

Spring 2024

The OFFICIAL Magazine

# NATIONAL Children's Activities Week

Exciting prizes for  
top fundraisers

Page 2

Sam Bailey our  
Ambassador!

Page 6

Magazine sponsored by:

loveadmin

There's nothing better than seeing a smile on a child's face, so we love supporting this amazing week. We can help you fill your activities and engage with families. Together we make activities possible

Brought to you by:



In support of:

caudwell  
children

childrensactivitiesweek.co.uk

# Taking Part

## How-To-Guide for Fundraising and Activity Providers

Are you interested in getting involved with fundraising for Caudwell Children as part of National Children's Activities Week?

To help you out, we've created a simple guide that outlines all the things you can do to be part of this amazing cause and how you can get involved!

## Sign up as an official activity provider today

This year, there are some fantastic prizes up for grabs for activity providers and individual fundraisers, including Family Passes to Gloworm Festival, Coombe Abbey dinner, bed & breakfast in a Grand Feature room and an invite to a fabulous celebration showcase with Sam Bailey for the top fundraisers.

You can register your activity by visiting: [www.childrensactivitiesweek.co.uk](http://www.childrensactivitiesweek.co.uk)

## Donate to the Official CAW Just Giving Page

We have set up an official Just Giving page to collect donations for Caudwell Children as part of National Children's Activities Week.

You can find the link here: [www.justgiving.com/campaign/caw24](http://www.justgiving.com/campaign/caw24)



Register your activity today!



## Set up your Own Just Giving Page

Whilst you can donate to the official CAW Just Giving page, you can also create your own!

Here's how to do it:

1. Go to [www.justgiving.com/campaign/caw24](http://www.justgiving.com/campaign/caw24)
2. Click 'Start Fundraising' & 'Taking part in an event' (select Children's Activities Week 2024)
3. Create your page and share the link with your customers!

## Handy tips for fundraising

Set yourself a fundraising target and let everyone know about it.

For example:

- Every £50 your class raises could provide a short break activity for a disabled child
- Every £250 your class raises could provide a child with an occupational therapy 'Get Sensory' pack
- Every £1,500 your class raises could provide a therapy tricycle for a child
- Every £5,000 your class raises could give 1 child an autism assessment at the purpose-built Caudwell International Children's Centre and 12 months of post-diagnostic support

Remember to remind people of your target - and that just £10 raised individually will help pay for an autistic or disabled child to receive life-changing support.



# How to Take Part

## The sponsored challenge

The challenge should be one that fits with your programme, is age-appropriate and can be easily incorporated into your normal classes. If you're part of a larger organisation, check with your head office whether they're choosing the challenge for you.

## Do something extra

You may feel so inspired that you decide you'd like to do something extra during the week! How about a cake sale, or a special prize draw? If you run drop-in sessions, you might consider filling any spaces by announcing that you'll be donating your normal session fee to Children's Activities Week.

## Local celebrity involvement

Why not add some extra sparkle to your week by inviting a local celeb or sports person to your group? Everyone knows someone who knows someone who might fit the bill, and it's much easier to get them involved for a charity event, rather than just asking them to support your business. It's great for PR too!

## Let's all shout about #CAW2024!

Take lots of photos using the brand boards and shout loud about your activities on social media by using and following the tags **#CAW2024** and **#WatchMeFly** across Facebook, Twitter and Instagram.

If you tag us, we'll share your posts!



@CAWCelebrate



@CAWCelebration



@childrensactivitiesweek

Scan the QR code or [click here](#), where you will find everything you need to tell your customers about Children's Activities Week:

- Logos
- Social media animations
- Videos
- Press release templates
- Flyers/posters
- + much more!



Get your digital assets!



# Our Ambassador Sam Bailey

**Sam Bailey, a dedicated mother and advocate for autism awareness,** opens up about her experiences raising a child with autism and the challenges they face on a daily basis. Her son, Tom, aged 14, not only copes with autism but also recently started experiencing seizures, adding another layer of complexity to their journey.

“Tom wears noise-cancelling headphones instead of ear defenders”, Sam explains. “The hustle and bustle of big cities like London overwhelms him, especially on public transport. I can always tell when my son is struggling with it all as he will just spin. He will spin around in a circle really fast”.

Sam recounts a difficult incident in London where they had to sit Tom down in a door well, despite having a disabled lanyard. “People stared, not realising he needed space”, she says. “As parents, we try our hardest to make things easier, but it gets tough”.



## What more needs to be done in terms of awareness of autism?

Simple activities like dining out present challenges. “We have to ask for different plates for certain meals”, Sam shares. “Tom dislikes when extra ingredients are added. I’d love to see sensory plates in restaurants, like they have in schools, to promote inclusivity”.

“Schools should also continue to educate students about autism, and teachers need better training to differentiate between misbehaving and autistic behaviour”.

Sam advocates for better support for parents, suggesting information packs with accessible advice and resources. “I found help myself, but some parents can’t”, she says.

## What are the benefits of Children’s Activities Week?

“Events like Children’s Activities Week help educate others about autism and promote inclusive play. Children’s Activities Week offers numerous benefits”, Sam notes. “It promotes inclusivity and educates children about autism. Children’s Activities Week also gives children a taste of the outside world and allows them to take part in fun activities which also can involve the family”.

## About Sam Bailey

Sam Bailey, former X-Factor winner and Mum of the Year winner in 2016, is the official ambassador for Children’s Activities Week 2024.

In 2020, Sam’s son, now 14, was diagnosed with autism and dyspraxia. Since receiving this diagnosis, Sam has been dedicated to raising awareness of her son’s conditions and is a public advocate about the importance of family life with autism.



# JOIN THE **CHANGE**

## CHANGING **LIVES**

Giving disabled and autistic children and young people the support they need now.

## CHANGING **SOCIETY**

Shaping public perception and attitudes, inform government policy and increase awareness and understanding.

## CHANGING **CHARITY**

Inspiring and informing best practice to ensure efficient collaboration across the voluntary, public and private sector.

## OUR **VISION**

A world where all disabled children and their families have choice, opportunity, dignity and understanding.

## OUR **MISSION**

Practical and emotional support through compassionate and efficient services.

## OUR **MOTTO**

Whatever It Takes.



## OUR SERVICES

Our range of services for children and families are designed to remove some of the barriers that children face, enabling them to reach their full potential. From birth into early adulthood, we provide practical and emotional support for thousands of disabled and autistic children every year.

- \* **Autism Services:** Multidisciplinary ASD Assessment Service, Workshops, Sensory Equipment and Family Support
- \* **Equipment:** Powered Wheelchairs, Tricycles, Car Seats, Buggies
- \* **Get Sensory:** Sensory Equipment
- \* **Short Breaks:** Life skills, friendship and fun for children and young people with a disability
- \* **Workshops:** Practical information and support for a wide range of topics relating to disability and autism
- \* **Shaping Futures:** Skills and mentoring to support young people with additional needs into employment
- \* **Family Support:** Advice, advocacy and signposting for families caring for disabled or autistic children
- \* **Treatment and Therapy:** Funding for pioneering medical treatments and therapies



**IN 2023 WE MADE  
OVER 17,000  
DONATIONS IN  
2512 UNIQUE  
POSTCODES**

## HOW YOUR MONEY IS SPENT

All donations to Caudwell Children are used to fund practical and emotional services which have been carefully developed with the direct input of children and families.

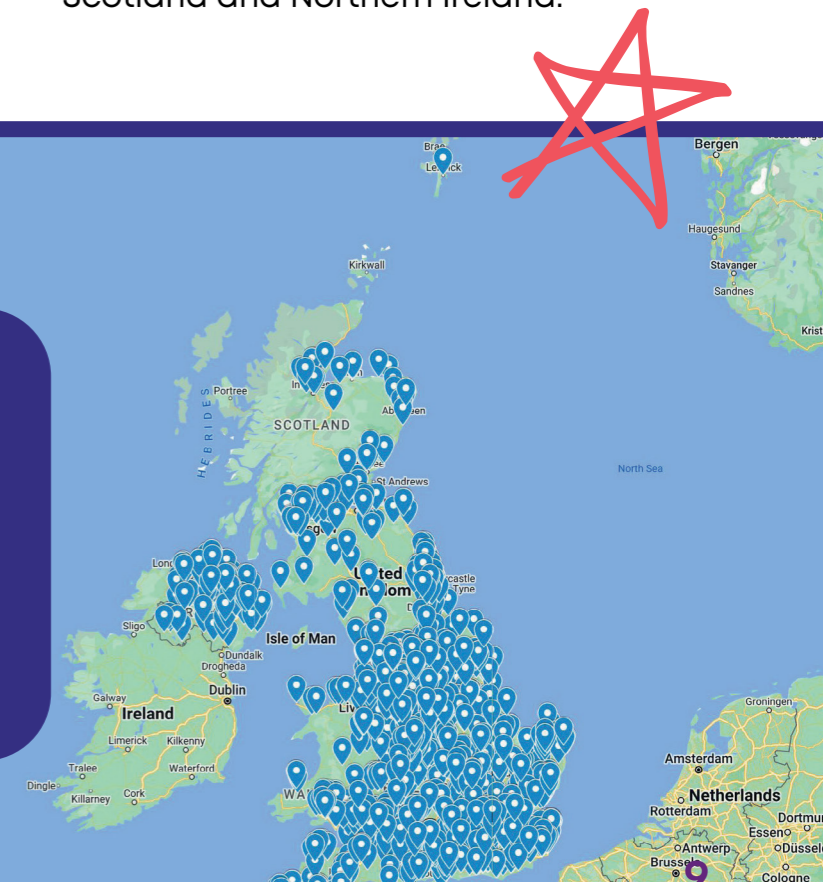
Constantly evolving we provide a wide range of practical and emotional support services for children and young people aged 0 – 24 and campaign to create a more inclusive world for everyone.

Passionate about providing supporters with complete peace of mind our founder, John Caudwell, covers the annual (non-service delivery) administration and management costs through a personal donation.

This means that 100% of direct donations are spent directly on services for children and young people.

## WHERE YOUR MONEY IS SPENT

Caudwell Children supports children and families right across England, Wales, Scotland and Northern Ireland.





**"What's On 4 Kids has definitely played a big part in the growth of Little Movers including 5 franchise sales!"**

Melanie Buck  
Founder



Teaming up with What's On 4 Kids has been an absolute game-changer for Little Movers! Their amazing support and advice not only helped us grow but also boosted our team's confidence to new heights!

Mel from What's On 4 Kids has been an absolute delight to work with! From day one, her warmth and friendliness have made all the difference. She not only listens attentively to my needs but also cheers me on to take bold steps in growing Little Movers.

We're thrilled to share that our sponsorship at the What's On 4 Kids awards didn't just make waves—it brought in a whopping 5 new Little Movers franchises! Huge thanks to the What's On 4 Kids team for making it happen!

**"Getting in touch with What's On 4 Kids? Best business move ever!"**

# DON'T ADVERTISE WITH US

(ALTHOUGH YOU TOTALLY CAN!)

Book a discovery call to find out how we can do much, **much** more for you than just advertise your classes.



We are trusted by **millions** of parents (since 2006!)

We work with **thousands** of businesses across the UK

We introduced the **1st** awards  
**1st** UK conference  
**1st** member association  
**1st** UK marketing campaign



## Meet our Sponsors

### Registration Form Sponsor

Morton Michel is proud to be a sponsor of Children's Activities Week 2023! We have been working with and supporting the children's activities sector for almost 50 years and fully understand the importance that children's activity providers bring to a child's learning and development.

Our specialist Children's Activity Group insurance allows you to choose from three levels of cover; Essential, Extra or Executive, which means you only pay for the cover you need. Plus, you'll get a wide range of fantastic additional benefits included with your policy at no extra cost - from access to dozens of discounts in our ChildCare Club, to FREE early years training for you and your staff, a legal support package from ARAG and much more!



Click me for more information! ↑

### Information Pack Sponsor

At LoveAdmin, we believe activity providers need more than just booking software. You need a partner who cares about your ongoing success.

Born from a parent's desire to improve manual booking and payment processes over 12 years ago, our customer-focused approach, means we help you do just that.

Combining people, service and technology, we remove the headache admin can bring to registrations, communications, payments, sales reporting and much more.

We work closely with activity providers to understand their challenges and provide advice and software to help them achieve their goals.

When you partner with us, our team becomes yours.

To help you get started, we're offering What's on 4 Kids members access to our exclusive Growth bundle (which includes a strategic business consultation and ongoing resources, plus 50% off set up fees).



### Networking Sponsor

Businesses with over 25 recent reviews can see a 108% increase in bookings. Trustist helps kids' activities providers get more bookings by helping you easily collect new reviews from your customers.

Trustist then automatically gets your new reviews in front of your potential customers when they visit Google or your website by getting stars in your organic Google search results.

- Stars in search - you will make more sales because we get you stars in your organic Google search results
- Review Aggregation - you will be able to see in a snapshot what your online reputation is
- Review collection - your online reputation will improve by using Trustist... we guarantee it
- Social media - your best reviews automatically shared to your favourite social media profiles



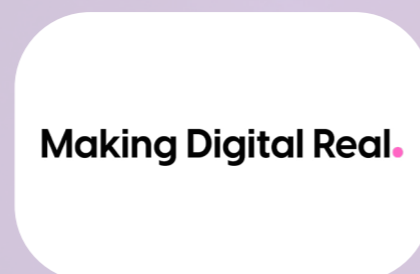
### Social Media Expert

Meet Mike Roberts of Making Digital Real!

With his LinkedIn training, conversion boosting magic and social media sorcery, he can turn your inconsistent flow of leads into a steady stream of business.

When he's not busy helping entrepreneurs boost their sales with LinkedIn, he's busy attending live gigs and festivals. Mike makes LinkedIn, sales, video messaging, social media and algorithms simple to conquer, fun and get results.

So if you're ready to take your business to the next level, let Mike work his magic and make your digital real.



## Meet our Supporter Sponsors

### The British Franchise Association

Established in 1977 we are the British Franchise Association (BFA), a self-regulatory trade body for UK franchising, and the proud advocates of everyone in the UK franchising sector. Supporting and educating franchisors and franchisees at every level of their development from newcomers to household names, setting the highest ethical standards to make sure everyone is treated fairly. When it comes down to it, serving people is our business, and we always do this with pride and passion to ensure a consistent and strong brand reputation.

We want to lead the charge and influence change in UK franchising. It's our purpose to be seen as 'THE' place to go for anyone in or looking to get into the franchise industry on any level. With our core aim to promote high quality, ethical business format franchising in accordance with the Code of Ethics for Franchising. We collaborate with government, academia, the media, other trade associations and the UK public on what constitutes franchising best practice. Our members then commit to upholding those standards.



### Dr Amanda Gummer's Good Play Guide

Dr Amanda Gummer's Good Play Guide is an independent, evidence based consultancy for the children's industry. We are an expert team of professionals, who are proud of their deep understanding of children, and passionate about the importance of play in healthy childhoods.

We are currently developing the Good Activities Guide; a source of support for activity providers looking to enhance their understanding of child development.

We are thrilled to announce our sponsorship of Children's Activities Week and our strengthened collaboration with activity providers; a community playing a significant role in shaping the joyful childhood experiences of thousands of children.



### Mini Professors

Discover, Learn, and Grow with Science! Our science sessions for toddlers through to year 6 are tailored to stimulate cognitive development and foster critical thinking skills.

Through hands-on experiments, we inspire creative thought and logical connections. Participation in our sessions equips your child with a solid foundation in science, technology, engineering, and mathematics (STEM). From concocting vibrant mixtures to witnessing mesmerising reactions, their excitement soars on an extraordinary journey of exploration and learning.



### Reading Fairy

We believe in learning through play and our action-packed classes across the UK include: fun phonics and word games; sensory and performance storytelling; interactive songs and nursery rhymes; speaking and listening activities; picture book time and more.

With over 30 years combined experience working in education and children's publishing, we understand the power of loveable characters to inspire children to learn. Each week, your child will meet our fun Reading Fairy characters to support their learning in class and beyond.



# Meet our **Supporter Sponsors**

## **Pebble**

Pebble is the award-winning booking software designed by activity providers to simplify admin, so you can focus on delivering great experiences.

- Let your customers pay in seconds via Pebble's platform or your website, including with childcare vouchers or tax free childcare.
- Create online or in-person classes, single sessions, terms or blocks, or even subscriptions.
- View customer details and email all attendees of a class in one go.
- Track attendance and collect medical and photo/marketing consent information.
- On-hand support (by real humans!) at no extra cost.

See for yourself - have a no-commitment first month free on Pebble.



## **Gloworm Festival**

The Gloworm Festival is a vibrant and family-friendly festival that captures the essence of joy and wonder for families with children aged 0 - 13. Nestled in the heart of the Britain, this annual festival has become a cherished tradition, celebrated by families and adventure-seekers alike. With a focus on creativity, entertainment, and togetherness, the Gloworm Festival promises a magical experience filled with music, arts, and a wide array of activities. This enchanting gathering is a testament to the power of imagination, fostering a sense of community while igniting the spark of curiosity and delight in the hearts of attendees. Join us as we embark on a journey through the enchanting world of the Gloworm Festival, where cherished memories are made and the spirit of wonder is celebrated



## **ICAP**

The Institute of Children's Activity Providers is a professional membership body and community of business owners and leaders operating in the children's activity sector.

We aim to champion best practice, raise standards and innovate, driving positive change and progression across the industry.

We believe children's activity professionals have an essential role to play in educating, entertaining and inspiring the next generation. Coming together to share challenges, ideas, questions and solutions helps us to develop individually and collectively as a community.



## **Children's Activities Association**

The Children's Activities Association is an industry led not-for-profit organisation that offers community, resources, support and membership to the children's activities sector.

Our mission is to raise standards and give parents, carers, schools and nurseries a benchmark for all children's activities with our membership and accreditation scheme. We now support 1000s of activity providers who have provided their compliance documents and policies. Membership of the Children's Activities Association evidences excellence and demonstrates all that children's activity providers do to advance the physical, mental and emotional wellbeing of early years and children of all ages.



## **Toddle About**

Toddle About is the ultimate one-stop-shop for families with children aged 0-5 years. A national website for parents, supported by local magazines in various regions across the UK, Toddle About helps parents to discover their local baby and toddler world - simply plug in your postcode and find out what's on offer near you! With parenting tips and expert advice, reviews, competitions and educational activities, Toddle About is a hugely valuable resource for parents everywhere.

Businesses! You can use Toddle About to tell 10,000s of parents about your business - for FREE! Get started with a free listing!



## **flexibleworking.works**

flexibleworking.works - the 'go-to' website for family-friendly, flexible working opportunities.

We love supporting children's activities businesses alongside a whole range of other sectors to find the perfect candidates PLUS helping parents get that family-friendly 'work-life' balance.

We've been all about flexible working for over a decade. So make sure 'flexible' and 'family-friendly' is a big part of YOUR future employment pathway and start living your dreams.



## **Caudwell Children**

Caudwell Children is a national charity providing a wide range of practical and emotional support for thousands of disabled children and families every year.

Passionate about diversity, equity and inclusion, we 'see the child, not the disability' and strive to remove the barriers which prevent children from reaching their full potential.

Vision: A world where all disabled children and their families have choice, opportunity, dignity and understanding.

Mission: Practical and emotional support through compassionate and efficient services

Motto: Whatever It Takes



## **What's On 4 Kids**

Established in 2006, What's On 4 Kids is the UK's leading online directory for children's activities. Millions of parents have trusted What's On 4 Kids for personalised information and inspiration on their children's activities, clubs and classes.





# ABOUT CHAMPIONS (UK) PLC

Champions (UK) plc is a multi-award-winning business solutions partner, specialising in delivering EBITDA and capital value growth for its clients.

Champions has partnered with Children's Activities Week to provide marketing and promotional activity to help gain maximum exposure for the event to ensure it is bigger and better than ever before.

Champions focuses on four specialist areas:

## Sales Growth

Delivering sales growth of over £5bn, and £15bn in capital valuation for its clients, Champions provides a range of services from sales audits and growth strategies to identification of brand assets and routes to market.

The company boasts over 80 expert team members, and delivers leading solutions across various industries throughout 60+ countries.

## People & HR

With over 20 years' experience in dealing with workforce strategies, Champions has a particular focus on people & HR. The business has put together an impressive team of experts to assist with the delivery of this offering.

Champions' team contains over ten published HR & People best-selling authors, and is evidently proud of its access to thousands of worldwide experts.

## AI & Technology

The continued importance of automation in business isn't slowing down any time soon, and Champions has decided to re-emphasise its knowhow in AI and technology. The company has previously delivered in SaaS solutions and software integrations and is now combining these pieces with external expertise.

A business already utilising modern technology within its own space, Champions looks to target compatibility, efficiency, and scalability.

## Mergers & Acquisitions

Most companies at the forefront of their respective industries will be looking for expert investment solutions, and Champions has highlighted its awareness of the importance of mergers and acquisitions in business growth.

With over 200 successful deals and ten Buy and Build journeys to-date, the Leicestershire-based business partner is once again choosing to home in on its investment aid experience.

WE  
CREATE  
GROWTH

champions  
YOUR GROWTH PARTNER

# WINNING BUSINESS SOLUTIONS

SALES GROWTH

PEOPLE & HR

AI & TECHNOLOGY

M&A | INVESTMENT

Specialising in working with fast growth, scale up medium to large tier businesses, Champions (UK) plc offers growth services across **Sales Growth, People & HR, AI & Technology** and **M&A and Investment**. Champions is proud to have worked with our clients to increase their sales by more than **£5bn** and has added capital valuation in excess of **£15bn**.

£5BN  
SALES GROWTH

£15BN  
CAPITAL VALUE

08453 31 30 31  
championsukplc.com

