the classes.

Our Directors know first-hand the importance of getting it right and are always researching and expanding class ideas and themes, talking to parents and auditing feedback from all involved. With multiple income revenues, a Laughter Tots franchise will provide a realistic income, work life balance and a fun, rewarding working environment that can be expanded through multiple classes and extra services.

Heather and Jayne will provide you with full support.

*“As a family business your new business will be part of our family, you won’t just be a number, for us our business is personal” – Heather Bennett and Jayne King*

Truly family friendly hours, it is entirely possible to achieve above OTE (on target earnings) whilst being available to drop off and collect your child from school and be at home during school holidays.





## *Business Growth*

The Laughter Tots team have seen their classes become more and more popular with sessions selling out fast and waiting lists getting longer.

Mums are generally on maternity leave, when attending classes. So, business comes with a constant and consistent supply of customers, with parents often booking multiple terms.

Laughter Tots first franchisee initially advertised 3 classes, which were immediately booked up and a very healthy waiting list soon built. Since then, the business has continued to grow with additional franchisees joining and lots more classes added, most of which are not only fully booked but continue to have waiting lists operating.

With their friendly, positive reputation as a quality brand, Laughter Tots are now looking for likeminded franchisees to become part of the Laughter Tots family to help with the high demand for more classes.

## *The Market*

With around 700,000 babies being born in the UK each year there is a wide constant target audience with a need for baby activity classes across the country.

Today, there is a lot more understanding around child development and how to promote it, therefore the market for baby activity classes is growing. Spending on their children is usually the last area people cut back on.

Parents want the best for their babies and want to enjoy every second of their baby's early life. Enrolling onto a baby class can be an important part of the mother and baby journey.

With postnatal depression on the rise, now effecting more than 1 in 10 women within the first year of giving birth, it is more important than ever for these mothers to get out of the house and socialise with their baby and other new parents. From feedback we've received, we know our classes have helped Mums feel less isolated and realise that they are not alone.

Demand for this sort of class has rocketed since the pandemic and there is now a greater understanding of their importance not just for baby development but also for maternal mental health.

*Did you know a baby is born in the world every 3 seconds?*





## *What the grown-ups say!*

Charlotte and baby Noah – If any new mums are looking for a class to join with their little one I can't recommend Laughter Tots enough. My son started when he was 8 weeks old and he still absolutely loves it now at 13 months! We do Craft, Messy Play and Sensory every week... it's brilliant.

By far the best class I've ever done with my kiddies!

Alyx and baby Holly – Both my little girl and myself love this session, hands down it's the best one we do! The themes are great and the class leader is fantastic. She's not only knowledgeable but incredibly friendly and welcoming. It's a great chance to meet other mums and to do activities I can't do easily at home (sensory & lights). The relaxed atmosphere put me at ease from the start and allowed me to go with my Little Girl's needs (feeding, tiredness etc). Love the fact that each week we have something to take home with us too. I would really recommend this to everyone no matter how old. My daughter was just 4 months when we started the term and she loves it!



## Franchise Package

Initial franchise fee – £6,000 / Management Service Fee (MSF) – 4.75% of on target turnover

A Laughter Tots franchise package provides you with all you need to operate and grow a lucrative, successful business. Once your initial training is complete you can start your classes straight away. To maximise income revenue, specialist “Bolt On” services are available to purchase after 18 months of trading, ensuring this already profitable business is ready to expand.

Details of this can be found in our Financial Information Memorandum (FIM).

### Package Includes:

- Initial start-up pack of equipment (containing all you need to run your classes) worth over £800
- Operations manual
- 40 weeks' worth of detailed class plans including ready to print craft templates and craft examples
- 3 detailed event free taster plans (1 per term) including ready to print craft templates and craft examples
- Rights to trade under company name using logo and branding
- Advertising space on company website with online booking system
- Large exclusive territory
- Territory specific Facebook and Instagram page
- Territory specific email address
- Thorough training, covering - Running classes, marketing, accounting, recruitment and managing employees
- Company policies and procedures
- An initial supply of promotional materials; posters, flyers, banners etc
- Branded uniform T-shirts
- Ongoing support for the life of your Franchise Agreement



## *Ideal candidate to join the Laughter Tots family?*

Laughter Tots are looking for friendly, happy, outgoing go-getters who are motivated to succeed and are excited to run engaging classes as well as build and grow their own business.

An ideal candidate for a Laughter Tots franchise will have the following qualities;

- Lots of enthusiasm
- Good health and lots of energy
- Confidence
- Friendly
- Confident to be self-employed and to potentially manage a team of employees
- Good administration skills
- Likes a challenge
- Passionate about working with children
- Ambitious
- Have a desire to run your own business
- Have a clear DBS check

As a class leader you will need to be energetic and lively yet also have the ability to remain calm and think on your feet to adapt classes when needed to suit individual personalities and cope occasionally with unexpected events which can arise when working with so many babies.

*Did you know babies seek contact and enjoy the company of others from birth?*

## Earning Potential

Your Laughter Tots Business is entirely flexible, to fit in with your family, and as such can be operated on either a Full Time or Part Time basis. Classes operate during school term time only, meaning that you can enjoy school holidays with your own family. Earnings will vary depending on how many classes you have running in your area. "On target" is classed as 6 classes per week for Part Time and 10 classes per week for Full Time. A fixed monthly MSF payment is made each month to the Franchisor. This payment is calculated as 4.75% of turnover generated on "on target profit" but is capped at 4.75% of 6 classes. This means that if Franchisees choose to operate on a Full Time basis and run more than 6 classes per week, they do not pay any MSF on any income generated above the 6 classes. (This also applies with any "Bolt On" businesses, should Franchisees choose to purchase them... as targets are NOT increased when "Bolt On" services are purchased). Calculating MSF in this way both allows Franchisees to remain Part Time if they choose, whilst also offering a financial incentive to those who want to operate their business Full Time.

PART TIME ILLUSTRATIONS				
	Year 1	Year 2	Year 3 (& established)	
Net Profit				
Turnover	£10,240.00	£20,480.00	£30,720.00	
Expenses	£5,173.96	£8,700.92	£12,613.88	
MSF @ 4.75%	£486.40	£972.80	£1,459.20	
Profit	£4,579.64	£10,806.28	£16,646.92	

The figures above are based on running classes for 40 weeks of the year with class sizes of 16. These figures are for the purpose of illustration only and will have small variables such as room hire charges etc. These variables will be covered and explained in the Financial Information Memorandum. Established "on target figures" mean consistently running 6 classes per week, during "term time".

\*\*\* Figures are based on running 2 classes per week in Year 1, 4 classes per week in Year 2 and 6 classes per week in Year 3. Increased earnings can be reached more quickly by running more classes earlier and reaching 6 classes per week before Year 3. \*\*\*

FULL TIME ILLUSTRATIONS

	Year 1	Year 2	Year 3	Established
Net Profit				
Turnover	£15,104.00	£30,464.00	£45,824.00	£51,200.00
Expenses	£6,632.60	£11,879.04	£18,516.48	£21,095.80
MSF @ 4.75%	£486.40	£972.80	£1459.20	£1459.20
Profit	£7,985.00	£17,612.16	£25,848.32	£28,645.00

The figures above are based on running classes for 40 weeks of the year with class sizes of 16. These figures are for the purpose of illustration only and will have small variables such as room hire charges etc. These variables will be covered and explained in the Financial Information Memorandum. Established figures mean consistently running 10 classes per week, during “term time”.

\*\*\* Figures are based on gradually increasing classes from 2 in the first term to achieving 10 by the end of year 3. “Established” earnings can be reached more quickly by running more classes earlier and reaching 10 classes per week before the end of Year 3. \*\*\*





## *What Our Franchisees say!*

“I started looking at various baby/children’s franchises before I came across Laughter Tots. Laughter Tots caught my eye as it seemed the perfect balance for a successful baby class. As a Mum of three I wanted to find a career which worked around my children but also something I loved and that had lots of potential for the future.

Heather and Jayne could not have been more friendly and supportive every step of the way. I have been able to build up my business at my own pace but also feel I have had Heather and Jayne there helping and guiding me in the right direction from day one. The training I have received has been fantastic.

The classes are so rewarding to run as each class feels unique. I am so happy I took the plunge and joined the Laughter Tots family. I’ve not looked back since and I am so excited for the future.”

– Abby Sheard (Owner of Laughter Tots South Cheshire and Wrexham)

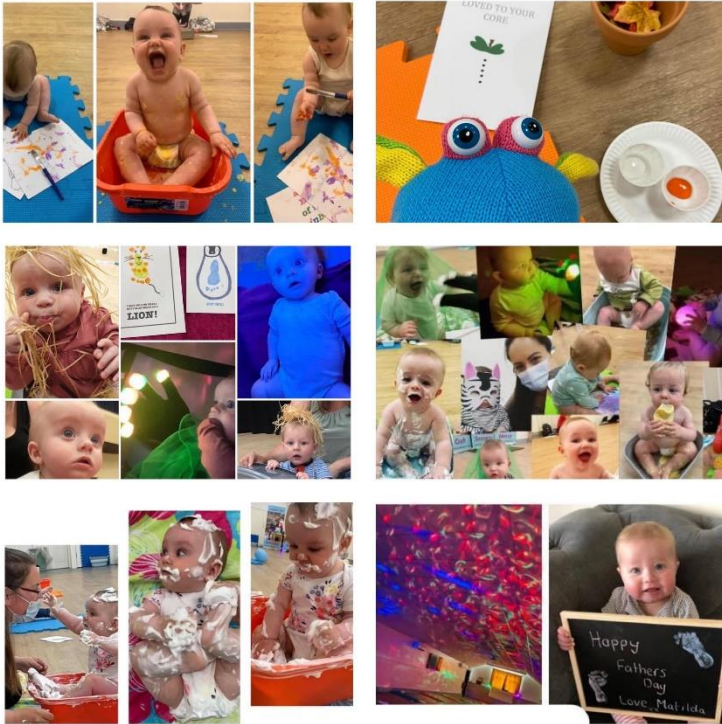
“Myself and my daughter joined Laughter Tots for the Spring Term and we loved every minute. Seeing how much my daughter and others enjoyed the classes; I just knew I had to be a part of it. Laughter Tots offered the opportunity to have more time with my daughter, seeing her grow, as well as offering other babies the same enjoyment we received and being a part of their development too.”

– Sammy Alderman (Owner of Laughter Tots Chester and Warrington)



## Operating during a pandemic

In March 2020 Laughter Tots like most other businesses had to stop operating at short notice due to the Covid19 Pandemic. Since March 2020 however two additional sets of class plans have been developed, meaning that in addition to their normal classes they can now operate both Covid Secure (socially distanced in person) Classes as well as completely Online (via Zoom) Classes. This provides franchisees with the reassurance that they can now continue their classes and not lose revenue even in the event of future lockdowns.



Covid Secure In Person Classes – After the initial lockdown the government realised the importance of classes such as Laughter Tots not just for baby development but also for maternal mental health and as such there is now a specific section for this sector in their official guidance via the .gov website and “parent and child groups” were amongst the first group of businesses that were allowed to reopen. Laughter Tots have successfully adapted their classes so that they can operate completely socially distanced with no shared equipment. But as you can see from the pictures, the fun and magic is retained and demand for classes has never been higher!

Online Zoom Classes – With the introduction of Fun to Explore bags classes can now flip from in person to online really easily and are able to continue, even during a complete lockdown. Providing franchisees with continued income and importantly providing much needed interaction, connection and a sense of “normality” for new mums and their little ones.



# Mission Statement -

*“To offer a family-friendly and flexible career with excellent earning potential for Franchisees, whilst creating happy and lasting memories for parents and babies”*

If you are interested in this fantastic franchise opportunity and feel you have the right qualities to join the Laughter Tots family, please fill out the online Franchise Enquiry Form on our website <https://www.laughtertots.co.uk/franchise-opportunity> and a member of the Laughter Tots team will be in touch with you shortly.

**find a job  
you love  
and you'll  
never work  
again.**