



JOIN THE CREATION STATION FAMILY

AND ACHIEVE THE FUN, FREEDOM AND FLEXIBILITY YOU WANT



ACHIEVE THE PERSONAL AND FINANCIAL SUCCESS YOU WANT  
WHILST HAVING THE FLEXIBILITY TO BE IN CONTROL AND MANAGING YOUR OWN WORK AND LIFE COMMITMENTS

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# DISCOVER A LIFE BY YOUR DESIGN

Finding the right mix of an enjoyable and rewarding career with the flexibility you want, can be a real challenge. The Creation Station franchise opportunity can provide the perfect solution, allowing you to build your own rewarding, profitable, flexible and successful creative business.

The award-winning Creation Station was established in 2002, in response to a lack of creative provision for children, by mum of three Sarah Cressall BSc (Hons) Dip Art.

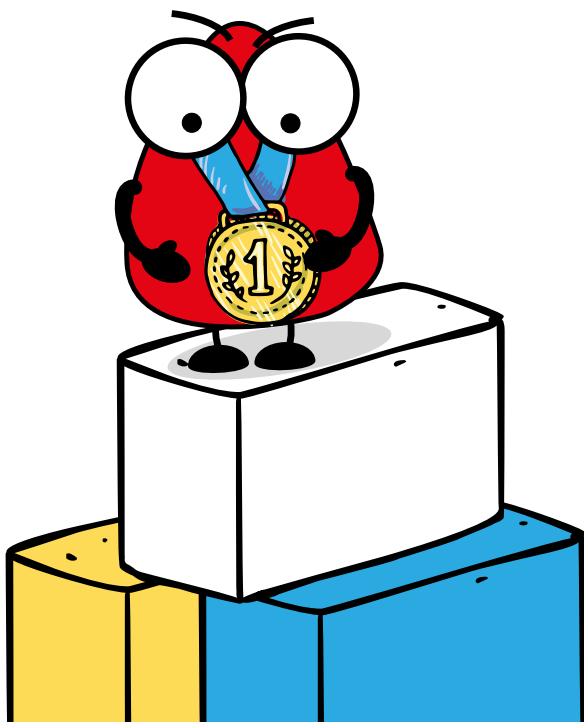
Sarah recognised the need for fun and creative experiences that as a mum, she could enjoy with her own three young boys. Sarah's drive and passion for inspiring imaginations has gained her the following prestigious awards:

**Winner Entrepreneur of the Year**

**Winner Best Woman Franchisor UK**

**Finalist Extraordinary Woman of the Year**

**Business Woman of the Year**



Any parent knows the reality of doing arts and crafts activities with children at home can be a more stressful experience than a positive one. Whilst children love experimenting with glue, paint, clay, glitter etc., the mess and stress can be just too much for many parents' sanity!

With a passion for nurturing creativity, along with a background in management and running her own design business, Sarah recognised a gap in the market. There was a huge demand for creative, educationally based, fun activities to encourage each child's journey of exploration and discovery.

With significant research the programmes were developed to provide a safe, social and stress free experience for parents and children to enjoy creative arts and crafts experiences.

Sarah established The Creation Station in 2002 and ran her own successful business for five years. The franchise model was developed with the assistance of the British Franchise Association (bfa). As a member of the bfa we comply with the code of advertising as published by the Advertising Standards Authority.

The first Creation Station franchise was awarded in 2007 and our network has grown steadily ever since. Now due to demand, this comprehensive franchise includes classes, parties, clubs, events and retail, for newborns to 99 year olds. Thus giving you an all-year round sustainable business, with lots of multi cross-selling and growth opportunities.

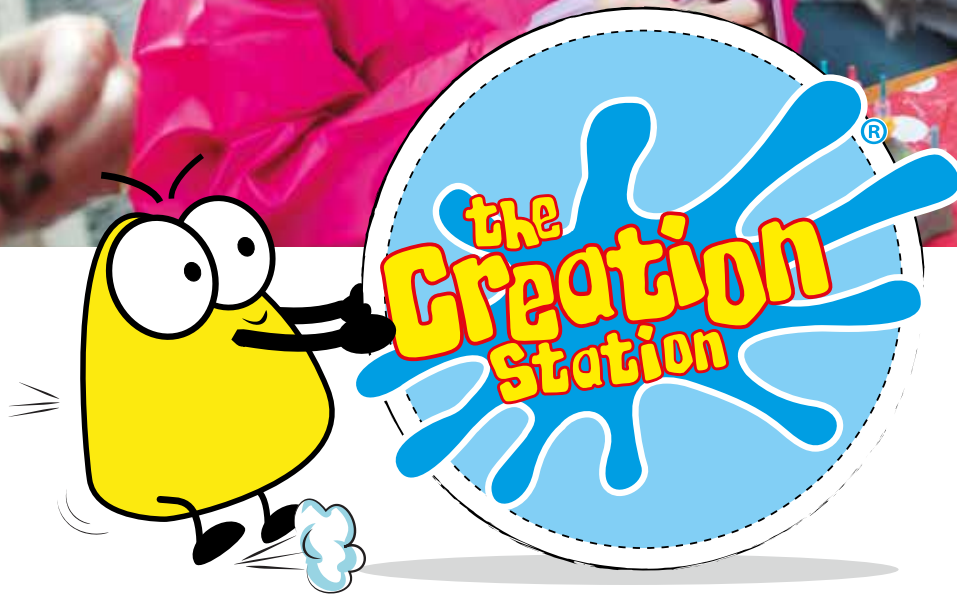
Since then, Sarah and her team have steadily developed the systems, support and infrastructure. We are able to give other like-minded people the opportunity to achieve the personal happiness and financial success they want, whilst running their own rewarding business.





Sam, Ollie, Josh, Sarah & Duncan celebrating gaining the contract to run the Kidszone at Hyde Park for the London Olympics 2012





## A BRAND WITH INTEGRITY AND A CREATIVE EDGE

The Creation Station is passionate about inspiring imaginations and nurturing potential through arts and crafts. Our core values are very much part of what we do and how we communicate and go about our daily business.

We have our brand values displayed on our conference room wall, along with a photo of every one of our franchise owners. We believe we are better together. We can grow, learn and develop as a whole and as individual franchise owners by being part of something with a clear purpose that is bigger than all of us.

# PROFESSIONAL WITH A CREDIBLE AND ETHICAL BUSINESS MODEL

The franchise blueprint model was developed with the assistance of the British Franchise Association (bfa). As a member of the bfa, you can rest assured that we will only provide you with information that complies with the code of advertising practices as published by the Advertising Standards Authority.

We also believe in providing assurance and peace of mind for our customers, and that's why we operate to a 'Code of Conduct'. We are proud to be one of the co-founders of the Children's Activity Association.

## OUR CORE VALUES



We are extremely passionate about what we do and proud of our phenomenal franchise team

In the Richard Branson Impact award 2016, The Creation Station came in the top three out of 5,000 UK and Irish businesses.

The judges said they were blown away by how we were putting creativity back into childhood and helping to unlock children's potential. We couldn't make this difference without our lovely team of awesome franchise owners.





## Our business success has earned us a lot of awards and national recognition

We are also proud to sponsor business awards such as the Mum and Working business awards. Sarah is often asked to be a key note speaker including speaking at National Franchise Exhibitions and at the Best Franchise Awards conference.

# RECOGNISED FOR WHAT WE DO



- ★ Winner 'Best Franchisee of the Year' Awards 2017 British Franchise Association.
- ★ Highly Commended 'Innovation Award' 2017 British Franchise Association.
- ★ Rated 5 Star by customers on Trustpilot
- ★ Winner Excellence and Innovation – Children's Education Services 2017
- ★ Finalist Richard Branson's Impact Award 2016
- ★ Winner of the Best Franchise Awards Continuous Improvement 2016
- ★ Rated 5 Star in an independent franchise satisfaction survey in 2017 & 2016
- ★ Member of The British Franchise Association
- ★ Arts Award Provider
- ★ Co-founder of the Children's Activity Association
- ★ Finalist in Festival Supplier Support Award 2015
- ★ Winner Best Creative Play Award 2015
- ★ Winner Entrepreneur of the Year 2013
- ★ Finalist Business Woman of the Year 2012
- ★ Winner Best Woman Franchisor UK 2011 EWIF Awards
- ★ Winner Best Franchisee Marketing Support 2012
- ★ Winner 'Crème de la Crème' Business Award 2011
- ★ Winner 'Best Interactive Business' Award – Mumprenuer 2011
- ★ Finalist 'Extraordinary Woman of the Year' 2011
- ★ Business Woman of the Year 2009 Women of Achievement Awards Leicestershire
- ★ Guinness World Record Holder for taking part in the longest business pitch marathon



# IMAGINE A FUN AND INSPIRING BUSINESS THAT GROWS AS YOU DO

Many people who enquire about this opportunity haven't run their own business before. We understand this as many of our successful franchise owners felt the same when they started and they have appreciated the 'hand holding' and support with building their skills and confidence in the early stages of their business.

You can be running a business that is yours, but backed by the UK's leading Creation Station brand, giving you the confidence, knowledge and the opportunity to develop your skills to grow your business at a pace that suits you.

We work with you to help fit your business around your commitments. We support and work with you to create the business model that's right for you. We offer you a unique and flexible working opportunity for you to have a great career and still be there for your family with the lifestyle you want to achieve.

## **How it works**

The Creation Station inspires the nation through a network of franchise owners who provide a portfolio of arts and crafts activities in an exclusive area. That means when you own your own franchise, no one else can deliver The Creation Station activities in your area.

The franchise includes a comprehensive range of activities designed across all the ages, including parents with newborns, preschool and school aged children, families and adults and the elderly. This means you are the 'Go to Person' for fun, creative activities in your area.



"Running Create Club after-school clubs and adult craft sessions has been a game changer for my business. All my clubs are over 90% full and they are great fun and easy to run. Both the parents and the teachers love the fact that we are bringing creativity into the school and the children love being able to get stuck in and be creative!"

*Nicky Smith inspires imaginations in Bath*



This business is affordable to run because you don't need to invest in your own premises. You actively work in partnership with organisations within your community and provide activities at: art centres, children's centres, village and church halls, museums, schools, shopping centres, soft play areas, leisure centres, scout halls, holiday camps, family friendly pubs or any safe, suitable, local facility in your area.

You'll be surprised how quickly your reputation for running high-quality, affordable and fun sessions grows. The experience of our franchisees shows that parents and organisations will be contacting you to find out how to book your creative activities – which is great news for you, imagine a fun and inspiring business that grows as you do.

Emma

TRUSTPILOT

**Fantastic**



"This is both my daughters and my favourite baby group. Somewhere she gets to be messy and creative and I don't have to worry about my house getting messy. My little girl gets to play in paint freely, discovering paint and different textures with her hands and feet but mainly her mouth and then there is time at the end for us mummies to try and turn there creative play into artwork masterpieces to take home. Daddy, Nanny & Grandad have also joined in with excitement in the Family Fun classes and they have had as much fun as my little girl. So much so they've booked time off work to be involved more often. So happy that I have found these Creation Station classes, I would definitely recommend."





## THE BUSINESS MODEL

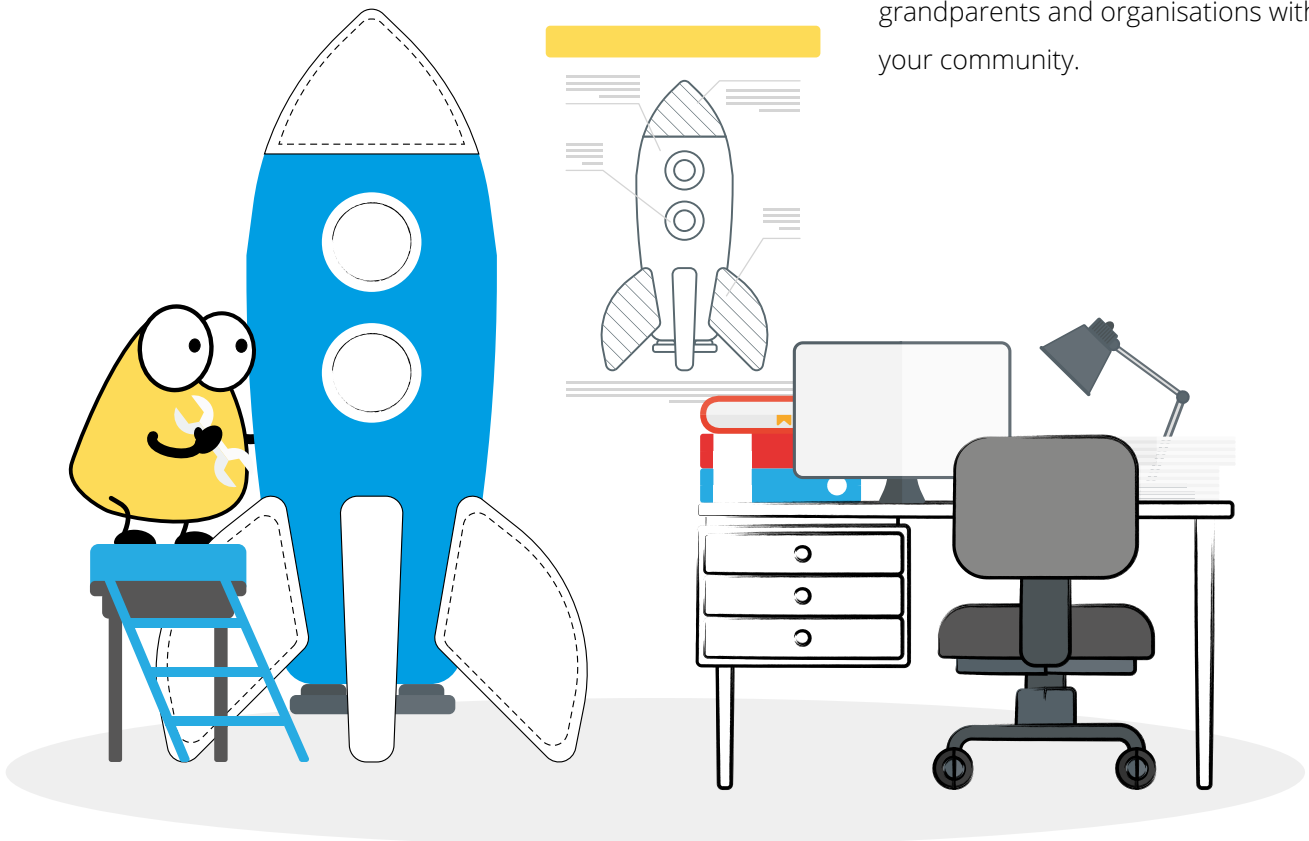
Demand for quality arts and craft activities is on the increase as many parents, carers and organisations do not necessarily have the time, knowledge, space, expertise or confidence to provide engaging activities themselves. They want a safe environment, with professional and suitable arts and crafts activities for their children to enjoy.

You will notice that the range of activities means that you can run your business throughout the year if you wish. You choose how many classes and how often you run the activities.

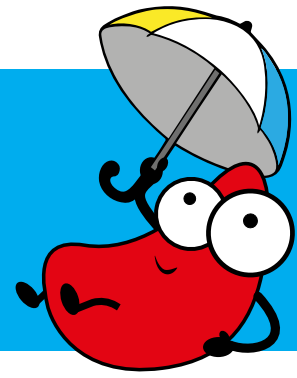
This means you are in control of growing your business in a way that suits your needs and level of aspiration.

Due to demand you can now choose from two types of flexible income streams. These are the **Standard Franchise** and the **Enhanced Franchise**.

Here is a brief overview of the fun award-winning activities you can offer to children, parents, childminders, nannies, grandparents and organisations within your community.



# THE STANDARD FRANCHISE



With the 'Standard Franchise' you can provide a mix of weekly classes, birthday party entertainment and events for children from newborn to 99 years. These activities all take place with a parent, carer, party host or with adults. As you build relationships with your customers you can provide additional services to them as their children grow. You choose the mix and how much you want to do. Here are the range of services included that give you an extensive range of income streams:



A creative 90-minute session where mums, dads or carers and their newborns get to spend time with other parents and carers in a supportive environment creating precious keepsakes of their babies' first months.



Weekly 45-minute themed classes run during term times, for babies 6 -14 months with a parent or carer. The educational and fun classes provide artworks for babies and parents or carers to create and treasure together.



Weekly 50-minute themed classes run during term times, for children aged 15 months to five years with their parent or carer to create journeys of exploration, discovery and development in line with educational guidelines.



This provides a popular solution for parents who want to give a fun, memorable party and includes packages that are easy to deliver and are suitable for a mix of girls and boys. Parents love that we provide the invites and party bags.



Holiday family fun classes for one hour for families with children aged from 2 -11 years of age. These do fill up very fast and are a great way to sell your parties and other classes too.



You can benefit from selling all the products you use as well as gaining a percentage of any sales your customers make from 13,000 arts and crafts products on The Creation Station online store.



Engaging and fun arts and crafts activities for groups, organisations, corporate events, family festivals and shopping centres. These are a brilliant way for you to connect with a larger target market, build your database and sell your other business activities.



Events for adults in a relaxed atmosphere, usually held monthly in partnership with a local business e.g. restaurant, bar or garden centre and often include a glass of Prosecco or tea and cake!



# Creative Crafters

In response to the growing trend for adult craft activities, we are thrilled to be able to provide this social, fun, and profitable offering to our franchise owners. The emphasis is on social and fun activities rather than high-end crafting skills.

Activities include tea light découpage, paper crafting, papier mâché decorations, and card making etc. The Creative Crafter events typically run for two hours and are held in a local bar, restaurant, garden centre or other appropriate venue. Ticket prices range from £20-£25 and include a drink and some light snacks i.e. a glass of Prosecco and tapas, or tea and cake. The venue gains the benefit of having additional footfall and sales at the bar, as not many people just have one glass of Prosecco. You gain the benefit of a fun, profitable evening where you can cross-sell your other craft classes, parties, events, and products.

This part of our business is seeing a huge growth. Of course there is further potential to run these for retired groups, care homes, and any adult group that we can help inspire.



## THE GROWING TREND IN ADULT CRAFTING

The following statement is taken from market research by the Craft Council 2010:

### **'Consuming Craft: the contemporary craft market in a changing economy'**

**'The Experience Economy:** Increasing consumer interest in spending on experiences – and on products which signify or remind the buyer of an experience – are creating new and rich opportunities for craft businesses. Our survey indicates strong potential to grow the market, both by offering integrated buying and leisure making opportunities, and by using leisure making to increase the appreciation of the skills valued by buyers."

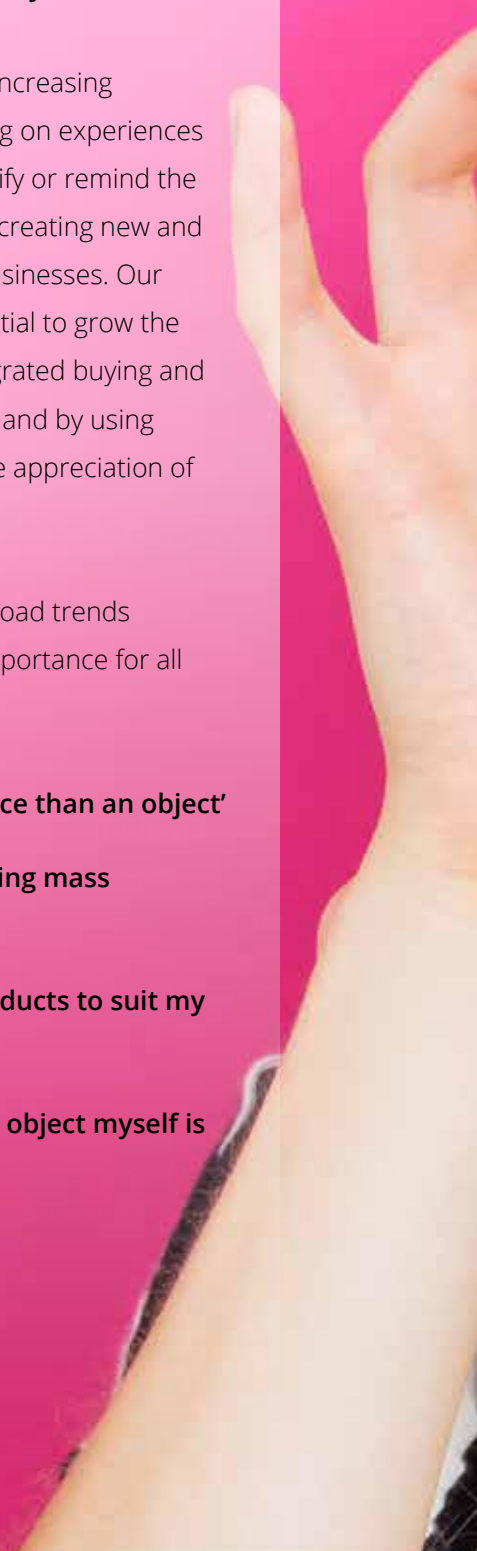
The following appear to be broad trends that are growing equally in importance for all sections of the craft market.

### **'I'd rather have an experience than an object'**

**'Where possible I avoid buying mass produced objects'**

**'I sometimes customise products to suit my needs'**

**'I think learning to make an object myself is better than buying it'**



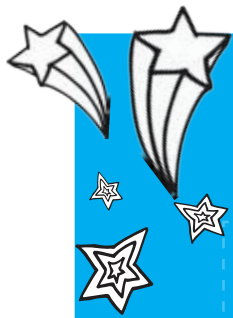


"I could see huge potential for the adult crafts evenings. I spoke to a local pub, and they provided glasses of Prosecco and tapas. I planned three fun crafts activities and I charged £25 a ticket. I had 35 people attend and could have sold another 40 places if the venue had been bigger. A huge success and of course they know all about my classes and parties for their children too!"

*Ruth Morris - Inspires imaginations in Aberdeen*





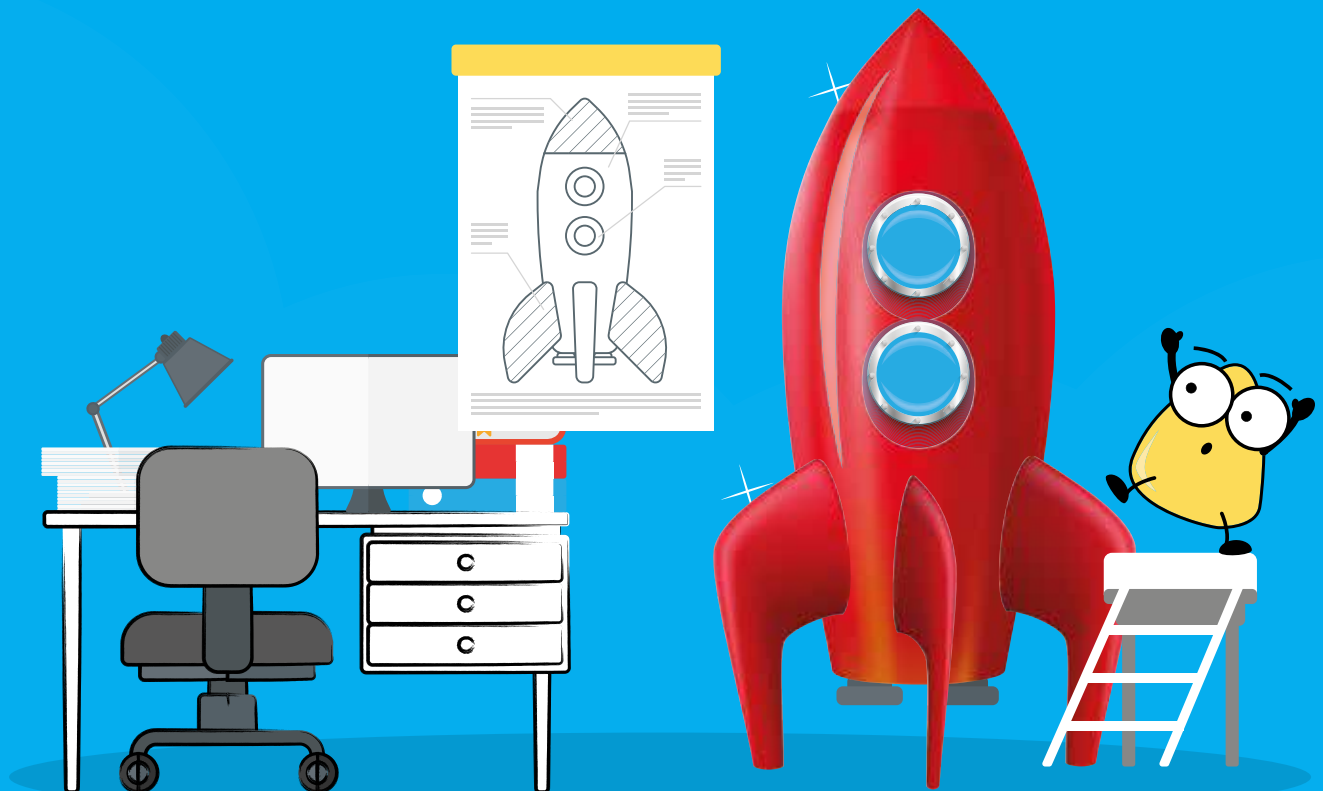


# THE ENHANCED FRANCHISE

With the enhanced franchise you can also provide activities where parents leave their children, these include; after-school Create Clubs, Saturday and holiday Create Clubs. We have seen a huge growth in the after-school club part of our business with over 65% of our team operating the enhanced franchise.

The after school Create Clubs take place without a parent so we provide you with all the systems and paperwork to operate your Create Clubs safely. You can run an after-school by yourself for up to fifteen children, as long as there is an agreed school staff member on the premises in case of emergency.

As your business grows and if you want to take on staff, you can rest assured that we help you with all aspects of taking on staff when you are ready to grow your business.





# create club



## ARTS AND CRAFTS

### AFTER-SCHOOL CLUB

After-school and holiday clubs for children aged 5 -11 years, where parents can leave their children. This is a huge growth area in our business.



"Even though we pay a bit more on our monthly licence to have Create Club, it's worth every penny. I love running the clubs, they are so much fun and I get lots of party enquiries. It's also great to build relationships with the children and really get to know them, if they spot you in the street you will hear them! It's a wonderful feeling to see them develop each week, and teachers are often amazed about how much we are able to achieve during one session!"

*Suzie Smith - Inspires imaginations in Lincoln*

# FIVE REASONS WHY THE CREATION STATION IS A SUCCESSFUL FRANCHISE MODEL

Parents want to give their children the best possible start in life. As a result, they are keen to invest in classes and activities that their children enjoy and benefit from. Creative classes are a big draw. Classes are fun, and also offer learning and development opportunities that are valued by parents who want to help their children achieve their potential.

We offer a service that parents love and children can't wait to take part in.

Often when a new franchisee web page goes live, franchisees start to get enquiries. During a recent new franchisee training week, one lady, Helen Naraine got 22 enquiries within five days of her page going live.

## 1. Lots of customer demand.

With the squeeze on creativity in the education system, creative activities are in high demand both from parents and organisations who want to nurture their child's creativity and potential.

## 2. It's a proven model that works.

The Creation Station started in 2002 and we've been franchising since 2007. To date there are 130 franchisees and we're growing all the time. This business opportunity is proven and well established, which reduces the risk for you.







### **3. It grows with you.**

Our franchisees are often parents. This means the time they can commit to their business changes over time. It's why The Creation Station has been designed to grow with you. If you do have children, as they become less dependent, you can benefit from more revenue streams.

### **4. It's easy to run.**

Many of our franchise owners like doing crafts but turning this into a business can be daunting. We have over 15 years' experience of running this business and supporting franchise owners so you have access to great marketing materials, activities, products, business templates and a team who care about you and your success. This means you have more time to focus on building relationships, providing fun activities and growing your business.

### **5. We're selective.**

We are the UK's leading children's arts and crafts activity company because of the calibre of our franchise owners. We know that if our franchise owners achieve the success they want, then we will be successful too. That's why we are very selective about who we award our franchise to and only award our franchise to 2% of enquirers. We look for like-minded, friendly people with shared values who want to run their own successful and rewarding business.

# CUSTOMERS LOVE THE EXPERIENCES THE CREATION STATION PROVIDES.

Children LOVE getting stuck into arts and crafts and parents value the educational benefits and not having to organise or clear up afterwards, and local organisations enjoy working in partnership with us because we help to bring in footfall to their venues and events.

But that's just the start...

Whilst The Creation Station sessions inspire and entertain children, there's a lot more going on. From building confidence, nurturing curiosity, to strengthening creativity, The Creation Station is an experience where children develop the skills needed to achieve their potential.

It's why we've been rated five-star on TRUSTPILOT and in a pitch to Richard Branson we reached the top three out of 5,000 companies for the positive impact we make on society.

## 9.5 out of 10 based on 835 reviews on Trustpilot

Emily Davies

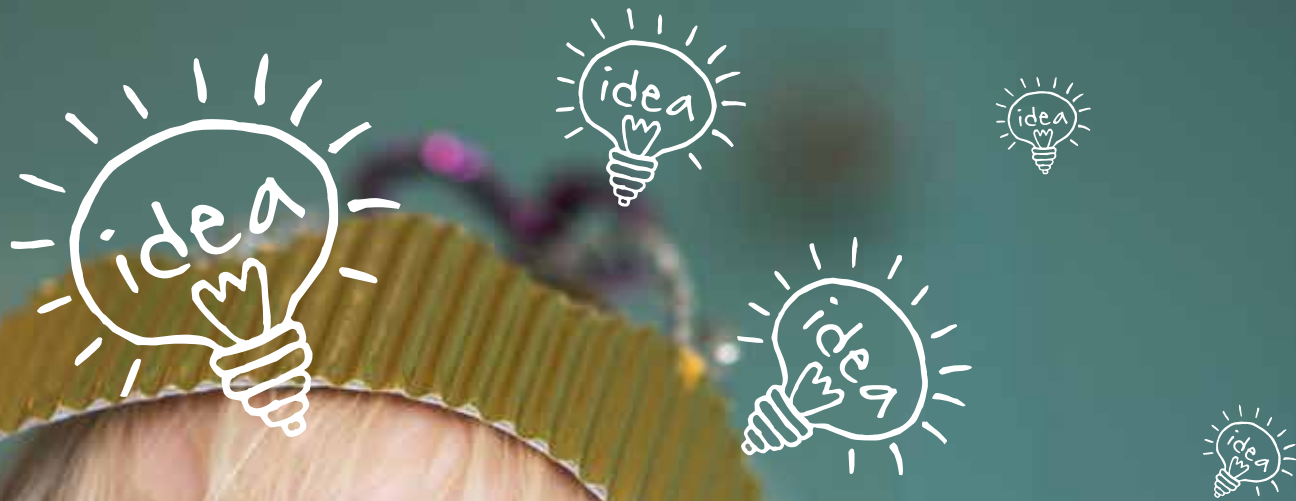
✓ TRUSTPILOT

**Absolutely amazing experience!**



"I attended today for the first time with my little girl to the Baby Discover group in the Johnston Institute. At first I wasn't sure how she would take to it so thought I would attend today and see how she got on; and I can most definitely say she absolutely loved it from the second she put that overall on! I will definitely be paying for the block sessions! I felt so comfortable from the moment I walked in; it was so relaxed and everyone was really friendly and welcoming especially Sarah! Thank you so much and see you next Monday! I don't know who's more excited."





Now, The Creation Station has over 120 franchisees all across the UK. Since 2002, we've inspired over **325,000** children and their families with arts and crafts.

But this is still the beginning. There's lots more to do.

The Creation Station is on a mission to put creativity back into childhood. We're looking for like-minded and friendly, proactive people to join our inspiring team.



# HOW MUCH CAN I EARN?

Based on the 'Example Scenario' detailed in the column on the right-hand side and existing franchise figures, we have put together the following illustrative example. This is based on just four preschool classes a week. Many people do a lot more than this.

ACTIVITY	DESCRIPTION	NUMBERS	TIMINGS	YOUR PRICE	ANNUAL INCOME
<b>Tiny Treasures</b>	1 event a month	20 mums per month	x 12 monthly	£15	£3,600
<b>Preschool Classes</b>	4 classes a week in the morning 12 per class	48 children per week	x 38 (term time only)	£5	£9,120
<b>Parties</b>	4 parties a month at weekends or evenings	4 parties per month	x 11 monthly	£150	£6,600
<b>Family Fun</b>	During the summer, Easter and Christmas you can just run for 6 weeks and take the rest as holidays.	80 children per week	x 6 weeks (in the holidays)	£5	£2,400
<b>Creative Crafters</b>	2 classes a month 7.30pm - 9.00pm 20 adults	40 adults per month	x 12 (every month)	£20	£9,600
<b>Total Income</b>					<b>£31,320</b>

## ENHANCED FRANCHISE

<b>Create Clubs</b>	3 clubs a week 3.30pm - 4.30pm 12 weeks with 20 children	60 children per week	x 36 (term time only)	£5	£10,800
<b>Total Income</b>					<b>£42,120</b>

Plus Retail and Event income, Between £50 - £5000

### Here is an example scenario

A typical week could involve you running two morning classes and three after-school clubs during term time. Plus two Creative Crafters every month and four parties a month. During the school holidays you could run just four classes during six weeks. Giving you the option of seven weeks holiday. Please note it will take time to grow your business and these figures illustrate a business operating for three years.



SONY



LEGO



Hasbro

### Trust and credibility

As your customers, both big and small, get to know, like and trust you, you are able to offer your additional services to them.

It's not all about the money, but The Creation Station is an amazing business with activities that fit together really well in a comprehensive marketing mix.

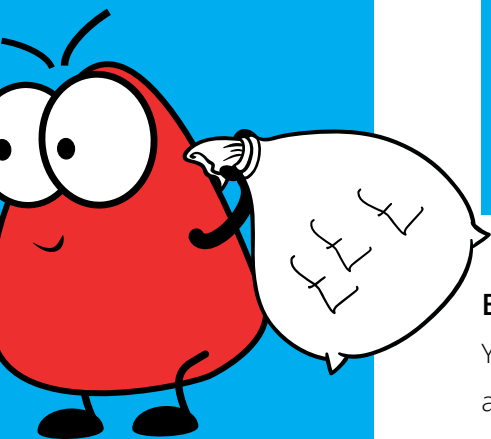
All The Creation Station's reviews, awards, marketing assets including videos, experiences such as running the Kidszone at the Olympics, county shows, Carfest, plus partnerships with Sony, Lego and Hasbro are available to you to share from day one. This level of credibility and trust takes years to build, yet when you run your own franchise you have these assets to use right from the start.


Many of your customers will be active on social media. You will benefit from positive word of mouth and sharing the great content that we provide for you, as well as sharing stories from your classes. This will help build relationships and in turn help build your business.

The great thing about  
The Creation Station is what you  
earn, is entirely up to you.

### Earning potential

Your earnings will depend on a number of things, for example your work ethic and the time you devote to your business, the way you deploy the techniques we give you and of course your attitude and energy.





# WHO MAKES A GREAT FRANCHISE OWNER?

We are really proud of our growing team of franchise owners who deliver exceptional creative experiences within their local communities.

We want our franchise owners to enjoy personal and financial success and enjoy being part of the growing success of The Creation Station. We therefore invest time and are committed to getting to know prospective franchise owners to ensure a perfect fit for both parties.

We award our franchise to those people who share the same goals and values and who want to run a successful creative business.

## **The magical missing ingredient**

We know that we provide all that is needed to run a successful Creation Station franchise, with the exception of one magical ingredient... A proactive and hardworking individual.

We have identified some key characteristics of our successful franchisees and these will help you identify at this stage, whether this could be the perfect opportunity for you.





### Key characteristics of our successful franchisees



#### A PEOPLE PERSON

Do you enjoy being creative, do you relish life's challenges and view them as opportunities and do you really want to make a difference to your life and that of your family's, as well as those in your local community?



#### FLAIR AND A POSITIVE ATTITUDE

Do you enjoy arts and craft? Do you have a positive mindset and look for the positive in situations?



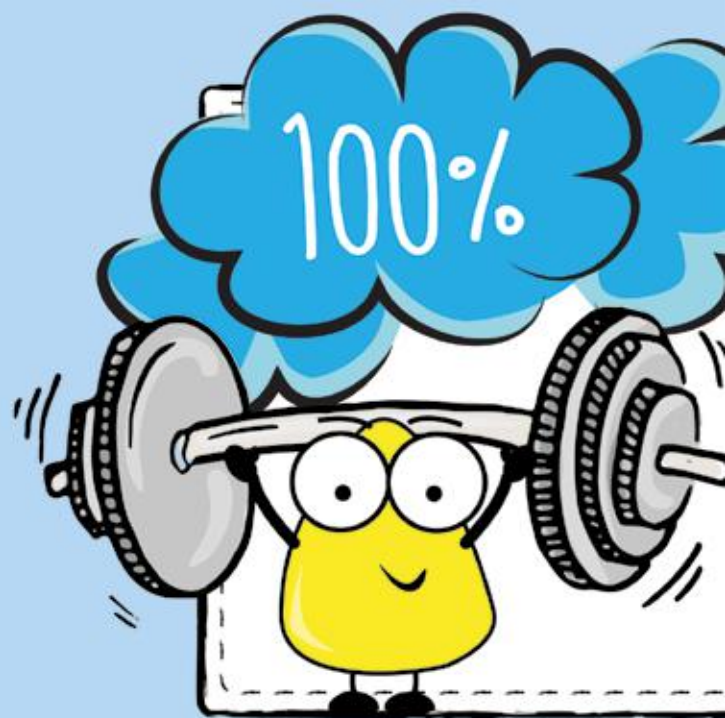
#### A HARDWORKING SUPERSTAR

Do you want to be successful and are you prepared to work and strive for this to happen? Can you use your own initiative and be proactive, to problem solve and think on your feet?

**If you feel these characteristics describe you, call Maggie today and book a ten-minute Discover Chat on 01395 239 700 or 07584 102296**

# JOIN OUR 5-STAR RATED BUSINESS

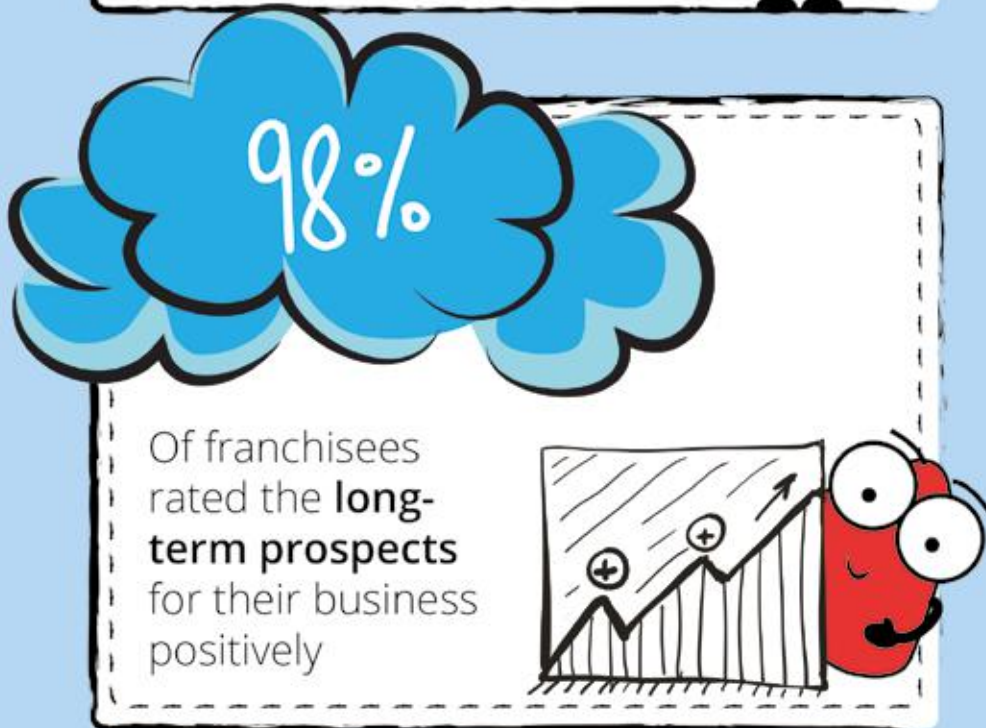
In April 2017, seventy nine franchise owners completed an independent franchise satisfaction survey run by Smith & Henderson. We gained a 5-star rating for the second year running. Here's a summary of the results.



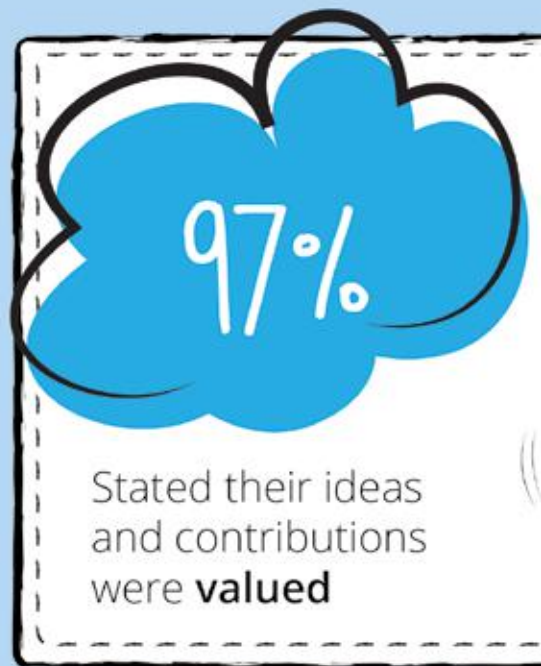
Stated the brand helps to **differentiate** their business from the competition



Said **they feel valued** as a franchisee



Of franchisees rated the **long-term prospects** for their business positively



Stated their ideas and contributions were **valued**



Agreed that the support from their fellow franchisees was **very strong** and they regularly shared best practice

100%

Rated the initial training as **very good** or **excellent**

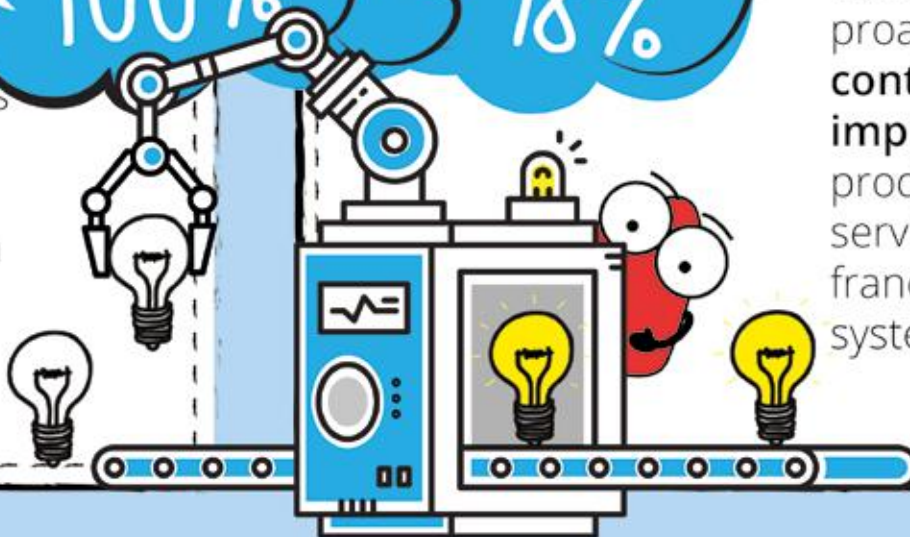


Rated the products and services compared to local competition **good, very good** or **excellent**

100%

98%

Agreed their franchisor is proactive and **continually improves** the products, services and franchise system



Stated the Creative Hub, Head Office support was **very good** or **excellent**

95%

2017

**5 STAR**  
FRANCHISEE  
SATISFACTION



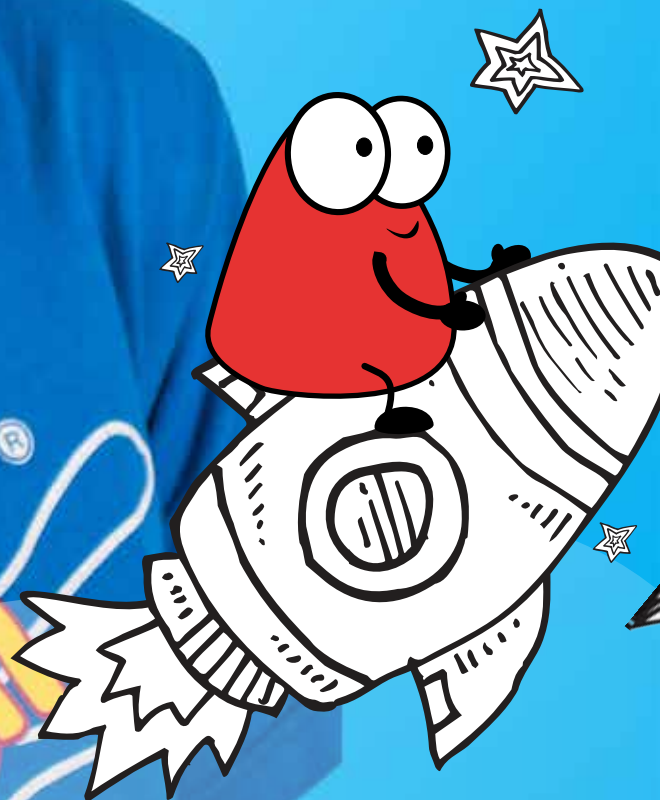


# LISA'S STORY

Here's a snippet of an update from Lisa Hagg, our very lovely Bournemouth Franchise owner

Hi team,

Thanks for another great weekly newsletter. I took your advice and have put together a review of my last six months. Here goes...




the  
Creation  
tion




 Celebrated my seventh year with The Creation Station and it just keeps getting better year on year.

 Having run the business for many years without staff, I decided to take my business to the next level and now I have built a successful and reliable team. My team will be involved in running my classes and delivering parties and I'm delighted to be launching the after-school clubs and adult classes as part of my creative empire!

 Thirty Arty Party bookings secured by mid-year, my best to date and still another six months to go! Word of mouth and our online presence is really paying off.

 We've inspired 1,691 children in Bournemouth in the last six months.

 Secured my first preschool contract. Four sessions specifically chosen for their younger preschool children (mainly boys) to provide lots of hands-on experiences to develop their fine motor control. All sessions delivered successfully and I absolutely loved them! Now seeking a reference from them, and will use our Trustpilot reviews so I can approach other local preschools. This has great potential for afternoon sessions.

 Secured a well-paid local family festival event contract with a Bournemouth based event company. I promoted our national monthly prize that head office runs for us every month and this has been brilliant for building my database to cross-sell my services. The event company loved our professional and family friendly approach and has asked us to do business with it in the future. I also made contact with the venue provider, with a view to running fun themed adult craft evenings within its lovely bar area. I love how our activities lead to further bookings and connections!



I love being in control of my working hours and being able to choose what I do and having time with my girls. It's definitely a different path to my years in banking and I feel very fortunate and proud of the work I do now. I'm so glad I took the time out to reflect on what I really wanted back in 2010, because as well as now running my own rewarding and profitable business, I have been there for my girls and I've grown in so many ways in the last six years. Plus I have had so much fun.

My revenue has doubled in the last year alone, and this is mainly due to the successful Little Explorer, Baby Discover classes and Arty Parties. I am looking forward to harnessing the potential for more paid event work, starting up monthly Tiny Treasures and Creative Crafters. Plus I've already got interest in the after-school Create Clubs. In seven years our brand has just gone from strength to strength, it's wonderful to be part of such a positive and dynamic team.







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erpps

**Creative Journey**  
of Discovery & Development

**Creation Station**

Inspirations

CREATIVE  
ONBOARD



# EVERYTHING YOU NEED

All the hard work of planning the sessions and workshops has been done for you. Our innovative session plans have been developed within our structured class format. Each class creates fun 'Journeys of Discovery and Exploration'. The plans have been written exclusively for The Creation Station with copyrights and have been tried, tested and perfected for you to run your business the easy way.

Your Little Explorer and Baby Discover classes have also been developed in line with the Government Early Years Foundation Stage (EYFS).

The Creative Crafters are simple and fun and a great way to connect with typically mums in your community but also older retired groups as well.

If you're creative you won't be disappointed. The framework of the classes and events is flexible to include some of your own ideas if you wish, but it's not essential.

We provide you with everything you need plus ongoing support so you don't have hours of planning and preparing to worry about.

## THINGS YOU DON'T NEED...

Just so you know, you don't need any specific qualifications or experience.

All the session planning is done for you.



## FULL, COMPREHENSIVE TRAINING

As a franchisee, you'll be supported every step of the way. You will receive comprehensive initial training. As well as this you will have access to ongoing training in a wide range of subjects, so you can develop the skills you need at a rate and pace that suits you. Your initial training includes the following:

## BUSINESS OPERATIONS

Learn all about your business including practical sessions on how to run the classes and clubs and how to give great customer care. Plus you will learn how to fill your classes and grow your business.

And don't worry; it's not like going back to school! Training is great fun. In fact, the training has been rated as **excellent** by our franchise owners.

## BUSINESS MANAGEMENT

Discover how to run your own successful Creation Station franchise for maximum profit with easy business administration and simple day-to-day management systems.

## MARKETING

All the tips, techniques, strategies and processes that have made The Creation Station the UK's Number 1 arts and crafts activities provider, and much, much more!





## START-UP PACKAGE

During your initial training, The Creation Station team will be working hard behind the scenes getting everything ready for you to launch your franchise business.

- ★ A personalised Creation Station email address, web page and business Facebook page – organised by our IT team.
- ★ 5000 personalised leaflets and 250 business cards to advertise and market your fun activities.
- ★ A 'Creative Toolkit' worth £3000 (or £4000 if you choose the Enhanced option) – packed with tools and materials so you are ready to inspire straight after training if you want to.
- ★ Branded merchandise stock and signage – to use during your activities.
- ★ A branded uniform, bag, and folders – to show you're serious about providing creative fun.
- ★ An exclusive Creation Station area – it's all yours!





Dashboard Franchising

Dashboard order Reset dashboard

Resources

**The Creation Station** PRINT & ARTWORK RESOURCE

HQ Marketing Materials Branded Clothes

To the C  
artwor

Support

**Fran Long**  
Head of Support  
team@thecreationsta

**Elaine**  
Retail Support  
team@thecreationsta

If you need help please raise a ticket

MY UPCOMING CLASSES

Class	Date
Little Explorers	21/06/21
Baby Discover	22/06/21
Little Explorers	21/06/21

**WELCOME**

**Marketing Materials & Branded Stationery**

Marketing

# STATE-OF-THE-ART ONLINE SYSTEMS

With over two years of research, development and investment, we have created a state-of-the-art online management system for our franchise owners.

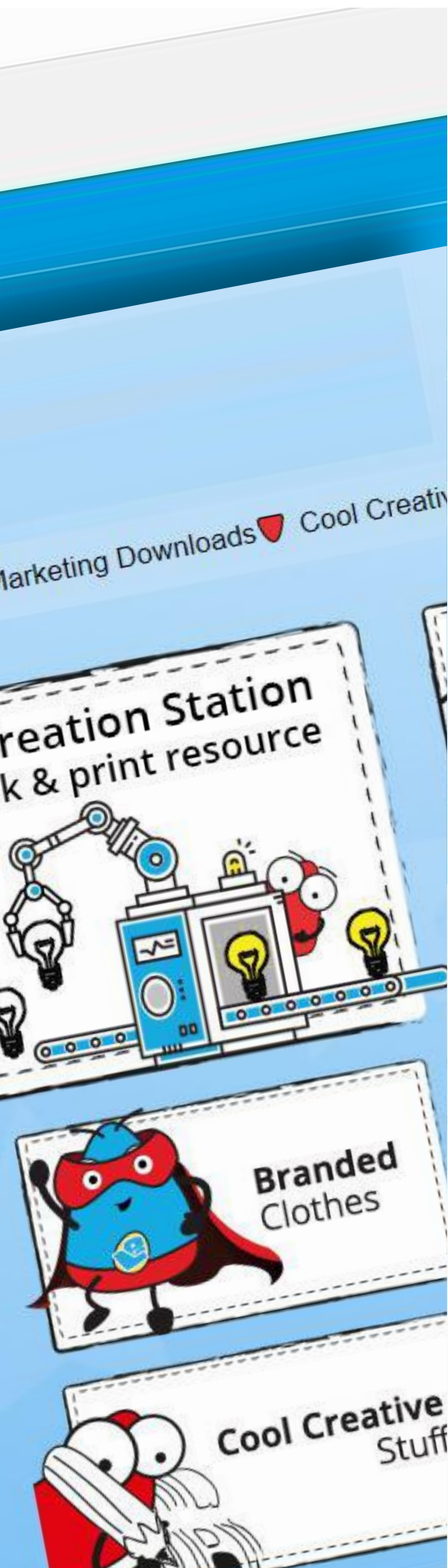
Now you can benefit from a franchise that is committed to helping you grow your sales, reduce admin (always a good thing!) and help you manage your business effectively.

Our new system provides a cutting-edge, Google optimised, search facility and user experience, making it easy for new customers to find you and your classes, parties and events.

Your classes and events are listed in a feed on your personalised profile page, complete with a vanity URL making it easy to remember, e.g. [www.thecreationstation.co.uk/yourname](http://www.thecreationstation.co.uk/yourname)













Your customers can book and pay directly for your classes and events either on their smartphone or tablet, while you're with them, or at their own leisure. This has already shown great conversion rates in class bookings, because it's so much easier for our customers to book.

You also have a bespoke creative management system, that we call 'DaVinci', a simple, easy to use dashboard with your whole business in one place. Here you can see and manage all your bookings, print registers, personalise print and social media adverts, send branded email newsletters, manage your accounts and much more.



# BUSINESS DEVELOPMENT

We're a forward-thinking, innovative business that's constantly on the lookout for new opportunities that will benefit you. For example, in recent years we've worked with big name brands such as Lego, Sony, Hasbro and Aardman. These partnerships help to build our profile and draw more attention to your sessions. The following will give you a picture of the ideas we've implemented in recent years:

-  Monthly competitions to build your database of existing and potential customers.
-  State-of-the-art online booking, admin and business management system.
-  Informative newsletters to inspire and engage people with children.
-  Cutting-edge social media initiatives that raise our profile and boost engagement.
-  Publishing thought-leadership articles.
-  New product lines (and additional revenue streams) such as the Fun Arty Box, which was introduced in 2015.
-  Access to our lively Facebook group a wonderful hive of ideas, support, knowledge and shared resources.
-  The 'Inspiring Imaginations' annual conference.
-  Creative 'Create & Make' articles for magazines.
-  Writing and publishing online news for the children's creative sector.
-  Producing PR initiatives and templates for you.
-  Branding your car to promote your business every day.





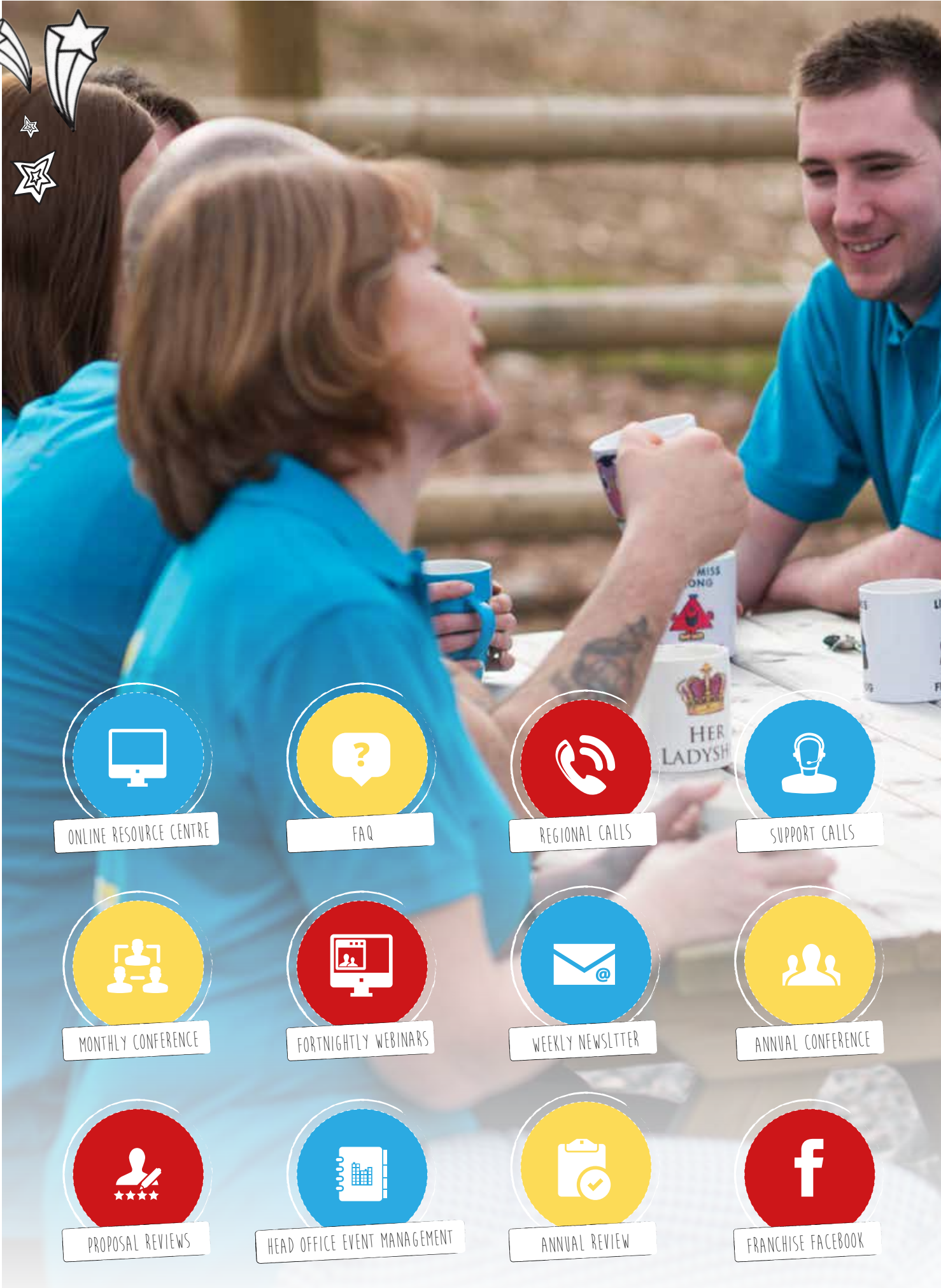
You'll find it's an inspiring, uplifting, motivating environment in which to work. You are part of a team who are as passionate about your success and happiness as you are.



"I've been running my franchise for almost four years now and I love running my own business and being in charge of my own future. It's enabled me to enjoy more time with my family than I would otherwise have had and allowed me to see my son grow. I love knowing there are so many revenue streams and avenues, which I haven't explored yet, and I'm excited that my business can grow with me and my family at a pace, which suits us!"



*Claire Darnley - Inspires imaginations in Halesowen*



ONLINE RESOURCE CENTRE



FAQ



REGIONAL CALLS



SUPPORT CALLS



MONTHLY CONFERENCE



FORTNIGHTLY WEBINARS



WEEKLY NEWSLETTER



ANNUAL CONFERENCE



PROPOSAL REVIEWS



HEAD OFFICE EVENT MANAGEMENT



ANNUAL REVIEW



FRANCHISE FACEBOOK





## EXCEPTIONAL ONGOING SUPPORT AND DEVELOPMENT

You'll never be left alone wondering what to do. If you have a question or a query, there is a wealth of support on hand to help you through your business development journey.



1-2-1 SUPPORT CALLS



SUPPORT HOTLINE











# ONE SENSIBLE INVESTMENT FOR PERSONAL AND FINANCIAL SATISFACTION

Many people long for the freedom and flexibility of running their own business, but it can be tough starting out alone. Developing a brand and a well optimised website, planning services that provide additional revenue for you, finding the relevant and practical support to grow your business, creating topical social media content to position your business and ensuring you are kept up to date with legal implications takes significant time, energy and money.

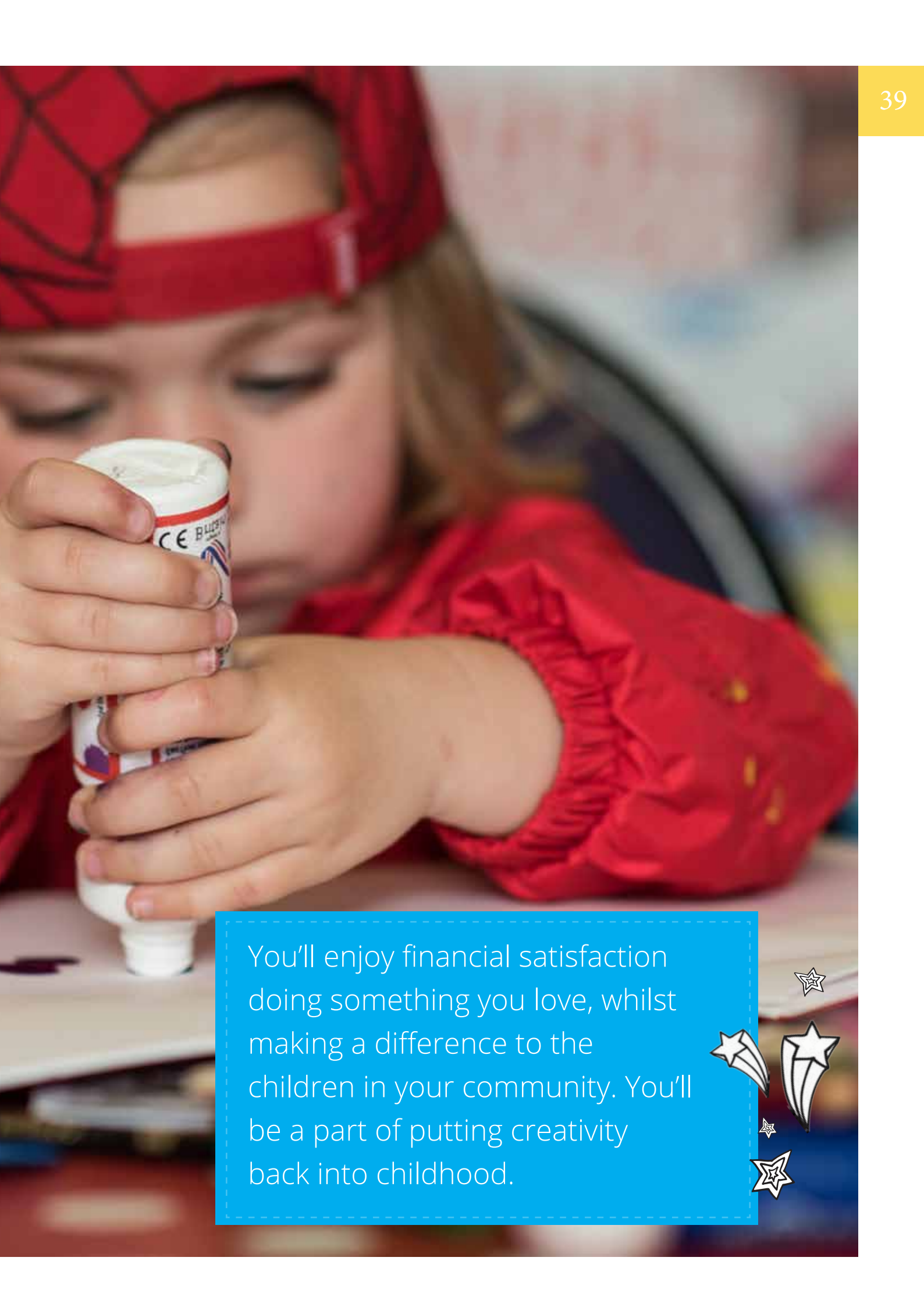
When you invest in a credible and ethical franchise, all of these considerations are taken care of. This means that you can start growing your business from day one with the peace of mind that you have a tried-and-tested business model that comes with support and backing. With a 24% increase in franchise business ownership\* from 2005 to 2015, this is proving to be an increasingly popular choice for those who want to run a successful business.

*\*According to the British Franchise Association and Natwest research data.*

But that's not all...

-  Remember, this is a business opportunity that grows with you. As you have more time, you'll find more revenue streams to benefit from.
-  You can leverage our much-loved, widely recognised brand for your benefit.
-  Your investment results in a positive cash flow. Customers pay in advance – so there's never any chasing money.
-  With an exclusive territory, no one else can operate in your area without your permission.
-  You have the potential to earn over £25 per hour.
-  Overheads are low too, because you don't need your own premises.





You'll enjoy financial satisfaction doing something you love, whilst making a difference to the children in your community. You'll be a part of putting creativity back into childhood.



# INVEST IN YOUR OWN EXCLUSIVE TERRITORY AT A PRICE THAT'S SURPRISINGLY AFFORDABLE

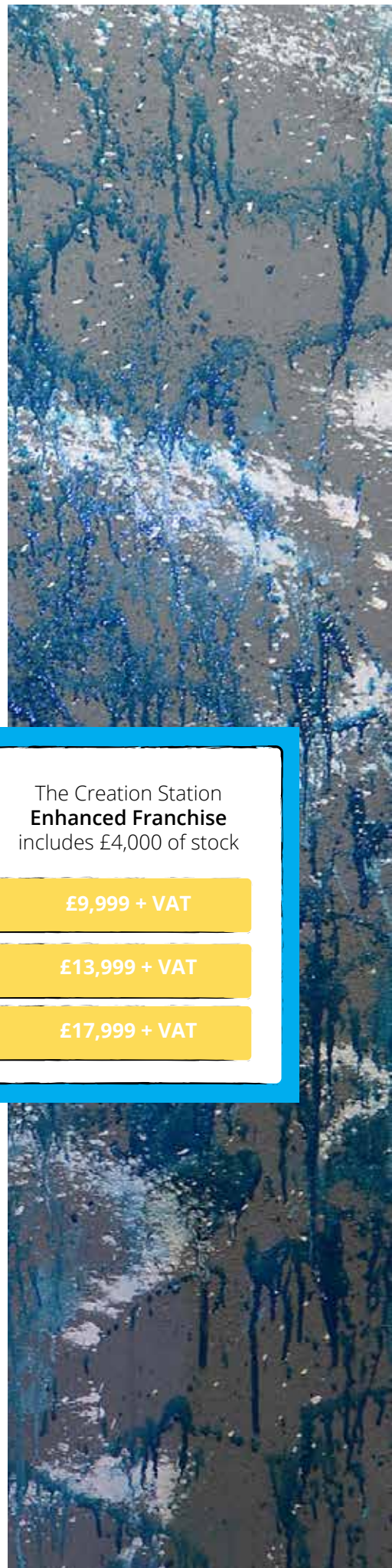
You can choose to invest in the Standard or Enhanced franchise, depending on your family commitments and on how you wish to grow your business in line with your goals.

The exclusive area you operate in is available in three sizes. The sizes are based on the number of children in the area so you can invest in a franchise that suits your level of aspiration and lifestyle.



	The Creation Station <b>Standard Franchise</b> includes £3,000 of stock	The Creation Station <b>Enhanced Franchise</b> includes £4,000 of stock
<b>Micro</b> – Territory of up to 5,000 Children	<b>£7,999 + VAT</b>	<b>£9,999 + VAT</b>
<b>Mini</b> – Territory of up to 10,000 Children	<b>£11,999 + VAT</b>	<b>£13,999 + VAT</b>
<b>Mega</b> – Territory of up to 15,000 Children	<b>£15,999 + VAT</b>	<b>£17,999 + VAT</b>

Your initial investment also includes enough stock, equipment, merchandise, and materials to last at least three months, but don't be surprised if you need to order more. With our help, many franchisees launch so successfully they need more materials to keep up with demand, that means more profits for you.







## AFFORDABLE MONTHLY LICENCE FEE INCLUDES HEAD OFFICE SUPPORT

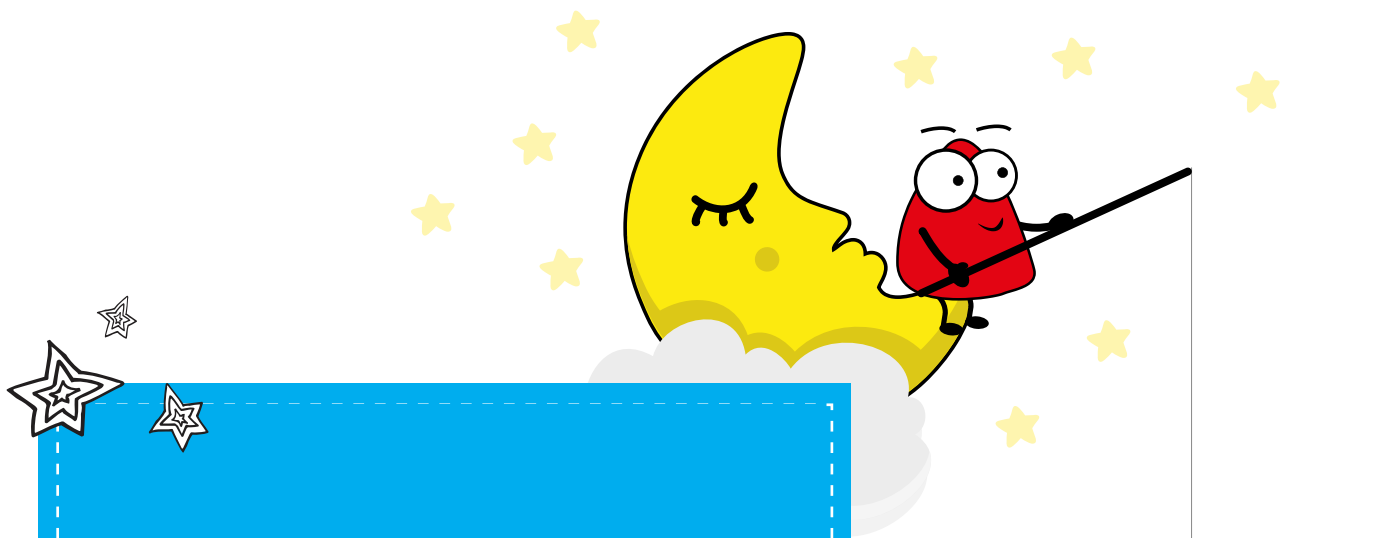
The initial training and the set up is just the beginning. We are on hand to support you through your whole business journey as you grow within our professional and fun team.

★ **£150 + VAT or 10% of turnover whichever is higher**

★ **£200 + VAT per month for The Creation Station Enhanced Franchise per month or 10% of turnover whichever is higher**

To support your business growth you benefit from our advertising and marketing levy at £30 per month.

To help you get started and established we have staggered the monthly licence fee, so rather than paying a higher fee at the beginning it goes up 7% each year.



# FAQ

Since we awarded the very first franchise way back in 2007, we've been asked lots of questions from would-be franchisees. Here are some of the most frequently asked, along with the answers.

## **How do I go about choosing a venue, in which to run my sessions?**

The key is to choose somewhere that families go – and then get into a conversation with the owner. To give you an idea, we have classes run from museums, garden centres, family friendly pubs, scout huts and sports halls etc.

## **I don't have this level of investment available, are there any funding options?**

If so, you're not alone. Many of our successful franchise owners invest in their franchise with a business loan. We have great links with NatWest and RBS who are happy to provide a Business Loan (this is subject to status), so let us know if you'd like us to put you in touch.

## **Are there any additional costs I need to factor in?**

Yes. In addition to your franchise fee you'll need approximately £1,000 of working capital to help pay for some additional start-up items and online training courses, but everything else is included.

### **What does a typical week look like for a franchisee?**

You decide as it's your business. Typically, you'll spend part of your week delivering classes. In addition, you'll spend time implementing the advice we provide you on marketing and spreading the word.

### **Do I need experience in marketing or sales?**

No. We provide full training and support to help you establish and grow your business. However, you do need to like working with people and children and to be proactive in seeking out opportunities to grow your business.

### **I don't like selling. Will this be a problem?**

Our philosophy is to help people and make friends. As a result, you won't have to do much direct selling. Instead, you're more likely to be sharing what you do in natural conversations with people, which sparks their curiosity and encourages them to ask more. You'll find that your customers will quickly see the value in what we do – and word soon spreads. Remember, our target market for classes are mums aged 25 to 48. This group of people tends to be very social. Even better, they usually know other mums!

### **What is a Discovery Event?**

We run these events from 9.30am-1.30pm on a Saturday every month. You can find out more about whether or not this could be the right opportunity for you. You meet and chat with franchise owners, experience a class, meet some of the friendly Creative Hub head office team and find out more about the financial side of the business. You're welcome to bring partners and if you have children they are welcome too. To find out the next available dates give Maggie a quick call on 01395 239700 or 07584 102296.

### **What happens if I'm sick or on holiday and can't run a class?**

Remember, the ability to be flexible with your time is one of the reasons why this franchise opportunity is so popular. This is your business and you're in control. You can choose when you can take holidays. And if you're ill, just make sure you let your customers know and reschedule the class for a later date.

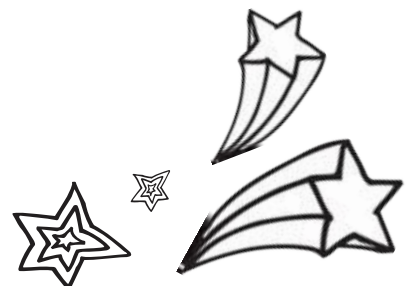
### **I have a few questions that aren't covered here, how can I find out more?**

We understand you will have more questions so it's worth booking a Discover Chat by calling us on 01395 239700. Then if you want to find out more we advise coming along to one of our Discover Events.

### **If I invest in the standard can I upgrade to the enhanced later?**

Yes, it is possible. However, we do offer just the enhanced activities i.e. Create Club after-school clubs as a standalone franchise, so we can't guarantee it would still be available.

We are seeing a large growth in the after-school clubs so this is a good option to help bring in additional income quickly. If you are ambitious we would recommend adding this option on.





"I have been running my Creation Station franchise since March 2013. I can honestly say they have been the most fun filled happy months I have ever had. The Creation Station team, from Head Office to fellow franchise owners are so warm and friendly and offer a huge amount of experience and support. It really is like joining one big happy family. Owning my own franchise allows me to balance my time with my family and gain the rewarding and very fulfilling career I want. A total win win situation. It is hard work, but so very rewarding and every day holds a new challenge and experience."

***Kirsty Hickson - Franchisee, Driffield***



# OUR PROMISE TO YOU

We will help you create a successful business that puts you in control of your working hours, enabling you to prioritise your family or personal commitments. If you become our next franchisee, we'll be here – every step of the way, to help you achieve the success and satisfaction you want.

In fact, our support is award winning. For example, we won the Best Franchisee Marketing Support Award and the runner-up was McDonald's. This award recognised the huge investment we continue to make to The Creation Station brand nationally. From our social media and PR activity, to the partnerships we've forged with the likes of Lego, Hasbro and Aardman Animation, rest assured Creative Hub Head Office is on the ball and building a national buzz, which you can benefit from.



**Everything you need** to run profitable arts and crafts sessions that both children and adults alike love and want to attend regularly.



**Full training** in business operations, management, and marketing to give your franchise the very best chance of success.



**A comprehensive start-up package**, which contains all the tech and tools you need to start running sessions immediately.



**Ongoing support** and development from our committed Creative Hub Head Office team.



**Exclusive franchisee discount** so you can purchase session resources for less.



**Creative Hub Head Office led marketing** and partnerships to grow our brand and reputation.



# WHAT TO DO NEXT

We understand that not everyone has the initial funds to invest in a Creation Station franchise. We are proud of our strong links with the Royal Bank of Scotland and NatWest as well as the Government Start Up Loan scheme, which could potentially help with up to a 70% loan (subject to status).

We can help you at each stage to provide you with everything you need to become a successful Creation Station franchise business owner.



Now you've read through our information pack, you'll realise you can have a rewarding and satisfying career that can give you the personal and financial success you want.

So if you would love to bring fun, creative arts and crafts alive for children and adults in your community and if you are ready for a change and want to run your own successful creative business, then this could be the time to join The Creation Station team as our next franchise owner.

All you have to do is book in for a 10-minute Discover Chat with Maggie from our franchise awards team.

## What happens during a Discover Chat?

During your Discover Chat we would like to find out a little more about you and let you know about us. If you feel this opportunity isn't going to be right for you, or in our experience we don't feel it would be right for you, we can let each other know, so we don't waste your valuable time.

However, if we both feel it could be a good fit, then we will invite you and your partner or friend to come along to our next Discovery Event. If you have children you are welcome to bring them along. Please do note places are limited and attendance is by invitation only.

We look forward to hearing from you soon and helping YOU establish a rewarding and satisfying Creation Station franchise.





"I came across The Creation Station online and it immediately jumped out at me. I couldn't quite believe it would be possible to run a business doing what I love. I could even bring my daughter along to classes and have more time with her. This all added up to reduced childcare costs, more time with my daughter doing something meaningful with lots of great support from head office. The opportunity seemed to have my name written all over it. By investing in myself and a brand I believe in I have been able to make a lifestyle choice that ticks all the boxes for my family's future."

*Penny Gilbert - Franchisee*



### Could you be our next success story?

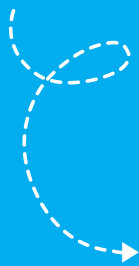
After everything you've read, how do you feel? Excited? Curious? Or like Penny, that this opportunity 'has your name written all over it'. If so, we'd **LOVE** to hear from you.

All you need to do is call 01395 239700, text 07584 102296 or email [hello@thecreationstation.co.uk](mailto:hello@thecreationstation.co.uk) to book your 10-minute Discover Chat – We look forward to hearing from you.



## TEN-MINUTE 'DISCOVER CHAT'

An informal chat to help you decide if you want to explore the opportunity further.



## ATTEND A 'DISCOVERY EVENT'

Held on a Saturday morning in a different location every month across the UK, you'll spend a half day immersed in The Creation Station way. You'll meet existing franchisees, experience an award-winning class, and gain a clear insight into what it would be like to run your own successful franchise.



There are limited spaces available and a £20 deposit secures your space, refunded after you have attended the Discovery Morning. Feel free to bring a partner and if you have children, they are welcome too.



## RESERVE YOUR TERRITORY

If we agree there is a perfect match, we draw up your agreement and map out your exclusive area.

We request that you pay a refundable £500 plus VAT deposit and a non refundable £75 +VAT profile payment.



## FRANCHISE AWARDED

Once you are happy with everything, full payment is made and the agreement and territories drawn up and signed. You are then booked in for your initial training! This happens every two months in our gorgeous Inspiration House, in Devon.



# APPLY TO RUN YOUR OWN CREATION STATION FRANCHISE

If you are feeling inspired and want to find out if this could be the opportunity you are looking for, simply give us a call.

To book your ten-minute  
Discover Chat  
contact Maggie on:

**01395 239700**

**07584 102296**

**[hello@thecreationstation.co.uk](mailto:hello@thecreationstation.co.uk)**

We're really looking  
forward to hearing  
from you. 😊





