

turtle totstm



Urchinrock.com
professional underwater photography

Licensee Prospectus

Come Out of Your Shell and Learn
to Swim the Turtle Tots Way!

The Turtle Tots Story

Turtle Tots was founded by Gaby Lixton and Caroline Sparks.

Before launching Turtle Tots, Gaby ran a successful swimming business in Oxfordshire and Berkshire for four years, teaching over 1000 babies a week with a team of ten teachers and two administrators. In 2008 Gaby sold the business and moved to Bristol with her young family, where she concentrated on settling her children in to their new school. But finding that she missed running her own business and teaching swimming, Gaby decided to launch Turtle Tots.

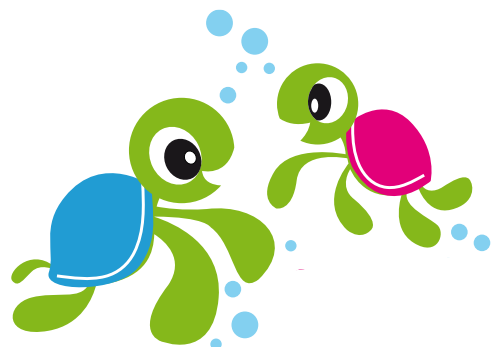
Turtle Tots is an innovative and unique swimming programme, which begins during pregnancy, and continues once the baby is born and on until the child starts school. Not only does it focus on teaching babies and young children to swim, it also promotes pre-natal and post-natal fitness and provides an excellent toning workout for mums. Of course the programme is open to dads as well, who also love to come to the classes!

Having successfully launched and established Turtle Tots in Bristol, the natural progression for Gaby was to license Turtle Tots and offer others the opportunity to run their own Turtle Tots business.

Gaby is passionate about introducing babies and children to swimming at an early age. Gaby commented: “It has long been known that babies and children enjoy numerous social and physical benefits from learning to swim. The Turtle Tots uniquely formulated programme is fun, safe, and sociable. It starts even before your baby is born and continues afterwards to provide a perfect bonding experience, and stimulating exercise.”

Caroline worked in internal communications and marketing for a large telecommunications company, but after having her second child wanted a more flexible job and started her own exhibition business. For five years Caroline organised baby and toddler exhibitions across the South West, before selling the business and joining Turtle Tots.

Caroline’s excitement about the brand and the opportunity is obvious: “Turtle Tots is such a vibrant, distinctive and exciting brand. Becoming a licensee is perfect for anyone who wants to run their own business, with the benefits of using a proven formula and the support of a great team!”





As a licensee you will receive:

- **The rights to use the Turtle Tots brand.**
- **A mapped and post-coded territory in which to operate your Turtle Tots business exclusively.**
- **Comprehensive Turtle Tots training, incorporating the STA Baby & Pre-school, and Aquacise qualifications.**
- **Customer service, administration and marketing training, with associated templates and guidelines to help you run your business effectively.**
- **A Turtle Tots email address.**
- **A dedicated page on the Turtle Tots website.**
- **Pre and post-launch business support.**
- **A Turtle Tots thermal and non-thermal top.**
- **Turtle Tots t-shirts.**
- **A supply of colourful leaflets to get you started!**

Running a Turtle Tots swimming business is fun, flexible and rewarding

Qualities required of a Turtle Tots licensee:

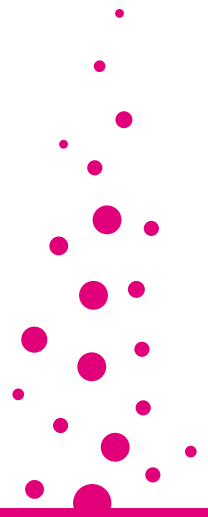
- **Good general health and fitness levels.**
- **An interest in swimming and fitness.**
- **Having a swimming teacher qualification is a bonus, but it's certainly not a necessity. We have a comprehensive training programme to ensure you'll be fully qualified to teach the Turtle Tots way!**
- **A friendly and outgoing personality.**
- **A love of babies and children.**
- **A “can do” attitude and a positive approach to both work and life.**
- **Excellent interpersonal skills.**
- **The self-motivation and desire to run a successful business.**
- **Comprehensive knowledge of you local area and community.**



Turtle Tots & Charities

At Turtle Tots we believe in supporting charities that are close to our heart. Every licensee is required to choose a charity to support, and a percentage of every class paid for, is donated to that charity.

Why become a Turtle Tots licensee?



- **The opportunity to run your own business using a simple and effective business formula.**
- **An innovative and fun swimming programme.**
- **A comprehensive training plan.**
- **A distinctive and strong brand and your own page on the Turtle Tots website.**
- **Plenty of support from people who have done it themselves!**
- **Multiple revenue streams including underwater photography.**
- **A flexible and scalable business. It can be as small or as big as you want it to be.**
- **A fun, rewarding and sociable business.**

Urchinrock.com
professional underwater photography



Testimonials from happy mums and dads

“I’ve been attending Turtle Tots with Oscar since he was a just six weeks old. We both love the classes - I’ve met lots of new friends and Oscar’s confidence in the water is amazing! The classes have also really helped me tone my body and re-gain my pre-pregnancy shape.”

Mum Martha and baby Oscar

“Turtle Tots is a great opportunity to have dedicated and quality time with my son. I am amazed at how much he has developed in a few months and really look forward to seeing his future progress. It has given me great confidence in being in the water with him. It is a real highlight of the week and I would recommend the classes to anyone with a little one.”

Mum Diane and baby Theodore

“My experience of Turtle Tots has been absolutely fantastic. Ever the cynic I wasn’t sure that at such a young age my son would pick up anything from the classes, but his confidence in the water has most definitely grown. He now loves to be in the pool, playing games, singing nursery rhymes and generally having lots of fun! I would recommend these classes to anyone. They are a truly wonderful way to spend time with your baby.”

Dad Richard and toddler William

“Our daughter Daisy began Turtle Tots when she was 3 months old. The sessions are fun and well paced, integrating songs and nursery rhymes the babies are already familiar with. We couldn’t believe it when Daisy went under water during her very first session, but she took it all in her stride and now knows no different! There has been clear progression in the skills and we are sure that Turtle Tots will contribute to Daisy’s future water confidence, swimming and, most importantly, safety skills.”

Mum Sarah, Dad Phil and toddler Daisy

Get in touch

To find out more about running your own rewarding Turtle Tots business please contact us for an informal chat:

Turtle Tots Ltd, Railway House, Station Close
Backwell Bristol BS48 1TJ

Email: info@turtletots.com

Telephone: 01275 857805

www.turtletots.com

Registered in England & Wales: 7590163