

Earn
from **£40+**
an hour!

Creative **Mojo**[®]
bringing craft... to care
and the community

2022 FRANCHISE PACK

FRANCHISE PACK

OVERVIEW

Imagine having a career that offers you:

- Flexibility
- Allows you to be creative
- Financially and emotionally rewarding
- The opportunity to make a real difference to the lives of others

A franchise with Creative Mojo® Ltd can offer you all these things and many more.

A career that
allows you to
be as creative
as you wish!



INTRODUCTION

Creative Mojo® Ltd provides art and craft activities for the occupants of residential care homes, specialist dementia care homes, nursing homes and learning disability homes.

Creative Mojo® Ltd franchisees have the rare opportunity to make a real difference to peoples lives... namely improve the well being of people with learning disabilities, physical disabilities, autism, and other specialist needs.

We help put the Mojo back into people's lives!

ABOUT US & BACKGROUND

Creative Mojo® Ltd was established in 2013 and is the brainchild of Sandra Caldeira-Dunkerley. Sandra's background has always been in the creative field. With a BA Hons in fashion design, her portfolio includes working as a head of design in a national design and manufacturing company and her past freelance clients include Zandra Rhodes, Laura Ashley, John Lewis and Russell Hobbs.

It was while she was working in the field of children's crafts, started initially because of her own children's interests that she realised there was this fundamental need for these workshops for the elderly and people with disabilities.

Being a busy mother of two, time was always limited, particularly when first establishing the business. Therefore Creative Mojo® Ltd was developed with the specific aim of being capable of being managed around, and alongside, the demands of a growing family life due to flexible working hours, whilst still ensuring a reasonable income.

Sandra runs Creative Mojo with her husband Paul who also owns his own design and web agency. This comes in handy when it comes to producing all the marketing and digital materials for the franchisees which means you can be assured of a much higher level of attention to detail than that using an outsourced agency.



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GAP IN THE MARKET

Currently care home activities are largely limited to musical or singing sessions, workout workshops and relatively high cost, professionally trained art therapy workshops which can be focussed at residents who have some level of artistic ability. However, to help stimulate the residents, care homes would benefit greatly by offering a wider range of activities to help meet the needs of both the residents and the recommendations of the CQC (Care Quality Commission). This is where Creative Mojo® Ltd's all-inclusive expertise comes in, filling a very important gap in residential care activities.

Creative Mojo® Ltd are currently providing workshops in over 3000 different care homes across the UK. As we are becoming more popular, gaining a great name with what we offer and as there is such a need for these kind of activities, we have now expanded the business and now include territories in Scotland and Wales, meaning the whole of the UK will be able to benefit from our wonderful franchisee's services.

Giving care home residents the opportunity to express their ideas has proven to be of great benefit to both mental and physical well being. Our workshops are particularly popular because they offer a very different twist on how to get the best creative results from residents. This is done by allowing the residents themselves to participate at every single level of group workshops and always ends with a finished piece of craft that is then put on display. The key thing here is that these pieces are **MADE BY** the residents, never for them.



WHY IT WORKS

1. High demand

Quite simply, there is an increasing demand for high quality, engaging, hands-on group art education within care homes. This is where Creative Mojo[®] Ltd steps in, as we offer ever-changing interactive group workshops that appeal to all abilities. **All materials are developed and provided us***: something that other businesses in this field simply do not offer.

With over 23,000+ care homes of one form or another across the breadth of the UK there is plenty of room for your franchise to grow, whichever area you are based. We have also expanded our workshops to the wider community meaning workshops are now taking place in libraries and community centres too.

2. Budgets are pre-requisites

The vast majority of private, regulated care homes are allocated monthly mandatory "activity budgets" in order to provide stimulating activities for all residents. As a consequence, this means that generally there are budgets available in a large number of care homes.

4. Low overheads

You have no overheads for premises or hiring of halls and community centres as all workshops are held on care home premises. Workshops can cost as little as 40p in materials. Your largest expense is likely to be travel to your customers.

5. Additional income from one home

Some residents love working with Creative Mojo[®] Ltd so much that we also provide additional one-to-one workshops for them within their care home. This is an excellent way of topping up your income as limiting time and travel between care homes means better profits.

6. The passion

From our own experience, running your own Creative Mojo[®] Ltd franchise will leave you with a sense of personal satisfaction each and every day. Knowing that you have given an individual a helping hand in creating and making something which is either purely their own creation or part of a group piece can be a priceless gift. This is your chance to help someone communicate their ideas in an environment where that isn't always possible due to their disability.

UNIQUE TO US

3. Less preparation headaches!

The single biggest issue we found over the years is the time it takes to prepare and create quality materials for the workshops. This usually involved hours of cutting out shapes in the evenings and weekends, meaning in the end, we were almost working non stop! So to get around this we invested a lot of research and design time to create your **bespoke die-cut shapes**, banishing this time sapping task forever. We provide you with all the shapes you will need throughout the time your franchise is running.

So we need people that have a real Mojo of their own!

A passion that will make care home residents excited when you arrive to take a workshop. A passion that interprets their ideas, listens to their suggestions, and makes their imagination come alive.

* Terms & Conditions apply

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THE SESSIONS

All sessions, group or one-to-one, generally last for one hour each, however longer sessions can be negotiated.

Resident numbers within group sessions can differ from week to week. As a guide the largest single workshop generally held involved 12 residents, but some can accommodate as few as three or four. An average workshop contains around six residents.

Our one-to-one workshops are bespoke, each one tailored to the individual's abilities and interests.



IT'S EASIER THAN YOU THINK

Everything to enable you to run a workshop is provided for you by Creative Mojo® Ltd, but we always encourage all our franchise holders to add their own creative twist!

- All materials are provided*, including full sets of die-cut shapes.
- Training on how workshops are setup and run.
- We will provide a DBS or Disclosure Scotland for you.
- You can work either part time or full time so you can work around other commitments such as children, the choice is yours.
- Marketing materials are provided meaning introductions are so much more professional.
- Each franchise owner will have their own listing on the franchise web page on our Creative Mojo® website and your very own personalised Facebook page too.
- During the first month new franchisees will receive assistance and training in gaining a initial client bookings by head office.
- We assist with options on gaining qualifications via distance learning courses in Dementia, working with people with learning disabilities and more too.

*Material quantities need renewing once initial supply is exhausted.

MEET SOME OF OUR FAB FRANCHISEES!

Anna, Creative Mojo Worcester



Claire, Greater West London



Kym, Creative Mojo Chichester & Portsmouth



Helen, Creative Colchester & Districts



Foteni, Creative Mojo Norwich, Waveney & District



Bel, Creative Mojo Exeter & District



Sarah, Creative Mojo Cardiff



Max & Annette, Creative Mojo Coventry & Nuneaton



IN OUR FIRST 2 YEARS WE GREW TO 60 FRANCHISEES NATIONALLY, SO YOU WOULD BE JOINING A RAPIDLY GROWING FAMILY!

AS OF 1ST MAY 2019

FRANCHISE PACK

WHO WE ARE WE LOOKING FOR

You don't need to be a professional artist or have creative training to become a Creative Mojo® Ltd franchisee.

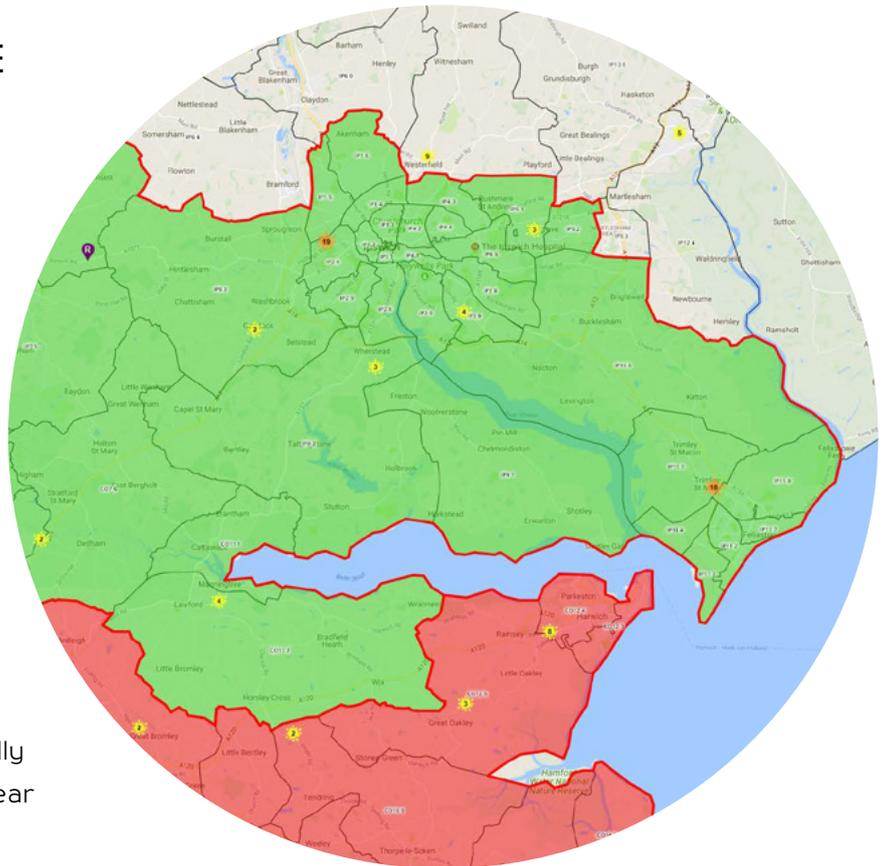
What you do need however is (in no particular order):

- CREATIVITY
- PATIENCE
- PASSION & COMMITMENT
- UNDERSTANDING
- A HARD WORKING ATTITUDE
- A DESIRE TO MAKE A DIFFERENCE
- AN UPBEAT PERSONALITY
- DRIVING LICENCE (Compulsory if rural based)

HOW WE MAP YOUR OWN GEOGRAPHICAL FRANCHISE TERRITORY

Each Creative Mojo® Ltd franchisee receives their own geographic territory to work within. We use powerful territory mapping software and overlay the CQC database of care, nursing and special needs homes to define the perfect number of homes to be allocated to each franchisee. These territories are pre-defined by us prior to the franchise purchase and take into consideration the position of towns, cities and rural areas meaning each area is bespoke to each franchisee. As each franchisee has an exact and specifically defined area just for them, it allows for clear boundaries between bordering franchises. We also supply a full list from the allocated territory database of all home names and contact details in order to assist franchisees in getting bookings more easily.

Generally we suggest each territory contains a minimum of at least 100 care homes, so there will be plenty of opportunities to build a solid group of clients. Beyond this, once a territory is allocated, the franchisee has free reign to explore other creative opportunities for workshops including community centres, libraries and hospices.



An example of a territory boundary showing CQC database overlay pins, postcode areas and postcode region overlays.

AN INVESTMENT FOR YOUR FUTURE

Here is why becoming a Creative Mojo® Ltd franchisee is such a good investment for your future and a rewarding career.

- Earn from £40+ per hour
- No premises costs
- Low material overheads
- Limited preparation
- Flexible working hours
- Allows you to be creative
- Emotionally rewarding
- The opportunity to make a real difference to the lives of others.



SO WHAT ARE THE COSTS?

A Creative Mojo® Ltd franchise cost is just £3250+VAT.

Having performed extensive research into the purchase levels of similar sized franchise businesses we have positioned the cost of our franchises at a substantially lower price point than practically every other one out there. Why? Simply because we believe that as it's the kind of business that gives so much back to the community, the more people it is financially accessible to, the more residents there will be out there enjoying the workshops. Plus you get to earn a fantastic, flexible income too with the potential to pay back your start up cost within the first six months of earning!

We charge a monthly licence fee of £125+VAT.

A full breakdown of everything that is included in your investment and monthly fee is covered on the next page.



WHAT'S INCLUDED - THE BUSINESS PART

The nationally renowned Creative Mojo[®] brand to market your business professionally.

PLUS:

TRAINING & SUPPORT

- Personal 1-2-1 HQ training
- Art technique training
- Training on marketing & sourcing clients
- Regular dementia, sensory art, art therapy training courses run by professionals in their field
- Regular team zoom calls
- Marketing and Facebook guides
- Closed Facebook page for franchisees to exchange ideas, comments and general discussion

PROJECTS

- Printed & digital workshop guides with over 200 in-person projects and 170+ deliverable project guides
- 100's of stencils and templates

DIGITAL MARKETING

- Franchise listing on the Creative Mojo[®] website
- Personalised Facebook page
- Personalised email address
- Bespoke database of care homes in your territory
- Your own digital file storage space with over 450+ digital resources available.

PRINTED MARKETING

- Six page personalised mini marketing brochure
- Personalised 1-2-1 workshop leaflets & business cards



Listing on the Creative Mojo[®] website with your own searchable franchise page.



Printed marketing materials including leaflets and business cards

Marketing & Facebook Page Guides

Over 370+ printed or digital workshop project guides included

Creative Mojo[®]
bringing craft...to care

FRANCHISE OPERATORS & TRAINING MANUAL

www.creativemojo.com

Creative Mojo[®]
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FRANCHISE MARKETING GUIDE

www.creativemojo.com

WHAT'S INCLUDED - THE ARTY PART!

YOUR TOOLBOX

- Full supply of over 150 different bespoke, die-cut shapes throughout the term of your contract
- Robust Creative Mojo® Ltd branded wheeled trolley with removable sections
- A branded apron or t-shirt
- Selection of paint brushes
- Pencils & watercolour pencils
- A rechargeable glue pen & set of glue sticks*
- Stapler and staples*
- String*
- Paint and paint pots*
- Sequins*
- Scissors.

Robust,
branded multi
compartment
wheeled craft
trolley

Branded
apron
or t-shirt

Supply of craft
materials and
paint to get
you started*

1000's of
bespoke, die-cut
shapes are
included within
monthly fee



INTERESTED?

Why not give us a call on **01884 303606** or email us on **info@creativemojo.co.uk** and we can let you know a lot more!



CREATIVE MOJO ARE MEMBERS OF



01884 **303606** info@**creativemojo.co.uk** www.**creativemojo.co.uk**