

JOIN US
NOW!



JOIN A THRIVING, TRUSTED
CHILDCARE BRAND



MF NURSERIES & CHILDCARE FRANCHISE OPPORTUNITY

A Business That Shapes Young Lives



ABOUT US

MF Nurseries & Childcare is a successful and growing network of nurseries dedicated to providing exceptional childcare. With over a decade of experience in nurturing young minds, we are expanding our impact through a nationwide Childminder Agency.

By partnering with Matt Fiddes, a renowned martial arts and personal development expert, we are raising the standards of childcare and equipping children with essential life skills, confidence, and resilience.



WHAT WE OFFER OUR FRANCHISEES

- ✦ Training & Certification - Receive expert training to ensure your childcare setting meets Ofsted standards and adheres to best practices.
- ✦ Business & Marketing Support - Gain access to a trusted brand, advertising materials, and a strong community of fellow franchisees.
- ✦ Exclusive Curriculum & Programs - Incorporate The Curiosity Approach, early learning principles, and physical development activities designed by Matt Fiddes.
- ✦ A Supportive Community - Be part of a nationwide network of childminders and early years educators.



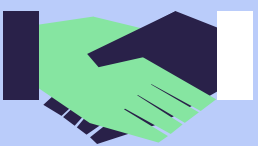
Our Values



Honesty, Integrity, Fair and Trustworthy



Open-Mindedness and supportive



Always strive to deliver our best

Our Mission



We focus on providing high quality childcare and facilities and believe in developing strong partnerships .



Committed to promoting health, wealth, well-being, and life skills and building a connected community



To help you to secure financial freedom, ensuring stability and opportunities for future generations.

Our settings, whether a Childminder at Home, on a non-domestic premises or a Nursery, all follow the EYFS framework, which sets the standards for learning, development, and care. We adhere to all regulations and standards to ensure the safety, well-being, and development are maintained. We offer Good Quality childcare for children of all abilities for ages 3mths - 5yrs.



We offer funded places for working parents for children aged 9mths +

Providing a range of activities to support children's cognitive, physical, and emotional growth.

Regularly assessing and documenting children's progress and development.

Providing childcare in the home, in non-domestic premises and in a Nursery setting

We offer support and guidance for all of our setting providers

Together, we are transforming childcare into a movement that inspires, empowers, and shapes bright futures for children and families nationwide.



Franchise Opportunities

Finance & Funding

- Assess viability of setting
- Create an accurate and achievable financial forecast
- Create a Business plan
- Ongoing business management

Property Acquisition

- Assess your property or help to find the perfect property
- Conduct local research to assess demand and fee levels
- Assist to secure the deal or arrange lease

Property Design

- Support with budgeting and nursery spec, cctv installation
- Provide suppliers list for nursery equipment
- Plan of nursery to achieve maximum occupancy
- List of equipment needed

Ofsted

- Register with us to become a childminder or we assist with the Ofsted application for a larger setting and outline all requirements to be compliant

EYFS Training

- Provide access to all tools to train and develop a team
- All mandatory training included

Recruitment

- Strategic job advertisements and recruitment plan and projections
- Assistance with pre screening activities
- Safer recruitment procedures
- Assistance with candidate suitability

Marketing

- Develop a customised marketing plan-Strong online presence
- Optimised website and social profiles created
- Targeted marketing across Google and social media

Franchise Options

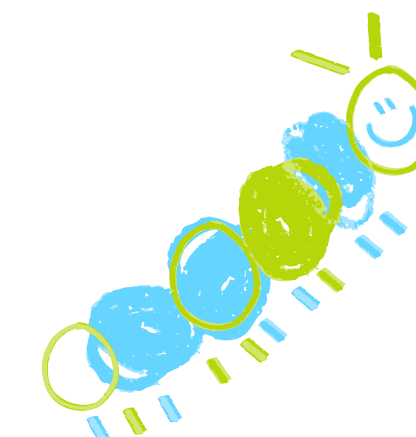


Childminder
at a home
setting

Childminder
at a non-
domestic
setting



Childcare in
a property
with a lease



Childcare
pack away
setting

Childcare in
a property
purchased

Childminding Model

Childminders are able to work alone with the ratios of up to 6 children under the age of 8, of which 3 of these can be under the age of 5, of which, 1 under the age of 1.

If the premises has the capacity, a childminder can hire up to 3 assistants with the same ratios to maximise the income whilst gaining support for day to day duties, as long as space requirements allow.

Indoor space requirements must be organised in a way that meets the needs of the children and allows the following:

- Children under 2yrs: 3.5m² per child
- Two yr olds: 2.5m² per child
- Children aged three to five yrs: 2.3m² per child

Childminders do not have to have a level 3 Qualification in childcare but they must complete a Level 3 home based training course, this will be provided by MF Nurseries and Childcare to all childminders in the start up process, this can take as little as 3 mths, depending on dedication. All required training will be given before start date, ensuring staff are compliant with Ofsted regulations. If childminders wish to progress their professional development via a further qualification, we will guide them through this and give support where needed.

Childminders do not need to register with Ofsted as they can register with MF Nurseries as we are a registered Childminder Agency., we will carry out Audits to ensure compliance and safety and care needs are met and will issue a certified certificate to show registration.



Childminder on non domestic premises Model



Childcare on non-domestic premises is where childcare is provided in a premises which is not somebody's home, for example in purpose built premises, village halls or school premises and not in a residential premises at any time.

All services offered from MF Nurseries and childcare ltd will remain the same as the childminding at home franchise. This model is a fantastic way to maximise income without any interruption to your home environment.

We will provide support and guidance in preparation of registration, our team of professionals will continue to guide you throughout the process ready for opening and then ongoing.

Our team of professionals will assist you to ensure that your premises meets the guidelines of the EYFS and to support you with safer recruitment when employing assistants and staff to run the setting.

Indoor space requirements must be organised in a way that meets the needs of the children and allows the following:

- Children under 2yrs: 3.5m² per child
- Two yr olds: 2.5m² per child
- Children aged three to five yrs: 2.3m² per child

Childcare in a Nursery Setting

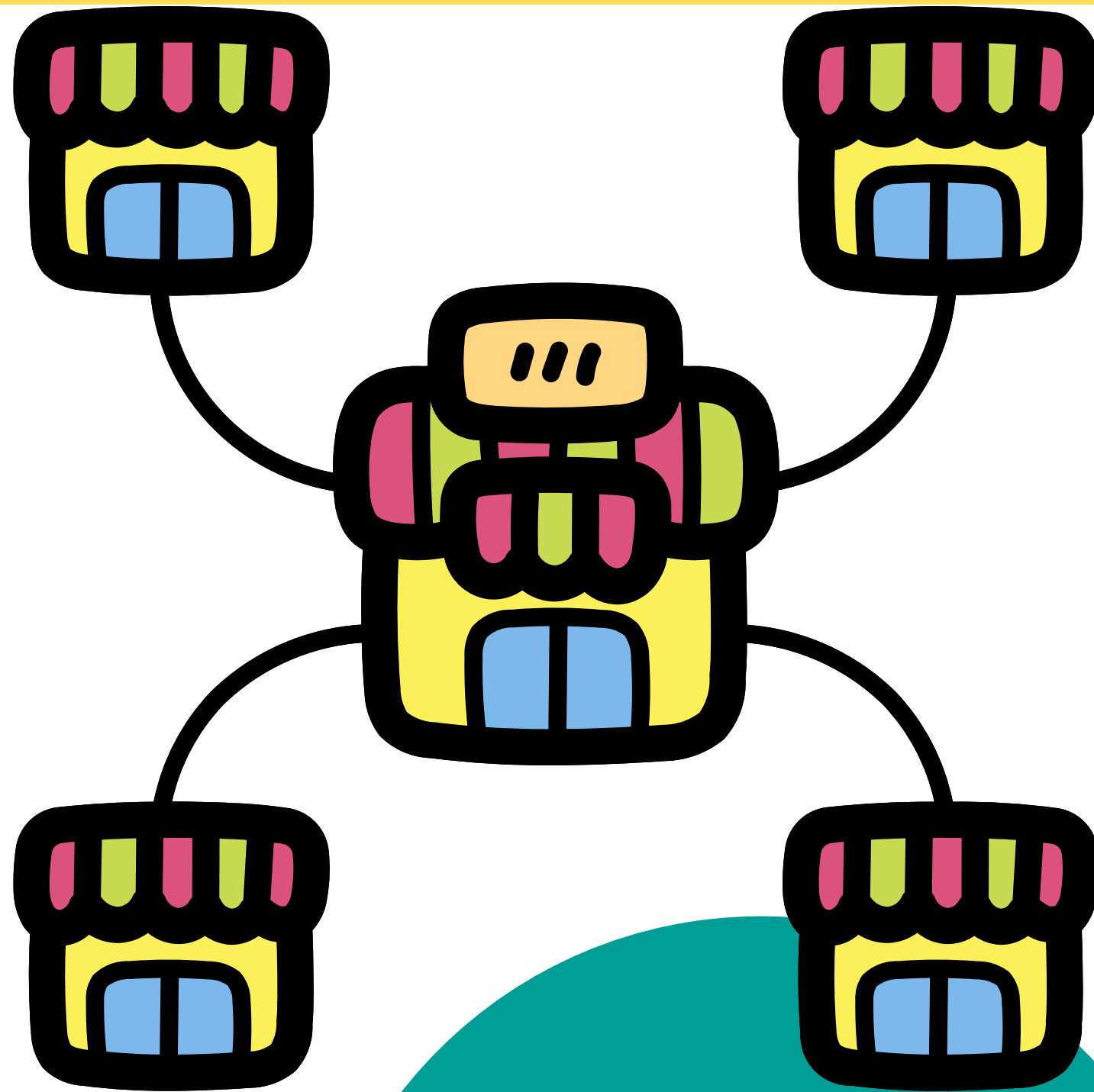


Childcare in a nursery setting provides a structured, stimulating, and nurturing environment for children, typically from infancy through preschool age. It combines care, play, and learning to promote children's overall development, preparing them for school and life. Nurseries operate as safe, supportive spaces where children can explore, socialize, and grow under the guidance of trained and dedicated professionals.

We can support you throughout the entire process, starting from acquiring a suitable premises that meets Ofsted & Health and safety requirements, ensuring there is a need for childcare in the area, completing the Ofsted application, providing all policies & procedures, risk assessments, practice structures, safety precautions, building/room planning, ensuring Ofsted compliant, system set up, prospectus and administration systems, registration forms and all required administrative documents, Staff structures and recruitment process', training provided for staff, EYFS practices, assistance with sourcing resources, guidance with kitchen equipment and process', support with funding claims and monthly invoicing, Staff and children uniforms, curriculum, marketing/signage, website and social media creation, On-going support throughout your nursery journey.

We have done all of the hard work for you, we are here to help you to build your successful Nursery!

How does the franchise work?



- MF Nurseries and childcare Ltd has an abundance of experience with franchising, business and childcare, the team have put together a franchise opportunity that will fast track you to success. We have experienced the do's and the don'ts so that you don't have to. We will provide you with the necessary training, policies and procedures, registration, support, guidance and on going training to ensure that you stay up to date with all current regulations and have the knowledge to run a successful, caring and professional childcare business. We also take all of the head ache away with doing the administration tasks for you, including payments, funding claims and credit control, enabling you to do what you do best!
- We only earn if you earn, so we will work closely with you ensuring that you are on the right track and we will help you to maximise your income. MF Nurseries and childcare Ltd will take 25% on all earnings.
- A yearly membership fee will apply for updated registration fee, yearly inspection and ongoing training, this is paid monthly.



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Together we aim to build a connected community, care for every child, and inspire a bright future for all.

Be a part of M F Nurseries and Childcare in providing this service in your local area!



Ethos Statement

At MF Nurseries and Childcare, children always come first. Our priority is to provide high-quality childcare in a safe, clean, and nurturing environment where every child is cared for attentively, fostering their growth and development with professionalism and high standards.

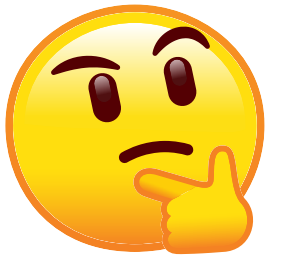
We are committed to safeguarding and protecting all children, ensuring they grow up in circumstances consistent with safe and effective care. Every child is unique, and we strive to inspire, encourage, and support their individual learning journeys to build confidence, develop skills, and nurture abilities.

In partnership with families and the wider community, we create a home-from-home environment that promotes smooth transitions, values parent collaboration, and ensures each child is supported in the best possible way. We actively promote healthy eating and lifestyles, integrating this ethos into our daily routines, menus, and activities.

Our core values guide us:

1. **Children First** – Acting in the best interests of children always.
2. **Integrity and Honesty** – Being genuine, sincere, and transparent.
3. **Leading by Example (Walk the Talk)** – Inspiring others through our actions.
4. **Collaboration and Partnership** – Building strong relationships with families and the community.
5. **Making a Difference** – Changing lives for the better with passion and dedication.

Welcome to our settings



Inspiring Curiosity, Creativity, and Confidence

We proudly follow **The Curiosity Approach**—an inspiring, child-led philosophy that celebrates the magic of exploration, play, and discovery. Whether a child joins us in a home-based childminding environment or a larger nursery setting, we are committed to creating spaces where curiosity thrives, imaginations soar, and lifelong learning begins.



What is The Curiosity Approach?

The Curiosity Approach is a modern educational ethos that blends the best practices from Montessori, Reggio Emilia, and Steiner Waldorf methods. It focuses on nurturing children's natural curiosity and empowering them to learn through hands-on experiences and open-ended play.

Where the Environment is the third teacher!

Rather than relying on bright, plastic toys or overstimulating environments, The Curiosity Approach centers on:

- **Natural and Recycled Resources:** Everyday objects and natural materials inspire creativity and sensory exploration.
- **Child-Led Learning:** Children are encouraged to follow their interests, make choices, and take ownership of their learning.
- **Calm, Inviting Spaces:** Whether in a cozy childminding home or a larger nursery, our spaces are thoughtfully arranged to promote focus, comfort, and connection.
- **Practical Life Skills:** Engaging children in real-world activities, like preparing snacks or watering plants, supports independence and self-confidence.
- **Meaningful Relationships:** Building strong, trusting connections with children and families is at the heart of everything we do.

Why is The Curiosity Approach Beneficial?

1. Encourages Independence
2. Sparks Creativity and Imagination
3. Supports Emotional Well-being
4. Promotes Holistic Development
5. Connects Children to Nature and Sustainability



Why we value our Forest School involvement

Forest School is an outdoor education approach that focuses on hands-on learning in a natural environment. We encourage our settings to get outdoors as much as they can and can support the settings where we can to implement this style of learning into their curriculum and ethos, as this has proved to have an amazing effect on the children and the staff.

One of the key benefits of Forest School is the opportunity for children to connect with nature. Spending time outdoors has been shown to improve mental health, physical well-being, and overall happiness. Additionally, Forest School promotes independence and self-confidence in students as they navigate and explore the natural world.

Forest School is an educational approach that originated in Scandinavia and has gained popularity worldwide, particularly in Europe and North America. It involves regular outdoor sessions in natural environments, such as forests, woodlands, or other green spaces. The primary aim of Forest School is to foster holistic development in children through hands-on experiences in nature

The benefits of Forest School are vast and impactful. From fostering a love for nature to building important life skills, this educational approach offers a holistic learning experience for students of all ages.

- Connection with nature
- Promotes independence and self-confidence
- Holistic learning experience



Acceptance criteria



Does your property meet the eligibility criteria?

Your property will need the following:

- Kitchen facilities
- Clean and tidy and clear from clutter
- Designated sleep space
- Adequate heating/hot water
- Toilet and hand washing facilities
- Safety precautions to ensure the children cannot leave the premises or enter the premises without the childcare provider being aware
- Ability to not allow visitors to enter unknowingly
- Fire exits clear
- Window and door locks
- Smoke detectors and alarms in place, fire blanket present
- Stair-gates where required
- Outdoor area is preferable

The following regulations apply:

- All settings are to follow the EYFS and adhere to all guidelines.
- DBS checks carried out on all adults over the age of 18 living or working in the premises
- Control of Substances Hazardous to Health Regulations (COSHH)
- Electrical appliances and fittings (which will include your hard wiring) should conform to safety requirements and must not pose a hazard.
- You have a duty to ensure any gas appliances are serviced/tested annually by a Gas Safe registered engineer and that you keep your certification.
- Food hygiene regulations apply and all persons serving food must have the relevant training
- A Pediatric first aider must be on the premises at all times
- Insurance to be in place and annual renewal certificate to be sent to the Administration team



There is nothing holding you back!

Is my house big enough?

You can operate as a childminder in properties as small as a one bedroom flat, we can work with you to ensure that you meet requirements. Studio's and bedsits are unfortunately not adequate. If you live in a rented property, as long as you have written permission from your landlord or the council you will be fine.



Do I need qualifications to be a childminder?

We provide full training on home based childcare and the EYFS Framework. We provide First aid training for the main childminder, for all staff- safeguarding, FGM, Prevent, respectful care etiquette, software and systems procedures and much, much more with on going training and support throughout your journey.



I have my own child at home is this ok?

Yes, you are ok to have your own child/ren within your ratio, unfortunately government funding cannot be claimed under your own registration. You can care for up to six children under the age of 8 at any one time. Three of these children can be under the age of 5, of which one can be under the age of 1.



What are the benefits?

Running your own business with a team of professionals beside you!

We are here to make things as easy as we can for you, running a business can be tough, but with our support and guidance you will fastrack to success. There is also the opportunity to learn while you earn, continuing to enhance your professional development



We cover the administration & finance tasks

Worried about not having the time to process the invoicing, or chasing parents for payments, no need, we take care of this, allowing you to focus on looking after the children and the service that you provide



We help you to maximise your earnings

An average childminder earns £31k in their first year, and childminders who hire assistants can earn even more, we help you to maximise the potential and to assist you with your tax return and what can be claimed for running a business from a home based setting.



Roadmap to success

Adequacy check

DBS & registration checks will be carried out on all adults over 16 living/working in the premises. Visit from Audit team to ensure premises meets health and safety expectations, if information given is false and the premises is not proceedable then audit fee is non refundable. Risk assessments to be completed allowing us to put safety measures and policies and procedures in place and to measure the indoor space to confirm occupancy allowance.

Marketing & Systems

This phase involves working with the MF team to advertise your services in your local area, meeting with parents and starting the registration process. Software training will be provided to assist you in your day to day business.

Discovery & Collaboration Call

The initial phase is a discovery call to understand franchisee current situation, outlining goals and for MF team to explain the opportunities available to them.

Collaboration Interview

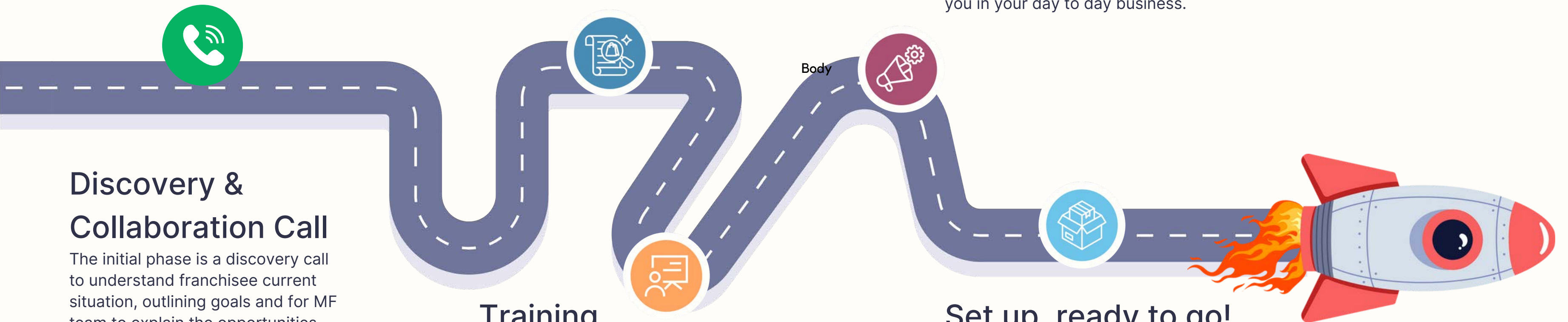
Franchise model, Premises criteria, etc to be assessed, ensuring precise information is given, Next steps provided and audit date to be arranged.

Training

All Franchisee will undergo online training, taking approx 3-6 months dependent on how dedicated you are, in person training will also be provided, including first aid, food hygiene, safeguarding and many more ensuring you feel confident and competent in your new career.

Set up, ready to go!

We are on hand to support you all the way and to guide you where needed. We will provide you with a checklist of everything that is required. We are now a team, ongoing training will continue to be provided, along with weekly activity ideas and planning provisions.



Before Launch date

Registration Audit



Visit to the property to ensure criterias are met, carry out risk assessments, prepare policies and procedures and advise franchisee of anything they will need to do. Discuss with franchisee daily routines any concerns they have, and timelines. Reports to be written and issued, and registration certificate to be issued.

Online Training



- Level 3 cache in home based childminding to be completed by main childminder, this can take as little as 3mths, depending on dedication
- Food & Hygiene online course
- Allergy awareness
- Basic safeguarding

In person training



We have you covered for all training requirements, ready for opening and then on going. Training will also be given on using the systems, policies and procedures and the do's and the dont's of childminding and Franchise expectations.

Set up



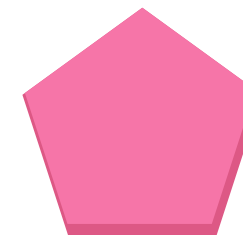
The on boarding adviser will support you with ensuring you are ready for Launch and will be on hand for guidance. A check list of what is required to be provided by the franchisee will be sent to them in advance time before launch, giving enough time for preparation.

System set up



Thorough training will be given to franchisee on using the systems, we will have many support zooms to ensure they feel confident using them and how to support the parents with using the app to access their daily updates.

Marketing



Using their expertise in this field, the MF team will guide the franchisee with the marketing plan to advertise their childcare services and to fill the occupancy as quickly as possible. Further progression to bigger sites can be possible with dedication and guidance from our team, we will support you to where and how far you wish to take your business.

What is involved?

What is a childminder?

A registered childminder is a self-employed childcare professional who works from their own home, caring for a small group of children. Childminders must be fully registered with either Ofsted or an Ofsted-registered Childminder Agency like MF Childcare and Nurseries. As fully registered and regulated Childcare professionals, Childminders also follow the same Early Years Foundation Stage (EYFS) framework that nursery practitioners and other early years workers do. As a self-employed childminder with MF Nurseries and Childcare, all childminders are responsible for their own tax and national insurance contributions, however as part of the Franchise package, we'll help you with everything you need to know in this area! Becoming a childminder requires running a business and there is more to it than the care of the children, which is why MF Nurseries and Childcare make things easy for you to do what you enjoy. MF Nurseries and childcare provide you with:

- Monthly Invoicing
- Credit control
- On hand support
- Funding Claims
- Use of parent app
- Policies/procedures
- Administration
- Training
- Assistance with a marketing strategy

Is becoming a childminder a good fit for me?

Are you driven to to run your own childcare business, can you be organised, do you have the patience to work well with children, can you provide good customer service to work with and support the parents, if the answer to these is yes then MF Nurseries and Childcare can guide and support you to become a Great Childminder or Nursery Owner to provide good quality childcare to your local community. Qualifications wise, a background in education or a previous childcare setting can be helpful as you'll be teaching early educational skills as well as providing nurturing care. This isn't essential though and many childminders do not have any formal childcare qualifications or prior education experience. Studies have shown that 90% of people training to become a childminder are new to childminding and around 40% have never worked in education before. Above all, the most important thing when you register as a childminder is that you love being around children and are passionate about helping them develop through your childminding business.



Claim expenses for working
from home

Work the hours of your choice

Work with your own children

Earn as much as you want to!

What are the benefits of working with us??

Owning a franchise can offer a variety of advantages compared to starting a business from scratch. By leveraging an established brand, proven systems, and ongoing support, franchisees have the potential to reduce risk and accelerate growth.

Below are the key benefits of operating a franchise:

1. Established Brand Recognition

- Instant Credibility: Customers trust recognized and established brands, reducing the need for extensive marketing to build awareness.
- Loyal Customer Base: With the MF Branding you will have access to an extensive existing customer base, with all of the Martial Arts and Dance Franchises, making it easier to attract customers.

2. Proven Business Model

- Reduced Risk: Franchise systems are based on tested and refined processes, increasing the likelihood of success.
- Branding Already in Place: Franchisees don't need to invest time in creating a logo, website, or other brand assets.
- Legislation Development: We are continually reviewing legislation and requirements and will update all settings accordingly, ensuring we are compliant and that your business stays competitive and innovative.

3. Systems in place

- Training systems , Parent communications & daily updates, Children's development tracking and Invoicing/funding

4. Comprehensive Training and Support

- Initial Training: We provide extensive training to help franchisees understand the business model and operations.
- Ongoing Support: Franchisees receive continued assistance in areas such as EYFS continual development, Safeguarding, Senco, Enco, marketing, management, and problem-solving.

5. Marketing and Advertising Benefits

- Centralized Marketing: We will handle national or regional advertising, and will provide adverts for local advertising, saving franchisees time and effort.
- Proven Strategies: Franchisees can implement tried-and-tested marketing campaigns tailored to their local area.

6. Company Structure

- Company set up: Support when setting up the company and structures
- Support with company expenses for annual tax return

7. Business Growth Opportunities

- Scalability: Many franchisees expand by acquiring additional locations or territories, leveraging their experience to grow their business portfolio, we can help you do this.

8. Built-in Network of Franchisees

- Shared Knowledge: Franchisees can learn from each other, sharing best practices and insights.
- Community Support: Being a part of the MF franchise network provides a sense of belonging and collaboration.

9. Focus on Operations, Not Administration!

- We have you covered with all admin duties for enquiries, waiting lists, new starters, monthly invoicing, termly funding claims, accessing available grants, assistance with forecasts and budgeting
- We are here to help with recruiting new staff, we carry out DBS checks and ensure safer recruitment policies are adhered to.

How much do childminders earn?

Becoming a childminder can have great prospects, because you're working for yourself and have minimal overheads to pay for. Plus, the UK childcare market is currently short by around a million childcare spaces, so childminders are in huge demand!

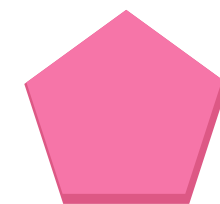
The rate you charge will vary according to where you live, but childminding works in all areas of the country due to the need for childcare places being very high in both cities and rural locations. Typically rates can vary from around £5 per hour per child to over £12 per hour per child in places like London.

An average salary for a childminder who cares for two or three children full-time may be anywhere between £27,000 and £42,000. If you offer wraparound care as well, this can be even more.

If you are ambitious and want to grow your business, you can also hire assistants. Each assistant can look after an additional three children (on average), which allows you to scale up the number of children you look after, covering your assistants wages and making a good margin on top. MF Nurseries and childcare can support childminders looking to add assistants and grow their business in this way.

Many childminders use their partner or a family member as an assistant, this could be a marital combo, sibling pairings or mother/grandmother team, many settings with 2 working adults registered are earning well over £80,000 per year and are running great childcare businesses all across England.

Finding and training your own assistant can be a challenge, which is why CMAs like MF Nurseries and Childcare can support you with this process.



How much do Nursery owners earn?

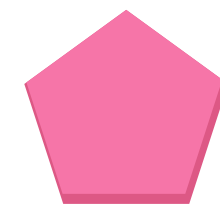
Running a nursery can offer strong earning potential, particularly because you are operating your own business within a sector that continues to see exceptionally high demand. The UK childcare market currently faces a significant shortage of childcare places, meaning well-run nurseries are consistently in demand across both urban and rural areas.

Income from a nursery will vary depending on location, size, and occupancy levels, but nurseries are able to generate steady, predictable revenue through funded hours, private fees, and wraparound care. Fees typically range from around £5 to £8+ per hour per child, with higher rates often achievable in cities and high-demand areas such as London and the South East.

A small to medium-sized nursery operating at healthy occupancy can generate annual revenues well into six figures, with many owners achieving personal earnings between £40,000 and £70,000 once the business is established and running efficiently. Offering additional services such as extended hours, holiday clubs, or baby rooms can further increase income.

For those who are ambitious, nursery ownership offers clear opportunities to scale. By expanding capacity, opening additional rooms, or progressing to multi-site ownership, it is possible to significantly increase both turnover and profitability. Many successful nursery owners go on to operate multiple settings, creating robust businesses that generate £80,000+ per year in owner income.

Managing growth, staffing, compliance, and finances can be challenging, which is why having the right support in place is key. A strong nursery franchise or support network can help with operational systems, staff recruitment and training, compliance, and growth planning — enabling owners to focus on quality childcare while building a sustainable and profitable business.



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