



LITTLE CITY

Little City Franchise Information Pack



About Us

Little City was born from a little idea I had nearly 9 years ago that has grown into a now 35+ strong team across the UK. We're now proud to boast we are 'multi-award-winning' after being nominated for and winning multiple awards over the last few years – this is all down to the team, their dedication and hard work.

Every child loves to role-play: at home our toddlers and pre-schoolers want to play at being hairdressers, police officers, run shops, cafes and of course dress up! Little City offers local children the opportunity to do this with equipment and toys us parents couldn't fit into our own living rooms.

Little City aims to offer a unique experience many children wouldn't normally have. Group sizes are limited each time to ensure all those visiting have enough time and space to play. The toys and equipment are high-quality and constantly cleaned, updated and refreshed.

Each 'bay' of Little City is unique, and the play is always child-led; no child is the same, and no experience is the same. Little City offers a unique experience for a child, and will start lots of conversations and fun with their parents, carers and teachers. Throughout the session we take time to replace, reset and tidy up equipment and toys as much as possible, this is to ensure that everyone sees and experiences the areas as they are intended, and to maintain the energy and illusion of it looking like their own mini city.

As a parent myself, I know how educationally beneficial role-play can be: children learn about themselves, how others play and also learn a little more about the world around them – whilst they don't need imagination to play (they've seen us do all these things a million times in the 'real' world) it does help them make sense of some things when they do follow us around the shops, what they might see at the hairdressers and post office and perhaps even how scary the vets or doctors might not be!





What makes Little City unique?

The layout, and set up of Little City has been trademarked and registered: but more than that, the energy and the enthusiasm of the Little City team members is what makes us unique above any other role play business. We are fully mobile so we can take the City anywhere, utilising local village halls, community centres and church halls that have the space and availability. We can also go to schools, nurseries, corporate events, weddings, christenings, festivals.... as long as there's space, we can be there!

Making the business pay-as-you-go, parents aren't committed to a term, and we are not committed to a potentially costly permanent site and expensive overheads. The team can work when they want, and on days they want, as well as offering a flexible, efficient option for parents looking for something different for birthday parties or those running pre-schools, nurseries or toddler groups.

I want Little City to offer a relaxed environment, and we offer grown-ups a hot coffee or tea, and have a small selection of biscuits and soft drinks for everyone too.



The Opportunity

I started Little City with one primary aim – that was to spend more time with my own children but also to pay my bills! In the process I have had the pleasure of creating something that I love, and many many people have embraced and enjoyed as well. We get lots of compliments and wonderful feedback and we are consistently fully-booked on the PAYG sessions as well as booked up for birthday parties, private events and school workshops right through to the end of 2026.

Franchising appeals to me to be a great option for someone to take on the business in their own local area: rather than employ someone to branch out into other areas, a franchisee is more likely to bring passion, commitment and creativity to their own business – supporting my brand and vision whilst taking on their own identity.

What am I looking for in a franchisee

- A self-motivated, self-starter
- Someone who is passionate about working with families and children, who enjoys the interaction with local parents, grandparents, carers, teachers and early learning specialists
- Someone who is creative: there is real opportunity to put your own 'stamp' on your version of Little City
- A flexible individual open to change and new ideas
- Someone not afraid of social media!
- Someone keen to run their own business

The benefits of buying a Little City franchise:

- Little City is a growing business, and you will be able to grow your business in your local area
- You choose your hours - we require the City to be running at least once a week but the days and times are your choice.
- There is huge scope for variety and challenge - Little City has evolved dramatically since I first started, and it will evolve further.
- You get the chance to be creative - I aim to offer new experiences for existing and new customers every 3-4 months; being part of that, I will fully welcome ideas and suggestions for new City areas
- The opportunity to build upon our huge Facebook and Instagram following and win awards! We already have a captive, engaged audience - you will be able to utilise this to start your business and hit the ground running, rather than building up a following from scratch.

The Money Bit

The Franchise Licence Fee is £6295 +VAT and provides franchisees with:

- A 5-year renewable licence to operate as a Little City franchisee
- Exclusive area/territory to operate in
- Representation on the main Little City website and booking site
- Regular support including phone calls, email and face-to-face meetings with Vicki Fletcher
- Continued partnership with me, on new areas, sections and designs. I anticipate we'd work together on ideas for events, 'specials' etc.
- All the boards and frames to act as the back-drop for your city
- Uniform, promotional material and stationery starter pack
- Health and Safety support
- Guidance and training on social media
- Access and support from our accountant

A franchise fee of 10% +VAT on all sales is to be paid, and is automatically taken through our online systems





Costs to consider:

This package offers everything to get you started, including uniform, booking site pages, branding, stationery and all the training.

Other costs not included in the initial fee:

- All toys and equipment for each area
- A suitable van for storage and transport of your city
- Completion of full Paediatric First Aid Certificate
- Purchase of Public Liability Insurance (must be evidenced).
- DBS check
- Safeguarding Training
- Monthly booking site fees, around £10 per month.
- Marketing fees, £30 + VAT per month.
- All equipment bought must be high quality, not broken and constructed according to manufacturers guideline

For more information contact franchising@littlecityuk.com

We have some excellent partners and suppliers to get your business set up.



LITTLE CITY

www.littlecityuk.com