



CANOPY
children's nurseries



**Nurturing
Better Beginnings**



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Introduction

Canopy is part of the Fun Fest for Children group which has a portfolio of childcare and children's activity services available as franchise businesses.

These include

- Canopy Children's Nurseries
- Fun Fest Holiday Clubs
- Fun Fest Before & After School Clubs
- Fun Fest Children's Parties

Children can grow up with this family of brands, as they take them right through from the cradle to adolescence.

Our brands are child-led and parent-orientated which means they empower and engage children whilst giving parents what they require for harmony in their lives.

Fun Fest for Children is ranked as one of the UK's Top 100 franchisors and since it launched its national franchise programme in 2017, it has achieved:

- A UK-wide network: Over 20 operating units in the UK, spread from Chorley in the North to Orpington in the South
- A unique USP of empowering children: All services are designed to be child-led, supporting children in their choices
- Growth: 68% growth in revenue year on year
- Customer Satisfaction: Net Promoter Score of 61
- Franchisee Satisfaction: 88% franchisee satisfaction rating
- Ofsted Approval: All services receiving 'Good' or 'Outstanding' in their Ofsted inspections
- Awards: Best Newcomer to franchising award in 2018 from Working Mums

With decades of experience of running Ofsted rated 'outstanding' nurseries, the Fun Fest team are delighted to be able to bring this expertise to the market with the launch of the Canopy Children's Nurseries franchise in 2021.



The Canopy Story

At Canopy, we exist to offer parents and children a 'home from home' day nursery experience, that helps families thrive. We are on a mission to give children the best beginnings and busy parents more harmony in their lives.

We believe that every child has the potential to change the world in their own unique way so Canopy Children's Nurseries are deeply committed to providing the care that every child needs. We nurture each child as an individual from the beginning, encouraging them to explore the curiosities that their world presents them with, whilst facilitating new learning experiences from all that surrounds them.

Our Early Years Foundation Stage curriculum is based on aspects of the Reggio Emilia pedagogy blended with our own experiential approach to learning. We use open-ended resources to nurture and stimulate a child's creativity and critical thinking. We have built environments and entire learning ecosystems centred around play because play is a child's work. We bring children together in small groups, instilling in them an appreciation for more harmony and connection in their lives.

By laying deep foundations and nurturing better beginnings, we are building stronger families and sustaining healthier communities. Our brand is based on aspirational beliefs and inspirational values. We bring people and families together and the friendships and memories formed here sustain better futures too.

Canopy Mission & Values

At Canopy, we want to quietly disrupt the landscape of childcare provision, giving children the power to change the world in their own unique ways.

Canopy values:

- Never be average
- Create magical childhood moments
- Help families thrive
- Establish kindred partnerships with parents
- Communicate openly and honestly
- Child-centred and parent-orientated
- A home from home nursery experience



The Canopy Children's Nursery

The vision for Canopy is to disrupt the landscape of childcare provision, giving children the power to change the world in their own unique ways.

This vision will be delivered by getting these 5 core elements right and working together in harmony in our nurseries:

A Child-centred Curriculum

At Canopy we look at the requirements of the Early Years Foundation Stage (EYFS) through the eyes of the children to develop a truly engaging curriculum. It is a blended approach based on aspects of the Reggio Emilia pedagogy which views young children as individuals who are curious about their world and have the powerful potential to learn from all that surrounds them.

We listen to the children and their families to understand their individual interests and needs. Combined with a knowledge of projects which are known to interest children, we can then plan and deliver a curriculum which follows each child's interests and harnesses their natural curiosity.

The Canopy curriculum builds on the main trunk of the Early Years Foundation Stage with branches to develop every child's skills as:

- Independent learners
Canopy Early Years Curriculum enables children to follow their own learning adventures so that they can explore their ideas in their own way and at their own pace. Canopy Children's Nurseries encourage children to develop a

sense of independence and make their own choices about how they play.

- Inquisitive thinkers
Introducing children to ideas and concepts in lots of different ways gives every child the best chance of understanding and connecting with the curriculum. Canopy Children's Nurseries give children opportunities to ask questions, test out their own way of using open-ended equipment, and explore through physical play, art, music, construction, role play and story-telling.

- Curious explorers
Beautifully designed outdoor spaces to allow children every opportunity to develop their natural curiosity and explore outdoors, in all weathers.

- Comfortable engagers
Encouraging children to increasingly collaborate with one another as they get older aids their cognitive development as well as their interpersonal skills. Canopy Children's Nurseries listen carefully to each child to promote a balance between a sense of belonging to the group and a sense of self.

A Talented Team of Practitioners

Recruiting, developing and retaining talented staff practitioners is a priority so that we have a team who are skilled and empowered to follow children's interests and harness their natural curiosity.

Canopy Children's Nurseries encourage a culture of excellence where the team work together to continually improve their skills and expertise to benefit the children in their care.

Canopy Children's Nurseries have HR systems to ensure that staff members feel valued, supported and rewarded in their roles. We work alongside local colleges to support Early Educator Apprenticeships and the vision is to create a Canopy Academy to compliment the Early Years Educator Programme and train our practitioners in the delivery of our unique curriculum.

Partnership with Parents

Building strong relationships with parents where they feel involved and listened to is fundamental to understanding each child and helping them reach their full potential. The natural, informal

communication between parents and staff is supplemented with a system which facilitates ongoing two-way communication via a secure app, providing development reports, child observations, daily diaries and essential messages.





An Enabling Environment

The classroom is often referred to as the "third teacher" and so great care is taken to construct an environment that supports the curriculum and allows for the easy exploration of individual interests.

Canopy Children's Nurseries work with experienced design partners to create a model nursery environment based on:

- A space which is calm, interesting and invites curiosity and exploration
- Furniture which is comfortable and versatile
- Storage which makes resources visible and accessible encouraging independence and allowing children to choose their own play.

Outdoor learning is a big part of the Canopy Early Years Curriculum and each nursery has an outdoor environment that is thoughtfully planned to enable children to thrive by challenging themselves, understand their own limits, be curious and investigate.

Promoting a Healthy Lifestyle

In order to thrive, children need to exercise, eat well and sleep well with the support and guidance of caring adults. Canopy Children's Nurseries ensure that during their day with us, children get the chance to:

- Run around outside, get out of breath and be curious
- Sit down together for freshly prepared, organic meals and snacks which suit all dietary requirements and encourage social interactions.
- Relax in a quiet, and comfortable environment so that they can rest/sleep

Canopy Children's Nurseries... ..nurturing better beginnings

"The quality of teaching is inspirational and highly responsive to all children's needs. Staff plan meticulously using what they know about the children. They expertly adapt activities to ensure that all children remain highly absorbed in their learning" Ofsted 2019



“Play is the highest expression of human development in childhood for it alone is the free expression of what is in a child’s soul”

Friedrich Froebel

Franchising

'We only flourish as a whole if you flourish individually.'

According to research, 2 out of 3 people have considered starting their own business. Owning a franchise enables you to do this with a reduced level of risk and stress. The benefits of owning a franchise are:

1. You trade under an established brand name, giving you a head start at building your business
2. It has a track record of business performance, giving you confidence that the business is in demand and profitable
3. 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
4. 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
5. The franchisor provides training, support and advice on how to set up and run your business so you are not on your own.

6. 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
7. You benefit from reduced buying costs and funding options due to economies of scale across the operation

Fun Fest Franchising (UK) Ltd is an ethical franchisor. It is a member of leading franchise associations within the UK such as the British Franchise Association and Encouraging Women in Franchising. It has won awards for its launch as a national franchisor and within 3 years has been recognised as one of the UK's top 100 Franchise brands.



The Canopy Franchise

Having gained an excellent reputation for operating Ofsted 'Outstanding' Day Nurseries, the Directors of Fun Fest Franchising (UK) Ltd are launching the Canopy Children's Nursery Franchise in 2021.

We are highly invested in your success, and believe that we provide more value for money than any other nursery franchise currently operating in the U.K.

Initial Costs

The initial franchise fee of £45k + vat includes:

- **Property services**
All the property services that you require to open your nursery which includes property finding, planning, architectural, interior and exterior design services. We coordinate the services of our external partners and hand the building over to you when it is ready to open.
- **Marketing**
Complete pre-launch Marketing plan and package to include digital Marketing services in conjunction with the website, PR and social media advertising. Full brand guidelines, templates and assets are provided
- **Operational Support**
We provide an operations manual which gives step by step instructions on setting up your nursery as well as tool boxes containing the assets and templates that you will require to complete these steps. We have a team of nursery professionals who will be there to guide and support you throughout the process.

- **Training**
Experienced Early Years consultants and business professionals will take you through a full programme of training modules. They comprise a mixture of external and internal courses, many of which can be completed on-line.

They will cover the business systems that you will be using to as well as delivery of the Canopy Early Years Curriculum. Training of the nursery practitioner teams is also included.

- **Technology**
Your franchise fee includes the set up and on-going use of an all-in-one Nursery Learning, Assessment and Management Software system, allowing you to schedule children, manage enquiries and communicate child development and progress reports with parents. This system will be linked to your invoicing and fee collection system to ensure effective financial management.

- **Regulatory Licence**
Canopy consultants will work closely with franchisees to apply for the Ofsted licence, provide training on the regulatory requirements, and attend the regulatory inspection visit so that you feel supported and guided at every step.

- Website

You will have your own nursery website page to promote your services and capture customer enquiries

- Total set-up costs

The initial set-up costs for a Canopy Children's Nursery will vary according to the exact size, location and nature of the proposed property but are estimated to be approximately £200k which is calculated as follows:

• Franchise purchase fee	£45k
• Working Capital	£10-12k
• Equipment	£20-25k
• Legal fees	£2.5k
• Property refurbishment/conversion costs	£100-£125k
• Planning consent and change of use fees	£2.5k
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Total	£200k

Please note these figures do not include vat

Fun Fest Franchising UK Ltd is a respected franchisor and can support franchisees with getting suitable finance through our trusted partnerships with lenders such as HSBC.

Ongoing Costs

The monthly franchise management fee is 8% of sales turnover + vat.

This fee covers:

- Nursery & Ofsted support from Head Office
- Strategic development and improvement initiatives
- Ongoing professional services:
- Membership of the National Day Nurseries Association
- Nursery learning, assessment and management system to include:

- Child development monitoring
- Parent communication system
- Lead management and monitoring
- Invoicing
- Fee collection services
- HR system which links in to payroll
- Health and Safety Management System
- Website hosting fees
- Digital marketing content
- Ongoing training services
- Networking with & peer support from other franchisees

Rewards

The costs of setting up and running a Canopy Children's Nursery are significant. Therefore, the rewards for doing this effectively must also be significant, enabling franchisees to earn six figure salaries.

Prospective franchisees will be taken through a full financial model of expected returns at the next stage of the process.

Why should you choose a Canopy Children's Nursery Franchise?

You are in the process of making an important decision which will have a big impact on your life and your lifestyle so we expect you to want to do your research and to ask lots of questions.

We recommend completing the British Franchise Association's 'Prospective Franchisee Certificate' which is free of charge and which will help you to prepare for this journey. This can be found at www.thebfa.org

We pride ourselves on delivering outstanding childcare services to our customers and on building a network of satisfied franchisees so regular research surveys are conducted to measure both customer and franchisee satisfaction.

Here are some reviews we have received from our existing franchisees:

'Very happy and pleased with the service they have provided to date. Always very supportive, help with queries quickly and hold your hand when needed. The experience they have as a team is extensive, they have a friendly and close nit team with everyone working towards the same goals and on the same page. I am so happy to have joined their franchise and couldn't ask for a better more friendly company to work with'

'Excellent support with a team full of diverse skills, comprehensive knowledge and extensive experience'

'I felt welcomed, informed and at no point pressured. The team were professional and efficient in delivering the detail and explaining where necessary'



Team

“Highly experienced team have proven and consistent delivery of Ofsted Outstanding Nurseries over 15 years”



Sarah Beattie

Managing Director
Owner of Ofsted 'Outstanding'
nurseries since 2004



Emma Price

Operations Director
Nursery Manager of 'Outstanding' nursery 20
years' experience in early years childcare



Vicky Hayton

Operations Director
Teacher, Postgraduate in SEN,
Safeguarding Lead



Lynne Newman

Business Development Director
FMCG Marketing and Training



Ryan Turner

Operations Director

This level of educational and practical experience alongside professional marketing and operational experience makes us ideally positioned to support our franchise partners in establishing successful nursery businesses.

This is combined with the knowledge and experience of operating a children's franchise business with a growing national network of franchisees.

We have an excellent reputation with customers as proven by the net promoter ratings, and customer satisfaction scores. Our franchisees have consistently returned very high satisfaction results with a leadership and management satisfaction rating of 94% (Sept 2019)



Process

We aim to establish sustainable and successful partnerships with the highest calibre of franchisees so we have a process to follow to ensure that we are a good fit for each other:

1. Discovery Meeting

We invite you to a face-to-face meeting to take you through our ethos and vision for the Canopy Children's Nursery brand, and to explain the franchise system and process in detail. We understand that you want to make a healthy profit in return for your investment and hard work and we will demonstrate how you can achieve this using a financial model based on actual fee income, overheads and expenses to give you a realistic income expectation.

2. Application

If you wish to be considered as a franchisee then you need to complete an Application Form, Business Plan and Psychometric Test. We will complete DBS, Reference & Financial checks and invite you to an interview.

3. Interview

This is a face to face interview with at least 2 of the Directors to ensure that you fully understand your commitment to the process and so that we understand your personality, ambitions and expectations.

4. Intention to Proceed

If we are both happy to proceed then we complete an Intention to Proceed Agreement and an initial deposit of £7,500 will be payable, after which we will start the 'route to opening' process. This will be tailored to your skills, experience and requirements.

The Canopy team will now:

- Assist you with finding the right property and location for your Canopy Children's Nursery
- Introduce you to finance partners if you need to arrange business finance
- Guide you through the legal process and any planning applications required (associated costs to be paid for as incurred by the franchisee)
- Work with our interior design team and affiliated architects to plan your nursery in line with the Canopy brand guidelines
- Apply for your Ofsted licence
- Commence training, coaching and guidance

5. Full Franchise Agreement

Once the property has been secured and the lease agreed, your remaining franchise fee is payable and the Franchise Agreement will be signed by all parties.

