

# DIDDI DANCE

## OPERATIONS MANUAL



Strictly private & confidential

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## SECTION 1 – OPERATIONS MANUAL

### 1 YOUR OPERATIONS MANUAL

The reason to have an operations manual is to keep uniformity across the brand and to help you with any questions you may have along the way. It is intended to save you time having to call Head Office for the smallest query and guide you along the process of running your successful diddi dance business.

This manual is to be used as a training manual, guiding, and reminding you of lesson plans, business forms and paperwork. It will also help with advice and legal requirements of running your own business.

Franchisees must follow the guideline set out in the Operations Manual to comply with our company brand identity and procedures. This will help your diddi dance franchise be as successful as possible and ensure each franchisee within the franchise network is working together and in a uniformed way.

This Operations Manual is part of the franchise agreement and therefore franchisees must be aware that failure to follow the instructions and information contained within the Operations Manual will constitute a breach of the franchise agreement and can be grounds for the franchisee losing their franchise.

The Operations Manual is a working document and as such will be amended and updated over time.

### 2 RECEIPT & COPYRIGHT

The Operations Manual is the sole property of diddi dance. It is only on loan and must be returned should you cease being a franchisee. Everything within the Operations Manual is under copyright law and cannot be copied in any way or shown to any 3rd party without the Franchisor's permission.

### 3 UNDERTAKING

You acknowledge that the contents of this written material provided to You by diddi dance Franchising Ltd, and all other details of the System are confidential, and You undertake that You will not, except for the sole purpose of conducting the Business at any time (both during and after the term), use or divulge to any other person any information or knowledge concerning the Business or the System.

### 4 AMENDING & UPDATING THE MANUAL

#### 4.1. LOGGING CHANGES

The responsibility for updating or changing any content of the Operations Manual will be the responsibility of Anne-Marie Martin.

Franchisees will be notified of any changes to the Operations Manual via email and the latest version of the Operations Manual will be attached to this email. The email will specify which sections have been amended.

It is the Franchisees responsibility to be aware of any amendments. It is the Franchisees responsibility to notify Head Office that they have read, understood, and are implementing the said amendments. Franchisees must acknowledge to Head Office via email that they have received and printed the current Operations Manual. Any Franchisee who wishes to make an appropriate amendment to the Operations

Manual must notify the proposed change to Head Office via email. Head Office and the franchisee together via email and telephone will discuss this amendment either for rejection, implementation, or modification. If the amendment proposed is accepted then the above procedure, as outlined, will follow.

#### 4.2. SAMPLE AMENDMENT RECORD

No forms will be used at this stage to inform Franchisees of any update in the Franchise Operations Manual. As outlined in 4.1, an email and acceptance for that plus the procedure for acceptance will be used.

#### 4.3. SAMPLE OPERATIONS MANUAL UPDATE

Similarly, as in 4.2, at this stage there will not be a specific standard memo that will accompany the amendment record listing the actions that the franchisee must take. As in 4.1, there will be an email distributed to all franchisees as outlined in 4.1.

## SECTION 2 – INTRODUCTION

### 1 DIDDI DANCE

#### 1.1 HISTORY OF DIDDI DANCE

diddi dance classes were developed over 20 years ago when professional dancer Anne-Marie Martin realised a gap existed in the dancing arena that gave opportunities for children as young as two years old to join a structured, fun, action packed dancing class of varying styles.

Anne-Marie, who has over 24 years of teaching experience, developed a programme that encourages children aged 16m to 4 years (along with their parents/carers) to build confidence and stamina and so improve their rhythm and coordination through fun dancing games and exercises.

diddi dance classes are booked in half term blocks, allowing for continuity of progress.

As well as Classes, diddi dance offers a hugely successful private party package and takes bookings from nurseries and schools alongside their 'regular' dance timetable. diddi dance also has a range of merchandise to promote their dance theme.

Since its inception in 2003 diddi dance has been successful in growing its class base across the UK. To grow further franchising was seen as a preferred route to enabling continued expansion throughout the UK.

#### 1.2 FRANCHISING OF DIDDI DANCE

After running successful classes all over East & Southeast London it was realised that the concept of diddi dance classes was unique and could work across the UK. A lot of time and expense has been invested in creating the diddi dance franchise package and every franchise's success is essential in building the brand and image. The concept of franchising is to utilise the unique brand and concept of the product in a uniformed way. The business should look and feel the same in every franchise and this is a key job for every franchisee to achieve to make the business successful.

Further information about diddi dance Franchising:

- Franchising is one of the most successful routes to owning your own business. Statistics confirm that the failure rate in franchising is only 9 per cent against around 85 per cent for start-up businesses.
- Franchising remains an attractive way for people to run their own businesses.

- diddi dance has proved that it can operate profitably over many years.
- There is a large market for preschool children's classes.
- The success of a franchisee can be helped or hindered by the performance of other franchisees, all of whom trade under the same brand name. Poor service by some franchisees can harm the other franchisees. The dedicated Head Office support, management and monitoring processes should prevent this from being an issue.
- Does diddi dance have longevity? Given that we will keep one territory as company owned, we are totally committed to running the business long- term.

Being part of a franchise is about making the relationship between Franchisee and Franchisor work with the following:

#### Open Communication

- Dialogue
- Accessibility
- Trust – openness and honesty

#### Common Goals

- We must be committed to your success.
- You must be committed to the network's success as well as your own.
- An understanding of, and commitment to, each other's short- and long-term goals
- Communication (dialogue) if targets are moved/reconsidered.

#### Maintaining Professionalism

- Not involving third parties – either inside or outside the business- without coming to the other first if there is a problem.
- Being aware of the contract that binds us and the respective roles to be carried out under the agreement.

#### Support

- It does not end with training.
- Nothing is ever too small.

#### Training

- It does not end with initial training.
- It links with support.
- We all must accept that we are learning all the time.
- Communication from either party that training is needed is not a criticism nor an admission of defeat.

#### Sharing a Vision

- Brand loyalty
- Openness to change for the benefit of the brand.
- Mutual respect as the relationship moves forward.

### 1.3 DIDDI DANCE COMPANY PHILOSOPHY

Our mission statement is to 'encourage a love of movement that will last a lifetime'. At diddi dance we enhance children's endless energy and enthusiasm through funky, full of fun sessions that build confidence, co-ordination and creativity.

We believe in every child being important and involved. Our classes should include everyone equally and fairly letting them learn through having fun. We want to teach key elements to development such as learning their right and left, waiting their turn, socialising, partnering and counting as well as the main

elements of dance which help co-ordination, rhythm, gross motor skills and build confidence. Elements of the sessions also allow creativity and freedom and let the children just be silly.

Every child loves moving to music, we are not here to push anyone into performing or learning a syllabus of dance styles working towards exams like dance schools, it's free and fun and the styles we look at are lead in a fun and exciting way.

Our vision at diddi dance we want to be using dance as a catalyst to be the first steppingstone in a healthy & developed lifestyle for all toddlers.

Each franchisee should share these values and our vision and keep their classes running in line with our philosophy. This is of key importance for the diddi dance brand and image so a customer could visit any class at any time and get the same feel in every session.

## 2 THE SERVICES

### 2.1 CLASSES

diddi dance classes are designed to engage and inspire children's own creativity by using action songs, dancing games, fun exercises, hoops, and dance ribbons to our own original, funky pop songs. We are here to nurture their natural love of movement in a structured yet relaxed 45-minute class. diddi dance classes change themes every half term exploring dance styles from around the world including salsa, country, hip hop and bollywood - catering to all tastes. Classes follow a structured plan yet are taught in a relaxed environment where children can learn at their own pace as their confidence builds.

diddi debutantes classes are suited to all children from an age where they are comfortably sitting until they are walking stably. Then diddi dudes classes are suited to all children once walking to school age however, but younger ones and siblings can still join these classes. We realise that all toddlers join in at their own pace and some are more confident than others, for this reason we offer a trial. It gives the parents and carers peace of mind that it's a class their child will enjoy. Bookings are then taken in half-term blocks instead of having to book for a whole term. Parents and carers are always encouraged to join in and share the enjoyment with their diddi dancer, as this is a huge part of what the classes are about.

### 2.2 PARTIES

As well as our classes we also offer parties at parent's choice of location. Here their little ones enjoy an hour or 45 mins of great activities including dancing games, action songs, hoops, dance ribbons, bubbles, balloons, bells, and lots of fun!! Our parties offer fantastic, fun, and affordable entertainment, which will ensure the party is the talk of the tots. Our sessions are totally interactive, there's no sitting watching a show; it gets all the children up dancing, grooving, and boogying to our funky tunes.

### 2.3 SESSIONS

Also, through diddi dance we offer Nursery and School sessions. Our programme has been designed to complement and enhance the Early Years Foundation stage and has been successfully used in Nurseries and Children's Centres since it's development ten years ago. It is suitable for children ranging from Nursery to Reception age and has recently been a part of many after school programmes. Children up to the age of 5 years still want the chance to develop their skills, become more bodily aware and gain confidence moving on their own.

## 2.4 BRANDED MERCHANDISE

diddi dance also offer a selection of branded merchandise available for customers online as well as available for franchisees to sell in class. This includes CDs, shirts, dance charts and more. This allows for diddi dance to be enjoyed outside of class and brought home with the children.

Find a full comprehensive list in section 4 of this manual.

## 2.5 SEND CLASSES

The diddi dance SEND dance classes use our specifically adapted lesson plans, which allow children of different abilities who may not have access to dance because of these abilities, this will now allow them to take part in our sessions. These classes can be offered to special needs schools, charities and local SEND groups ONLY after additional training through the Para Dance UK (previously WDSA).

Para Dance UK have recently been merged with communities 1st and any details of upcoming Inclusive dance training (IDT) and their courses can be found here [Opportunities for Instructors | Communities 1st](#)

Please note franchisees are not allowed to offer, advertise, or take part in SEND classes without this qualification – the two, SEN & SEND, cannot be separated and therefore to be compliant & follow standards of health & safety when working with children with disabilities you must have your qualification through Para Dance UK to do so. Any questions regarding this please contact Anne-Marie.

## 3 CONTACTS

### 3.1 HEAD OFFICE

The Head Office support staff and their areas of expertise are as follows:

<p>Anne-Marie Martin – Managing Director &amp; Founder</p> <p><a href="mailto:info@diddidance.com">info@diddidance.com</a></p> <p>07973 982790</p> <p>Contact for:</p> <p>Practical elements</p> <p>Lesson plans</p> <p>Booking System</p> <p>Emails</p> <p>SEND sessions</p> <p>Complaints/customer service</p> <p>Dropbox</p> <p>Safeguarding</p>	<p>Helena Rigby VFP – Business Manager</p> <p><a href="mailto:Helena.rigby@diddidance.com">Helena.rigby@diddidance.com</a></p> <p>07943 608566</p> <p>Contact for:</p> <p>Merchandise orders</p> <p>Franchisee Materials checklist</p> <p>Company reports</p> <p>MSF reports</p> <p>Business plans</p> <p>Business development</p> <p>Personal/support calls</p> <p>Emails/server</p> <p>Territory enquires</p> <p>Marketing plans</p> <p>Mental health first aider qualified</p>
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<p>Donna Stapley VFP – Franchise Recruitment Manager &amp; Operations Manager</p> <p><a href="mailto:franchise@diddidance.com">franchise@diddidance.com</a></p> <p>07400707004</p> <p>Contact for:</p> <p>Mental health first aider qualified</p> <p>Practical elements</p> <p>SEND sessions</p> <p>Dropbox documents</p> <p>Safeguarding</p> <p>Lesson plans</p> <p>Personal/support calls</p> <p>Manuals &amp; links</p> <p>Policies &amp; procedures</p> <p>Private contract admin assistance</p>	<p>Jane Mitchell - Social Media Manager</p> <p><a href="mailto:jane.mitchell@diddidance.com">jane.mitchell@diddidance.com</a></p> <p>07944623338</p> <p>Contact for:</p> <p>Social media</p> <p>Marketing</p> <p>Franchise support</p> <p>Mental health first aider qualified</p>
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### 3.2 CONSULTANTS

<p>Jess Baxter</p> <p><a href="mailto:jessamybaxter@gmail.com">jessamybaxter@gmail.com</a></p> <p>Contact for:</p> <p>Additional art &amp; design</p> <p>Branding</p>	<p>Nikki Butlin or Martine</p> <p><a href="mailto:Nikki@nikkibutlin.co.uk">Nikki@nikkibutlin.co.uk</a></p> <p><a href="mailto:Martinesbookkeeping15@gmail.com">Martinesbookkeeping15@gmail.com</a></p> <p>Contact for:</p> <p>Bookkeeping</p> <p>Accounting Queries</p>
<p>Isabella Knight PR</p> <p><a href="mailto:Isabelle.knight@btinternet.com">Isabelle.knight@btinternet.com</a></p> <p>07717152006</p> <p>Contact for:</p>	

### 3.3 FRANCHISEES

Your fellow franchisees are also available for support, regardless of how long they have been open for. Regional Forums have been set up for this reason, so franchisees have more of a local support base. Quarterly meetups, Skype calls or messaging via FB or What's App are encouraged amongst your local franchisees, to have a group of people who can share ideas about what local marketing works, are potentially experiencing the same frustrations/complications and may have similar solutions/ideas.



Find the list of proposed forum areas in Dropbox - [Franchisee Regional Forums 2022.xlsx \(dropbox.com\)](#)

## 4 SUPPORT & ASSISTANCE

### 4.1 HALF-TERM EMAILS

Sent by Jane the "diddi download" will include introductions to new franchisees, achievements & news from current franchisees, disclosure of levels of performance in different areas, advice from our consultants and much more. To include news about yourself or a fellow franchisee please send information to Jane at [jane.mitchell@diddidance.com](mailto:jane.mitchell@diddidance.com)

### 4.2 BUSINESS CALLS

Helena will be in touch with each franchisee/franchise on a regular basis to help assess the business from the outside and help determine key performance indicators to help franchises work towards better practice in areas that may need assistance. These will start as monthly calls during the franchisees first year and reduce to quarterly or bi-annually depending on the franchisee's necessity for them. All information collated during these calls will be shared with the franchisee and kept on file at Head Office.

### 4.3 MARKETING CALLS

Our marketing consultant Jane is available should any franchisee require assistance with their marketing within their territory. These calls can be as basic or advanced as the franchisee needs them to be. They can be scheduled in on a need to have basis. Just email Jane to secure a slot.

### 4.4 MONTHLY WEBINARS

Webinars take place monthly, during our active seasons, and are for new and current franchisees to learn extra skills or understand certain aspects of the business better. Franchisees are encouraged to suggest topics/ideas on areas they feel they need further training/advice in.

Notes from the webinar & the presentation will be placed in Dropbox afterwards for those who could not attend and new franchisees to review. All past webinars can be found in this folder - [Webinars - Dropbox](#)

### 4.5 ANNUAL CONFERENCE/CONTINUED TRAINING

Franchisees are required to attend the diddi dance annual 1-day conference, which will always take place at the end of June on the last Sunday. Over the course of the Head Office will supply franchisees with informative workshops to help better their business, refresher courses where necessary and additional training on new components. This is also a good opportunity for franchisees to get together and network with each other and share best practice.

Previous Conference materials, such as presentations & materials, can be found here - [Conference - Dropbox](#)

The 2024 conference will be taking place on Sunday 30th June.

### 4.6 FRANCHISEE ASSESSMENT

Head Office will review franchisee's sessions & business after their first term with a visit from Anne-Marie and a 3-year growth visit from someone at Head Office. 121 calls and regular calls will be made in between these visits to ensure ongoing support to the Franchise. Further reviewing may take place at the annual conference or if the

franchisor feels it is necessary. Delivery of the sessions is essential for brand uniformity. Lessons have been researched and refreshed over the years and are proven to work so it is not permitted to change, alter, or delete any elements of them. Franchisees are also required to update their class lessons plans if changes are sent through from Head Office and to make sure any teachers employed also update their classes.

#### 4.7 REGULAR COMMUNICATION

Head Office and the other franchisees are available for constant support in various ways. We have a hidden forum on Facebook "dd franchise forum", for franchisees to use to ask franchisor and franchisees questions to get their support, advice & best practice. All members of Head Office can be reached via email every day and on the phone during work hours. Franchisees in your regional forum are available for local help while certain franchisees may make themselves available for help in specific areas of the business (e.g. – nursery contract, teachers, expanding, etc.)

Should Head Office need to disclose information to you it will be done in one of three manners:

- FB Messenger – for instant issues/problems/concerns we immediately need to alert the entire network to (please note this group messenger is only for HO to communicate through so franchisee should not reply)
- Mass Email – for important information we either need a reply to or you need to keep on file for future reference. Should you need to reply do not reply all but just to the sender.
- Posts on the forum – these are usually just for general information to the network.

Please try to check your emails and the FB forum at least once a day to make sure you haven't missed any pertinent information from Head Office or the other franchisees.

## 5 YOUR FRANCHISE

### 5.1 THE AGREEMENT

In line with the franchise agreement signed, all details laid out in this Operations Manual as well as all policies, branding, marketing, syllabuses, and any other intellectual property supplied to the franchisee by Head Office are to be followed and adhered to by the franchisee. Any deviances or infractions made without prior notice to Head Office and written consent from the franchisor can be deemed as a breach of contract.

### 5.2 SECOND BUSINESS OR JOB

diddi dance should be the sole focus of the franchisee to ensure 100% devotion is given to growing the franchise. Should a franchisee be interested in a secondary business then this must be discussed with Head Office and a new business plan created to prove both can run successfully and no hindrance will occur to their diddi dance franchise before written consent is given by the franchisor.

### 5.3 SALE OF FRANCHISE

Should circumstances arise meaning a sale of the franchise is required franchisees should contact Head Office to discuss this process. We will assist as much as possible, however please remember this is your asset you have built up to sell and Head Office are not liable to sell your business for you.

Things to consider when selling:

- All accounts should be up to date and discussed with your accountant to conclude a sale price.
- A resale manual is available to assist, please request it from Helena
- The costs for a resale paid to Head Office are:
  - £1500 + VAT transfer fee

- £250 per interviewee head office meet with
  - 7.5% + VAT finder's fee should head office find the buyer.
  - 3.75% + VAT fee should a current franchisee purchase the area.

Please bear in mind resales can be a lengthy process and franchisees are required to respond to potential buyers in a timely manner. Head Office will not authorise a sale should the current franchisee be in debt to Head Office or in breach of any part of the Franchise Agreement.

#### 5.4 FRANCHISE AUDITS

Franchisees agree to have audits performed by Head Office throughout their contract. These will only be done if the Franchisor deems it as a necessity in assessing the progress of a franchise. The scoring system used for this is the same as the Franchise Assessment, using the assessment form and Franchise Activity Report sheet. For audits Head Office will need prior access to franchisee's business plans and P&L documents should the Franchisor deem necessary. If needed remedial plans will be created, Failure to abide by such plans may result in reduction of territory, transference of area or termination of the agreement.

#### 5.5 COMPLIANCE

Franchisees are expected to comply in every respect with this Operations Manual, Franchise Agreement, policies and with all instructions given by the Franchisor regarding the operation of the System and the conduct of their Business. Failure to do so will be seen as a breach of contract and action will be taken.

#### 5.6 BREACH OF CONTRACT

Whilst Head Office want to encourage and support every franchisee, should a franchisee cease to maintain their business in line with the Franchise Agreement Head Office may terminate such agreement.

Examples are:

- An act or omission that Head Office see as damaging to the reputation of the brand.
- A franchisee states they intend to stop or do stop running all classes within their territory.
- Failure to maintain 70% of the average turnover for your current year of business.
- Any repeated breach of obligation of the agreement within any 12-month period
- Any neglect of the franchise business such as:
  - Affecting the quality of service to the customer
  - Failure to promptly make payments to the franchisor.
  - Failure to complete reports or audits when requested by head office.
  - Failure to comply to any remedial plans.

Breach of contracts may result in reduction of franchise territory, transference of area/classes or termination of the agreement.

## SECTION 3 - GENERAL CONSIDERATIONS

### 1 ASSISTANCE

#### 1.1 ACCOUNTANT

You must have an accountant to help you with your accounts and tax payments due. If you do not have a local accountant that you already use or know we can recommend our company one.

#### 1.2 BOOK-KEEPER

Keeping your books up to date and logged regularly is of utmost importance so as to keep an eye on budgets and earnings. For this we advise a local person, as personal visits will be essential.

#### 1.3 REGISTERING YOUR DIDI DANCE

In taking on your new diddi dance you will need to register your new business with HMRC and create an account as a Sole Trader. This can be done at <https://www.gov.uk/new-business-register-for-tax>.

#### 1.4 REGISTERING AS A LIMITED COMPANY

If you decided at any point to turn your diddi dance business into a Limited Company, please contact your accountant as they can advise on how to go about doing so.

#### 1.5 VAT

As of 2018, if your yearly sales in the past 12 months go over £85,000 then your business may need to become VAT registered.

Dance classes carried out by you the franchisee does not need to include VAT. However, if you employ a teacher to carry out a class for you then VAT may need to be added.

diddi dance (Franchising) Ltd will be able to offer advice on whether you should enter into a partnership agreement with your teachers so that VAT is not applied to your business.

Please speak to Head Office if you see in your figures, you are reaching threshold and we can discuss this option in more detail.

#### 1.6 DBS

If you do not have a DBS prior to launching your first class, you will be required to obtain one. Although DBS certificates do not expire it is advised that they get renewed every 3 years (if you do not go on the update system). diddi dance Head Office must have a copy of each renewal, in line with safer recruitment and safeguarding policies.

If needed the application can be done through Head Office by emailing Anne-Marie. The cost is £46.52 (2024 price) and can be transfer by BACS to Head Office. Full name, DOB and preferred email address are needed to start the process. The applicant will then be sent an email from GBG with a link to login and complete the application form. They will also select 3 forms of ID to prove identity and proof of address. The items they select must then be presented in original format to Head Office to verify. Once verified the application is then send off for processing. Please note any false information given is a criminal offence.

As soon as your application is completed you can register online for it to be automatically updated for you every year for a fee of £13. For more information please visit - <https://www.gov.uk/dbs-update-service>. This needs to be done within 30 days of the DBS's date. The service guide can be found here - <https://www.gov.uk/government/publications/dbs-update-service-applicant-guide/dbs-update-service-applicant-guide>

## 1.7 PROCUREMENT

Procurement is the process of finding, agreeing terms and acquiring services or works from an external source, often via a tendering or competitive bidding process. For franchisees it is an opportunity for you to share what makes you different from everyone else and, if a great way to generate additional income.

Where to find Tenders (To tender is to invite bids for a project, or to accept a formal offer such as a takeover bid. Tender usually refers to the process whereby governments and financial institutions invite bids for large projects that must be submitted within a finite deadline.):

- <https://www.gov.uk/contracts-finder>
- <http://www.tendersinfo.com>
- <https://procontract.due-north.com/Login> - register & tick what you do & tenders will be sent out
- <https://www.ojeu.eu>

Things to keep in mind when looking into procurement:

- Franchisees don't necessarily need to look within their local authority for funding as you may those with "social value" outside.
- Search on twitter for appropriate hashtags being used - #tender, #EYFStender, etc.
- Set a Google alert to search for tenders in your area.
- Be sure to put those things that make you special and stand out from the crowd on social media so those researching or looking into you can easily find this information.
- If you are required to do a presentation for your tender bring in a visual or recording of 3 minutes max
- Use <https://www.bipsolutions.com/cpv-code-search/> to find the CPV code to help search for tenders under your area, such as "80110000: Pre-school education services".
- All education codes fall under 80000000.
- CPV codes are a system of classification for public procurement which uses standardised vocabulary to help procurement personnel classify their contract notices consistently and to make it easier for suppliers and contracting authorities to find notices.
- Local councils are still looking for local level partnerships. Search 'Early Help Hubs' and 'Local Gov Events' to see if anything suitable in your area.
- Attend local council meetings to find out what services they put on and what districts might need assistance putting on a service, such as SEN classes.

When applying for a tender you will want to quickly summarise how what we do at diddi dance suits the category the tender falls under. Examples of these and more can be found in Dropbox under Marketing & SM Materials.

## 2 LEGISLATIONS

### 2.1 RULES & REGULATIONS

It is the responsibility of the Franchisee to abide by all current legislation regulations. We have provided you with a list of several Laws and Regulations a Franchisee should be aware of, but this list is not exhaustive:

This document is the property of diddi dance  
Not to be distributed outside the company

- The Employment Acts and Regulations
- The Health and Safety Regulations
- The Law of Copyright
- Trade Names and Trademarks
- The Trade Descriptions Act 1968
- Working together to safeguard children (department for education 2018) - England.
- Section 11 of the children act - England
- Section 130 of the social services and wellbeing act 2014 - Wales

## 2.2 INTELLECTUAL PROPERTY

- The Data Protection Act 1998
- The Misrepresentation Act 1967
- The Race Relations Act 1976
- Criminal Record Bureau Checks

Often known as IP, it allows people to own their creativity and innovation in the same way that they can own physical property. Under the terms of your Franchise Agreement, you have been granted licence to use the diddi dance IP. This is:

1. The Trade Marked Logo and Promotional Material
2. The Syllabus & Plans
3. The Operating System

These are all covered by diddi dance's Copyright.

All of the following are Intellectual Property of diddi dance:

- The Trade Marks
- The Trade Names
- Copyright and design copyright in any material printed or written or in computer code for designs or other work relating to the business and/or the systems.
- Designs (whether or not protected by copyright or registered) devised or acquired by and applied in the sale of the products, services, use of systems and used in the business.
- The Systems.
- All those unregistered and/or registered marks, details of which appear in this Operations Manual, and/or such other marks in addition to or in substitution of any of them as may be specified by the Franchisor from time to time.
- The equipment designed, developed, or acquired by.

Franchisee Intellectual Property Do's and Don'ts:

- You must only use such signs and promotional material for, or in connection with, the services as contain the Trade Name, the Trademarks or such other name and/or trademark and/or symbol as may be designed by
- You must not do anything that may bring the Trademarks into disrepute.
- You must not apply the Trademarks or Trade Names or any part of them to any products not obtained from the Franchisor.
- You must operate the Business only under the Trade Name without any accompanying symbols.
- You must render all reasonable assistance in obtaining Registration of the Trademarks.
- You must enter into a Registered User Agreement where required.
- You must notify of all infringements or imitations of the Trademarks or Name of any business, which attempts to be passing itself off as a Business or a member of the Franchise Network.

## 2.3 DATA PROTECTION

The Data Protection Act 1998 places obligations on organisations that use personal information and gives individuals certain rights. The Act states that those who record and use personal information must be open about how the information is used and must follow the eight principles of “good information handling”.

Under the Act every organisation (data controller) that processes personal information (personal data) must notify the Information Commissioner’s Office. Failure to notify is a criminal offence. Under the current legislation diddi dance falls under this and therefore does require registering with the ICO.

This is processing for the purposes of advertising or marketing your business, activity, goods, or services and promoting public relations only in connection with that business or activity, or those goods or services. The individuals you hold information about are restricted to any person whose personal information you need to process for your own advertising, marketing, and public relations, for example past, existing, or present customers or suppliers. Your information is restricted to information, which is necessary for your advertising, marketing, and public relations, for example names, addresses and other identifiers. Your disclosures (except those made with the data subject’s consent) are restricted to those, which you must make to third parties for purposes of your advertising, marketing, and public relations.

In summary, they require that data shall be:

- Fairly and lawfully processed.
- Processed for limited purposes.
- Adequate, relevant, and not excessive.
- Accurate.
- Not kept longer than necessary.
- Processed in accordance with the data subjects’ rights.
- Secure; and
- Not transferred to countries outside the EEA without adequate protection.

Failure to comply with the Act will result in a fine and is deemed a criminal offence.

## 2.4 GDPR

General Data Protection Regulation (GDPR) is a new law that took effect as of 25<sup>th</sup> May 2018 and set guidelines for the collection and processing of personal information of individuals.

It places more responsibility on business owners to look after customers data in the correct way and allows customers the right to request what data you hold on to them and how you’ve used it.

dididi dance is the appointed data controller and processor for our website but you will be the data controller for your own external mailing lists should you have them, therefore, you will need to register with the ICO, the fee is currently £35, and this can be done online or by ordering the form by telephone -

[Data protection fee | ICO](#)

Key points to remember:

- Only collect information you need.
- Ensure its relevant and up to date.
- Only hold as much data that’s needed and only for as long as you need it.
- Keep data secure – setup passwords on devices, and any necessary documents.
- If you need to keep any manual/ paper documents, such as written messages, photography/ video consent forms, birthday party booking forms, or teacher contracts, these must be held in a secure lockable drawer or filing cabinet until they can be destroyed in a secure way.
- Regularly check your mailbox and delete what’s no longer needed.

All email communication must include a link to our privacy policy <https://www.dididance.com/privacy-policy/> and include the following information in your signature:

- Name
- Phone number
- [www.dididance.com](http://www.dididance.com)

- Facebook
- Twitter
- Instagram
- Logos (CAA or awards etc)
- To view our privacy policy, [click here](#)
- If you'd like to hear from us regularly you can sign up to our mailing list here (link to your list sign up)

You are encouraged to read the privacy policy so you understand should you receive any questions about it. Please read the GDPR webinar in Dropbox. For more in depth information about the new law visit the ICO website <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

For further information here's a link to an explanatory video - <https://suzannedibble.lpages.co/gdpr-replay/>

## 3 POLICIES

### 3.1 DIDI DANCE POLICIES

The Franchisor and franchisee are required to comply with all diddi dance policies. These are written and in place to keep franchisees, teachers and customers safe & informed with regards to class procedures, employment, protection and diddi dance services.

The policies diddi dance have in place are:

- |                             |                                    |
|-----------------------------|------------------------------------|
| • Customer Complaint        | • Privacy                          |
| • Customer Service          | • Quality Assurance                |
| • Data Protection           | • Safeguarding policy & procedures |
| • Equal Opportunity         | • Social media                     |
| • Safer recruitment         | • Lone worker                      |
| • Health & Safety           | • Equality, Diversity & Inclusion  |
| • Mental Health & Wellbeing | • Assessment & Appeals             |

All full policies can be found in Dropbox diddi dance documents folder - [diddi dance policies](#)

### 3.2 RISK ASSESSMENT

Franchisees are solely responsible for their own health and safety requirements, including risk assessment. There are a lot of online health and safety courses available to ensure your risk assessments are up to date, an example of which can be found here – <http://www.highspeedtraining.co.uk/health-and-safety/riskassessment.aspx>.

Franchisees are liable for all Risk Assessments, whether completed by them or for them, carried out for all venues they hold classes in.

### 3.3 SAFEGUARDING

Franchisees are also responsible for having completed a Safeguarding Children course. For more information about the importance of safeguarding visit -

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/722305/Working\\_Together\\_to\\_Safeguard\\_Children\\_-\\_Guide.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/722305/Working_Together_to_Safeguard_Children_-_Guide.pdf)

There are a lot of online safeguarding courses available to ensure you are up to date, an example of which can be found here – <http://www.virtual-college.co.uk/products/child-protection.aspx>.

If you have registered with Morton Michel, you can complete your Safeguarding at a discounted rate here - <https://www.mortonmichel.com/ChildcareClub/>



You must also ensure that any teachers that you take on for classes/sessions/parties are all trained in the safeguarding policies and procedures and know how to report should the need arise.

### 3.4 FIRST AID

Although parents and carers are on site, to be a qualified first aider is advised for the images of the business. It looks professional to be able to cope should an accident happen. We have Head Office first aid courses annually and very competitive prices for groups or you can look up your local St Johns ambulance or similar course. You should attend the early years course. Copies of certificates must be given to Head Office. All Franchisees should keep an accident report book; these can be purchased from most large WH Smiths.

If you have registered with Morton Michel, you can complete your First Aid Training at a discounted rate here - <https://www.mortonmichel.com/ChildcareClub/>

### 3.5 INFORMING DIDI DANCE

Head Office requires being informed of all completed courses, specifically all the above. We will need 1 copy of each risk assessment done for each venue, for each initial assessment and for any major updates on each venue. Once Safeguarding and First Aid courses have been completed, we will need proof of completion. Please inform Head Office of all this via Helena. This is required to receive any accreditation diddi dance has with the CAA or EMD.

## 4 EMPLOYEES

### 4.1 TEACHERS

Franchisees are required to find, interview, hire, train and pay teachers themselves. For extensive information on where to find teachers, how to interview them and train them please see the Teacher documents folder in Dropbox as well as the Appendix, which lists all teacher support materials - [Teacher materials](#)

Franchisees are required to read and follow as a guideline the teacher training manual in Dropbox. Once training is complete franchisees must send to Head Office a copy of the teacher's final assessment of their validation class for Quality Assurance purposes, and their DBS check to adhere with safer recruitment policy.

### 4.2 ADMINISTRATIVE ASSISTANCE

Franchisees are welcome to hire outside assistance to help with admin they must complete. These can be teachers looking for extra work, customers wanting to help, interns looking for experience or the work can be outsourced. Franchisees are responsible for who they hire and share the business information with and for drawing up a contract for such workers they hire.

A guide to hiring administrative help and a contract template can be found in Dropbox at - <https://www.dropbox.com/sh/zt1dtpz8wzcendy/AABwOQoZu8BLz8MTKS2lj71fa?dl=0>  
For assistance or guidance please contact Anne-Marie.

You can also contact Donna at Head office for private contract administration assistance at [franchise@diddidance.com](mailto:franchise@diddidance.com).

### 4.3 HIRED PERSONNEL

When taking on any personnel (teacher or admin) they would need to register as self-employed, even if working for someone else, or planning on working for someone else.

## SECTION 4 - SYSTEMS & ADMINISTRATION

### 1 YOUR DIDDI DANCE

#### 1.1 OFFICE

The business side of diddi dance can be run from home, you do not need an office if you have a computer with internet access and your dedicated phone, a mobile is best as you can be contacted on the move and the stigma of calling a mobile nowadays isn't an issue. You can also return calls in the day rather than having to wait until the evening and disturbing people.

#### 1.2 TELEPHONE

Your telephone number is a very valuable asset in your business and the number will be passed on to all customers and businesses. If you are not using your personal number as your business number, please set up a new number and give to Head Office for inclusion on the website and national promotional materials.

Your telephone number must have an answer machine where customers may leave a message. Your outgoing message should include the following: "You have reached (your name) at (insert brand name and area). Sorry I am unable to take your call at the moment but please leave your name, telephone number and a message and I will contact you as soon as possible." Alternatively, if you are on annual leave ensure your outgoing message informs your customers of your return date. Incoming messages must be checked daily and dealt with accordingly.

#### 1.3 DRESS CODE

diddi dance t-shirts, vests, jumpers are the preferable uniform to be worn when teaching. These match best with the diddi leggings/joggers alternatively you could wear black, navy, or grey trousers. Image is key for parents so always be well presented. Ideally black or blue trainers or dance shoes can be worn - jazz shoes or dance sneakers are the best as show good toes, cheeky toes off and look more professional than trainers.

#### 1.4 VENUES

Use the Venue Checklist in Dropbox's Franchise Materials folder to determine a good venue - <https://www.dropbox.com/s/ub5lynw0orwkrp/Venue%20Hire%20Checklist.docx?dl=0> Please ensure the venue checklist and risk assessments are completed for any venues and sent through to Head Office. Should Head Office deem a venue inadequate we may advise you to move premises.

Top Tips include the following:

- Large clear space ideally with a wooden or lino floor, carpet isn't the end of the world though. A tip for deciding size of class place hoops on the floor in preferred venues to see how many could fit with enough space to move in-between.
- Clean and bright with nothing stored in the room that could be a hazard.
- Is there parking available, if not is it a location with good public transport or somewhere people could walk to easily?
- Do any other toddler groups use it? It's a good marketing tool if so as you can leave your flyers and posters there for passing trade. You also know it's a location people are willing to get to and use.
- Does it have adequate heating? Air-conditioning or ventilation, think changes of weather as this affects toddlers a lot more than adults.
- How does the organiser like to be paid, monthly is usually fair, upfront for a whole term is a little unfair so negotiate. Some halls have even offered a free period for start-ups! Look to pay no more than £25p/h. £15 is ideal for-profit margins.

## 1.5 DISPLAY

Choose an area in the venue to set up a your/your teacher's working and display area, which should include your A3 notice board, items for sale including merchandise, leaflets, and your props & sound system. This should be done on a table, stage, or high enough surface to be out of reach of children.

The A3 board should include the following information:

- Safeguarding Document – there are 2 versions for use depending on whether you or your teacher has completed their first aid training.
- Merchandise information
- Booking Details
- Class Details
- Contact Information – including email address, phone number and social media links.
- Party Information (if leaflets not available separately) Find premade signs for the board can be found in Dropbox - <https://www.dropbox.com/sh/uel7y9naw5f0qeq/AABT8TMQ155AcXba9C7EyRGRa?dl=0> - along with example images of what your display should look like.

Please be sure all items are out of reach of all children so to not cause any problems or distractions during a class.

## 1.6 ONLINE DATABASE

Franchisees are required to upload all public classes onto the online booking system. Any class details not suitable for the system should be forwarded to Head Office for the franchisor's written approval regarding not listing them online.

The diddi dance database allows you to keep all Customer records online. It also allows for online booking and payments, details of which can be found in the System Training Manual. [booking system - franchisee.docx \(dropbox.com\)](#) Details of the refund process can also be found in the manual.

Login in is at <http://booking.diddidance.com/admin>. Use your login name & password, login type is franchisee.

As an additional way of contacting customers through the booking system, text bundles can be purchased, at an additional cost to the franchisee, so that you are able to send text messages out to customers from you're account. The bundles are priced as seen below, and if you would like to purchase these then you can email Helena, and she will arrange for your specified bundle to be added to the booking system. A confirmation email will then be sent to you to make payment.

Buy Credits	
Credits:	<p>200 credits @ 11.00 GBP</p> <p>300 credits @ 15.00 GBP</p> <p>500 credits @ 23.00 GBP</p> <p>1000 credits @ 45.00 GBP</p> <p>2000 credits @ 88.00 GBP</p> <p>5000 credits @ 215.00 GBP</p> <p>10000 credits @ 420.00 GBP</p> <p>20000 credits @ 820.00 GBP</p> <p>30000 credits @ 1215.00 GBP</p> <p>50000 credits @ 2000.00 GBP</p>
Payment Method:	<p>Prices are inclusive of 20% VAT (GB)</p> <p>For batches of more than 50 000 credits, please contact Sales on <a href="mailto:sales@bulksms.com">sales@bulksms.com</a></p>
<p><a href="#">Continue</a></p>	

## 1.7 OFFLINE DATABASE

Franchisees are required to keep track of all customers who details are not on the online database offline. Head Office may require customers details for communication purposes, so they must be made readily available when requested. Please ensure any customers not on the CRM system are detailed in the enquiry form, which can be found in Dropbox - <https://www.dropbox.com/sh/fgvi3dhqke5cqwm/AAC8V9gT45rv0piV4HeOFNrDa?dl=0>

## 1.8 EQUIPMENT

### Teaching Equipment

- Hoops x 20
- Ribbons x 20
- Bells x 40
- Pom poms x 40
- Maracas x 40
- Scarves x 40
- Tap sticks x 40
- Castanets x 40
- Flashing balls X 40
- Theme dance costumes
- 3 CDs
- Cash box
- Cotton bags for props x6
- A3 notice board.

### Advertising material

- Adverts
- Flyers & Postcards
- Banners – Pop-up & Vinyl
- A-Frame
- Posters
- Business Cards

### Uniform & Merchandise

- Uniform (T-shirt, Jumper, Leggings, relaxed joggers, vest)
- Merchandise
- CD's 1,2 & 3
- T-shirts – pink & blue for ages 2/3 & 3/4 and green for ages 4+
- Dance Charts
- Car Signs
- diddi dolls – green, blue & pink
- Water Bottles
- Colouring Books

### Party Supplies

- Branded stickers
- Branded balloons
- Bubbles & bubble blower
- Balloon pump
- Bunting

Any equipment that is ordered directly from Head Office will be shipped every Friday. Use the order form and send it to Helena via email by Thursday 4pm to be sent out the next day (Friday) [Order Forms - Dropbox](#)

Orders are sent via Evri or Royal Mail. Franchisees are responsible for paying postage costs. Helena will confirm the total cost of your order and delivery via email where you can then make payment.

Teacher's uniform, children's' t-shirts and hoodies and a few other merchandise items can now be ordered via Scimitar Sports, through our new online shop [Homepage - Diddi Dance Online Shop](#)

**All franchisees are given their own unique discount code to use and give to their customers, where the customer will get a percentage off their order and the franchisee will receive commission on this. The commission will be collected and sent to the franchisee approximately every 6months.**

There is also an approved supplier list for larger items, find this list in the Dropbox diddi dance documents folder.

[Supplier list 2021.docx \(dropbox.com\)](#)

We have 3 mascots available for hire – daisy, dannee and davey. These are FREE to hire however postage is the responsibility of the franchisee. Complete a mascot order form and send to Helena who will arrange directly with you the delivery information. Confirmation of postage costs will be emailed where you can then make payment. Postage costs are subject to change. [Order Forms - Dropbox](#)

Equipment assessments, for all equipment used for classes, needs to be completed by the franchisee every 6 months to ensure all items used are up to Head Office standards. The assessment form Dropbox link can be found in the appendix.

## 1.9 DROPBOX

diddi dance now stores all music, promotional materials/images, and necessary documents on Dropbox for all franchisees to access and download when needed. Please find the links to each folder below:

- Music - [diddi dance music - Dropbox](#)
- Images/Design - [diddi dance images \(1\) - Dropbox](#)
- Documents - [diddi dance documents - Dropbox](#)

Should these links ever change franchisees will be informed of new links via FB & email. If you require help setting up a Dropbox account, please contact Anne-Marie.

NB: DO NOT download the folders to your Dropbox account or computer or the items in each folder will not automatically update should Head Office add/change something. Therefore, keep the links on hand should you ever be unable to find anything, and check the links first before coming to Head Office asking for the item.

## 1.10 YOUTUBE

diddi dance has a dedicated YouTube channel which has unlisted playlists dedicated to all class and party elements for training and knowledge purposes:

- Theme Dances - [diddi dance Theme Dances - YouTube](#)
- diddi dudes Class Elements - [diddi dudes Class Elements - YouTube](#)
- diddi debutantes Class Elements - [diddi debutantes Class Elements - YouTube](#)
- Party Elements - [diddi dance Party Elements - YouTube](#)

There is also a Helpful Tips playlist which included short video tutorials on administration topics franchisees might need help on - [Helpful Tips - YouTube](#)

## 1.11 EMAIL

To access your emails please visit: <https://outlook.office365.com/>. Each franchise has one email address allocated to it, so if you require another email address for administrative support or other assistance this is at an extra cost to the franchisee. Please contact Helena for further information if this is required.

Please do not change your login password unless entirely necessary. Should you change your password please alert Head Office to this change, as they keep track of all login details should they ever need recovering at a future date.

Head Office will be monitoring email usage to make sure our server is working properly, and no emails are ending up in the wrong places. For this reason, Helena will check email accounts on a regular basis to check usage rates. Please check your account regularly to delete unwanted emails from your spam, junk, sent and deleted folders to ensure usage rates are kept low. If she should feel you are not paying close enough attention to your emails or your usage rate is getting close to full, she will be in contact offering solutions. No emails will be read, deleted, or touched by anyone at Head Office without permission from the franchisee first.

For further information on how to set up, check and use your diddiance.com email please see the Email Manuals folder, which can be found in the diddi dance documents Dropbox - [EMAIL SET UP JULY 2022.docx \(dropbox.com\)](#) Should you have any difficulties with your emails at any time please contact Helena for help/assistance.

## 2 DIDI DANCE PROCEDURES

### 2.1 FRANCHISEE STANDARDS

DBS - All franchisees and their staff must have a valid DBS Registration

Insurance – All franchisees must have valid/current public liability insurance.

Safety - All franchisees and their staff must conduct all working practices safely for themselves and their customers. It is advised that all franchisees and their staff be First Aid trained.

Communication - We advocate honest communication with everyone in the Company at all times.

Confidentiality - Customer details must always be kept confidential and only shared when it is in interests of the child to do so. The storing and processing of personal information about children and young people is governed by the Data Protection Act 2018. Please see Section 3, Clause 5 for more information.

Propriety and Behaviour - All franchisees and their staff working with children have a responsibility to maintain parents/carers confidence in their ability to safeguard the welfare and best interests of children. It is therefore expected that they will adopt high standards of personal conduct to maintain the confidence and respect of the public in general and all those with whom they work.

Dress and Appearance - All franchisees, and any other hired personnel, are encouraged to wear diddi dance branded apparel. A high standard of professional appearance should be always maintained when teaching classes and parties.

Head Office suggest franchisees and teachers read all diddi dance Policies to understand the standards we want upheld within the business. These can be downloaded from Dropbox.

### 2.2 ENQUIRIES

Franchisees are expected to respond to customer enquiries in a timely manner regardless of where they come from. The more websites & routes you have for potential customers to contact you the more enquiries you may

have to deal with. Franchisees must stay on top of the enquiry process to not lose or upset any potential or current customers. For assistance on how to respond to enquiries for classes, parties & nursery please look in the respective folders for each in Dropbox.

To keep track of all enquiries coming through and where they came from, please use the templates Head Office has created which can be found in Dropbox -

<https://www.dropbox.com/sh/fgvi3dhqke5cqwm/AAC8V9gT45rv0piV4HeOFNrDa?dl=0>

## 2.3 CUSTOMER COMPLAINTS

Franchisees must keep record of any and all complaints and share them with Head Office so if they can be rectified for the future then the information can be shared with all franchisees. There is an extensive diddi dance Complaints Policies document and a Complaint Procedure document, which all franchisees should read before launching classes. These can both be found in Dropbox.

## 2.4 ACCREDITATION/ENDORSEMENT

diddi dance is fully accredited with the [Children's Activities Association](#) (CAA), the [Institute of Childrens Activity Providers](#) (ICAP) and accredited & endorsed by the [Exercise, Movement, Dance Partnership](#) (EMDP). Head Office is offering these accreditations to franchisees who can meet the standards laid out by each governing body. There are 3 levels of accreditation:

- Bronze & EMD Community accreditation
- Silver accreditation
- Gold accreditation & EMD Academy endorsement

To know exactly what is required to reach each level of accreditation/endorsement please see the CAA Accreditation Process document in Dropbox - [Accreditation process](#)

# 3 ACCOUNTING & BOOKKEEPING

## 3.1 GENERAL

Here are 5 points to explain the importance of franchisees keeping their accounts in order at all times:

1. Monitor and Control Expenses - Regular accounting will tell you how your expenses are running when compared to your targets and will also allow you to compare monthly income against monthly expenditure. It is important to watch the level of expenditure and not to let it get out of control.
2. Save Time and Money - Referring to levels of expenditure, the cost of an accountant to prepare your Annual Accounts and Tax Returns is based upon the time it takes to do the work. It follows, therefore, that if you can reduce the accountant's time by doing much of the work yourself, you will reduce the fee. If you do all the basic bookkeeping and present to an accountant simply an annual summary asking just for your Self-Assessment Tax Return to be completed, you will have saved the accountant a lot of time, and yourself a lot of money.
3. Claiming Expenses against Tax - UK tax regulations provide for expense claims to be allowed for monies spent in the normal course of business. Many people who work from home are self-employed. These two areas give rise to a wide range of legitimate expense claims where expenditure previously classed as 'private' now become 'business' and, as such, will greatly alter the level of profit and tax payable. However, without a proper set of accounts and records, such expenses cannot readily be quantified, and certainly cannot be substantiated if required at a later date.

4. Getting an Initial Tax Refund - Often the first year or so of self-employment will result in an excess of expenditure over income termed a 'tax loss'. At the end of every tax year, all income is pooled from whatever source and the total tax bill recalculated. By bringing in a tax loss and setting this off against tax already paid, a tax repayment not only pays the accountant's bill, but also is a way of recovering part of the initial investment into the business. Remember, however, without any accounts you cannot calculate the 'tax loss', and you will miss out on the self-employed tax repayment.
5. Borrowing Requirements - From time to time, the need to borrow money will arise. It may be a new mortgage or money for the business but, in all cases, the lender will want to know the levels of income and profit to support the loan. No accounts = no evidence = no loan!

### 3.2 TRADING PERIODS

The annual accounting year that franchisees must operate within is April 1st – March 31st.

### 3.3 ANNUAL ACCOUNTS

Franchisees are advised to keep their Profit & Loss Report up to date as this helps with accounting issues, budgeting and forward planning. This will help with your 1 on 1 business support, analysing your business and working with an accountant.

### 3.4 BOOK-KEEPING

It is the Franchisees responsibility to handle their own PAYE, VAT, and general bookkeeping requirements. A franchisee may want to use a qualified bookkeeper. The Head Office bookkeeper is Martine Halls.

## 4 FRANCHISEE REPORTING

### 4.1 MONTHLY REPORTING

Franchisees must submit a monthly MSF Return Form via email to Helena no later than the 7th of the following month. The form should include any cash payments and parties & nursery payments – you do not need to input online payments; Head Office provides monthly reports from the online system for franchisees records and inputs this information for you.

Head Office also supplies Activity Report & Profit and Loss report forms for franchisees to use for keeping track of costs and activities. These do not need to be submitted to Head Office but can come in handy when reviewing your business or planning future work.

All report forms can be downloaded via Dropbox - [Forms](#)

### 4.2 BUSINESS PLAN

Franchisees are encouraged to submit a Business Plan each year. Completed Business Plans are agreed between Head Office & the Franchisee and allows both parties to understand the business that will be conducted in the following business year. The Business Plan for the following year must be submitted via email to Helena by December of the current year at the latest. Head Office and the Franchisee review the Business Plan at the end of each Cycle, 3 times a year. The Franchisee would need to update the Business Plan and



submit this to Head Office at the end of every Cycle to allow Head Office to review progress of the plan. The Business plan is a uniform document supplied by Head Office. The Business Plan contains: a summary of the current year's performance, current market, targets for the year, gap analysis, local marketing plan and the yearly Profit and Loss report.

Failure to complete or present a business plan when requested may result in an audit from Head Office.

The Business Plan is available to download from the Dropbox diddi dance documents folder - [Business plan template](#)

#### 4.3 MARKETING PLAN

Franchisees are not required to complete a Marketing Plan, but it has been put together in case the franchisee would like it for assistance when doing market research of their territory. Should Head Office feel the franchisee's marketing is not quite where it should be, especially during their first year, then the franchisee may be required to complete the Marketing Plan and returned to Anne-Marie.

The Marketing Plan can be download from - [Marketing Plan Template](#)

A list of our marketing USP's can also be found here - [diddi dance USPs](#)

#### 4.4 TESTIMONIALS AND NEWS CLIPPINGS

It is important that Franchisees and Head Office keep up to date with the Market, diddi dance Brand, Competitors and Press/Public opinion. To facilitate this, Franchisees should share any of this relevant information with Head Office and fellow Franchisees. Examples are Flyers, newspaper coverage and Customer feedback.

Please email all relevant marketing or PR materials to Anne-Marie.

### 5 FRANCHISEE TERRITORIES

Your exclusive territory gives you access to approximately 12,000 under 2–4-year-olds based on the most recent census. This is a more than adequate area to work within to make a full-time success of your franchise and grow your business over the 5-year contract. You must, therefore, not operate outside your territory, even if another franchise does not exist there currently, without prior written notice from Head Office. If a party or nursery/school session enquiry should come through in an area outside your territory, please check with Head Office before accepting. The policies are as follows: Parties –

- If an enquiry comes to you for a party not within your area but in an area run by another franchisee you must hand it over to them. If you are unsure whether it is within another franchisee's area, please email Helena to check.
- If an enquiry comes to you from a current student who come to your class but lives within another franchisee's area you must alert that franchisee to this, because for obvious reason the parents will want their teacher/franchisee to run it, but the other franchisee must be made aware of the situation and agree to it. If no franchisee runs the area the party can be delivered there.
- Please check when an enquiry comes in that it has come to the correct franchisee – asked if they attend a class and if so where or where they heard about diddi dance parties to make sure they are in contact with their chosen franchisee (especially if they are an existing customer). Mistakes happen and we want to make sure the right people are delivering parties to the right children.

Sessions –

- Firstly, you cannot solicit for contract outside of your area – this only applies to nurseries, centres or schools that find out about you on their own and contact you directly.

- Before accepting any session enquiries that come to you, please send the full address to Helena first so she can confirm whether it is in another franchisee's area.
- If it does not fall within another franchisee's area you can offer a taster session.
- If after the taster session, they want to book you please send through all booking details to Helena so she can keep them on file. This is so if anyone does ever enquire about the area you can have first refusal to buy it so you can keep the contract or so the information can be passed onto the new area owner.

If you have any questions regarding any of the above, please contact Helena for clarification.

If you work alongside another diddi dance franchise and enquiries pass over our ethos is to work as a team and not to compete for business. If they cannot attend your class on a certain day yet live within your territory encouragement to contact the next local class is encouraged and will be reciprocated by that franchisee as pointed out above. Co-operation and teamwork are key for building a successful brand, especially if you should need help with cover work from that franchisee.

The Franchisee can adjust their territory within their first year, or upon resigning of the 5-year contract if they conclude that they will not expand into a certain section of their current territory. These exchanges may only take place once, so the franchisee must be sure of their decision before proceeding.

The Franchisee can also purchase further territory at any point during their contract should they want to expand into more areas connected to their current territory. These potential additions will be calculated based on a full territory price of £2,500 + VAT. To enquire about expanding please contact Helena.

Should a franchisee be interested in the potential to expand but not be ready at the time of interest please inform Helena so she can keep you up to date on any new interest shown for that area, allowing the franchisee to have first refusal of it. Franchisees will also be informed if a serious enquiry comes through from someone who would/could potentially open and border up next to a current territory. The process afterwards will proceed as follows:

- Helena will email you about the potential interest and disclose the exact area the potential is interested in OR you can email her if you are wanting to expand.
- You will then have 7 days to give your decision as to whether you are wanting to expand into that area or not AND finalise your potential expansion territory, if necessary.
- If you want to move forward, an extension contract will be drawn up and sent to you. You will then have 7 days from receiving it to sign & post back the agreement and pay a 20%+VAT deposit of the full amount or the full territory amount should you have all the funds to do so.
- You will then have 30 days from the deposit payment/sign date to pay the rest of the amount due for the territory if not already paid in full. If you know you will be unable to pay it all in full by the 30 days, please contact Helena who will discuss setting up a payment plan with you.
- Please note - no classes or marketing for new classes can be launched in an extension area until all fees have been received.

Should you ever be interested in territory that already belongs to another franchisees but is not being used at Head Office we suggest contacting that franchisee directly to see if they would be interested in selling it to you directly.

Any questions regarding any of the above please email Helena.

## 6 SYSTEM IMPROVEMENTS

### 6.1 NEW PRODUCTS, SERVICES OR PROCEDURES

The responsibility for implementing new products, services and or procedures will be the responsibility of Anne-Marie Martin. Franchisees will be notified of any new products, services and or procedures via email. The

email will specify which update or amendment has been made. It is the Franchisees responsibility to be aware of any amendments. It is the Franchisees responsibility to notify Head Office that they have read, understood, and are implementing the said amendments.

## 6.2 FRANCHISEE IMPROVEMENT IDEAS

Franchisees can notify Head Office of improvement suggestions via email. The criteria used in assessing any ideas are divided into two perspectives, Creative and Business.

The Creative criteria are:

- 1) Does the idea improve the experience of the participants?
- 2) Is there ease of implementation?
- 3) Does it support the Company Philosophy, Vision, and Mission?
- 4) Will the idea set us apart from the competition?
- 5) Does it keep in line with our USP and brand as it stands currently?

The Business criteria are:

- Does it add value to the business?
- Is it sustainable?
- Does it meet legal requirements?

## 7 FRANCHISEE PAYMENT PROCESS

Payments for the MSF needed for cash received, parties and nurseries should be paid by BACS payment online no later than 14 working days after the end of the previous month the form relates to.

Bank Details to make the online payment are:

Sort Code: 60-04-02  
Account Number: 84093048  
Payable to: diddi dance (franchising) Ltd

These Bank details also appear on the MSF Return form.

Online payments through the website have the 10% + VAT MSF taken automatically at source.

## SECTION 5 – MARKETING

### 1 MARKETING

#### 1.1 MARKETING DIDDI DANCE

Being part of a franchise system offers many advantages, for example brand recognition. All your promotional initiatives must pass Head Offices approval. There are plenty of opportunities for individual franchisees to help drive business.

Key Considerations:

1. Know your customer and market. Having purchased your franchise you will be confident that there is a demand for your product in your community. Successful business owners know their customers and adjust according to cultural factors and trends in their area.
2. The product or service itself is an important marketing tool. In a highly competitive playing field where similar businesses are selling similar products; product naming and packaging becomes highly important.
3. Promote your products and services through advertising campaigns, public & media relations efforts, local TV & radio, word of mouth, Internet advertising & direct mail initiatives, diddi dance Facebook Fan page and Twitter.
4. Position yourself as an expert. Additional ways to create brand awareness include writing or contributing to articles as an expert in your field.
5. Keep past customers coming back through promotions & special offers and get involved in your local community in various ways, such as – attending events, free sessions within nurseries, sponsoring sporting, or charity events, etc.
6. The diddi dance website is without a doubt an essential tool to getting customers. All franchisees have their information & contact details included on both the Contact and Locations pages of the website. All franchisees' classes and further contact details can be accessed via the booking website, which is linked to the main website.
7. Identify innovative approaches for getting more business. One mistake in running a business is remaining static — if you want to remain competitive you must find new ways for reaching your target demographic.

Remember - Marketing is used to identify the customer, to keep the customer, and to satisfy the customer.

For information on marketing your franchise see the Marketing Your Business document in Dropbox - <https://www.dropbox.com/s/coti63v79q0urkr/Marketing%20Your%20Business.docx?dl=0>

#### 1.2 CREATING YOUR OWN MARKETING PLAN

It is important to have a personalised local marketing plan, which is bespoke to your area of the country and your customers.

A template Marketing Plan is available to download via the Dropbox diddi dance documents folder for ideas and support together with your local knowledge and research.

#### 1.3 SWOT ANALYSIS

It is of utmost importance to undertake a SWOT analysis so that the Franchisee understands their strengths, weaknesses, threats, and opportunities in comparison to other local businesses so that they can structure their local marketing to build on the strengths & opportunities and address their weaknesses & threats.

For help with a SWOT analysis use the Marketing Plan in Dropbox diddi dance document folder.

## 1.4 AWARDS

Putting yourself, your diddi dance franchise or your teacher forward for various awards can be a great way to gain local or even national PR/attention. You may have to nominate yourself and supply a press release or marketing material, but our PR consultant Isabelle can help with the process if you require.

If you are nominated for or win an award, please send all relevant information regarding the award/nomination to Helena so she can keep the public updated about the accomplishment.

Head Office deals with all national award nominations and continuously puts diddi dance as a company forward for awards. When an award is won all franchisees will be informed as well as a press release will be written, which will be sent to media outlets regarding the award, and then made available via Dropbox for franchisee to use for local press should they wish to.

## 1.5 PRESS

Head Office currently work to garner as much national press for diddi dance. This can be done through Case Studies, Press Releases, Advertorials, Editorials or Features, which could be published online, in newspapers or magazines. HO keep track of these features and add them to our Social Media pages and/or our website.

Franchisees must create their own press releases when they have local news to broadcast. Head Office will supply national news press releases to franchisees to use and update with relevant local information. Should franchisees need assistance writing or completely a local press release please contact our consultant Isabelle for assistance.

Franchisees should keep track of any local press they receive. If a franchisee receives any local press, please send it through to Anne-Marie & Helena for featuring on the website and placement in your file.

National Press Releases, which can be altered for local use, can be downloaded via Dropbox - <https://www.dropbox.com/sh/yem7pp6n9oo2sqb/AACmmSbrclUg4BSWouh0dOc6a?dl=0>

## 1.6 NATIONAL MARKETING

Head Office devote a portion of the franchisee's MSF to national marketing which includes but is not limited to social media, Google SEO, online activity sites, email campaigns and national events.

As part of our national marketing the brand will take part in giveaways, contest and competitions giving away an array of diddi dance goods. Every year as part of national marketing the franchise network agrees to give away:

- 1 free party
- 1 free half term of classes
- 10% discount to classes

Anything over this that will affect the franchisee's business will be discussed with the network should Head Office see the value to do this.

## 1.7 CELEBRITY ENDORSEMENTS

As a brand diddi dance has been lucky enough to receive endorsements from the following celebrities:

- |                                     |  |
|-------------------------------------|--|
| • Amanda Holden                     | Shaznay Lewis (All Saints)             |
| • Dean Lennox-Kelly (Shameless)     | Anita & Gleb (Strictly Come Dancing)   |
| • Sara Cox                          | Sam & Billie Fairs (the mummy diaries) |
| • Samantha & Mark Womack (Janus)    | Cat Sims (notsosomegnow),              |
| • Emily Watson                      | Jade Arif (Motherofalladventures),     |
| • Freya Copeland (Emmerdale)        | Katherine Ryan                         |
| • Steph Douglas (dontbuyherflowers) | Twodadsinlondon.                       |

Should you have a celebrity attend a class and think they might be willing to endorse diddi dance please contact Anne-Marie on how to proceed.

## 1.8 BRAND PARTNERSHIPS

diddi dance has been lucky enough to work with many preschool brands over the years such as PJ Masks, Little Dish & Naturelly. diddi dance plans to continue to find brands that suit our ethos and mission and partner with them to help the diddi dance name reach a larger audience. Should Head Office feel the relevance of tying in with another non-competitive brand franchisees should ensure they are involved and promote such activity within their territory and classes.

## 1.9 SOCIAL MEDIA

Franchisees are encouraged to keep up to date and active social media accounts, especially Facebook Fan Pages, for customers to use to find classes or contact franchisees off the website. Please make sure any social media accounts linked to your franchise are current, using the correct branded materials and are constantly active – it is called social media for a reason.

Franchisees are required to inform Head Office of any and all social media accounts they have in the name of the franchise, and all account must be in the name of the franchise not in the name of the franchisee, unless it is a personal account and not used in relation to diddi dance at all.

Lastly, franchisees are expected to keep in line with the standard written out in the diddi dance social media Policy, which can be found in Dropbox for reviewing.

Any questions or to alert of any additional social media accounts please email Laura.

diddi dance's national social media accounts are:

<https://www.facebook.com/diddidance/>  
<https://twitter.com/diddidance>  
<https://www.instagram.com/diddidancecrew/>  
<https://www.youtube.com/diddidance>  
<https://pinterest.com/diddidance/>

## 2 BRANDED DIDDLE DANCE MATERIAL

### 2.1 ARTWORK TEMPLATES

All templates for your use in marketing can be found in this Dropbox folder [Artwork templates](#) Everything here can be imported into Canva for you to add your personal details, QR codes, and anything else that you may need to edit before sending any materials off to be printed.

### 2.2 STATIONARY

diddi dance provide branded flyers, posters, and nursery folders, via our Web2Print system or direct from Head Office. Anything not available on Web2Print will be found in Dropbox, including but not limited to:

- Free class vouchers
- Gift vouchers
- Party Invites

- Nursery Document
- In class newsletter template
- Welcome letter.
- Cards – Birthday, Christmas & Thank you.

Franchisees are required to add onto any documents being provided by the franchise to the public - "A diddi dance franchise owned and operated under license by (insert name) ". Any templates supplied by Head Office already have this added onto them.

## 2.3 ELECTRONIC TEMPLATE FILES

Everything provided in the Appendix of the Operations Manual is supplied by diddi dance and can be provided electronically via Dropbox or from online sources, as disclosed. If a file, you are looking for is not found please email Anne-Marie and she will either send it or make it available in the appropriate source.

## 2.4 ORDERING AND PRICING

Our Order Form shows all prices for items you may need to order – merchandise, replacement kit, uniform, etc. This is also available to download from the Dropbox diddi dance documents folder.

Items ordered will not be sent out without the Order Form and payment must be made once you have received confirmation of the total cost which will include P&P. Orders of in-stock items from Head Office will be sent out weekly on Friday and should arrive within 5 working days. Therefore, franchisees must have order forms in by Thursday at 4pm to Anne-Marie & Helena to receive their order the following week. Bespoke items such as new advert templates and marketing materials will take longer.

If you order items from Scimitar Sports via the online shop, please direct any queries you have regarding orders to them.

## 2.5 CAR

Franchisees can also choose to add diddi dance branding to their cars, if they so wish. Any designs need to be approved by Head Office before added to your car. Be sure to check with your insurance company first as branding your car may affect your premium.

For example, designs please contact Anne-Maire, but vector files, which can be used on cars, can be found in the images Dropbox folder.

## 2.6 IMAGES

diddi dance provides Franchisees with both branded & un-branded promotional images that can be used in any marketing venture. These have all been approved for national use and designed for their specific use. If you are using branded images or artwork for use on social media, please do not place filters over them, which alter the colours – the branding needs to stay as it is visually and filters change this.

See the appendix for a full breakdown of all images that are made available to franchisees in Dropbox.

Should you ever need to adjust an image this can be done using whatever image viewing application you have on your computer or via <http://picesize.com/>

# 3 THE DIDDI DANCE BRAND

### 3.1 DIDDI DANCE

The diddi dance name is a Registered UK Trademark, details as of 22 September 2015:

Case details for Trademark 2406987

#### Mark

Mark text: DIDDI DANCE

#### Status

Status: Registered

Class: 41

In the name of: Anne-Marie Martin

#### Relevant dates

Filing date: 19 November 2005

Renewed date: 19 November 2015

Next Renewal Date: 19 November 2025

Registration date: 30 June 2006

#### List of goods or services

Class 41:

Dance instruction; live dance exhibitions; production of entertainment shows featuring dancers; provision of dance classes; provision of dance parties; party planning [entertainment]; arranging of musical entertainment; provision of children's entertainment; advisory services relating to dance instruction; advisory services relating to live dance exhibitions; advisory services relating to the production of entertainment shows featuring dancers; advisory services relating to the provision of dance classes; advisory services relating to the provision of dance parties; advisory services relating to party planning [entertainment]; advisory services relating to the arranging of musical entertainment; advisory services relating to the provision of children's entertainment.

#### Names and addresses Proprietor:

Anne-Marie Martin

33 Kingsdale Road, London SE18 2DD

ADP number:

0874286001

The diddi dance name is a Registered EU Trademark, details as of 22 September 2015:

Case details for Trademark 013024435

#### Mark

Mark text: DIDDI DANCE

#### Status

Status: Registered

Class: 41

In the name of: Anne-Marie Martin

#### Relevant dates

Filing date: 24 June 2014

Renewed date: 24 June 2025

#### List of goods or services

Class 41

#### Names and addresses Proprietor:

This document is the property of diddi dance  
Not to be distributed outside the company



Anne-Marie Martin  
33 Kingsdale Road, London SE18 2DD

The diddi dance logo is a Registered UK Trademark, details as of 6 October 2015:

Case details for Trademark UK00003130192

Mark 1:



Mark 2:



#### Status

Status: Registered

Class: 41

In the name of: Anne-Marie Martin

#### Relevant dates

Filing date: 6 October 2015

Renewed date: 6 October 2025

#### List of goods or services

Class 41

#### Names and addresses Proprietor:

Anne-Marie Martin

33 Kingsdale Road, London SE18 2DD

### 3.2 TRADEMARK INFRINGEMENTS

If a franchisee sees anything that appears to infringe on any of the diddi dance trademarks listed above, this covers phonetic form of diddi - diddy, diddee etc. and must contain the word dance, please email Head Office for us to make contact.

### 3.3 DIDDLE DANCE TAGLINES

"Funky preschool dance classes" - is the strap line for our classes. We then use: "Learn coordination, rhythm and great moves to funky pop songs and boost confidence" - as a brief description tag line.

"Encouraging a love of movement that will last a lifetime" "setting healthy and happy habits"

These are our official lines and must be the only ones used in marketing and promotional material, articles, press releases or descriptive statements for nurseries, children's centres or schools' literature.

### 3.4 BRANDING AND INTELLECTUAL PROPERTY

It is of vital importance for the diddi dance brand that the brand and logo are the copyright of diddi dance and franchisees are permitted to use them only in strict accordance with the guidelines given:

The exact logo, strap lines and pantone colours must be used on all material, advertising and articles. If these are not the official materials Head Office have provided (as they are needed in a different format, a 3rd party has written them for an event etc) then Head Office must approve them before their use. Failure to do so threatens the national brand and is in breach of your Franchise Agreement.

### 3.5 COLOUR SPECIFICATIONS

The hex codes to recreate the diddi dance brand colours if 3rd parties should need them are (please send proof to Helena before printing):

Light blue:  
#E4F5FD  
RGB – 228, 245, 253  
CMYK 10,3,0,1

Dark blue:  
#003E7E  
RGB – 0, 62, 126  
CMYK 100,51,0,51

Pink:  
#EE2E74  
RGB – 238, 46, 116  
CMYK 0,81,51,7

Green:  
#009B7B  
RGB – 0, 155, 123  
CMYK 100,0,21,39

### 3.6 FONT APPLICATION

The fonts to be used for ALL marketing material, literature, board signs and communication documents are SEGAN and KIDS. These can be downloaded from the links below or emailed from Head Office. NO OTHER FONTS SHOULD BE USED.

<http://www.1001fonts.com/segan-font.html>

<http://www.fonts2u.com/kids.font>



# DIDDI DANCE

## OPERATIONS MANUAL

### APPENDIX



Most forms & promotional images/materials can be downloaded from Dropbox.  
Should you be unable to find anything please email Anne-Marie.

## SECTION A – TRAINING

### FRANCHISEE TRAINING MATERIALS

Find below all the materials covered in your training should you need to refresh. They can be accessed through Dropbox and Online. They consist of the following:

- Theme videos on YouTube – [Themes](#)
- diddi dude class elements on YouTube – [diddi dude elements](#)
- diddi debutante class elements on YouTube - [diddi debutante elements](#)
- Party elements on YouTube – [Party elements](#)
- Lesson Plans [lesson plans](#)
- Theme Schedule – [Theme Schedule PDF - Dropbox](#)
- Music – [Music - Dropbox](#)
- Customer Enquiry details –
  - ❖ class:  
<https://www.dropbox.com/s/ketg7a1j14dgr5o/Customer%20Enquiries%20%E2%80%93%20Classes.docx?dl=0>
  - ❖ parties:  
<https://www.dropbox.com/scl/fi/j76hn6d297o9luyclfta/Customer-Enquiries-Parties.docx?dl=0&rlkey=58dw69c085trl3kx0ex9ou9bx>
  - ❖ nurseries:  
<https://www.dropbox.com/scl/fi/9cdg3r0an8zvsu5ukr5ap/Customer-Enquiries-Nurseries.docx?dl=0&rlkey=wfgbcqfen9kb8yuf2onxv13bf>

### TEACHER TRAINING

All training materials for teachers should be printed or emailed to teachers upon signing of the Teacher Contract and that can all be found in Dropbox - [Teacher materials](#)

The materials provided for you to give to your teachers are:

- Teacher Training Manual – [Training manual](#)
- Theme videos on YouTube – [Themes](#)
- diddi dude class elements on YouTube – [diddi dude elements](#)
- diddi debutante class elements on YouTube - [diddi debutante elements](#)
- Party elements on YouTube – [Party elements](#)
- Music – [Music - Dropbox](#)

## SECTION B – ASSESSMENTS / CHECKLISTS

There are multiple assessment and checklists pre-written for franchisees to use for teachers, venues and risk assessments:

- Equipment Checklist - <https://www.dropbox.com/s/a8fjxw2qzo6kuyc/Equipment%20Checklist.docx?dl=0>
- Venue Checklist – <https://www.dropbox.com/s/ub5lynw0orwkrrp/Venue%20Hire%20Checklist.docx?dl=0>
- Teacher Assessment – <https://www.dropbox.com/s/0xkj6ifzab0xwlv/Teacher%20Assessment.doc?dl=0>
- diddi dance Risk Assessment (example) – <https://www.dropbox.com/s/d0sjmk6g3v9rq59/Risk%20Assessment%20%20Diddi%20Dance%20class%20%28example%29.pdf?dl=0>

## SECTION C – PARENT INFORMATION

There are several materials that can be handed out or emailed to customers before or after their trial but also throughout their stay with you should information need to be reiterated. All materials can be found in Dropbox -

<https://www.dropbox.com/sh/o72dovu4qs9yg4o/AAAPOYjkhNjFxr2MtrwVRxjDa?dl=0> and they include:

- Class Guidelines
- Customer Spam Email
- Legal Terms and Conditions
- FAQs
- Free Class Voucher
- PAYG accounting form
- Post-Trial Letter
- Safeguarding (with & without First Aid details depending on whether completed or not)

## SECTION D - PARTY INFORMATION

Franchisees or teachers can supply the diddi dance party entertainment. The different party plans can be downloaded from Dropbox -

<https://www.dropbox.com/sh/4q8cythlpbmqf8q/AAD8HhHqImWQMz75YoyDGbJ2a?dl=0>

The other materials available via download from Dropbox that can be relevant to diddi dance parties are:

- diddi dance Party invites
- Customer Enquiries information
- Party Booking Form
- Birthday Card
- Xmas Card
- Party Plans
- Video Links to Party Exercises

Branded Stickers and Balloons can be ordered from our recommended Suppliers List, which can be found in Dropbox –

<https://www.dropbox.com/scl/fi/0mwng4h9mia7jcjwrrer2n/Supplier-list-2021.docx?dl=0&rlkey=tuymnjgje7o1mvx246nsdbuot>

Bunting can be ordered from Head Office via the order form.

Theme Party Poster can also be found via Dropbox –

<https://www.dropbox.com/sh/9l4alsc7bp70gu2/AABnctvyxnSFVDMSwLzC7aKTa?dl=0>

- and they are:

- Easter
- Summer
- Halloween
- \* Christmas

## SECTION E – NURSERY INFORMATION

All information regarding securing a Nursery contract can be found in our Dropbox Nursery Folder –

<https://www.dropbox.com/sh/j14gocu88txuqcz/AADxVrzDmFQQ9pt65Ulwy0Ga?dl=0>

- in here you will find:

- Customer Enquires - Nursery
- For Nurseries:
  - ❖ Nursery Doc (franchisee must add own details to) - English & Scottish
  - ❖ Nursery Contract (franchisees must add own details and Risk Assessment to) for both England & Scotland
  - ❖ Nursery Email example
  - ❖ Nursery Document header
  - ❖ Safeguarding (with & without First Aid details depending on whether completed or not)
- Information for franchisee use/knowledge:
  - ❖ Government Childhood Obesity Plan 2016
  - ❖ Government Action Plan 2017
  - ❖ Department of Health's Physical Activity Guidelines
  - ❖ EYFS Outcomes
  - ❖ EYFS PowerPoint Presentation
  - ❖ EYFS Statutory Framework 2017
  - ❖ Fundamental British Values
  - ❖ diddi dance Risk Assessment example
  - ❖ School Feedback Form
  - ❖ School Review Form
  - ❖ Marketing Calendar

Nursery Folder can be ordered from Head Office to place these materials in should you wish to deliver them personally as opposed to email them.

## SECTION F – MERCHANDISE

The merchandise available to buy through Head Office and sell in your classes is as follows:

- CDs – 1 (blue), 2 (yellow) & 3 (green)
- Car sign
- Dance chart
- Water bottles
- Colouring books
- diddi dolls – daisy (pink), dannee (green), davey (blue)
- Children's kit bags

You can find images of all merchandise in Dropbox -

[https://www.dropbox.com/sh/9wsz4qjmsu9gw50/AAA-hlrEsF\\_NToq0GeugR6Rta?dl=0](https://www.dropbox.com/sh/9wsz4qjmsu9gw50/AAA-hlrEsF_NToq0GeugR6Rta?dl=0)

## SECTION G – POLICIES

diddi dance Head Office has policies written for all aspects of the business covering both customers and franchisees. These can all be found in Dropbox -

<https://www.dropbox.com/sh/uabg99s65wol74d/AAB7AsEB-A-Gi38xhMRJPQ63a?dl=0> - and include:

- Assessment & Appeals Policy
- Child Protection Code of Conduct
- Customer Complaint Policy
- Customer Service Policies
- Data Protection Policy
- Equal Opportunities Policy
- Equality, Diversity & Inclusion Policy
- Health & Safety Policy
- Lone worker Policy
- Mental Health & Wellbeing Policy
- Privacy Policy
- Quality Assurance Policy
- Safeguarding Policy & procedures
- Safeguarding Record Form
- Social Media Policy
- Safer Recruitment Policy

These are not necessarily for sending out to customers or nurseries, more for our own internal use. Should anyone ever request any of these from you please direct them to Head Office for us to handle.

## SECTION H – ADVERTISING MATERIALS

All templates for your use in marketing and advertising can be found in this Dropbox folder [Artwork templates](#)

Everything here can be imported into Canva for you to add your personal details, QR codes, and anything else that you may need to edit before sending any materials off to be printed.

The following materials have been created for franchisees already, and are available for download via Dropbox:

- Free Class Voucher – download from [https://www.dropbox.com/s/iy50jaevbx8xr67/free\\_class\\_voucher.pdf?dl=0](https://www.dropbox.com/s/iy50jaevbx8xr67/free_class_voucher.pdf?dl=0)
- Gift Vouchers – download from <https://www.dropbox.com/sh/twpmhtwymy8nwgw/AADeecAFV6xGWTmWD0XjmkHla?dl=0>
- Letterhead – download from <https://www.dropbox.com/s/rrraq3k0ipls11t/Letterhead.jpg?dl=0>
- Web banners – download from [https://www.dropbox.com/sh/9e2z2578ykgt14/AADP5RB\\_j1myZlvdhtEhbCusa?dl=0](https://www.dropbox.com/sh/9e2z2578ykgt14/AADP5RB_j1myZlvdhtEhbCusa?dl=0)

## SECTION I – ACCOUNTS

The MSF return form is required by franchisees to fill in monthly/yearly for there and Head Office's accounts, the other forms are for personal use:

- MSF Return Form
- Monthly Activity Report (for personal use)
- Profit & Loss Form (for personal use)

They can all be downloaded via Dropbox -

<https://www.dropbox.com/sh/keggf24mhux8nb8/AADyR81EcEeuJeLIIm7Wt9gbxa?dl=0>

Class payments can be taken and maintained using the Pay Form, which can be found in -

<https://www.dropbox.com/s/y8syv7qkhw9iua1/PAYG%20accounting%20form.xls?dl=0>

To order any materials, marketing or equipment, from Head Office please use the Ordering Form, which can be downloaded via –

<https://www.dropbox.com/sh/91fp7jhemnx5fmv/AAAk7VF71znq4Mq67t-JMFica?dl=0>



For those items not featured on the Order Form please see the diddi dance Suppliers List for who to contact to obtain, this can be found via -

<https://www.dropbox.com/scl/fi/0mwng4h9mia7jcjwrrer2n/Supplier-list-2021.docx?dl=0&rlkey=tuymnjqje7o1mvx246nsdbuot>

## SECTION J – MANUALS

The following manuals are available for franchisees to download via Dropbox -

[https://www.dropbox.com/sh/bcluiq1fecojr2o/AAAEI\\_F\\_V-nUvK\\_6uJl8EF3ua?dl=0](https://www.dropbox.com/sh/bcluiq1fecojr2o/AAAEI_F_V-nUvK_6uJl8EF3ua?dl=0)

- if help is necessary:

- Ages & Stages Handbook
- Social Media Manual
- Email Set-Up Manuals
- System Training Manual

## SECTION K – BRANDING

All diddi dance branded materials can be download for franchisee use via Dropbox -

<https://www.dropbox.com/sh/6r2usf3gbzoze74/AAAUdbPfPIM1SguLWgYWods-a?dl=0> - and they consist of:

- Basic Logo – on clear, white and notes background
- I'm a diddi dancer logo - on clear, white and notes background
- Straight Title - on clear, white and notes background
- Angled Title - on clear, white and notes background
- Website - on clear, white and notes background

All above images are available in PNG, JPEG (for print & web) and EPS (vector)

Other images available are:

- diddi dance Teacher in PDF
- #dressupanddiddidance in PNG

## SECTION L – MARKETING MATERIALS

### SOCIAL MEDIA

Franchisees are expected to maintain their Social Media account to the standard set out by Head Office in the Social Media policy. Specific social media branded materials have been created for franchisees to use on the accounts. They can all be found in Dropbox -

<https://www.dropbox.com/sh/fukcfc77a27a5gm/AAC7sKrhDX81p-l8ne8vg1fCa?dl=0>

- and are as follows:

- Cover Photos: o FB o Instagram
- Themes Logos
- Holiday posters

### PROMOTIONAL MATERIALS

Franchisees have available to them, for order from the Suppliers List, the following branded promotional materials:

- Badges
- Doodle Flags – design can be downloaded from dropbox  
<https://www.dropbox.com/sh/cxpys7u2rczp79z/AAAMKZ9991McuLyZYyFu6KBKa?dl=0>
- Wrist Bands

### CLASS MARKETING

Head Office has created branded materials you can use for marketing in and out of your classes. They can be found in Dropbox -

<https://www.dropbox.com/sh/0l15gjfdzkpqdb9/AADienRPXJE45lpmUczXAb2a?dl=0> - and they include:

- Certificates for those finished with diddi dance
- Free class vouchers
- Gift Vouchers
- Holiday Posters

### MARKETING IMAGES

Multiple branded images from a diddi dance class can be downloaded from Dropbox -

<https://www.dropbox.com/sh/ze34eik5sgylyt4/AAANrNtqs5-QOVZ6FkBPOzOXa?dl=0> - and they include:

- Under Branded Images:
  - ❖ Individual photos – with & without logo in small and large o Grouped photos – with & without logo in small and large.
  - ❖ Class images – not branded, but HO approved photos.
- Theme diddis:
  - ❖ Grouped

- ❖ Individual no notes
- ❖ Individual with notes background
- diddi Mascots
- diddi Memes
- Group Franchisee Photos
- Merchandise Images
- Strictly branded images

## BANNERS

Multiple branded banners for use on websites can be downloaded from Dropbox - [https://www.dropbox.com/sh/9e2z2578ykgt514/AADP5RB\\_j1myZlvdhtEhbCusa?dl=0](https://www.dropbox.com/sh/9e2z2578ykgt514/AADP5RB_j1myZlvdhtEhbCusa?dl=0) - and they include:

- Animated banners
- Nursery banner
- Website banner
- Letterhead
- Static banners – non-moving versions of the animated ones