



A Quiet Place[®]

FRANCHISE PROSPECTUS 2012

www.aquietplace.co.uk



Well Being in the Workplace

Workplace stress costs Great Britain in excess of £530 million. C021:07 7 November 2007

Absence costs UK economy £12 billion every year. HSE press release E009:06 - 31 January 2006

A Quiet Place® is seeking to roll out its training programmes nationally and is looking for partners who share the same ethos, philosophy and commitment and who have training experience to enable this process to unfold. A Quiet Place Ltd. is a well established company with a national reputation for its evidence based quality service and effective personal development programmes for both prevention and intervention that can be adapted for all ages and abilities.

Why a franchise?

Franchises have a history of success

You buy the feedback from their previous opportunities of learning!

You have the support of an experienced social entrepreneur

Why Well Being?

HSE's formal definition of work related stress is:

“Stress is the adverse reaction people have to excessive pressures or other types of demand placed on them at work.”

Stress is not an illness – it is a state.

However, if stress becomes too excessive and prolonged, mental and physical illness may develop.

Why A Quiet Place®?

A Quiet Place® offers evidence based approaches to fit the needs and budget of any company. A Quiet Place® structures by adding value and integrating other programmes to provide measured outcomes and impact for the host company and their most valuable resource... their staff.



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Introduction to A Quiet Place®

The Concept

A Quiet Place® was established as a concept in 1998 to develop effective services to support children in schools. It was based on a programme the founder Penelope Moon had developed for Liverpool City Council for families of children with severe emotional and behavioural difficulties.

After working in education for the best part of thirty years, **A Quiet Place®** identified a social need to address these individuals with a more intensive series of educational therapeutic programmes specifically designed to work on their unique life experiences and varied cultural background. The outcomes under the 'inclusive' agenda would be improvements in mental health, well-being, behaviour, achievement and attendance. **A Quiet Place®** was originally intended to be a not for profit entity and had no starting capital, securing grant funding initially from Objective 1 European Fund, Children's Fund and Excellence in Cities.

During the early years **A Quiet Place®** progressed through a series of entities from a Company Limited by shares to a registered Charity and finally back to a Limited Company. In recent years **A Quiet Place®** has developed relationships/partnerships to establish and develop various methodologies of raising funds and developing further academic research of their products with the help of Chester University thus enabling the company to progress to the next level of growth. With a passion for early intervention and ensuring each

child obtains the greatest possible benefit from the national curriculum provision, **A Quiet Place®** has gone on to develop a number of approaches and programmes for people of all ages and abilities. It has developed and grown into Holistic Action Learning programme running in partnership with schools, children's homes, community centres, colleges and businesses in the achievement of unique outcomes via the development of emotional intelligence.

Within schools, **A Quiet Place®** is scientifically proven to aid the development of children with positive self-esteem, behaviour management and school transition whilst helping to develop personal choice and interaction with peers and family. The essential essence to **A Quiet Place®** is positive learning, looking to develop future dreams and aspirations rather than drawing on past, and possibly negative, experiences.

Each environment is tailored to deliver a multisensory healing space that is individually designed, painted and furnished. Within the room, the support programmes aim to reduce immediate stress within the environment, produce more successful communication and develop relationships at every level.



The Team

The Founder – Penelope Moon

Penelope Moon has been teaching different skills to different ages and at different levels for over 30 years. Although her interests have changed during this time, the emphasis on personal development always remains the same whatever work she does.

Penelope has brought up two sons on her own having all survived and still speak to each other - mostly!

Her skills and approach have a common denominator, which is personal development through a holistic approach. This underlies all of her work no matter what the title is and she believes that we learn through personal experience and that this type of learning has an integrity that cannot simply be had by reading books. Thus self-understanding is encouraged as a main pathway to better communications and more effective and successful relationships, where mutual respect and responsibility go hand in hand with personal rights.

Penelope believes a holistic approach means a balance of the spirit, intellect, and emotions with the physical body. Learning how to gently stretch the limits at all these levels as individuals without causing harm to others, can lead to the development of our individual potential. It is only then we can surprise and delight ourselves with the undiscovered treasures and creativity that lies within each of us.

Financial Director – David Potts M.A.F.C.A

David is a Chartered Accountant who has had his own firm Adams and Co since 1981. David has an excellent understanding of the UK tax and legal framework in which **A Quiet Place®** operates. He is very experienced in business development, acquisitions, buy outs, rescues and mergers. In particular David has encountered many interesting people and situations enabling a complete understanding of what **A Quiet Place®** is about and a sufficiently philanthropic spirit to care that it succeeds and a real interest in helping it succeed.

Franchise Administrator – Karen Horrocks

Karen has over 20 years experience working in business administration and implementing new systems. Having worked with **A Quiet Place®** for over 6 years Karen is currently working towards an advanced E.C.D.L qualification which will make her an expert in the field.



Developing the Potential

The Opportunity

A Quiet Place® is a well established company with a national reputation for quality service and effective programmes that can be adapted for all ages and abilities. **A Quiet Place®** is seeking to roll out its programmes nationally and is seeking partners to enable this process to unfold in a planned process with key partners with the same ethos and commitment. With social impact being a priority for the government this is a chance to become involved with a well reputed ethical company that has integrity and mutuality at its heart.

The franchise model has been designed to be applicable to all ages and abilities and is therefore equally applicable to:

Health, Housing and Social Care

Children's Centres, Children's Homes, Residential and Hospice Care, Care at Home, Supported Living and Community Health Services, Short Term Respite Care, Fostering, and Family Support. Occupational Health, Staff Care and Welfare in the Workplace across all settings.

There are increasing concerns about the quality of support available for children and their carers who have more long standing issues. Our parenting support programmes can stand alone or be adapted for use in all areas of the caring professions.

Education

Everyone Learning at A Quiet Place®

The main markets are schools, colleges, Early years and Local Authority's of which there are 155 in England and 22 in Wales with over 4000 secondary schools Trusts, Free schools and Academies. In our regional market we have an existing penetration rate of less than 1% but recent innovations within the business would lead us to believe that we could target up to of 8 to 10%. The primary customers are Head Teachers and Local Authority officers.

The market place has changed over the last five years giving Head Teachers more autonomy in extra spend and this has resulted in our direct sales approach. We see this as a great opportunity to make a direct difference to Head Teachers' outcomes and delivery targets.

The government are moving forward with their agenda on 'Well Being and Mental Health' in schools. **A Quiet Place®** has the evidence base to enable deliverers to tap into this source of funding to provide an effective non-stigmatised service in school that supports children, families and staff. At present there are a number of personnel offering a variety of approaches. **A Quiet Place®** can integrate these existing services and add value by its unique and flexible structure provided by their documentation, monitoring and evaluation process that is part of AQP working ethic. These outcomes fit the Ofsted guidelines and track success with individuals as well as the whole school. They are designed to be a useful part of the school SEF report.

A Quiet Place® is already providing a Tier 1,2 & 3 service in schools under Mental Health and is written into the Government report of 2010.



Business

A Quiet Place® placed a programme into a Housing Association. It was so successful that **A Quiet Place®** is considering establishing a separate business to address this market. A report written by Robertson Cooper, leaders in the field of occupational stress found: 63% improvement in absentee rate and job satisfaction.

Well Being in the Workplace is now being delivered into some schools and is waiting to be marketed into industry. **A Quiet Place®** is in informal discussions to establish a partnership with various organisations who have similar outcomes and may already be linked in the larger organisations like the NHS.

The Ideal Candidate

Would have a professional qualification like teaching, nursing, mental health services, psychology, social worker or a profession allied to medicine including complementary approaches.

They should also have experience in training and be well networked within their area of interest.

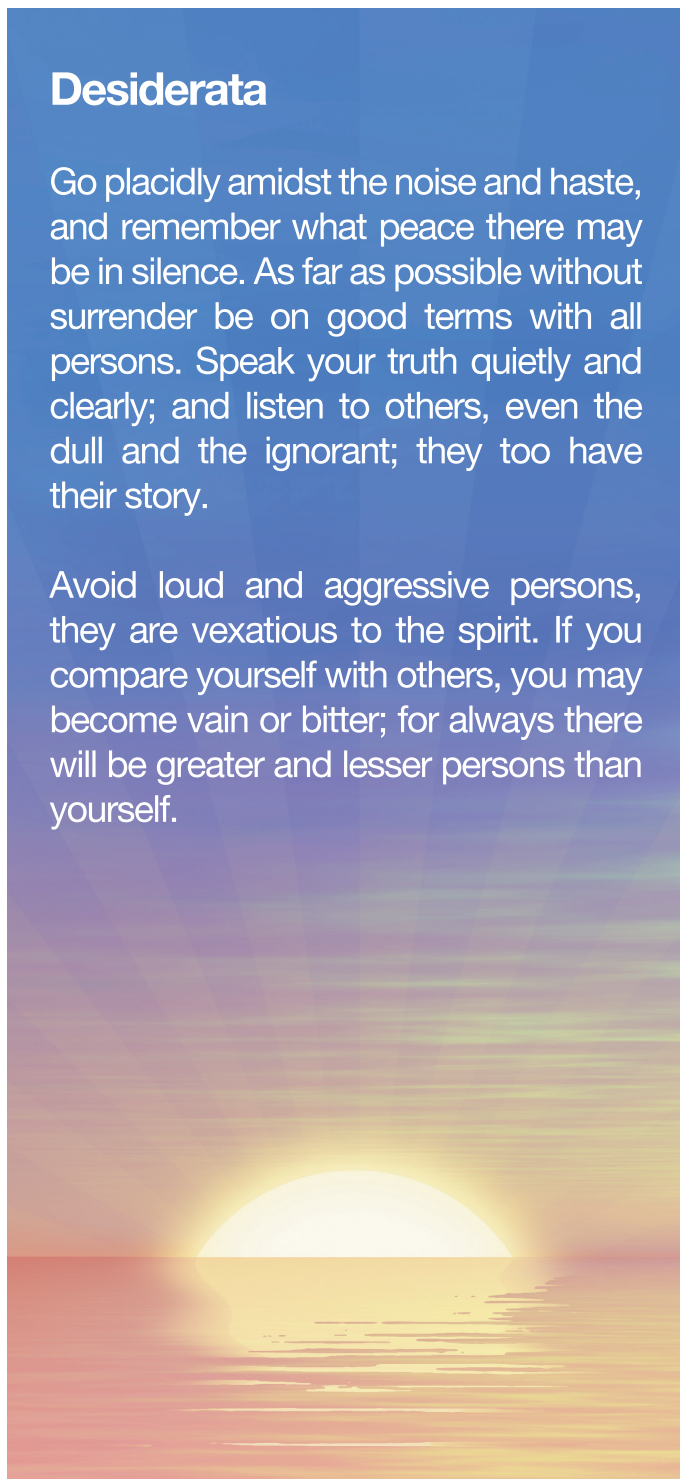
People from a business background will be people and purpose focussed.

Qualities are likely to be a practical understanding of how people learn, they will be networked in their field, well organised and highly skilled in communication with links to therapists in their area.

Desiderata

Go placidly amidst the noise and haste, and remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even the dull and the ignorant; they too have their story.

Avoid loud and aggressive persons, they are vexatious to the spirit. If you compare yourself with others, you may become vain or bitter; for always there will be greater and lesser persons than yourself.



Developing the Potential

Packages & Costs

Package- £9,950

Our Franchise package includes everything you will need to start trading:

- Complete **A Quiet Place®** Franchise License
- Relaxation Resources
- A 5 day in house training course at **A Quiet Place®** Head Office with Manuals to take away with you
- 2 days National Training
- BNI Membership
- Management Software
- Online Portal
- Guided Visualization
- Supporting CD's x 7
- Marketing Literature
- Full Stationery Pack
- Franchise Launch
- Initial Advertising
- Annual **A Quiet Place®** Conferences
- Ongoing support and advise from our Head Office Management team who have over 30 years experience in the industry

Additional Training Modules

Bespoke training package unique to the background/ experience of the franchisee

Additional earning potential with training modules.

Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time.

Exercise caution in your business affairs; for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism.

Be yourself. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is as perennial as the grass.

Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with dark imaginings. Many fears are born of fatigue and loneliness.



Further Information

Financial Projections

Projected Trading Profit	Year 1	Year 2	Year 3
Sales	£65,080	£71,588	£85,905
(Management Service Fees)	£6,500	£7,150	£8,580
Other Expenditure	£20,090	£22,099	£26,518
Total Overheads (£)	£26,590	£29,249	£35,098
NET PROFIT (£)	£38,490	£42,339	£50,807

The Projections

The hypothetical financial projections above assume that Franchise Owners will operate with similar overheads and achieve similar levels of turnover. Actual turnover will depend upon the effort of each Franchise Owner and market conditions.

Total Overheads

These comprise the costs of running the business, including management service fee payments to the Franchisor.

Net Profit

Excludes any capital repayments and directors' remuneration, and is stated before taxation.

The Disclaimer

These figures are for the purpose of illustration only, and are not intended as a guarantee. A full description of the assumptions upon which they are based is available from **A Quiet Place®** and will be provided during any presentation.



Further Information

What next?

Naturally, neither party can make any decisions at this early stage. You need further details and professional advice, whilst we need to know more about you. The Franchise Owner plays a fundamental role in the expansion of **A Quiet Place®** network. We therefore need to apply a careful selection process.

Aptitudes

While **A Quiet Place®** will provide training in all aspects of the operation, you will still need to consider your aptitudes and suitability for this franchise business.

We are entrusting our good name to our Franchise Owners and investing our time and energy in their businesses. Naturally, we want to get it right. We have a clear idea of the attributes that make a person well-suited to our franchise opportunity, and we are prepared to take the trouble to find him or her.

Successful Franchise Owners will have demonstrated people skills and enjoy working in the industry. They will display determination and high energy levels.

The Enquiry Process

If you are interested in finding out more, here is how to proceed:

Begin by completing and submitting the application form on the following page. Completion of the form places you under no obligation.

Applicants who meet our criteria will be invited to attend an exploratory meeting. We will run through the figures with you, show you the systems and discuss possible locations.

Following the meeting, you will need time to consider the opportunity, go over the figures with your professional advisors, talk to your family, and start to review the market potential in your preferred territory. You may also have further questions to ask us.

If, after all your consultations, you wish to apply for **A Quiet Place®** Franchise Licence, you will be required to complete an Intent to Proceed agreement and pay a deposit to secure an available territory.

At no point will we apply pressure on you to come to a decision. At this stage, the next step is simply to submit a completed application form to obtain further information.

We look forward to hearing from you!

Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe, no less than the trees and the stars; you have a right to be here.

And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive Him to be, and whatever your labours and aspirations, in the noisy confusion of life keep peace with your soul. With all its shams, drudgery, and broken dreams, it is still a beautiful world.

Be cheerful.

Strive to be happy.

Max Ehrmann c.1920



Application Form

I have read your prospectus, and would like further information about **A Quiet Place®** franchise. Please contact me to arrange a meeting.

Name (please write below)

.....

E-mail

.....

Home Telephone No.

Daytime or Mobile No.

Address

.....

City

County

Postcode

Date of Birth

Current Situation

House ☐ Owner ☐ Tenant

Marital Status

☐ Married ☐ Single ☐ Divorced

(If applicable) Does your spouse/partner work?

☐ Yes ☐ No

Dependents

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+

Ages:

Current Income Band

☐ <25k ☐ 50-75k ☐ 25-50k ☐ 75k+

Do you own, or have you ever owned, a business?

☐ Yes ☐ No

If yes, please provide details:

.....

.....

How do you propose to fund this investment?

.....

.....

Where in the UK are you interested in operating?

.....

.....

.....

I confirm that the information I have provided is to the best of my knowledge true and complete.

Signed:

Date:

Please return the application form with your CV and letter of application to:

Ms P Moon

54 St James Street, Liverpool, L1 0AB

Tel: 0151 706 8146

Please note that this questionnaire is for general information and will be used initially in assessing your suitability to become A Quiet Place® Franchisee. It will be treated in the strictest confidence under the terms of the Data Protection Act and does not place you under any obligation whatsoever. Further information will be required should a mutual interest develop.

References

Bankers

NatWest
Manchester HB01
5th Floor
1 Hardman Boulevard
Manchester
M3 3AQ

Franchise Consultants

Greenfrog Consultancy
Egerton House
Tower Road
Birkenhead
CH41 1FN

Accountants

Adams and Co. Accountants
Ltd. (Chartered Accountants)
2 Millers Bridge
Bootle
L20 8LH
0151 934 1160

Social Care & Childrens Services Consultant

Vic Citarella
Cpea
26 Garthdale Road
L15 5HN
0151 724 2409

The well being programme has had a positive impact in the lives of many respondents and this is reflected in the decreasing sickness absence and downward trends in turnover that are evident in the management statistics.

Report by Robertson Cooper Ltd - details available on request



A Quiet Place

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www.quietplace.co.uk