

CRIME SCENE - DO NOT ENTER



THE



PROJECT

FRANCHISE PROSPECTUS



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The Detective Project was founded in 2010 by Jenny Williams. Jenny spent 14 years as a detective in the Metropolitan Police and Avon & Somerset constabulary where she worked in frontline crime scene investigation. After conducting research, Jenny identified a gap in the market for science-based workshops in the children's party and education sector.

CSI Kids' parties were an immediate hit with parents of 7+ year olds looking for something a little different for their party. Children are given the opportunity to step into a detective's shoes and solve a crime or take on an MI Spy mission, where budding spies work together to crack a series of codes.

The educational workshops are delivered to both primary and secondary schools and also at after school Detective Clubs, holiday workshops, youth groups and home education sessions.

These events all spark an interest in science by providing students with fun, hands-on challenges that are based on 21st century forensic science techniques

Following on from the success of the children's market, Jenny has further developed the business to offer events for 'grown ups', which have been very successful. Powerful corporate and team-building workshops for small or large groups have added a lucrative income stream to an already successful concept.

Jenny won several start up business awards in the early days, leading to being a finalist in the EWIF New Woman Franchisor Awards in 2014. More recently she was a national #WOW Winner, earning mentoring by Jaqueline Gold in 2018. In both 2018 and 2019, The Detective Project was awarded a place in the Elite Franchise Top 100 Franchises.

The Detective Project is proud to be an accredited member of the Approved Franchise Association.

SO, IS A THE DETECTIVE PROJECT FRANCHISE FOR YOU?

Our existing franchisees have backgrounds in policing, teaching and forensic science. These skills relate closely to the type of work we do and lend themselves perfectly to running a franchise with The Detective Project. However, if you have a different set of skills that you think would be suitable, please contact us to discuss this.

You must be willing to learn, be good with people and be reliable, presentable and well organised.

This really is a 'people' business. Your role as a franchisee will be communicating with children and adults, parents and teachers, individuals and businesses.

- Do you enjoy working with people of all ages?
- Are you lively, enthusiastic, flexible and driven?
- Are you self-motivated, professional and organised?
- Are you a good communicator
- Do you possess strong interpersonal skills?
- Do you want to be your own boss?
- Do you want to be in control of your income?

The Detective Project provides comprehensive support but it is down to you to promote your business in your area. You must be energetic, self motivated and willing to invest the time, money and effort needed to build a successful The Detective Project business.



Science Museum London, adults workshop



WHAT WE OFFER OUR FRANCHISEES

- Unlimited head office support during business hours
- Exclusive territories across the UK (based on postcodes)
- Home-based business with low overheads
- Regular support meetings, focusing on business development
- Newsletter updates
- Centralised website
- Annual conference
- Comprehensive training
- National marketing and brand support
- Peer on peer mentoring from experienced and successful franchisees
- We are fully accredited members of the Approved Franchise Association

THE PACKAGE: £9,995 FOR A 5 YEAR LICENCE

LICENCE:

This permits you to trade under the name and style of The Detective Project, within your exclusive territory.

OPERATIONS MANUAL AND TRAINING PLAN:

Our comprehensive Operations Manual and Training Plan contains all of our proven business practices and systems and is supplied on loan to the franchisee for the duration of the franchise agreement. It will be updated as per business and market demands.

TRAINING:

A total of 5 days' training (including classroom based learning and practical training) will be provided to cover the whole business system.

LAUNCH SUPPORT:

We will run events with you and introduce you to business networking to help launch the brand in your area. We will distribute and follow up a press release to all local media outlets and create personalised branded advertising for you.

The Detective Project website will promote you and your franchise territory alongside our social media campaigns and newsletters.

DBS CHECK:

This is provided by us initially and renewed by you on franchise renewal.

PUBLICITY MATERIALS:

Franchisees are provided with an initial supply of promotional leaflets, posters, business cards, party bags, exhibition materials and workshop stationery. We use Google Drive to provide shared access storyboards, marketing materials, and downloadable resources.



WEBSITE:

The Detective Project has a central website, created by professionals, where your personal page will appear as a subsection. Potential clients and other franchisees will be able to contact you directly regarding business in your area.

EQUIPMENT:

Initial start-up kit, including skeletons, crime scene kit and workshop materials to run events, is provided

STAFF BRANDED WORKWEAR:

Branded polo shirts and fleece jacket to wear at all events.





ON-GOING FEES

Being a home-based franchise, your monthly fixed overheads should be low. Most of your costs will be incurred through sales and marketing in order to promote your business.

The Detective Project will charge a management fee of 10% of gross revenue, which will contribute to the following range of ongoing support services and brand development:

- Website development and maintenance
- IT maintenance
- Ongoing training and development
- Business development reviews and planning
- Field and head office support
- Annual conference



School Detective Club in action

SNAPSHOT OF YOUR EARNINGS POTENTIAL

The financial illustrations below are made by analysing estimated overheads and outgoings of running a The Detective Project franchise. This is based on the business being operated from home, on a full-time basis and running a healthy business mix of Business to Business and Business to Consumer events including the following:

- Children's parties
- Detective Clubs
- Holiday clubs
- School workshops
- Corporate team building
- Events for adults

On this basis, you could expect to generate a turnover in excess of £40,000 from year 2 onwards with approximately 50% of this figure being generated in year 1.

There is no ceiling on earnings potential. Events can be run by employees or freelance assistants, which should help to ensure business maximisation within any given territory.

The figures are for illustration purposes only, based on the pilot franchise and are not intended as a guarantee. These figures should always be verified by an individual business plan produced by the potential franchisee which will be a more accurate benchmark for potential as turnover will be dependant on the efforts of each franchisee and the level of brand promotion undertaken.



HOW DO YOU MAKE THIS A SUCCESS?

As with all businesses, the financial and emotional rewards of operating a The Detective Project franchise reflect the effort and enthusiasm invested by the franchisee. Essential qualities that will steer you towards being a successful entrepreneur include the following:

- Commitment to customer satisfaction
- Going the extra mile
- Confidence and enthusiasm
- Effective negotiation skills
- Resilience



HOW DO YOU TAKE THIS FORWARD?

If you would like to find out more, please email jenny@thedetectiveproject.co.uk or call **0117 244 0053** for an initial conversation. We can answer any questions you may have and can send out an application form for you to return if you would like any further information.

Applicants who meet our criteria will be invited for a meeting with one of the Directors who will give you more information about the business. With a confidentiality agreement in place, we will cover the figures, show you some of the systems and answer all of your questions.

If both parties would like to take the process further, we will invite you to a taster day where you will see an event being delivered and get a better understanding of the business as a whole.

You will then need time to digest the information you have been given and fully consider the business opportunity. We will ask you to prepare a business plan, with our assistance.

If it is considered in everyone's mutual interest to proceed with the franchise application, the Franchise Agreement will be raised, reviewed by your solicitor, signed and the franchise fee paid. Timeframes will be agreed to deliver the training programme and the launch of your new business!

FRANCHISEE CASE STUDIES



THE DETECTIVE PROJECT SOUTH ESSEX

Meet Louise Giles and Llorien Walsh, owners of The Detective Project South Essex. They launched their franchise in 2014.

Louise and Llorien have over 20 years experience between them, investigating serious crime. They worked together as detectives in London and realised they shared a passion for encouraging children and adults to develop an interest in police investigation.

Louise and Llorien say, "Whilst we love our police jobs, we wanted more flexibility and control over our work-life balance as we both have young families".

"The Detective Project franchise was perfect for us as it combined our skills and knowledge from the workplace with a love of children and the chance to run our own business and be in control of our own level of success".

"One of the many perks of being a franchisee is that you have the support structure in place from the beginning which makes facing new challenges less scary".



THE DETECTIVE PROJECT HARROGATE

Meet Louise Devereaux, owner of The Detective Project Harrogate. Louise launched her franchise in 2017.

Louise was working full time as a Scene of Crime Officer, but with a young family to care for Louise was keen to reduce her hours and spend more time at home.

Louise says, "When I saw the franchise opportunity - in my field of work - I thought that it would be a great way of earning some extra money after reducing my hours and using the 'extra' time to my advantage".

"Having been a police employee for so long, with no business experience, the thought of running my own business was daunting. The Detective Project has given me a great springboard to start my own business with confidence, event knowledge, equipment and lots of support. There is a wealth of knowledge from the franchisor and fellow franchisees to draw upon".

"I have had so many great experiences since starting the business and been to places and met people I would never have otherwise. I have been outside my comfort zone on many occasions, but have really relished the challenge along the way. It is something which I needed at this stage in my life. It can be challenging juggling the business with work and home life and it's a steep and constant learning curve, but it is well worth it".

FRANCHISEE CASE STUDIES



THE DETECTIVE PROJECT MID DOWNS

Meet Cath Reed and Mary Wood, owners of The Detective Project Mid Downs. Cath and Mary Launched their franchise in 2017.

Cath is a primary school teacher and Mary is a retired police inspector. They were keen to increase their earning power and have a new venture whilst remaining flexible and not being at someone else's beck and call.

Cath and Mary say, "When we saw what The Detective Project offered we knew we could bring all our experience and knowledge together into making a really good business".

"We didn't really know much about marketing, networking, book keeping and the social media that is needed to get you out there. That's why the franchise model was very appealing to us, as we got to start our own business with the help and support of those who can help us in areas where we are less confident".

"The best bit about being a franchise is that you are never alone and we get on very well with the other franchisees, often sharing ideas and work".



THE DETECTIVE PROJECT WESSEX

Meet Tim, owner of The Detective Project Wessex. Tim launched his franchise in 2015.

Tim was a teacher and head of science before coming onboard to start his own business.

Tim was keen to find a new role that allowed him to run his own time to his own rules and spend more flexible time at home. However, he struggled to find a role that combined his skills and experience.

The Detective Project franchise combined Tim's experience, love of science education and very practical delivery.

Tim says, "Joining a franchise allowed me to have the lifestyle I wanted, whilst hitting the ground running with a new business. The Detective Project is already a recognised brand and service with excellent support offered and the hurdles already faced and jumped. It was very appealing".

"It's great being my own boss and still having others to share ideas and experiences with when there are questions about direction and delivery".



THE DETECTIVE PROJECT LEICESTER

Meet Catherine, owner of The Detective Project Leicester. Catherine launched her franchise in 2019. Catherine has spent 12 years as a detective investigating crime in the Leicester area.

Catherine says, "I hadn't ever really thought about franchising or owning my own business until I started running tours at a local vineyard - spending time in a beautiful outdoors setting, reminded me that work can, should and could be fun which made me look long and hard at my day job".

"Through mutual friends I heard about the events The Detective Project ran and as I am also a detective; I loved hearing that there is a high level of interest in what we do and how we can inspire and entertain others".

"The best thing is really the fact that this is becoming a well trodden path to success. The other franchisees are happy to share tips and learning as well as things to avoid which has been extremely helpful to me when starting this journey".



THE RECRUITMENT JOURNEY



INFORMATION SHARING



1:1 MEETING AND TASTER DAY



BUSINESS PLANNING AND PRESENTATION



RAISE FRANCHISE AGREEMENT AND LEGAL



PAYMENT OF FRANCHISE FEE



TRAINING



BUSINESS LAUNCH



OUR COMMITMENT TO YOU

Been there, done that! We understand so we will do everything we can to help and support you along the way. Our commitment to you can be summed up in one word...complete.

Interested in becoming a franchisee?

Call **Jenny Williams**

on **0117 244 0053**

email jenny@thedetectiveproject.co.uk

