



OWN A BUSINESS WITH PURPOSE.  
JOIN TINY TOES BALLET!



## FRANCHISE BROCHURE

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# Welcome to tiny toes ballet™

## A message from our founder, Emma Morgan



### A Message from Our Founder, Emma

Hi, I'm Emma, and I'm so excited that you're interested in joining the tiny toes ballet family! I wanted to give you insight into the heart of our business so you can understand what tiny toes ballet is all about - starting from the very beginning.

### Where It All Began

Tiny toes ballet was founded in 2011 based on a belief I've always held: every child has a natural desire to move, create, and express themselves. This was clear when my five-month-old son began dancing in his high chair to music - it reminded me that learning through movement should feel joyful, free, and instinctive.

As a professionally trained classical ballet dancer, Royal Academy of Dance teacher, and former primary school teacher, I've seen how ballet can benefit children - but strict training can limit creativity. Tiny toes ballet bridges that gap by combining ballet structure with imagination, storytelling, and play to nurture confidence, creativity, and a lifelong love of movement.

### Where Is tiny toes ballet Today?

Since 2011, tiny toes ballet has grown from a small group to thousands of children each week. By 2015, we opened three franchises across South Wales. Today, we are a supportive community offering a curriculum that blends ballet technique with playful learning, helping children grow at their own pace.

I hope this brochure gives you a clear sense of who we are, what makes tiny toes special, and how our franchise could be the perfect next step for you.

*Miss Emma*

Phone: 07407348773

Email: [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)



The tiny toes ballet programme has been featured in dancing times, the UK's leading dance magazine.



# What makes tiny toes ballet so special?



At tiny toes, children learn the foundations of ballet through storytelling, imagination and play - not pressure or perfection. A simple story can become a ballet adventure, and a game can quietly build balance, coordination and confidence.

Every class is designed to support children's early learning, development and wellbeing, while keeping joy and creativity at the heart of everything we do.

The programme is built on Emma's experience as both a professionally trained ballet dancer and qualified primary school teacher, and shaped by one clear belief: children learn best when they feel happy, safe and encouraged.

## Each week we see the impact through:

- Growing confidence
- Improved concentration
- Bursts of creativity
- Beaming, proud smiles

Children who continue with ballet gain a strong technical foundation. Those who don't still leave with valuable life skills such as confidence, cooperation, listening and resilience.

## More than a dance class

Tiny toes is more than a ballet class. It is a holistic early years programme, designed to complement what children are already learning at nursery and school, while helping them fall in love with movement from a young age.

*"The quality of the experience is fantastic! For my child there are so many benefits of tiny toes classes; confidence, relationships with adults and children, musicality, physical development and the enjoyment of dance and performance, regardless of ability."*



# Programme overview

Tiny toes ballet teaches ballet to children aged 6 months to 7 years through imaginative themes and creative play.

## Age Groups & Classes:

- Tip Toes: 6 -18 months
- Twinkle Toes: 18 months - 2.5 years
- Talent Toes: 2.5 - 4 years
- Tap Toes: 2.5+ years - fundamentals of tap taught in a fun, educational way
- Twirlers: 3.5 - 5 years
- Spinners: 5 - 7 years

## Class Details & Curriculum:

- Maximum 16 pupils per class
- Classes held in fixed locations (village/school halls) or via school/nursery visits
- Lessons follow half-termly themes, unique to each age group
- Aligned with the Early Years Foundation Stage (EYFS)
- Music includes original compositions and songs to support learning
- Birthday parties, holiday workshops, and an annual end-of-term performance included

## Additional Services & Opportunities:

- Inclusive dance programme for children with additional needs
- Opportunities to deliver tiny toes ballet in schools and nurseries

## Franchisee Support:

- Fully updated lesson plans, music, resources, and marketing materials
- Everything needed to run a successful tiny toes school



# Benefits of franchising with tiny toes



## A Tried & Tested Programme

Tiny toes ballet is the UK's only pre-school programme fully integrated with the Early Years Foundation Stage Curriculum. Our unique approach means children learn through dance, and high numbers of pupils sign up after just one taster session.

## Flexible Working

Balance your franchise around other commitments. Work part-time hours while earning full-time wages - or even run it alongside another job.

## Financially Rewarding

Earn an average hourly wage of £70-£100. By Year 2, a typical franchise can generate profits over £50,000 (based on 24 classes per week).

## Zero Risk

All pupil payments are taken in advance, and venue costs are paid in arrears - so your franchise is always in credit.

## A Fun & Rewarding Career

Inspire young children, develop their life skills, and bring joy to families every week. Parents consistently tell us your tiny toes class is the highlight of their child's week.

## Full Support, Every Step of the Way

From training and business mentoring to IT, social media, marketing, and personal Head Office visits - we're here for you.

## Minimal Bureaucracy

Spend your time doing what you love. Our bespoke CRM system handles bookings, payments, registers, emails, lesson plans, certificates, music, and more - all in one place, fully automated.

**Find out how you can join us:**

**Phone: 07407348773**

**Email: [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)**



# Testimonials -

## What our current franchisees say:



"This is by far the best job I have ever had and it's my own business. From the very first time I met Emma, the founder, I knew I was in fantastic hands."

*Miss Bianca, tiny toes ballet Staffordshire*

"I would highly recommend this business to anyone who has a passion for ballet, dance and interacting with children. I adore running my classes, it's the best 'job' in the world!"

*Miss Sonia, tiny toes ballet Pembrokeshire*



"Being a franchisee means you get the best of both worlds; a successful brand and concept with an incredible support network at Head Office and across other franchisees, as well as giving you the freedom and benefits of owning your own tiny toes ballet dance and ballet business."

*Miss Jess, tiny toes ballet Bridgend & Vale of Glamorgan*



# The finances



## Your Investment and What you Get

The one-off tiny toes ballet franchise fee is £7,995 + VAT, with most franchisees recouping their investment within the first year. Interest-free payment options and government-backed start-up loans are available. You'll receive a proven business model, complete with online booking and management systems, comprehensive lesson plans, and ongoing personal support. With high profit margins, multiple income streams and excellent retention rates, many franchisees achieve full-time earnings while working part-time hours. A full breakdown of costs and profits is available from Head Office.

## Expected Profits of a Year 2 Franchise:

Franchise Type	Turnover (£)	Operating Costs (£)	Profit (£/ year)
Low Part Time	32,256	12,516	22,140
Mid Part Time	66,912	21,521	45,391
High Part Time	131,424	38,552	92,872

## Extra revenue streams

Franchisees can boost income through additional opportunities such as school and nursery visits (typically £50-£300 per visit), end-of-year theatre shows and commission on uniform sales. These optional revenue streams vary by franchisee and are not included in the core financial figures.

## What are the ongoing operating costs?

There are a small number of ongoing costs involved with operating your tiny toes franchise, following the initial set up fee of £7,995

- **Management Fee.** Between 10% and 15% of turnover (this % decreases as your business grows and includes a 2% advertising levy)
- Attendance of AGM and CPD training.  
Once per year £100
- Annual on site visit £150 + travel expenses
- Annual performance license: first year free - following this £250 per year
- Public and Employee liability insurance:  
First year free. Following this £100 per year.
- Cost of hiring venues to teach classes.

All these costs have been included within the operating costs on this page. Overall you can expect that around 50-70% of your turnover will be profit.



# What's included in your tiny toes ballet franchise

**tiny toes ballet® franchise package investment: £7,995 + VAT**

## Start Up Training & Launch Support

Your journey begins with structured, hands-on training and a professionally managed launch, giving you the strongest possible start.

- One full week of franchise management & business training
- 3 day teacher training programme
- An exclusive territory with access to up to 20,000 children aged 0-7
- Five year licence to deliver tiny toes ballet classes, parties, workshops and merchandise
- Accountancy software & training included
- 4 month mentor package for personalised guidance
- Fully managed 3 month social media launch
- Digital marketing paid ads campaign for one month
- Permanent Head Office support
- Small group monthly training sessions

## Ongoing Support & Business Resources

You are never on your own as a tiny toes ballet franchisee. Our systems and support are designed to grow with you.

- Bespoke tiny toes ballet CRM & booking system (worth £50 per month)
- Fully optimised, personalised webpage hosted on the tiny toes ballet website
- A branded @tinytoesballet email address
- Enhanced DBS check
- Inperson Paediatric First Aid qualification
- Public Liability Insurance for your first year (worth £100)
- Licence to run one tiny toes ballet performance (worth £250)
- Canva Pro subscription (worth £100 per year) with access to hundreds of professionally designed tiny toes ballet social media templates.

## Award Winning Curriculum & Teaching Programme

Our programme has been carefully designed to support early years development while creating magical, engaging classes that children (and parents) love.

- Bespoke preschool ballet programme for children aged 6 months - 7 years
- Covers 14 carefully planned themes, fully integrated with the EYFS curriculum
- All music included for the complete tiny toes ballet syllabus
- Printed & laminated class resource packs for all 14 themes
- Certificates x250 (50 per syllabus)
- Branded stickers for all themes (x1000 stickers)

## Complete Teaching Resources for Every Class

No sourcing, no guessing - we provide all the resources you need to deliver outstanding tiny toes ballet classes.

## Marketing Materials - Ready From Day One

Your franchise package includes professionally designed marketing materials to ensure you launch with impact.

### Printed Marketing

- 5,000 full colour leaflets
- 2 x outdoor banners
- Popup roll-up banner

### Digital & Design Assets

Personalised franchise artwork designs for:

- A5 flyer
- A4 & A3 posters
- Popup indoor banner
- 2 x PVC outdoor banner designs



# What's included in your tiny toes ballet franchise

**tiny toes ballet® franchise package investment: £7,995 + VAT**

## Props & Sensory Equipment

- Beanbags x16
- Sequencing spots x16
- Throwdown lines and corners
- Hoops x6
- Scarves x16
- Bubble machine x1
- Feathers x16
- Flowers x16
- Pom poms x16
- Wands x16
- Crowns x16
- Butterfly wings x16
- Star material x1
- Coloured material x1
- Caterpillar finger puppets x16
- Mouse finger puppets x16
- Crocodile hand puppet x1
- Body bells x16
- Glitter / sensory balls x16
- Parachute x1
- Dancing ribbons x16
- Mats x16

## Musical Instruments Included

- Guiros x16
- Bells x16
- Maracas x16
- Rainshaker x1
- Thunderer x1
- Tambourines x16

## Branded Equipment & Uniform

- Large branded holdall
- Branded tablecloth
- tiny toes teddy mascot
- Teacher uniform: 2 x branded t.shirts and 1 x hoodie

## Everything You Need - All Included

From training and curriculum to marketing, systems and equipment, your tiny toes ballet franchise package has been designed to give you maximum value, clarity and confidence from day one - with ongoing support every step of the way.

No hidden extras. No guesswork. Just a proven, supportive franchise model designed to help you succeed.

## Ready to take the next step?

**Enquire today to find out if tiny toes ballet is available in your area.**

**Start a business that inspires - call today:**

**Phone: 07407 348773 Email: [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)**



# Our franchisees

Our franchisees come from a wide range of backgrounds - there's no single 'ideal' candidate. Whether you have experience teaching, owning a business, or a dance background, you can thrive with tiny toes ballet.

## What We Look For:

### Personality & Passion

- Energetic, vibrant, and friendly
- Passion for teaching and inspiring young children
- Confidence to lead and manage a class of children

### Skills & Experience

- Dance training, teaching experience, or equivalent skills
- Strong organisational skills and self-motivation
- Business-minded with a professional approach

### Values & Approach

- Honesty, integrity, and professionalism
- Ability to interact confidently with parents and colleagues

## Do you have what it takes?

Phone: 07407 348773

Email: [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)



# FAQs

We really hope this brochure has answered some of your initial questions about becoming a franchisee of tiny toes ballet, but we understand that you will have many more before you are ready to take the life-changing decision of taking on a franchise.

Below are some of the most commonly asked questions, but if you want to know anything else at all please contact us directly on 07407348773 or email [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)

## **Do I need a background in dance?**

Yes. You need passion and solid dance training, but professional training or performance isn't required.

## **Why do I have to pay a management fee?**

It's standard practise for franchise operations. The fee covers admin, support from Head Office, website and system upkeep, syllabus improvements, new class materials, and national advertising to promote and protect the tiny toes brand.

## **Why shouldn't I just set up my own company?**

A tiny toes franchise gives you an established programme, branding, marketing, and syllabus from day one. You also get expert support, helping you earn and expand faster than starting from scratch.

## **What do I learn in training?**

Your initial training covers the syllabus, lesson plans, class management, observing and teaching classes, plus setting up your website, using our systems, and marketing your business.

## **Are there any other hidden costs?**

No. We've been as transparent as we can in order to ensure you have the best idea possible about the financial side of your business. The only extra cost is we require you spend 2% of your turnover on local advertising.

## **What can I expect to earn?**

Your income depends on your workload, whether you hire teachers, and if you use extra revenue streams. The brochure figures reflect average second-year franchises without additional staff.

## **Can I employ other teachers?**

Absolutely. This is a great way to take the pressure off yourself once you are teaching a large number of classes. It's also a great way to earn a profit without actually teaching the class yourself. You must ensure DBS checks and insurance are in place.

## **Can I sell the business?**

You can sell your franchise at any point, subject to our terms and conditions. These include first refusal of the sale to Head Office at the same price offered by the prospective buyer, and the right for Head Office to refuse any new franchisee if we feel they would not be a good representative of the tiny toes brand.



# Next steps

If tiny toes ballet feels like the right fit, please get in touch and apply to start your franchise journey.

## How to apply?

- **Step 1:** Get in contact with us, call 07407348773 or email [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk)
- **Step 2:** Initial discussion & suitability check
- **Step 3:** Territory allocation
- **Step 4:** Sign franchise agreement
- **Step 5:** Training (business & teaching)
- **Step 6:** PR & social launch
- **Step 7:** Start teaching with ongoing support

## Thank you for your interest

We are delighted to offer this opportunity to join our unique and exciting company. We believe that our strong, tried and tested business model gives you everything you need to enjoy a rewarding career helping young children experience the benefits of ballet while earning a highly competitive income.

If you would like to know more about taking on a franchise of the award winning tiny toes brand, please don't hesitate to contact us to express your interest by emailing Head Office on: [emma@tinytoesballet.co.uk](mailto:emma@tinytoesballet.co.uk) or call 07407 348773





# tiny toes ballet. learning through dance



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The tiny toes ballet programme has been featured in dancing times, the UK's leading dance magazine.



Join a Fast-Growing  
Franchise Network - Apply Today!

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