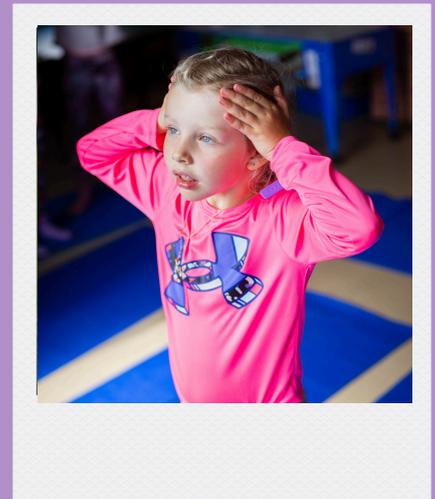




FRANCHISE PROSPECTUS



Kidz4 is a premium children's activity brand offering a flexible, high-impact business model for franchisees. Kidz4 has grown into a trusted name in independent schools, offering sports based sessions that build confidence, wellbeing and physical skills in children aged 3 to 11. From multi-sports and yoga to athletics and tailored curriculum support, Kidz4 offers you the chance to run a meaningful, flexible business that fits around your life while making a real difference in children's development. With our trusted brand and ready-made programmes, you can deliver fun and active sessions in schools, nurseries and community spaces both daytimes and weekends and be your own boss, whilst building something you can be proud of.

Lauren Weston Director & Owner of Kidz4 Limited



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Mission Statement

At Kidz4, we are more than just an after-school sports club – we are a trusted partner in top prestigious schools teaching over 500 children every week. Committed to excellence, we deliver high-quality, engaging, and inclusive sports programs that inspire confidence, build character, and promote lifelong healthy habits. Trusted by leading independent schools, Kidz4 creates a safe and supportive environment where every child is encouraged to thrive.

Kidz4 Values

- Child-Centered – We put children’s needs, joy, and growth first in everything we do.
- Inclusive – Every child is welcomed, respected, and valued.
- Fun-Focused – We make learning active and enjoyable to build a lifelong love of sport.
- Trusted – Partnered with top independent schools, we deliver quality and reliability every time.

Our Programmes

- Kidz4 Yoga (Nursery EYFS Programme) 2-5 years
- Kidz4 Yoga (Key Stage 1 & 2) 5 - 11 years
- Kidz4 Swimming 3-11 years
- Kidz4 Little Athletes 3-11 years
- Kidz4 11+ Yoga & Mindfulness 6 part workshop (Independent school focused)
- Kidz4 Birthday Parties
- Kidz4 Holiday Clubs

Lauren Weston, Founder

Hi, I'm Lauren – GB Triathlete, former Director of Sport in independent schools, and proud new mum to my 10-month-old daughter, Milausha. After 13 years in education, I've witnessed first hand how the pressures on children keep mounting – from intense exam preparation and the 11+ tests to social challenges and the complexities of friendships. Schools are working incredibly hard but with so much packed into the school day, there simply isn't the time or resources to focus on helping children develop emotional awareness and self-regulation. That's why I created Kidz4 – a space outside the classroom where kids can move, breathe, and build the confidence and calm they desperately need. Through yoga, athletics, and fun, inclusive sports, we help children manage stress, boost wellbeing, and grow happier, more resilient minds. Supporting children's mental health isn't just part of what we do – it's why we do it.

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Business Partnership

As a Kidz4 business owner, you'll receive everything you need to hit the ground running – from equipment lists and comprehensive training to all the resources required to successfully run Kidz4 clubs and workshops. Whether you want to add Kidz4 programmes alongside your existing services, build a business focused on childcare and wellbeing, or start part-time to fit around your lifestyle, the choice is yours! Plus, you'll benefit from a 2-year contract granting you exclusive rights to use the Kidz4 licence and trademark within your designated territory.

What Training will I get?

As a Kidz4 franchise owner, you'll receive the comprehensive Kidz4 Operations Manual – a step-by-step guide covering everything you need to run the business smoothly. From leading yoga and sports clubs in schools to selling curriculum-time 11+ workshops and holiday clubs, it's all there.

You'll also benefit from:

- Full access to the Kidz4 online portal, packed with all the tools and resources to manage your business
- A 10-hour online children's yoga teacher training course (valued at £249)
- Complete online training covering every aspect of running your Kidz4 business, from A to Z
- Guidance on getting into schools, plus digital marketing resources and templates (RRP £99)
- Marketing strategies designed to boost customer retention (RRP £99)

What Equipment will I get?

We supply you with a list of all the equipment you need to get started; You'll need a set of 12 yoga mats, a yoga breathing ball, a singing bowl, a set of scarves and yoga resource cards to get started. We will supply you with a Marketing kit including a Kidz4 Roll up Banner, Marketing flyers (personalised) and certificates and stickers. We have our very own Kidz4 clothing to wear (available to purchase) for both you and your teachers to look professional when you teach your sessions. In the Digital portal you will have access to a range of assets perfect for marketing your business.

What support will I get?

After the initial training period and online courses, you will receive;

- One to one Whats-app support for the first 6 months (additional time can be purchased)
- Full access to the Google drive and Kidz4 Academy Facebook Group.
- Termly team zoom meetings for all owners, partnerships and teachers.

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What are the costs?

The initial set-up fee is £2,500, which covers all your essential equipment and comprehensive training. Following this, you will pay a fixed monthly fee of £150 throughout the 2-year contract. We are unique in that there are no hidden fees or royalties—no percentages taken from your earnings. Everything else you generate is yours to keep.

Running costs?

As a Kidz4 franchise owner, certain ongoing expenses will form part of your business costs. These may include venue hire for weekend classes, purchasing additional certificates, stickers, and initial equipment investments. We provide trusted recommendations for the best-value suppliers to help keep costs manageable. If you choose to run your Kidz4 clubs exclusively within schools, venue hire fees are typically waived, meaning you keep 100% of your earnings.

You will also need a booking system to manage registrations – we recommend Bookwhen, which costs approximately £10.99 per month. Additionally, annual insurance is required, which generally costs around £140 per year.

Low cost Business Model

Kidz4 is designed to be a low-cost business with minimal overheads. Typical expenses you might encounter include:

- Venue hire for weekend classes: £10–£30 per hour, depending on location
- Advertising your events: free (we provide marketing support and templates)
- Equipment: provided upfront as part of your franchise package
- Stickers for students: approximately £1 per group of 16

This lean cost structure helps maximise your profitability while delivering high-quality, engaging programs for children.

Example Financial Earnings Annually (Part-time)

In 2024, the South West London Kidz4 business achieved strong revenues while I was caring for my newborn at home—with only minimal childcare costs. All administration, marketing, and school partnerships were managed in just 3–4 hours per week, often during nap times.

The Kidz4 model is designed to offer mums a flexible and rewarding business opportunity—an alternative to corporate life that allows them to build something meaningful on their own terms, without sacrificing family time.

The figures below are based on the Autumn 2024 term, which mirrored the Spring and Summer terms in numbers, and provide a clear picture of the income potential from running this business part time.

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Example Financial Earnings Annually

These figures are based on South West London Territory (Part-time Business) 2024-25			
Autumn Term Revenue			
Classes	Number of Children	Termly Cost per Child	Gross Revenue
Monday PM Class 3-3.30pm	16	£135.00	£2,160.00
Monday PM Class 3.30-4pm	16	£135.00	£2,160.00
Tuesday Pm Class 3.45-4.25pm	16	£135.00	£2,160.00
Tuesday PM Class 4-5pm	10	£240.00	£2,400.00
Teachers Yoga Class 5-6pm	10	£100.00	£1,000.00
Wednesday Lunchtime Class 12-1.30pm	10	£268.00	£2,680.00
Wednesday After-School Class 4-5pm	6	£130	£780
Thursday After-School Class 4-5pm	10	£268	£2,680.00
5 x Monday 11+ Workshops (45 minutes)	60	Total Package Cost	£2,500
1 Full Yoga Workshop Day	60	Total Package Cost	£500.00
1/2 Yoga Workshop Day	30	Total Package Cost	£250.00
Total Gross Revenue			£19,270.00
Autumn Term Expenses			
Expenses			Termly Cost (4 months)
Yoga Teachers (for Tuesday / Monday)	£35 p/session		£700.00
Booking System	£10.99 p/month		£43.96
Certificates & Stickers			£100.00
Public Liability Insurance	£109 p/annum		£36.35
Hall Hire (2 venues)	£35 p/hour		£700.00
Franchise Fee	150 p/month		£600.00
Total Gross Expenses			£2,180.31
Total Termly Profit			£17,089.69
If bookings maintain consistent ---->			Total Annual Profit
			£51,269.07

These figures are after an initial fee of £2500 for the Franchise have been paid, and approximately £300-500 to purchase all of your equipment. You can run the business either with Yoga teachers / Sports coaches for you, or teach more sessions yourself depending on how you want your business to operate.

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How Much Can I Earn?

You can start earning as little as £12,960 with just two Clubs per week, which is 2 hours. The administration for setting these up and taking bookings is very minimal and won't take more than 3-4 hours per week.

Using the figures above here's some further numbers to see your earning potential.

1. After-School Clubs

Details: 4 clubs per week, 14 children per club, £13 per child.

Annual Revenue: £25,920

2. Nursery Sessions

Details: 3 session per week, £75 per session.

Annual Revenue: £6750

3. Full Day Workshops

Details: 3 x £500 for full day workshop (various age groups, or 11+ programme)

Annual Revenue: £1500

4. 6-week 11+ Workshop

Details: 1 x 11+ workshop booking (6 weeks)

Annual Revenue: £2000

5. Holiday Camps

Details: 1 week of Holiday camp, 20 children per day, £50 per child.

Annual Revenue: £5000

Total Revenue: £41,170

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Next Steps to Join our Franchise Family

By joining our growing Kidz4 Franchise Network, you'll become part of a successful, creative and hard-working community of like-minded people – all passionate about inspiring children through fun, active and educational experiences.

We're committed to building a team of enthusiastic, motivated franchise partners who share our values and bring the Kidz4 energy to schools and communities across the UK.

To make sure the opportunity is right for you – and that you'll thrive as part of our network – we've developed a clear, supportive selection process that helps us get to know each other properly.

The Kidz4 Franchise Award Process

Submit your application form

Book an introductory call to explore the opportunity

Sign an NDA so we can share full details and financials

Join an online discovery session to learn more about the Kidz4 model

Provide references and DBS check

Present your business plan

 Franchise awarded – welcome to the Kidz4 family!

 Ready to Get Started?

We'd love to chat with you!

 Email: franchise@kidz4.co.uk

 Call: Lauren on 07731582610

Once you've signed an NDA (Non-Disclosure Agreement), we can share detailed information and full financial projections so you can make an informed decision about joining our exciting journey.

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Frequently Asked Questions

💰 Can I apply for funding to cover my start-up costs?

Yes! If you meet the eligibility criteria, you can apply for a government-backed Start Up Loan to help cover your initial investment and start-up expenses.

You can check your eligibility and find out more here:

<https://www.startuploans.co.uk/>

🕒 Can I run my Kidz4 franchise part-time?

Yes, absolutely. Many of our franchisees begin part-time and grow their business as demand increases.

Your income potential will depend on the number of schools, nurseries, or holiday clubs you deliver each term.

👨‍👩‍👧‍👦 Can I bring my children to classes?

For parent-and-child sessions, yes – your own child can attend!

However, for school, nursery or camp sessions, your children can't join in while you're teaching or hosting, as those are structured learning environments.

💞 Can I run my Kidz4 franchise as a partnership?

Yes, you can – as long as both partners demonstrate how you'll share responsibilities effectively and manage the business together.

📄 How long is the franchise agreement?

Your franchise agreement runs for two years.

🔄 What happens at the end of the two-year term?

You'll have the option to renew your agreement for another five years, or to sell your franchise to an approved buyer, following the terms outlined in your contract.

📅 What if I decide franchising isn't for me after signing the contract?

You're required to deliver a minimum of six months after signing.

If you choose to close your franchise after that period, you'll need to provide written notice and will remain responsible for fees due under the terms of your agreement.

🗣️ How much time will I need for marketing?

You'll need to set aside some time each week to promote your classes – both online and in person. Most of our franchisees find that word of mouth, social media and referrals drive the majority of their bookings, with support from Kidz4 Head Office marketing too.

📁 How much time will I spend on admin?

Our online booking platform makes managing bookings and payments quick and easy.

You'll just need a little time each day to check emails and respond to new enquiries.

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Frequently Asked Questions

What size car will I need?

You'll need a car with a spacious boot to transport your Kidz4 equipment.

Our play trays measure around 1 metre in diameter and can be transported upright behind the seats.

What kind of storage do I need?

You'll need a dry, secure storage area such as a garage, shed, or garden room to store your Kidz4 equipment and materials.

What are my ongoing costs?

Your regular business costs will include:

- Venue hire
- Craft and activity materials
- Marketing expenses (with extra support from Head Office)
- Monthly booking software and insurance fees

Do I need an accountant?

You'll be self-employed and responsible for completing an annual self-assessment tax return.

You can do this yourself or use an accountant – whichever you prefer.

Do you provide insurance?

We'll connect you with recommended insurers who specialise in children's activity businesses so you can easily arrange your own cover.

How big is my Kidz4 territory?

We'll work closely with you to define your area. Each Kidz4 franchise territory includes a minimum of 10 postcode areas, ensuring a fair and protected region for your business to grow.

Where does training take place?

Your training will include:

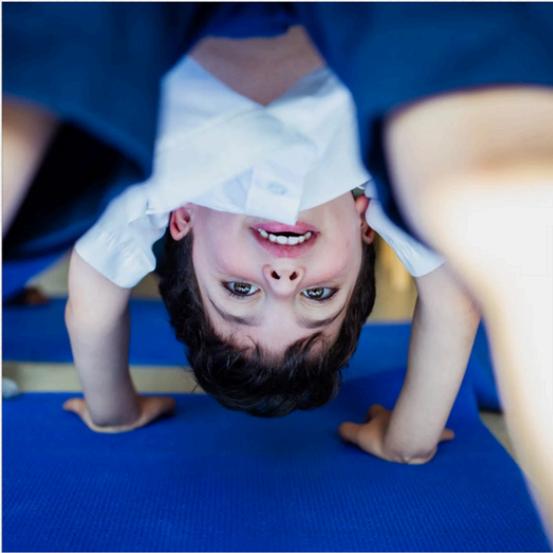
- Shadowing an experienced franchisee during real classes and workshops
- A full in-person training day (either at a Kidz4 location or via Zoom)
- Access to the Kidz4 online training hub and video library

This blended approach gives you hands-on experience and the knowledge to launch confidently from day one.

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Kidz4®



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