Strollercise

Stroll Your Way To Fitness

Franchise Prospectus

1950's Stroll Dance Inspired, Keep Fit Classes

Franchise Prospectus

Contents:

Page:

1. How Strollercise Began
2. The Strollercise Franchise Opportunity
   Key Franchise Benefits.
3. The Franchise Package
4. The Training & Support
   The Fitness Market
5. The Classes
   Class Benefits
6. Our Ideal Franchise Owner
   Your Obligations As A Franchise Owner
7. Frequently Asked Questions
8. The Next Steps
   Initial Application

1950's Stroll Dance Inspired, Keep Fit Classes

© Copyright Strollercise Ltd - 2019

1950's Stroll Dance Inspired, Keep Fit Classes

How Strollercise Began:

Strollercise was created by Sam Williams in March 2016 following her own personal struggle with unexplained weight gain, as Sam says: "It must have been an age thing!"

In January 2016, Sam, like so many others following the 'Christmas Binge', joined a circuit training course, but it was really not for her; she only lasted 3 weeks. This is her story from that point on:

"I went to the Rock & Roll club that Steve Hammond (my other half) and I frequented and we were chatting, as you do. I told Steve that I needed to lose weight but I was not enjoying doing circuit training one little bit!

At the time we were watching the ladies, and a few men, 'strolling', which I had been teaching in the R&R clubs for over 10 years. Steve pointed to the dance floor and said: "There's your fitness class, right there under your nose; you're teaching it already and you can call it 'Strollercise'" and my journey with 'Strollercise' began.

Two months later I started my first 'Strollercise' class in March 2016; I uploaded a few videos on social media and was inundated with positive comments and messages; long story short I ended up doing nine classes a week!

"Today I am still doing nine classes a week, with 100s of people wanting to join in. That's when I began to consider Franchising my concept, but it wasn't until May 2018, after seeing the business model work, that I did it via a franchise consultant; my first two franchise owners joined me on the 16th June 2018 and held their first class for 24 members on 27th June 2018. Many more classes have been added since and they are still doing amazingly well.

"My second franchise owner came soon after, set up her group and gained 50 members in 48 hours! I truly believe that 'Strollercise' is fantastic opportunity with virtually no competition, for the right people. Our average class size is 25 people (both men and women) but we have (and still do) achieved 40-55 to a class.

'Strollercise' is a pay-as-you-go model, with no previous dancing experience needed - members can learn as they go. We also have a tutorial DVD which was released September 2018; it's ideal for beginners and even for our instructors. It contains 13 'strolls' to learn in a step-by-step format.

© Copyright Strollercise Ltd - 2019

The Strollercise Franchise Opportunity:

THIS IS YOUR OPPORTUNITY TO OWN & RUN YOUR OWN SUCCESSFUL 1950'S STROLL INSPIRED FITNESS CLASSES.

THE FRANCHISE CAN BE RUN FULL-TIME OR PART-TIME TO FIT IN WITH YOUR LIFESTYLE AND FAMILY COMMITMENTS.

Strollercise offer fun 1950's stroll inspired keep fit classes for all ages.

The **'Stroll'** was both a slow Rock 'n' Roll dance, and a song, that was popular in the late 1950s. Billboard first reported that **"The Stroll"** might herald a new dance craze similar to the "Big Apple" in December 1957. While a couple of the 'strolls' have been around for years on the Rock & Roll scene, many new ones have been added and choreographed by Sam.

Sam has been around the world of the 50s and Rock & Roll for over 35 years,Jiving and Strolling, so she knows her stuff!.

This programme is excellent for the brain as you need to learn steps and this can, potentially, lower the risk of Dementia, plus it has the added benefit of being an enjoyable way to burn calories.

All classes are 1 hour long and our participants are aged 14 upwards, with our oldest being 90.

Due to increased demand we are now actively seeking new franchise owners to expand our existing network through like-minded people with, or without, industry experience, to run Strollercise classes **OR** to run Strollercise alongside an existing fitness business; **COULD THIS BE YOU?**

Key Franchise Benefits:

- Run the business either full-time or part-time to fit in with your lifestyle and family commitments
- The credibility of an established brand
- Use of the Strollercise name & branding
- A fun and rewarding business
- Comprehensive start-up package which includes all the systems, tools and processes to run the business
- The confidence you get from working with a proven business formula
- Full training given in all aspects of the business

Strollercise
Stroll Your Way To Fitness

© Copyright Strollercise Ltd - 2019

The Strollercise business can be run either full-time or part-time, making it a truly lifestyle friendly business. You can choose to run the classes yourself or employ others to run them for you.

Our strong brand and excellent reputation within the industry will ensure you get as many customers as possible. We have a proven business formula which will form the basis on which your Franchise will operate. We have an established system in place that you will follow, which is designed to improve overall productivity and increase sales.

With clear target markets our business model is backed up by successful sales and marketing strategies. We will teach you how to identify your target markets, generate leads, using our proven techniques, convert them into paying clients and maximise your profits. You will become part of a recognised brand and benefit from the support we offer. Your position with potential customers is instantly enhanced, as they will see that they are dealing with an established reputable company.

We have two franchise options for you to consider:

The franchise fee for the '**Full Franchise**' is £4,995.00 (+VAT); this is a one off fee with no renewal fees... **for life.** OR you can opt for the '**Annually Renewable Franchise**' for which the initial franchise fee is £,1995.00 (+VAT); then £1,000.00(+ VAT) franchise renewal fee, per year thereafter.

Both the '**Full Franchise For Life**' and the '**Annually Renewable Franchise**' include your full kit in your full, or initial franchise fee payment. The on-going franchise fees, for both options, are a set monthly amount.

The Franchise Package:

- Rights to use the Strollercise name
- Full training in all areas of the business
- from operations and services to customer service
- Exclusive franchise territory
- Full Operations Manual
- Rocker Box
- Head Microphone Set
- Music on a Dongle
- 'Strollercise' branded T-shirt
- A central website
- Facebook Page
- Ongoing support and business updates Processes, systems and templates to run the business

© Copyright Strollercise Ltd - 2019

The Training & Support:

We fully support all our franchise owners from day 1, no need for long stays away from home for training as the concept is so easy to master you can actually learn all the 'strolls' from our instructional DVDs, you should ideally try to come and attend a few of our classes prior to commencing, however, we can provide from two days to two weeks 'in-class' training with a current, experienced, franchise owner; this is only in Essex at the moment, but will expand to other areas as our network expands (accommodation and food is the responsibility of the new franchise owner in training).

Also included in your training and support is:

- Help sourcing suitable venues in your first month.
- Training for all new 'strolls' via our DVD or videos in the closed Strollercise Facebook group
- Your initial 4,000 promotional leaflets
- Facebook group creation
- Training on advertising, outdoor events, pinning
- posts, social media, and more
  Ongoing performance reviews and site visits
- Centralised leaflet, postcard, business card ordering
- Strollercise merchandise supply
- Help is only a call away; we are here to help any time.

Sam Williams and a class of her strollers at one of many outdoor events

The Fitness Market:

When you join the Strollercise family you will be part of a network of franchise owners operating in an industry currently worth £5 billion in the UK, and growing each year!

According to www.consultancy.uk, in May 2019, CIL Consultants stated that the UK fitness market is worth around £5 billion and has grown 20% over the last five years – with potential for further improvements in the future.

CIL asserted that low-cost gyms/fitness classes will continue to challenge the industry's key incumbents. The study also suggests that as customers are increasingly prioritising social experiences, fitness providers cannot afford not to capitalise on this. The current crop of fitness **customers are more motivated in a group,** while around half also use it as a method of **combating social alienation**, **meeting new people and socialising**. Across all types of fitness experiences, the research found 40% of consumers consider **the social scene an important part of their selection process**, something which grows to 50% for premium gym-goers and **nearly 60% for those who attend classes**.

The study also says that: "**Franchise business models** have been **a key driver of growth** in the US and we expect this trend to become more apparent in the UK"

© Copyright Strollercise Ltd - 2019

The Classes:

The classes you run will be open to anyone from age 14 - currently our oldest member is 90.

The classes are all low impact so they are a perfect way for those with ailments such as Fibromyalgia, COPD, Arthritis, etc., to get fit and healthy in a fun and friendly environment. We have received excellent reports of huge benefits from members suffering from Diabetes and high blood pressure.

Strollercise offers a low intensity fitness class that involves 6,000 steps in one hour (that's the equivalent of 3 miles). The classes are not only inspiring and motivating they are, most importantly, FUN! They feel more like a fun social hour than an exercise class where the members are burning calories and improving their fitness.

One of the main reasons the Strollercise dance/exercise concept is so popular is due to it being so simple for beginners while leaving room for complex and skillful moves for any 'strollers' looking for more of a challenge.

Class Benefits

- Our classes are being recommended by GP's
- They are a great way for members to make new friends
- The classes are fun whilst burning calories at the same time
- There are DVD's available to learn the moves at home
- Your members get the opportunity to attend outdoor events, promotions, vintage days, classic car shows, fetes and much more

© Copyright Strollercise Ltd - 2019

Our Ideal Franchise Owner

Do you feel that you share our vision for success?

Are you organised, self-motivated but a team player?

Do you have the drive and determination to succeed in anything that you do?

If you answered 'Yes' to all of the above you could just the person (or people) we are looking for.

Starting any new business is a challenge but becoming a franchise owner brings you the reassurance and support of an established, proven, brand and concept; if you can take our guidance and follow our plan you too will be a successful Strollercise franchise owner in no time!

We will make every effort to help you make a properly informed and fully reasoned decision, after all it is in both our of our interests to do so. If we agree to move forward with your application we will do our utmost to make sure that you are successful.

We will be investing time, effort and energy into your new franchise so we will ensure that you are happy that it is the right opportunity for you; that you know exactly what to expect and what you need to do at each stage; finally, what is expected of you.

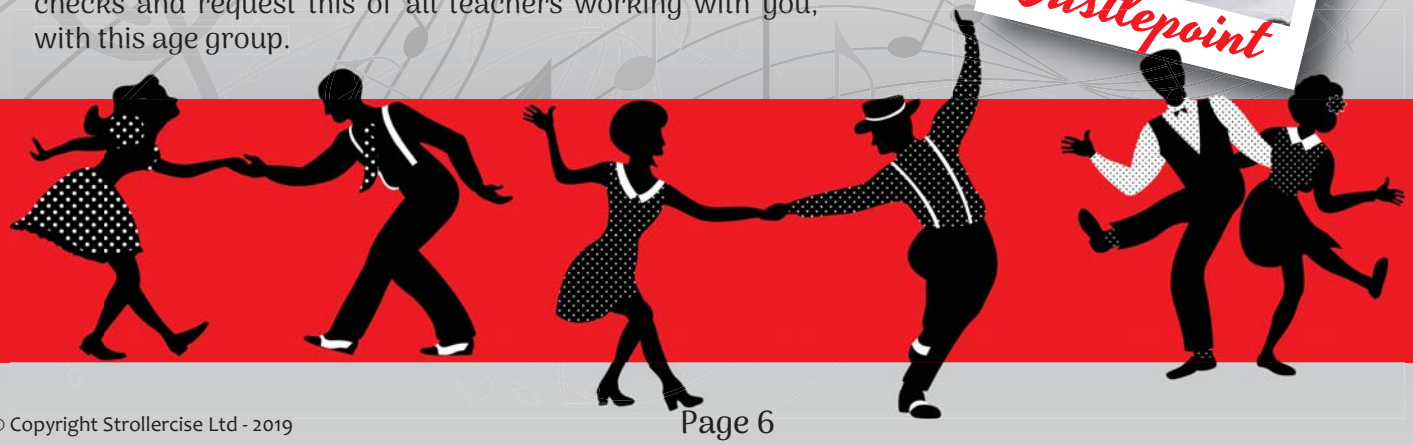
Your Obligations As A Franchise Owner

Franchise owners will need to carry **public liability insurance** to cover them against any accidents or injuries which may occur in their classes, but we will assist you with getting this all set up before you start any classes.

You will also need to check ahead to ensure that your chosen venues have a **PPL/PRS Licence** for permission to legally play music, most will already have one of these, but always check as it is better to be safe than sorry.

It would also be prudent to do a **health and safety assessment** of your business and put a health and safety policy in place before you launch so every one is aware of any potential issues. You may also want to consider completing a basic first aid course just in case of any minor accidents in class.

As many of your students will be under the age of 18, you will have to have intermittent **Criminal Records Bureau (CRB)** checks and request this of all teachers working with you, with this age group.



© Copyright Strollercise Ltd - 2019

Frequently Asked Questions:

These are just a few of the questions we are asked on a regular basis, we are sure you will have your own so please do not hesitate to ask.

Q. Do I have to start my franchise on a full-time basis straight away?

A. No, not at all, you can fit your classes around your 'day job' or daily life, but you will see an increase in demand as word spreads so you will, more than likely, be able to go full-time with your Strollercise franchise sooner than you think.

Q. Do I really not need any previous dance experience at all?

A. No, although it is an advantage, it is not a prerequisite. Musicality and being able to move in time to music is a must but actual experience is not required at all. We provide full training on all the strolls, and are actively creating more all the time.

Q. Will I have to register as a Limited Company once I am a Franchise Owner?

A. You will have chosen your business format prior to your initial training after discussion with your accountant or solicitor. Your three options are Limited Company, Sole Trader, or Partnership.

You should also have set up your bank account, registered for VAT (if required, though without VAT registration you are unable to claim the VAT paid for the franchise) and informed your local tax office and job centre (if applicable).

Q. What does the fixed monthly franchise fee cover?

A. Part of your monthly franchise fee is put towards central administration, support and other key head office functions which you would otherwise have to do.

There is also an advertising levy which goes towards the sales and marketing activity carried out by the franchisor on behalf of the franchise owners (full details are avialable on request).

Q. Do I need to have separate premises to run my Strollercise franchise from?

A. No, this franchise can be run from home so you just need to set up your home office to suit your own personal requirements. You will require a laptop or desktop computer, mobile phone, broadband internet connection with e-mail, laser printer, desk, filing cabinet, and telephone.

Q. Am I restricted on what type of venue can be used for my classes?

A. Not really. Your classes can be held in Scout Halls, St Johns Halls, Church Halls, Salvation Army Halls, Working Mens Clubs, Community Halls etc., but you must check that they have a **PPL/PRS Licence** for permission to legally play music, most will already have one of these, but if it is not covered by your venue then you will need to apply for the license.

Q. Is there a minium number of classes that I am expected to run?

A. Yes, experience has shown us that you need to run a minimum of 6 classes a week for a minimum of 20 members to be profitable.

© Copyright Strollercise Ltd - 2019

The Next Steps

If having read through this franchise prospectus you believe that you, or your current business, would benefit from joining us as a Strollercise franchise owner, then you are ready to take your application further and we are waiting to hear from you!

Please complete the initial application form, below, and send it to us via e-mail to samanthawilliams269@gmailcom and we will be in touch shortly to answer any questions you may have regarding our franchise opportunity.

If you succeed by impressing us with your drive and ambition we will arrange for you to come and meet the whole team.

First Name:_____ Surname: _____

E-mail: _____ Marital Status: _____

Address: _____

_____ Postcode: _____

Landline No: _____Mobile No.: _____

What is your current employment status? (circle the applicable status)

Employed Self-employed Made Redundant Unemployed

When do you see yourself starting your franchise? (circle the applicable time-frame)

3 to 6 months 6 to 12 months 12 to 18 months 18 to 24 months Not Sure

What location(s) are you interested in? _____

_____

What liquid funds do you have available to invest in your franchise? _____

Tell us a little about yourself and why you would like to join Strollercise:
(attach a separate sheet of paper if you need more space)

_____

_____

_____

_____

_____

© Copyright Strollercise Ltd - 2019

1950's Stroll Dance Inspired, Keep Fit Classes