

## Mayor opens Steph's booming baby business in West Kirby

On Tuesday 5 June, Mayor Philip Gilchrist formally opened new Baby Sensory classes at West Kirby, Wirral. The opening was enjoyed by all of the parents who regularly attend Steph's classes many of whom took the opportunity to have a photograph with their baby and Mayor Gilchrist.

The Mayor opened proceedings by saying a few words about the classes and the valuable opportunity offered for parents to spend quality time with their babies and meet other new parents.

Baby Sensory is an innovative form of developmental fun for parents with babies from birth to 13 months. Parents and babies attend a one hour session each week. Each session includes activities that have been specifically developed to cater for the developmental needs of young babies. The session plans draw on current research, the work of theorists and early year's experts, plus over 30 years of personal experience of the Baby Sensory founder, Lin Day (Dip. Ed. BSc. PGCE. M. Phil). The sessions include baby activities ranging from signing to fibre optic light shows, amazing light balls, bubbles and bells; there is always something different.

"I have created a programme which is fun for parents, stimulates the babies and passes on parenting tips to the mums and dads who attend the sessions" explains Lin. "I had been running classes myself and when I decided to make the programme more widely available, I needed to find someone who shared my enthusiasm for the Baby Sensory concept."

Steph visited a number of Lin's classes and was enthralled by the whole experience. "When I saw how much the parents and their babies were captivated by each activity, each one thoroughly enjoying the sessions and learning new skills such as signing, playing instruments, relaxing with massage techniques and dancing, I knew I had found a rewarding role that I would really enjoy", enthuses Steph.

Steph started running her Baby Sensory franchise in April 2007 and she found instant success. During her first week Steph had 15 mums and babies at one of her sessions and after her first half term she has 50 registered for her Baby Sensory classes which run in West Kirby, Chester, Bebington and Heswall

"Steph was our first franchisee in the North West" says Lin Day, "We knew that the Baby Sensory formula worked and we were determined to select someone who shared our passion for the classes. Steph was a fantastic choice. Whenever I visit one of her classes it is great to see how the parents and babies respond to her enthusiastic approach."

When asked whether running her own Baby Sensory franchise has lived up to her expectations, Steph has no hesitation. "I knew it would be hard work to begin with, I was however pleasantly surprised at the positive response I received. My classes have quickly filled and lots of parents and grandparents want to hear more about the sessions. For me it's so fulfilling to watch the babies interact and enjoy each activity and to know that it's making such a positive impact on their learning."

Since Baby Sensory started offering franchise opportunities in October 2006, the success story for Baby Sensory has been remarkable. Classes will be running in 24 locations throughout the UK from July 2007. These classes include locations in Wirral, Scotland, Somerset, Kent, Wiltshire and Hampshire. In addition to this, there is currently considerable interest in the next training programme which will run in August for people wishing to start their own Baby Sensory business in October.

"We worked hard to make our franchise opportunity accessible to people who want to help parents to enjoy quality time and experiences with their babies" says Lin Day. "Our training programme is supplemented by detailed lesson plans which build on the session leader's knowledge of baby development each term. Our approach has worked for us as the excellent candidates we have attracted have been able to get started quickly and finance their new business."

A number of parents who have attended the classes at Heswall were happy to comment on the classes.

"This has been a fantastic bonding opportunity for myself and Dylan. The classes are always lively and lots of fun, it's lovely to see the way that Dylan responds to every new activity and song. We will certainly be returning for a second term" Vicky Chubbs.

"It's brilliant! Baby Sensory offers so many opportunities to help babies develop and gain valuable experiences linked with fun. My daughter Lois really enjoys it, we have so much fun together" Emma Carter.

To find out more about Baby Sensory and running your own classes call Ian on 01344 412072 or email [info@babysensory.co.uk](mailto:info@babysensory.co.uk) .