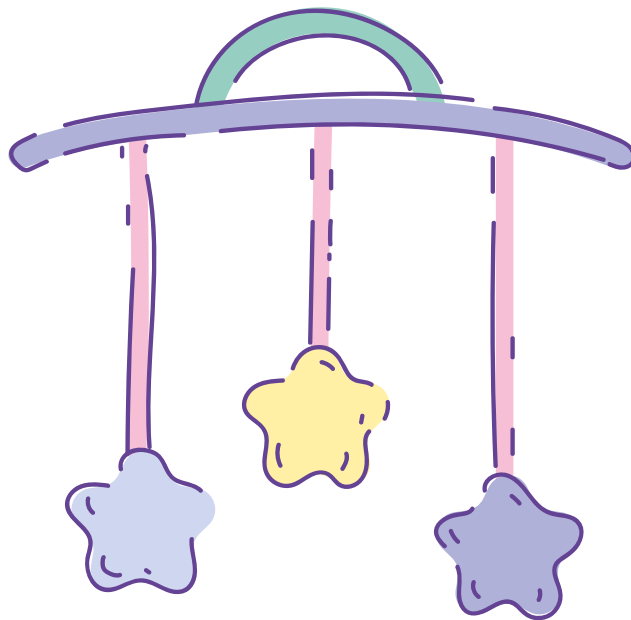


Free Guide

How to start up your own baby & toddler classes



Your handy guide with everything you need to think about when starting up your own business!



happity.co.uk

Connecting parents through baby classes

INTRODUCTION

Well, first and foremost:

Congratulations!

on deciding to start your own business!

Making this decision is exciting, but we know it can be quite confusing to know where to begin. There's a lot to consider when you start (and run) your own business. We're here to help guide you through it!

To help you find your feet and figure out where to begin we've produced this handy document. It will guide you through the initial steps (as well as give you some recommendations to give your business that extra little boost!)

We wish you every success!

Sara & Emily x



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First Steps

What questions do you need to start with when thinking about your new business? Well, let's take a few steps in the right direction...



Where?

- What size venue are you going to need?
- Indoors or outdoors?
- Do you need multiple venues?
- How much will it cost?
- When do you need to pay the hiring fees?
- What other events happen at your venue?
- Is it accessible to public transport?
- Are there suitable facilities on site? (e.g. step-free access / baby change area / on-site cafe)
- Who is responsible for insurance?
- Interested in our Happity Venue finder?



When?

- What day/days of the week?
- What time of day will work best for you/your target age group?
- Term-time or all year round?
- How long are your classes going to last for?
- Is there going to be a break time?



What?

- How many classes are you going to run per week?
- What age are your classes targeted at?
- What size is your class?
- Can you describe the concept of your class?
- How would you summarise your classes concisely?



Business Basics

- What is your business structure?
- Have you got a unique business name?
- Have you registered as self-employed?
- Have you set up insurance/Terms and Conditions/policies?
- Do you need specific skills, experience, qualifications or accreditations?
- Have you got your DBS check and first aid training?
- Have you done all the necessary assessments?



Strategy & Planning

- Have you started creating your business plan?
- Do you need to buy equipment?
- How much will everything cost?
- How much are you going to be charging for your classes?
- Will you be charging enough to see that you will make a profit?
- Have you assessed how much competitors are charging?



Marketing

- What is your brand/company name?
- Have you set up a website & social media?
- Have you joined relevant Facebook groups that will help with networking? (Like our Happity Providers group, ['Children's Activity Provider Community - by Happity: Baby & Toddler Classes'](#)?)



Franchises

You might prefer to join a franchise

Franchises specialise in a range of different areas, including:

- Sensory & Baby Development
- Music Dance & Drama
- Arts & Crafts
- Language, Literacy & Numeracy
- Sports & Fitness
- Massage, Yoga & Wellbeing

And More!

There's a lot of variety out there, and such a wide range of choice.

If this is something that you want to find out about in more depth, then we have more information about the pros /cons and what you will need to join a franchise on our directory (which you can find [here](#)).

Here are all the franchises that we list on our directory (as of 03/08/2021).



[Find out more in our directory of franchises here](#)



Documentation

It's super important that you don't miss out on any legal documentation that you will need before starting up your classes. Here's a reminder of what you need and how you would go about getting them.

Set up your Tax and National Insurance:

When starting up your own business, one of the first things you need to ask yourself is whether you want to set up as a limited company, or a sole trader. Limited companies have somewhat more complexity and upfront cost in setting them up, but the structure helps limit your liability and protect you as an individual, so is better in the long run. You might start off as a sole trader if you're just testing the waters initially with a few 'pop up' sessions, but incorporate once you're sure about building your business. Take your time to think about this!

Deciding on this will help guide you in which direction you will need to register. If you set yourself up as a sole trader and self-employed, you will need to visit gov.co.uk and you will be taken through the process on their set-up wizard. If you want to register as a limited company, then you will need to register with Companies House.

Regardless of whether you want to be a limited company or a sole trader, this is a MUST before you get started!

Terms & Conditions and a Privacy Policy

As a business, you will need to set terms and conditions in place as well as a privacy policy. This is where you can set your terms for refunding, payment terms and also inform your customers of what you will be doing with their information/data. A useful site to help get this set up for you is KoffeeKlatch. They may be able to help you to get this sorted!

GDPR

You also need to make sure you understand the basics of GDPR and handling personal data to ensure your privacy policy is all in working order. You will be handling sensitive information, and therefore will need to ensure that you are following the correct legal reason for storing the data you are using. Ask yourself the following:

- Am I storing their data correctly?
- How am I collecting consensual data?
- Is the data I'm storing only the current/up to date version?
- How would I handle a data breach?
- How will I handle the data of clients that do not wish to be contacted?

If you are planning on collecting any information from your classes participants, then make sure that you register with the ICO (Information Commissioner's Office), as you will be responsible for looking after personal data.

Insurance on venue and equipment

Most venues will have an insurance policy in place for use by providers. Make sure that you enquire what their policies are if they haven't told you! And if you are providing a venue yourself, then it might be worth looking into what insurance you might need. Also, if you are planning to use music recordings of popular music, you may need to get a music licence from PPL. Some popular insurers for the baby & toddler industry include Moreton Michel, Early Years Alliance and Hiscox!

Risk Assessment

Before you start your classes consider what risks there can be with your business. Do your research and look into "potential risks for start-up businesses" and see what pops up. Document your findings and keep a record of them. Once there are five people working under your business name, you are legally required to do a risk assessment in writing. But for now, it's good to figure these risks out and keep records anyway!

DBS Checks and Safeguarding

If you want to work with children or young people, you need a DBS check! You apply through the government website and is low-cost. You also need to do Safeguarding training, to ensure that your company is protecting young people from harm. Either enquire with your local council or search up "Safeguard training" to find out more.



Be Covid-19 ready

We don't want to think about it... But we might have to!

We all hope there won't need to be another lockdown or a return to strict restrictions . However, we can try to prepare ourselves for the future, even if the plans never actually need to be done. Here's a few things that we should consider when making sure that our classes can be covid ready if they need to be

Insurance:

When looking into business insurance, you should check to see that they are going to cover you in case another lockdown happens! The last thing you want to happen is to invest in your business and then be forced to close due to coronavirus. Better to be prepared than not!

Terms and Conditions

You should consider including a section in your Terms and Conditions around coronavirus and lockdowns. Consider what will happen about payments in the circumstance that we need to go back into a lockdown/you need to isolate/they need to isolate. Are you going to offer a refund? Or transfer that payment onto your first class back out of a potential lockdown?

Cleaning supplies:

Keep track of your cleaning supplies and be sure to provide enough at every session! Now more than ever, we need to be making sure that we are cleaning and staying safe as much as possible.



Mask enforcing/providing:

It is down to you how much you enforce mask- wearing at your classes. If you would rather that customers wear masks while attending, then it's worth bringing disposable masks with you to every class to give to parents when necessary!

Hand sanitiser:

You can't go wrong bringing along a bottle of hand sanitiser for parents to use upon arrival!

Back up plan for potential lockdown:

Coronavirus has unfortunately brought about a lot of unpredictability for businesses. It's worth preparing yourself for the worst just in case. Is there a way for you potentially do your classes remotely in case of a lockdown? Or perhaps in an outdoor space while socially-distanced?

Brand/Marketing

If you want to fill up your classes, then you are going to need to think about your branding and how you will market to your audience! Word of mouth works wonders, but you want to do as much as you can to get your name out there. There are some very straight-forward tools to set up your brand and find a stronger reach of people

Social Media:

The main (and current) way of reaching other people to fill up your classes is through social media. Make sure that you have a Facebook page and Instagram! Join relevant Facebook groups and interact with the communities you find! We have a Happity providers group for our current members, and it's helped to bring class providers much closer. The more engagement and social presence you own online, the more people are likely to share your contact details.



Website:

The idea of building a website can sound quite intimidating. However, it doesn't need to be too complicated! You can build websites for free on domains such as Wordpress, or pay a little extra for a business website. Have a look around. Don't worry too much if you don't want to have a website! As long as you have a Facebook page for others to be able to link back to you or share around (like us!) then you should be okay.

Logo/Branding:

Don't know where to start with your logo? Start by figuring out what your values are and what you are providing. Can you summarise it in a sentence? Once you have figured out your identity as a business, there are free logo makers online. Try something like Canva! Or, you can always hire a local expert.

Listing your classes:

Finding the right way to market your classes is key to telling parents all about your classes and Happity is the perfect place to do this! No budget? Did you know, you can list for free on Happity? Happity's main priority is bringing parents and class providers together, meaning people from your location looking for specifically a baby/toddler group will find your classes swiftly!



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Bookings

Once you have started advertising your classes, you will start to receive bookings and be filling up your classes in no time. This will mean you will need to organise your finances and registers.

A booking system is the perfect way to stay organised, keep everything in one place and reduce your admin and Happity's booking system is designed specifically for baby & toddler class providers.

There are two main ways to stay on top of your bookings:

Tracking by hand:

Tracking bookings:

- Keeping track of your bookings using your own documents.
- You will be updating and monitoring how many spaces you have left manually

Receiving Bookings:

You will be relying on yourself and the tools you have to hand to arrange this. To update and receive bookings from customers, you will use:

- Telephone
- Email
- Social media and other messenger services

You also will need to figure out a way to take payments, whether this is by cash or other online payment methods (Paypal Stripe, bank transfer, etc.).

Sign up to a booking system:

Tracking bookings:

- Takes away the stress of receiving booking requests from people in various different locations and have them in one simple, easy to use location.
- Save time for yourself and your customers.
- Give them one place to sign up for a class, and give yourself one place to be able to monitor how many spaces you have left easily.

Receiving Bookings:

- All in one easy space
- Save time to actually run and prepare your classes over trying to keep track of bookings over different services.
- Save even more hassle when opting in to allow payments to be made through the system.



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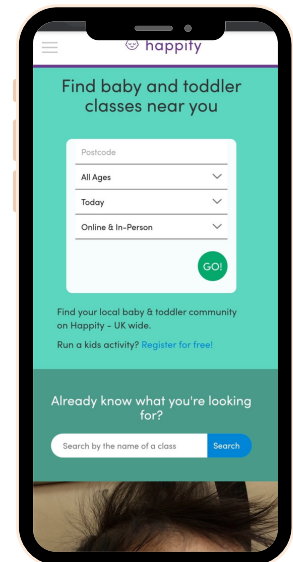
Happity does all this for you! Read on...

Happity Membership

You might find we operate a little differently from other platforms like ours...

Created by mums who experienced loneliness and post-natal mental health issues first-hand, our mission is to connect parents in those difficult early days. We've designed Happity to help as many parents as possible find local classes and to escape the four walls - no matter whether the final purchase happens on our website or not. Our philosophy is to work hand in hand with our community of class providers to change the world for the better.

Happity is flexible to suit businesses of all sizes and all budgets! We like to give you as many routes as possible. You can list for free, or upgrade to a member account to unlock extra features - including full use of our booking system and the first £500 worth of sales commission free!



With a Happity membership, you have access to:

- UNLIMITED enquiries from customers via a direct contact form on all your classes and the FB Messenger widget
- Your Facebook newsfeed displayed on every one of your listings, giving parents an opportunity to get to know you, see your existing reviews - and find out which of their friends already follow you
- Unlimited customer support via chat and email, as well as help from the community in our group for activity providers
- Accept payments via our online booking system at just 3% commission (inc VAT) - with no monthly fee, to give your classes an extra boost
- Access to our easy-to-use booking system
- Boost your classes visibility with our promoted listings feature
- And LOTS more!
- All of this for £37.50 (+VAT)

Want a little extra?

Promoted listings, place your classes at the top of matching search results, as well as featuring at the top of category pages. You can choose to set up an extra budget (at a rate of 1p per search) to promote your classes through this service. We only bill at the end of the month based on actual promotions to relevant parents, and won't take more than your set budget.

To find out more about what you can gain with a Happity Membership, and promoted listings, check out our help-desk article [here](#)



Happity

A little more about Happity...

Our Vision: To connect people through baby classes.

Our Mission: To end loneliness for new mums.

Since starting Happity, back in 2019, we have helped hundreds of classes find their feet, and during 2020 we fought for the importance of baby and toddler classes. Mental health is an important topic at Happity.

We have links with a number of Clinical Psychologists and Mental Health Experts who often speak or write on mental health topics, and our co-founder Emily was a PND survivor who has campaigned for over 5 years to raise awareness and reduce the stigma of mental health struggles.

We are passionate about what we do, and we strive to offer a service that is as easy to use as possible!



Suzie Pope
Storymakers

Joining Happity has been the best thing I've done this year both for myself and for StoryMakers... The booking system has been so easy to use and set me up ready to provide my Covid secure classes with online payments for my customers.



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Checklist

Quick and easy checklist of all everything
in our guide!

First Steps:

- Decide on type of classes
- Target audience (ages etc.)
- Class logistics (class size, age ranges etc.)
- Buy props & equipment
- Company name
- Franchise or Independent?
- Are you going to employ other staff?
- Create budgets
- Pick a venue (Happity Venue Finder)

Documentation:

- Register for tax
- T&C's and Privacy Policy (KoffeeKlatch)
- Qualifications/certificates/accreditations needed
- Financial software (e.g. Quickbooks)
- Safeguarding Training
- Risk Assessment
- DBS check
- Insurance (Moreton Michel / Early Years Alliance / Hiscox)
- Music Licence (PPL)

Covid-19 Ready:

- Hand Sanitiser
- Cleaning Supplies
- Masks
- Insurance
- Back-up Plan

Brand/Marketing:

- Branding
- Logo
- Social Media
- Branded t-shirts for classes
- Spread the word on Forums
- Leaflets
- Join FB groups
- Happity Membership
- [Join Happity Provider Community](#)
- List on Happity for free
- Promoted Listings
- Happity followers feature
- Happity badge on website

Bookings:

- Happity Membership
- Booking System
- Promoted Listings



GOOD LUCK!

There is a lot to do - and you can do it all yourself. We believe in you!

But, if you're feeling the pressure and would like us to set you up on Happity, please send your timetable to support@happity.co.uk to use our Virtual Assistant service and you could be ready to take bookings within 24 hours!

Good luck! We hope to hear from you soon.

Team Happity x





happity.co.uk

Connecting parents through baby classes