

*Dream, believe, achieve!*

It's your time to shine as a

**babyballet<sup>®</sup> franchisee**



**Franchise Prospectus**

 babyballet UK  @babyballet  @babyballetworld

[www.babyballet.co.uk](http://www.babyballet.co.uk)

# If you are looking to add sparkle to your existing dance school or start a new venture, then a babyballet® franchise is just for you!

We are looking for uniquely talented individuals to join our babyballet® family right now! In return you will have the freedom to run your own business with the security of our award-winning, international brand behind you. Classes are taught across the UK, Australia, New Zealand & Singapore, and you could be part of this fantastic network by owning your very own babyballet® franchise.

Established in 2005, babyballet® is one of the leading pre-school dance concepts in the UK. We are an accredited member of the Children's Activities Association (CAA) and now expanding internationally to bring the joy of dance to thousands more children in a fun, non-competitive environment.

## So, why choose babyballet®?

With a babyballet® franchise you earn money through running classes, parties and shows whilst also earning from selling our boutique uniform. All whilst doing what you love most... teaching children to dance!



## ★ Head Office training and on going support

Initial training includes advice on setting up your business; marketing; finance; finding venues; recruiting pupils; teaching and planning your classes; employing teachers; policies and procedures and much more.

*Ongoing training and support from Head Office means that you will get resources and advice to help develop you and your babyballet® school as it grows ... not just at the start!*

## ★ Networking, advice and friendship

With an annual conference, regional meetings, an online forum & social events for all franchisees, you will be joining a network of supportive and friendly people who love to help each other and share ideas!

## ★ Your own exclusive territory

With an exclusive territory, it means that you will have your own area to market and hold classes, not just a licence for your school. We want our franchisees to maximise from an exclusive area rather than making our licences available to every school.

## ★ Your own web page on the babyballet® website

As well as benefitting from the credibility of the fantastic babyballet® website and marketing tools and advice, you will also have your own page to promote your classes along with a class finder on the site.

## ★ A bespoke babyballet® administration software

A bookings, administration and CRM software package to assist you with the running of your babyballet® school.



★ The full babyballet® syllabus with comprehensive lesson guide, downloadable music and online training DVD's

## babyballet Tots

6 months to 18 months

## babyballet Tinies

18 months to 3 years

## babyballet Movers

3 years and 4 years

## babyballet Groovers

4½ years to 6 years

## babyballet Tappers

3 years onwards



### ★ Shows, parties and seasonal activity classes

The license to run fully choreographed and written stage shows with our very own babyballet characters, themed babyballet® parties and seasonal activity classes.

### ★ Full Franchise Kit

Including stationary/required health and safety checks and all equipment to run classes, flyers, posters, banners, membership packs, iPad, speaker, sample merchandise and lots more!

### Do you have what it takes?

We are looking for dancers and teachers with excellent skills who have the qualifications, experience and passion to join our award winning brand. Also, individuals with a strong business background looking for a career change who could join our network as a business manager and employ teachers to deliver the classes. If you have what it takes to be a brand ambassador for babyballet® then we would love to hear from you.

### Next Steps

If babyballet® sounds just what you have been looking for, then get in touch and apply today to start your journey to becoming a franchisee! We look forward to hearing from you.

✉ Email: [info@babyballet.co.uk](mailto:info@babyballet.co.uk)

www. [www.babyballet.co.uk](http://www.babyballet.co.uk)

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*Be part of  
her dream...*



*...And let  
yours shine!*

# What franchisees say



Miss Leanne

**babyballet® Franchisee, Livingston and Falkirk**

"It's my 11th year as a babyballet franchisee and I still absolutely love it! The magic of teaching preschoolers their first steps combined with the flexibility of being my own boss, all the while knowing that I have the backing and support of such a fantastic brand, is just the best feeling ever."



Miss Jessie

**babyballet® Franchisee, Dartford, Bexley and Bromley**

"The training to join the babyballet franchise family was fantastic. During the initial training course, every aspect of running a business was covered – from office and admin management through to running the dance classes themselves. From day one I felt like part of the babyballet team and nothing was too much trouble – no matter how many questions or queries I had!"



Miss Suzy

**babyballet® Franchisee, Worsley and Walkden**

"It is a whole year since I started my babyballet franchise and it has been the fastest year of my life! I've absolutely loved it and can't wait to see what each year brings. This was easily the best decision I've ever made.

Thank you so much to the head office team for welcoming me to the family with open arms, and to Claire for being such a fab big boss and an inspiration with your amazing work ethic and drive, it certainly spurs me on!"



Miss Steph

**babyballet® Franchisee, Chester East, Wrexham, Mold & Buckley**

"I discovered babyballet® nearly 5 years ago now, when I first became a teacher for the pre-school ballet classes. I immediately fell in love with the atmosphere, syllabus and how much fun the dance classes were to teach.

When moving away from Manchester I did not want to give up teaching babyballet®, so I decided to take the leap to set up my own babyballet® Franchise ... And it's been the best decision I've ever made! Its opened me up to a world of new friends and support. I find that it's great to be my own boss, but have the support right there, whenever I need it!"



## MISSION STATEMENT OF FOUNDER AND MANAGING DIRECTOR, CLAIRE O'CONNOR

In 1999, Claire O'Connor started ballet classes for very young children with her mum, Barbara Peters, a trained dancer and renowned ballet teacher. Their vision was to create a dance experience for little ones that was both magical and educational. When Claire was growing up, ballet classes could be a bit serious and severe. And even though she enjoyed ballet – it made her feel like an outsider. There was always something missing.

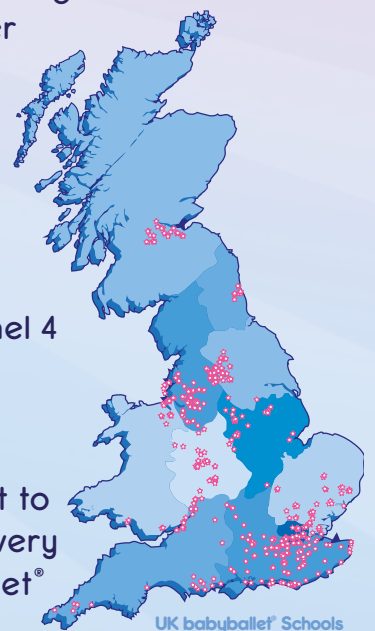
“I wanted our children to experience something different and so we invented a magical world of dance filled with characters, colour, music and fun – a world where every child gets the chance to be valued and shine.”

And so babyballet was born.

Working closely with Barbara, Claire devised a dance syllabus that offers both friendship and learning in a supportive, fun environment. babyballet has over 100 franchised and licensed schools operating throughout the UK, Australia, New Zealand and Singapore, teaching dance to more than 20,000 young children a week. In addition to the classes, babyballet also offer a range of themed parties, merchandise, live entertainment and events.

Claire and the babyballet® brand have won numerous awards including ITV Mumpreneur, What's On 4 Kids' Most Loved Music, Dance and Performing Arts Activity, Loved By Parents' Best Children's Class and more! Also, Claire was featured in a Channel 4 documentary 'Big Ballet' exploring issues of size in the world of ballet.

“The success of babyballet isn't just down to me; it's a testament to the fantastic team I work alongside. I'd like to thank each and every one of them for their enthusiasm and energy in making babyballet® the success and happy place it is today,” Claire says.



# **babyballet® franchise** **frequently asked questions**

**We know you must have lots of questions relating to the babyballet franchise. We've featured some of the most common ones below. But please do not hesitate to contact us if you have more. We are always happy to talk through any of your queries or concerns.**

## **What does a franchisee do?**

Taking over a franchise means you develop and manage your own exclusive babyballet® area. Franchisees (the owners of the business) hold babyballet® classes, host babyballet® parties and sell uniform and merchandise. It's an exciting and rewarding experience!

## **Do I need experience to run a franchise?**

It does help to have a background in business – determination, motivation and being well organised are all crucial to the role. But don't let the lack of business experience put you off.

If you're a trained dancer or dance teacher with qualifications, then you can learn about the business side of things. Training and support will be provided by babyballet® Head Office.

## **Can I run a franchise and not teach dance myself?**

Yes you can! You can employ your own freelance dancers to do the teaching while you run the business side of things. We have some great connections with dance sites such as Dancers Pro if you need to recruit your own teachers plus we can give you the benefit of our experience too!



## Can two people share a franchise?

Yes. You can partner up with a friend, family member or business colleague to run your babyballet® franchise. We already have several babyballet® territories that are run by more than one person. In fact, this can be a great way to run things with one person leading on the dance side and the other taking care of the business.

## I already have my own dance school, how can a babyballet® franchise work for me?

If you already have a ballet school then babyballet® can provide a fantastic preschool feeder programme for your existing classes and give your school a huge boost. And because our syllabus, music and lesson plans are already written, you're ready to start teaching younger children from 6 months to 6 years as soon as you sign up. You'll be amazed how quick and easy it is to implement the babyballet® syllabus into your own school and increase your numbers and profits. Once children have completed the babyballet® syllabus, you can simply integrate them into your own chosen syllabus, for example, The Royal Academy of Dance (RAD).

## How are the current babyballet® franchisees getting on?

The franchisees that are already up and running are thoroughly enjoying their new business venture. Once you've made your initial enquiry to run a franchise, we can put you in touch with one of our current franchisees so they can tell you how things are going for them.

## How much does a babyballet® franchise cost?

A babyballet® franchise is £11,995 + VAT for a large territory of 18,000-20,000 demographics within our target range of 0-6 year olds. Your investment not only gets you this large, exclusive territory to operate in but a 5 year initial license, a large franchise pack and full support and training from our experienced Head Office team. See the full list of what you receive at <http://babyballet.co.uk/franchise/franchise-package/>.

## Can I get finance to help me fund the franchise?

Yes you can. Many of the leading banks offer business loans for franchise start-ups but this will depend on your financial circumstances.

## How do I apply?

Applying to become a babyballet franchisee couldn't be easier and it starts by filling out our Franchise Enquiry Form online at [www.babyballet.co.uk/franchise](http://www.babyballet.co.uk/franchise).

At babyballet, we don't believe in the hard sell so please don't worry that you will be put under any pressure at all during any stage of your enquiry. Our aim is to ensure the franchise application is as friendly and informative as possible. It's an easy process and Harry, our Head of Franchise Sales and Success, will be happy to answer all your questions every step of the way - from initial enquiry to application and sign up.

We look forward to hearing from you!

# Dream, believe, achieve!

## Come join our babyballet® family!



## Head Office

babyballet® Franchising Limited

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Email: [info@babyballet.co.uk](mailto:info@babyballet.co.uk)

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babyballet® has won several national awards including:



[www.babyballet.co.uk](http://www.babyballet.co.uk)