



The
Outdoors
Project
Inspiring Adventure
Clubs For Kids

Find your tribe,
join our adventure
& build your business

www.theoutdoorsproject.co.uk

OUR GOAL

The Outdoors Project was a concept that grew from becoming increasingly concerned as a father watching my own three children spending too much time in front of screens.

Following a career in board sports retail and after much talk of needing to ditch the spreadsheets & sales targets, wanting to go and live in the woods and spend more time with my children I founded The Outdoors Project in 2008.

Our aim is to create accessible outdoors fun in safe environments for children to explore and enjoy the plurality of rewards being outdoors brings. At our clubs we also help develop key life skills, encourage positive behaviour, participation and promote a healthy lifestyle.

Having navigated many bumps along the way and received fantastic feedback from parents, children, and schools, I am now very confident in our approach. Most primary school age children across Brighton have attended an Outdoors Project Club. In fact, some of them have come full circle and are now working with the company!

The Outdoors Project now has franchises across the country, welcoming thousands of children a year to clubs. I am looking forward to being able to share our ethos and knowledge to help others find a more direct route to build their own successful business.



Joel Evans
Founder The Outdoors Project



WHY CHOOSE THE OUTDOORS PROJECT?

JOIN THE TRIBE

The Outdoors Project offers unique and engaging Ofsted registered clubs for Primary School Children aged 5-11.

At our clubs children gain confidence, have fun and improve their physical and mental development through outside play. We are unlike sports specific clubs, as every person has something they excel at in nature. Our activities range from the quiet and methodical to louder and livelier play. With a non-competitive environment, children feel more relaxed and can challenge themselves to try new things each time.

THE ACTIVITIES:

These are what makes us stand out from other childcare providers. Some of our most popular take pop culture icons, such as Harry Potter, Pokemon or Star Wars and build an imaginative day around these stories and characters. Our tech meets nature sessions, such as Minecraft or Among Us, bring to life elements of the games that many children love. The meeting of these two worlds often encourages somewhat reluctant children to come for the very first time, only to find that they return again and again.

HOLIDAY CLUBS:

The wide variety of activities at our holiday clubs means everyone feels good about their own abilities. This could be the sense of achievement they gain from carving a Harry Potter wand out of a stick or overcoming nerves to have an amazing game of Nerf. Watching children's confidence grow and new friendships form during our holiday clubs is one of the most rewarding parts of what we do. Parents can book for a day, a week or more.



AFTER SCHOOL CLUBS:

Our after-school clubs are run on school site for 1 hour directly after a school day. The clubs runs with a different activity every week, always involving games, creativity, learning new skills, communication & teamwork. Parents' book for the term.

BIRTHDAY PARTIES AND OTHER CELEBRATIONS:

Here at The Outdoors Project, we love to party! Taking elements from our most loved clubs, we keep the children entertained with our super energetic and fun instructors. We have several different party sessions for the birthday child to choose from including Harry Potter Day, Nerfageddon and Bushcraft

WHY THE OUTDOORS PROJECT IS AN EXCITING FRANCHISE MODEL

- Our Mission: To get children outside, having fun and away from screens.
- From how to run Zombie Apocalypse to Wildcraft vs Minecraft, you will have access to the most fun, imaginative, and engaging children's activities available.
- Parents are increasingly concerned about the effect of technology on the physical and social development of their children.
- Our flexible business model allows you to grow at your own pace.
- You will have your own easy to use website and booking system.
- All sessions are paid for in advance lessening the risk and creating positive cashflow.
- Most Importantly, you'll be part of a fantastic community, which shares your belief that allowing children to spend more time in nature will positively impact their wellbeing.



What the Franchisees say:
"My experience as a franchisee is feeling the autonomy of running my own business combined with the comfort of knowing I can access support from an experienced HQ team when I need it. It's an exciting adventure without a blind leap into the unknown, and it's the best decision I ever made."
(Rob, West Sussex Franchisee)



WHY WE FRANCHISE

“Approximately half to two-thirds of new businesses fail within the first three years of trading but, because franchisees have the benefit of a tried-and-tested business model and access to a support network, failure rates remain extremely low, with only 1% per year closing due to commercial failure”.

British Franchise Association / NatWest Franchising Landscape Report 2018.

THE BENEFITS OF OWNING A FRANCHISE ARE:

- You trade under an established brand name, giving you a head start at building your business
- It has a track record of business performance, giving you confidence that the business is in demand and profitable
- The brand will have defined its customer base, unique selling proposition and brand values so you can understand why the business is successful and decide whether it appeals to you
- There is an operating system which gives you step-by-step instructions on how to set up and run the business, with tools to enable you to do this effectively and efficiently
- The franchisor provides training, support and advice on how to set up and run your business so you are not on your own
- There is a network of franchisees who run the same business across the country, providing support and interaction with other people in the same situation

WHAT MAKES A SUCCESSFUL OUTDOORS PROJECT FRANCHISEE?

PEOPLE PERSON:

Are you a good communicator who is excited about building a business which is essential to your community?

ENTHUSIAST & ENERGETIC:

Engaging with all parts of the business with energy and enthusiasm is essential to our brand.

HARDWORKING:

We want to work with people who are tenacious in bringing our mission to life in their local community.

SHARES OUR MISSION:

We believe nature can provide health, happiness and adventure for our children. If you believe in this as a mission, we want to work with you to create unique childcare businesses.

WHAT DO WE OFFER?

HOW DO WE HELP YOU SUCCEED?

Finding a business to suit your attitude and values is important. We'll provide you with everything you need to set up, maintain and grow your business including:

- ✓ Your website, booking, and payment system
- ✓ Activity session plans
- ✓ Staff recruitment & advice & training
- ✓ Business admin support; insurance, Ofsted, Childcare Vouchers + more
- ✓ How to find your venues
- ✓ Launch & ongoing marketing and sales tools
- ✓ And everything else you need to know!



What the Schools say:

"It takes great skill to organise group activities and hold the attention of all the children. I was impressed with the way the staff interacted with the children, they were enthusiastic and encouraging, and the games were new and exciting."
Elm Grove School

What the Parents say:

"I didn't need to ask whether my son had a good day, his smile said it all!"



What the Parents say:

"Fantastic opportunity for kids to be active and happy in the outdoors. Definitely our first choice for holiday activities"



HOW MUCH CAN I EARN?

The business is scalable and each franchisee will have their own ambitions. Franchisees have the freedom to influence their own income and determine at which level they would like to work.

Turnover ranges from £70K to £350K+ per annum per territory depending on your ambition for your business. We aim to achieve a minimum profit of 30% of turnover.

In the applications process we will set out how to manage and run your business to plan your income expectations. As an average and depending on a number of factors, we expect franchise over a three year launch period to expect to earn:

NO. OF CLUBS	YEAR 1	YEAR 2	YEAR 3
AFTER SCHOOL CLUBS (PER WEEK)	4	7	10
HOLIDAY CLUB VENUES	1	2	2
BIRTHDAY PARTIES (PER YEAR)	40	50	70
TURNOVER	£75K	£142K	£200K
INCOME FORECAST	£26K	£49K	£65K



HOW MUCH DOES A FRANCHISE COST?

We are continually investing in our brand, franchise model and IT infrastructure. To fund this and ensure you have the best resources available, we have a clear and transparent funding model.

UP FRONT FRANCHISE FEE:

£12,500 up front, one off costs for a new territory. Financing options are available through government backed British Business Banking Start Up Loans. As well as your territory you also receive a New Starter Franchise Kit, full training and much more to get your business started.

ONGOING FRANCHISE FEE:

There is an ongoing 10% of turnover franchise fee. This funds the ongoing development of the brand and your operational support.

TERM:

Your franchise agreement will be between 3 to 5 years. At point of renewal there is no additional franchise fees.

All of the above costs are subject to VAT

What the Franchisees say:
"Getting kids outdoors and active is an objective that it's hard to feel anything other than incredibly positive about."
(Rob, West Sussex Franchisee)



What the Parents say:
"My daughter has asked whether she can attend the After School Club until she leaves this school!"



OUR MOST RECENT FRANCHISEE STORY

MICHELLE TURNER - SEVENOAKS FRANCHISEE

The Outdoors Project are delighted to welcome Michelle Turner to the team as franchisee for Sevenoaks. Michelle has been working as a childminder in Kent for the past 28 years, before deciding to take on the franchise. "I came across the Outdoors Project on Facebook and I could immediately see the opportunity to combine my love of childcare with the outdoors. After a couple of telephone conversations, I visited the Brighton HQ for a Discovery Day in Easter."



Michelle and her team then spent May half term training. Although confident as a childminder, the training gave her the opportunity to see how the clubs run.

"Attending the training gave me the opportunity to see how the team engaged with the children. It allowed me to picture how a typical day looks like with running the activities and managing the staff. It also quickly became apparent how the Outdoors Project could take my love of childcare into a whole new exciting direction"

The first clubs started in August and immediately saw a great response from parents in the local area, with strong sales over her first summer holidays and then a sell-out October half term. "Training has been amazing. Working alongside the instructors is the best hands-on experience, with support available every step of the way. The other franchisees have also been a great support and are happy to share their experiences."

Due to the high demand in Sevenoaks, Michelle and her team are opening new clubs in 2023 and are on track to double this year's bookings.

"For me to change from a childminder to a franchisee has been the perfect transition. I've re-found my love of childcare. I'm now active, creative and enjoy working in a team that has lots of fun."

Michelle's advice to prospective franchisees is

"100% do it! The Outdoors Project will go from strength to strength as the concept is genius. Children need to spend more time outdoors, meeting new friends and just having an amazing time. This franchise is it."

"No franchisor is perfect and does everything for you but I can honestly say Sam and Joel do a lot more than much more expensive and experienced franchisors. It's a great model for a kids activities business." (Mark Rasche, Director of Children's Activities Associations)

WHAT OUR FRANCHISEES SAY:

ROWAN HIBBETT – BRISTOL FRANCHISEE



“After some amazing adventures & time working around the world in the adventure industry and working in the UK with a children charity for many years The Outdoors Project set a new challenge for me. Fast forward a few years and I find myself the Franchise owner for The Outdoors Project Bristol. I have found buying a franchise a huge benefit, as so much of the ground work has been done for me, enabling me to start up the business quickly and start earning money without having to go through lengthy and costly trials and errors.

All procedures, branding, systems and paperwork were all in place so that when I started it, I really hit the ground running and had 5 full clubs within the first month of trading; with all staff having uniforms, schools having brochures and very thorough paperwork in place. Starting up, I had a lot of involvement from the Franchiser, including a multiday visit of the premises and a visit both to my own premises and a visit from myself to the franchiser.

Going forwards I get a lot of support and advice on best practices and marketing. I get gently nudged in the right direction but am free to choose how to run my operation and in what direction”

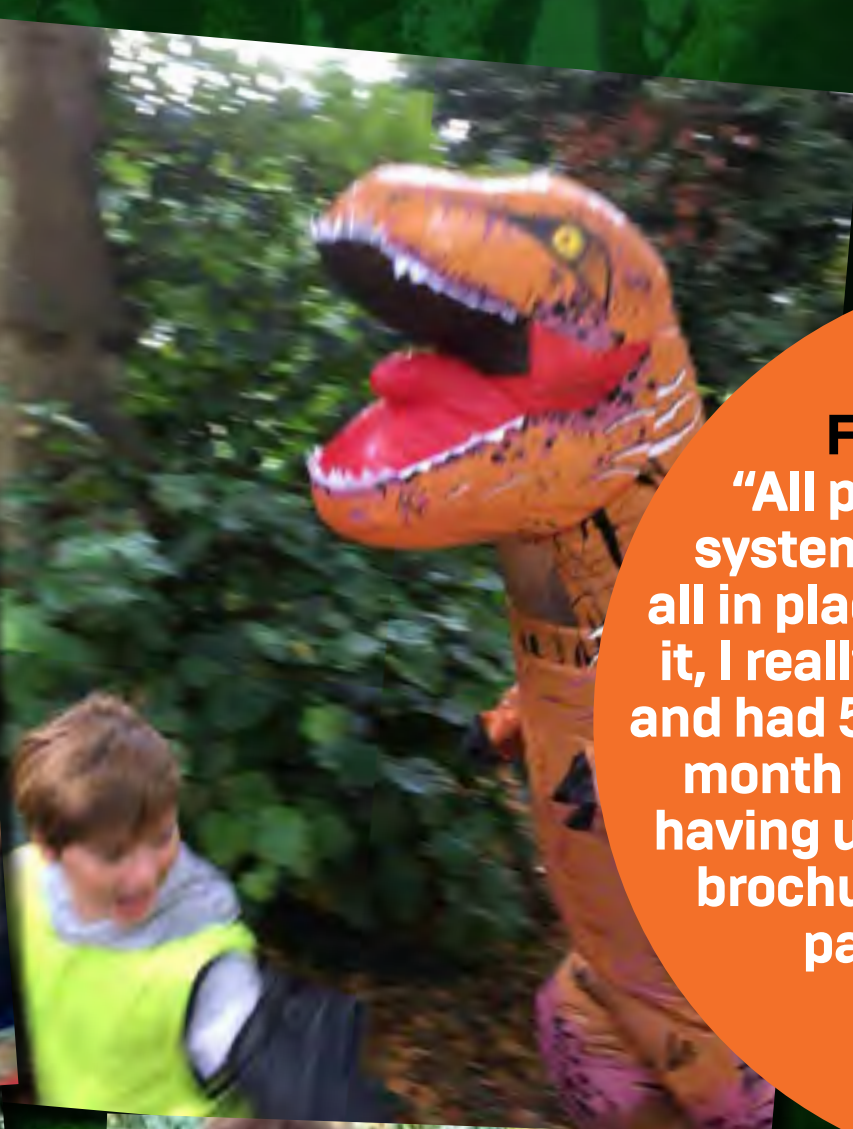
ROB CRUISE – WEST SUSSEX FRANCHISEE



“I’ve always loved the idea of being my own boss but I’d never had an idea of my own that I felt so convinced would work that I was willing to take the plunge, either psychologically or financially. I’ve always loved the outdoors too, but ideas around opening campsites or buying some forest to use for...something...always felt so vague and risky. The Outdoors Project was a business I’d known of for a while and I always loved what they did. Getting kids outdoors and active is an objective that it’s hard to feel anything other than incredibly positive about.

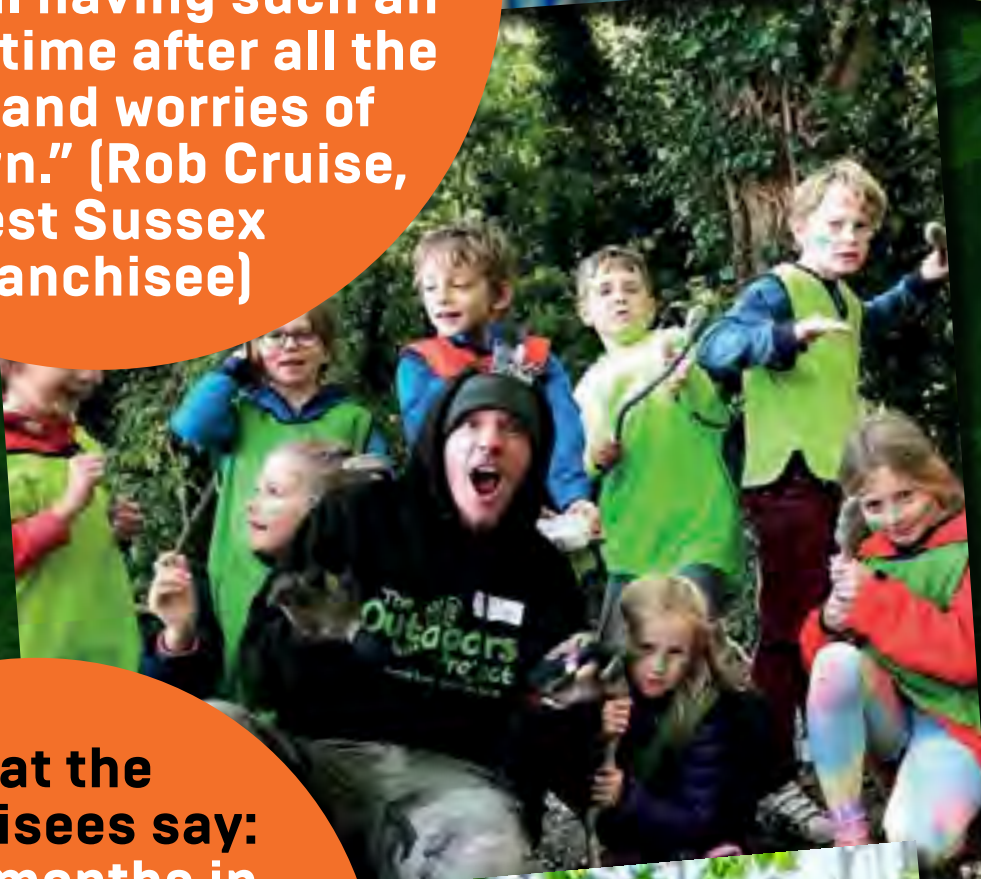
When I heard there was an opportunity to take on a franchise it just seemed to make so much sense; here was a business completely in-line with my personal interests and goals, which operates with a social conscience and has been proven to be commercially viable. The Outdoors Project has been going long enough to know what works and what doesn’t, what should be prioritised and where time should be focussed in those crucial first years.

My experience as a franchisee is feeling the autonomy of running my own business combined with the comfort of knowing I can access support from an experienced HQ team when I need it. It’s an exciting adventure without a blind leap into the unknown, and it’s the best decision I ever made.”



What the Franchisees say:
 "This summer (2020) was my highlight by a long way. We sold out every club and it was pretty emotional having such an amazing time after all the stress and worries of lockdown." (Rob Cruise, West Sussex Franchisee)

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 (Rowan, Bristol Franchisee)



What the Franchisees say:
 "A few months in I noticed a weird warm feeling I'd never really felt before - job satisfaction." (Rob Cruise, West Sussex Franchisee)



What the Franchisees say:
 "Right from the start I believed in the brand and the proposition, it seemed like no other clubs offered anything like it and I was able to see first hand how much the children enjoyed it."
 (Anthea Daly, Lewes Franchisee)

WHAT NEXT?

We believe our franchise is a wonderful opportunity for someone to make a personal and financial difference to their lives. If you are enthusiastic about what you've seen, we are looking forward to hearing from you to start your adventure with The Outdoors Project.

Email: franchise@theoutdoorsproject.co.uk
theoutdoorsproject.co.uk/franchise

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"I have found buying a franchise a huge benefit, as so much of the groundwork has been done for me, enabling me to start up the business quickly and start earning money without having to go through lengthy and costly trials and errors."
(Rowan Bristol Franchisee)

FRANCHISE JOURNEY



FIRST CALL

We'll have an initial chat to see if we're the right fit for each other



FRANCHISE MODEL

An online meeting to understand the financials behind the business



DISCOVERY DAY

See our sessions in action and meet the Brighton HQ



MEET THE FOUNDERS

This is your chance to show us how you'll run clubs in your territory



ADVENTURE ON

Congratulations!
You're an Outdoors Project Franchisee