



THE TOT BOP FRANCHISE

**WHERE LITTLE DANCERS SHINE - AND
YOUR BUSINESS TAKES CENTRE STAGE.**

TOTBOP.CO.UK

A WARM WELCOME TO TOT BOP

WELCOME AND THANK YOU FOR CONSIDERING TOT BOP FOR THE NEXT STEP IN YOUR PROFESSIONAL DEVELOPMENT.

“At Tot Bop, we believe dance is one of the greatest gifts you can give a child. Not just the steps... but the confidence, rhythm, imagination and joy that come from truly moving their bodies.

Since 2016, we've built classes that feel like pure magic: upbeat, music-led, beautifully structured and bursting with creativity. Every session is crafted with intention, from the curriculum to the playlists to the props, so children feel safe, engaged and inspired.

Parents trust us. Children adore us. And now we're ready to bring Tot Bop to more communities through franchising and invite you to join us on the journey.

If you're passionate about dance, love working with children and want a business that fits beautifully around your life, we'd love to welcome you to the Tot Bop family.”

RACHEL KENNING

FOUNDER OF TOT BOP

OUR STORY

MEET TOT BOP FOUNDER, RACHEL KENNING

Tot Bop was founded by Rachel Kenning; an accomplished dance teacher, choreographer and business owner with over 25 years' experience teaching children and adults of all ages. A mum of two based in Bedfordshire, Rachel is passionate about inspiring children and making dance accessible to all.

Dance has been central to Rachel's life from an early age. After training for three years at the prestigious Laine Theatre Arts, where she gained performing and teaching qualifications, she enjoyed a successful professional career performing in musical theatre and jazz dance productions across the UK and worldwide. She later transitioned into choreography and eventually teaching.

In 2006, Rachel joined the dance faculty at Tring Park School for the Performing Arts as a full-time jazz teacher, a role she held for 12 years, teaching jazz and tap to students aged 8–19. During this time, she refined her teaching approach, developed programmes and courses, gaining valuable leadership and management experience within a world-class performing arts environment.

When Rachel became a parent, she channelled her expertise into creating a programme for younger children that introduces the fundamentals of dance in a fun, engaging way, while supporting early learning and development. Tot Bop was born.

From its humble beginnings, Tot Bop has grown to serve thousands of families through in-person classes, educational settings, parties, themed events and online resources nationwide. Through franchising, Rachel is excited to empower others to share the Tot Bop experience within their community.

WHY TOT BOP?

THE MODERN, MUSIC-LED ALTERNATIVE

We know that there are a range of preschool dance classes out there, but Tot Bop stands apart. Both for our customers and for our franchisees.

We're not about watered-down routines, pink fluff or chaotic 'follow along'. Tot Bop blends real dance foundations, EYFS-backed learning and funky fun in a way families instantly recognise as different.

Here's what makes Tot Bop truly unique:

REAL DANCE TECHNIQUE

(taught the Tot Bop way)

Every class is built around four essential dance pillars:

TECHNIQUE



CREATIVITY



IMAGINATION



MUSICALITY



This gives children far more than a boogie. They learn genuine foundations while having a brilliant time.

WHAT MAKES US **UNIQUE?**

01 **EYFS-ALIGNED LEARNING**

Our programme supports all seven Early Years Foundation Stage areas, including physical development, communication and language, emotional development, literacy, mathematics, understanding the world and expressive arts. It's why nurseries, schools and parents trust Tot Bop.

02 **A DISTINCTIVE, MUSIC-LED APPROACH**

We use upbeat, child-friendly pop and world music - because little ones learn best when they feel the beat. It helps them understand rhythm, timing and expression instinctively. Lots of music genres are explored, particularly as the children move through the classes, because different styles make us feel and move in different ways.

03 **A BRAND THAT FEELS PREMIUM, PROFESSIONAL AND JOY-FILLED**

Tot Bop is bright, modern and credible - a world away from the 'cute but chaotic' side of the market. Families know their child is progressing, not just passing time.

04 **SIMPLE TO RUN. JOYFUL TO TEACH**

Lesson plans, schemes of work, music playlists and choreography mean you never start with a blank page. Whether you're teaching every class yourself or growing a team, the model flexes with you.

THE TOP BOP CLASS EXPERIENCE

A BEAUTIFUL BLEND OF STRUCTURE, CREATIVITY AND CONFIDENCE-BUILDING

Tot Bop classes are designed to feel magical for children and effortless for you. Each session follows a carefully researched structure*:

- ➔ **Ice-breaker warm-up**
- ➔ **'Shaky' warm-up**
- ➔ **Make-a-shape stretch**
- ➔ **Centre exercise**
- ➔ **Travelling step**
- ➔ **Music genre section**
(from Charleston to Hip-Hop across the year)
- ➔ **Storytime dance adventure**
- ➔ **Tot Bop Boogie** - complete with disco lights
- ➔ **Sensory cool-down**



The content is simplified for our younger age group to make it accessible and achievable. Likewise by the time children reach our 'Groovy Movers' (age 5-9) class, they are building their technical knowledge and abilities and putting it all together in choreographed routines.

Every class, whatever the age group, builds coordination, imagination, rhythm, strength, musicality, creativity and confidence - without ever feeling like 'work' to the child.

*This example class structure is for our Baby Boppers (age 2½ - rising 5) class & Funky Monkeys (age 3½-5; preschool and reception year) classes

TOTBOP.CO.UK

ENQUIRE

BUILD YOUR FUTURE WITH US

YOUR FRANCHISE PACKAGE

We've taken that same love and care in how we have crafted our classes and applied that to our franchise model to create something truly special.

Running a Tot Bop franchise means doing something you love every day. You're part teacher, part community builder, part creative spark. But crucially, with full support at every step.

Comprehensive Training

Teaching the Tot Bop method, classroom management, customer service, business setup and launch planning.

Complete Teaching Materials

Full programmes, lesson plans, playlists, choreography, EYFS links and schemes of work.

Marketing Made Simple

Branded campaigns, social templates, photography guidance and launch support.

Business Support

Planning, pricing, scheduling, staffing and operational guidance.





01525 237474

email: info@totbop.co.uk

www.totbop.co.uk

TOTBOP.CO.UK

www.facebook.com/totbop

@tot_bop

@bop...tot

ENQUIRE

ONGOING SUPPORT

YOU MAY BE NERVOUS ABOUT RUNNING A BUSINESS FOR YOURSELF, PERHAPS IT'S FOR THE FIRST TIME OR YOU FEEL YOU DON'T HAVE EXPERIENCE IN THE SKILLS YOU NEED. DON'T WORRY, YOU CAN REST ASSURED THAT YOU'RE NEVER ON YOUR OWN.

- ➔ Regular 1:1 coaching and check-ins
- ➔ Assistance with finding and securing a venue
- ➔ New lesson themes & seasonal content
- ➔ National marketing boosts
- ➔ Back-office system support
- ➔ A warm, collaborative franchise network

No studio fit-out. No refurbishment costs.
Just high-quality classes delivered in
welcoming community spaces.

We're with you at every stage.



A LIFESTYLE-FRIENDLY BUSINESS

WITH HUGEY SCALABLE POTENTIAL

Tot Bop is built for flexibility. It fits around school hours, family life, other work, or can grow into a thriving full-time venture.

Your venues can host:

HOLIDAY CAMPS

WEEKDAY MORNING CLASSES

NURSERY & PRESCHOOL PROGRAMMES

AFTER-SCHOOL SESSIONS

WEEKEND WORKSHOPS

PERFORMANCE OPPORTUNITIES

POP-UP EVENTS

BIRTHDAY DANCE PARTIES

SCHOOL CLUBS

This isn't 'just classes' - it's a business with multiple revenue streams and real scale.

**LOW OVERHEADS + MINIMAL SETUP
+ NO LONG TERM VENUE LEASES**

= lower risk, lower stress and amazing margins.

WHO WE'RE LOOKING FOR

Excited to run your own dance school, but perhaps don't know where to start?

Don't worry, that's fine, we know you may not come with years of business experience. As long as you bring your energy, warmth and enthusiasm for helping children thrive... we've got you covered with the rest.

We cater for people from all walks of life. Our franchise allows you to put all your experience, be it performing or teaching, into your OWN business AND reap the financial benefits, rather than just earn an hourly rate!

ABOUT YOU

→ **Dance lover** - trained dancer or simply a passionate mover

→ **Educator seeking a new chapter** with clearer career development

→ **Performer at a career crossroads** wanting a transition to more stability and creativity

→ **Parent** wanting a flexible, fulfilling business away from the treadmill of the 9 to 5

→ **Dance teacher for a number of different dance schools** - but fed up being a cog in someone else's wheel

→ **Dance school owners** looking to provide a feeder to the main body of your school

Whichever one is you, if you light up when the music starts, care about giving children a great introduction to dance and love helping children feel proud and confident, we are the franchise for you.

THE NUMBERS

INVESTMENT

Your franchise fee includes everything you need to launch confidently: training, teaching materials, kit, business systems, marketing tools and ongoing support.

Franchise Fee:	£6,995 + VAT
Ongoing Royalty:	10% of turnover
Marketing Contribution:	1.5% of turnover
Typical Total Startup Cost	circa £7,500 (including franchise fee)

Tot Bop is intentionally affordable, giving dance lovers a clear, supported path into business ownership. However, should you require funding to get yourself started, we can help put you in touch with lenders to support. With low interest, government backed, startup loans readily available, finding finance is just another part of the journey we can help you with.

EARNING POTENTIAL

Your potential income will vary based on a range of factors, but as an example, a Franchise which offers 15 classes and 10 preschool/nursery sessions a week could expect to return a revenue of up to £87,500 pa. and a potential profit of up to £48,000 pa.

* Please Note: The projection (forecasts) of expenses, outgoings, sales, profits or earnings, are merely illustrative and should not be considered as the actual expenses, outgoings, sales, profits or earnings which will be expended or realised by you. Tot Bop Ltd does not claim that you will or can necessarily expect such expenses, outgoings, sales, profits or earnings.

NEXT STEPS

Ready to bring Tot Bop to your community?
Here's how to join our franchise family:

- 01 Get In Touch**
Request our franchise information pack.
- 02 Initial Call**
A friendly conversation to explore the opportunity.
- 03 Discovery Meeting**
Observe our classes and meet the team.
- 04 Due Diligence**
We'll share financial guidance and business planning tools.
- 05 Business Planning & Funding**
Shape a plan that suits your lifestyle and ambitions.
- 06 Territory Reservation**
Secure your preferred area.
- 07 Training & Onboarding**
Complete our comprehensive programme.
- 08 Launch Your Classes**
Open with confidence — with Tot Bop supporting you every step.

**TAKE THE FIRST STEP TOWARD A
BUSINESS THAT MOVES YOU — LITERALLY.**



"If you're looking for a fun and creative class, I'd thoroughly recommend Top Bop!"



"IT'S SO MUCH FUN"

"I'VE BEEN REALLY IMPRESSED BY THE SESSIONS - VERY AGE APPROPRIATE"

"OUR DAUGHTER LOVES TOT BOP!"

"She has grown in confidence since going and loves showing us all the moves she has learned. We particularly like the fun ways of teaching dance skills, we feel, as she is actually learning some classical skills and moves. I also have experience of Tot Bop coming in weekly to a school, which the kids absolutely love. If you're undecided, book it!!"

"I would recommend these classes to those wanting to support their little ones in an engaging activity that provides fun, structure, learning, nurture and the opportunity to make new friends."



"HE HAS COME ON LEAPS AND BOUNDS AND HIS CONFIDENCE AND LISTENING SKILLS HAVE COME ON SO FAR!"

"Tot Bop has truly ignited my daughter's passion for dancing."

DANCE. CONFIDENCE. JOY.



totbop.co.uk
info@totbop.co.uk
01525 237474
07775 582791

