

tatty bumpkin®

The bendy, giggly world for clever minds and strong bodies...

More UK men than women lost their jobs during the recession, but while things appear to be improving for them, the government is being warned about a potential crisis in female unemployment. Unemployment is up 71,000, or 0.5%, and 19,000 fewer females are employed now than this time last year. The number of 'workless women' in the UK – those economically inactive who say they want a job plus those unemployed and actively seeking work – has hit at 2.36m.



Catherine Pencavel has been a Tatty Bumpkin Franchisee, running yoga-inspired classes for little ones in the Chilterns area since January 2010.

In year 2 of her franchise, Catherine works 11 hours per week and earns up to £2,000 per month

"I had been looking to get back to work after having my son Henry in October 2008. As we had moved from Lancashire to my home county of Buckinghamshire when I was pregnant, returning to my old job was not an option for me. I kept an eye on the local job adverts but everything that was on offer seemed like too many hours for very low wages that would not justify the cost of childcare, let alone the hours away from my baby.

I had always had an ambition to run my own business so I began to explore that option, which is when I discovered Tatty Bumpkin. Some would say that the recession is a risky time to start up a business, but I felt that the job market was even less secure.

The franchise is sold as being "scalable", meaning that you can chose to keep your business relatively small and teach the classes yourself, or you can run it as a management franchise and take on teachers to run classes for you. I definitely had ambitions for the latter option! I am now coming to the end of my second year as a Tatty Bumpkin franchisee and I can honestly say that I am so glad that I made the decision to invest in the franchise. I have just taken on my second teacher and am planning to expand the business even more



in 2012. My son is now three and is only in nursery for three mornings a week; I have managed to build a business that provides my family with a valuable second income as well as allowing me to spend plenty of time being Mummy too! I am really proud of what I have achieved with the support of the team at Tatty Bumpkin. "

A Tatty Bumpkin franchise is flexible and can be scaled up as time and childcare allows. For example Kate works 40 hours a week around her school age children (some in the evenings)

**Kate works 40 hours per week
(around her kids) and earns up to £3,313 per month**

Sam Petter, founder of Tatty Bumpkin says " A franchise is like any other business, you get out what you put in... but the great thing is, that its flexible and can be tailored to your lifestyle. There is a lot of negative press around the recession, but we are finding that our classes which are tied to the Early Years Curriculum are in demand, and particularly they are fun for the kids and the parents in a time when fun is in short supply!

We initially won a social enterprise award for our model helping mums back into work, as the business has evolved into franchising, we recently won runner up in the 'Encouraging women into franchising awards.' We are really proud to be helping our franchisees grow personally and financially in these difficult times, and would like to encourage more women to look outside the box of employment to seek fulfilment."

Tatty Bumpkin is a member of the BFA (British Franchising Association)

Out of 1000 franchisees questioned for the Smith & Henderson, Best Franchise Awards, Tatty Bumpkin was runner up in most recommended franchise with 89% of franchisees recommending our franchise.

Tatty Bumpkin was also runner up in the EWIF awards (Encouraging Women into Franchising) 2011

