

The Complete "Start a Kids Craft Club" Guide

A practical step-by-step guide to planning and launching your own kids' craft club

"You bring the creativity and I'll bring the plan 💕"

Love
Lynn
xx



Welcome

If you've ever dreamed of running your own children's craft club, you're in the right place.

Over the years I've run holiday clubs, workshops, after-school activities and creative sessions for hundreds of children. I've made mistakes, learnt valuable lessons and discovered what really works when it comes to creating fun, engaging experiences that children love and parents recommend.

The good news is that you don't need an expensive franchise, a huge budget or years of business experience to get started.

You simply need a plan.

This guide will walk you through the practical steps of setting up and running your own children's craft club, helping you avoid common mistakes and giving you the confidence to take that first step.
Let's get started...



Chapter 1.

Is This Right For You?

Is Running a Kids Craft Club Right for You?

One of the biggest misconceptions about running a children's craft club is that you need to be an artist. You don't.

Children aren't looking for perfection. They're looking for fun, creativity and encouragement. Many successful club owners come from backgrounds such as:

- Teaching assistants
- Teachers
- Childminders
- Nursery workers
- Parents and grandparents
- Creative hobbyists



Is Running a Kids Craft Club Right for You?

The most important qualities are:

- Patience
- Organisation
- Enthusiasm
- Reliability
- A genuine interest in helping children learn and create and have fun.

Before moving forward, ask yourself:

✓ Do I enjoy working with children?
✓ Am I organised?
✓ Do I enjoy planning activities?
✓ Would I like a flexible source of income?
✓ Am I willing to learn new skills?

If you answered yes to most of these questions, running a kids' craft club could be a great fit for you.



Different Types of Craft Clubs

There isn't one right way to run a club.
In fact, one of the biggest advantages of this business is its flexibility.
You can choose a model that fits around your lifestyle, family commitments and goals.
The most common options are:

After-School Clubs

Weekly sessions held in schools after the school day finishes.

Benefits:

- Regular income
- Easy access to customers
- Predictable schedule

Challenges:

- School approval required
- Limited session times

Holiday Clubs

Sessions held during school holidays.

Benefits:

- Higher earning potential
- Longer sessions
- Popular with working parents

Challenges:

- More planning required
- Venue costs
- Staffing considerations

Weekend Workshops

One-off themed events.

Benefits:

- Easy to start
- Low commitment
- Great for testing ideas

Challenges:

- Requires regular promotion

Community Craft Clubs

Held in community centres, church halls or local venues.

Benefits:

- Flexible
- Community focused
- Lower barriers to entry

Challenges:

- Building local awareness

The best model is the one that works for your lifestyle and circumstances. Consider each one and think about how it could fit into your life, it could be a mixture of clubs or just one in particular, it's up to you!



Chapter 2.

Legal & Safety

Setting Up Your Club Legally and Safely

Before you welcome your first child through the door, there are a few important things you'll need to consider. Don't worry if this section feels a little overwhelming at first. Most of these tasks are straightforward once you know what is required, and many can be completed within a few days.
Remember, every successful club owner started exactly where you are now.

DBS Checks

A DBS (Disclosure and Barring Service) check helps ensure that adults working with children are suitable to do so.
If you are running clubs independently, schools and venues will usually expect you to have an Enhanced DBS certificate.
Having a DBS certificate gives parents confidence and demonstrates that you take safeguarding seriously.

Insurance

Public Liability Insurance is one of the most important things you'll need.
This protects you if someone is injured or property is damaged during your activities.
Many insurance providers offer affordable policies specifically designed for children's activity providers.
Remember to shop around, the prices vary quite widely.
Never start a club without appropriate insurance in place.

Risk Assessments

A risk assessment sounds far scarier than it actually is.
Its purpose is simply to identify potential risks and explain how you will reduce them.
For example:
Risk: Children running indoors.
Control Measure: Explain behaviour expectations at the start of the session and ensure adequate supervision.

Risk: Scissors and craft tools.
Control Measure: Use age-appropriate equipment and supervise children closely.
Most venues and schools will expect to see a basic risk assessment before allowing you to run sessions.

Safeguarding

Safeguarding means creating an environment where children are safe, supported and protected.
You should have a simple safeguarding policy that explains:

- How concerns will be reported
- How children will be supervised
- Who parents can contact if they have concerns

Even if you are running a small community club, safeguarding should always be taken seriously.
You can also complete a basic Safeguarding certificate.

Registration Forms

Before children attend your club, collect:

- Parent contact details
- Emergency contacts
- Medical information
- Allergies
- Permission for photographs (if required)

Having clear registration forms helps you stay organised and ensures you have the information you need if an emergency occurs.

First Aid

A paediatric first aid qualification is highly recommended.
Not only does it prepare you for emergencies, it also reassures parents that their children are in safe hands.
Check local training providers for courses available in your area.

Policies and Procedures

You don't need a huge folder full of complicated paperwork to get started.
However, you should have a few basic policies in place, including:

- Safeguarding Policy
- Health and Safety Policy
- Behaviour Policy
- Photography Permission Form
- Emergency Procedures

Keep these simple and easy to understand.

My Advice?

Don't let the legal side put you off.
Many people spend months worrying about paperwork when they could be taking positive action.

Work through each requirement one step at a time and you'll soon have everything in place.

Once your paperwork is organised, you can move on to the fun part and start planning your first club.



My Top Tip:
When I first started running children's clubs, I spent far too much time worrying about paperwork and not enough time getting started.
Most of the legal requirements are straightforward once you tackle them one at a time.
Don't let the paperwork stop you from getting started!



Chapter 3.

Venue & Planning



Choosing a Venue and Planning Your First Club

Now that you've got the important paperwork and legal requirements organised, it's time for the exciting part, planning your first club.

One of the biggest advantages of running a kids' craft club is that you don't need your own premises. Many successful clubs operate from hired venues, schools and community spaces.

The key is choosing a venue that works for both you and the families you want to attract. Let’s have a look at what you need to think about...

Finding the Right Venue

There are many different places where you can run a craft club, including:

- Primary schools
- Community centres
- Village halls
- Church halls
- Sports clubs
- Scout and Guide halls

Each option has its own advantages and challenges.

Schools often provide access to large numbers of children but may have more paperwork and procedures.
Community venues can offer greater flexibility but may require more marketing to attract families.

Where I first began..

I was lucky as my first kids clubs were held in a shop I was renting. Business was slow in the shop and adult workshops were proving hard to fill so I tried kids clubs, thankfully they worked. In face they worked so well that it wasn't long before I needed to expand! Looking back now it wasn't the venue I'd pick today for many reasons!but it served a purpose and got my business started.
Always remember you can do the same.

When I grew my club to include a holiday club with more kids & longer hours I chose a local rugby club as a base. We're still there now, it's the perfect setting.

Questions to Ask Before Booking a Venue

Before agreeing to hire a venue, make sure you ask:

✓ How much does it cost to hire?
✓ Is there enough space for your activities?
✓ Are there toilets nearby?
✓ Is there parking available?
✓ Is there access to water and kitchen facilities?
✓ Can you store equipment on site?
✓ Are tables and chairs provided?
✓ What are the opening and closing times?

Taking the time to ask these questions can prevent problems later. Also make it very clear that you will have children, paint and other craft materials around. It explains the glitter if nothing else!

Choosing an Age Group

One of the most common mistakes new club owners make is trying to cater for too many ages at once. A craft activity that works brilliantly for a five-year-old may be far too simple for a ten-year-old.

When you're starting out, it's often easier to focus on one age range.
For example:

- Ages 5–7

or

- Ages 8–11

This allows you to plan activities more effectively and build confidence as you gain experience.

When I first started my clubs were for children aged 7-11 year old. If I'm honest I did try having younger children with their parents but it was very hard work, not with the kids but with the parents!
I eventually added to the age range and we now include 5-11 year olds.

Top Tip: It's always easier to expand the age range than it is to turn people away in the future.

How Long Should Sessions Be?

The answer depends on the type of club you're running.

After-School Clubs
Typically 60–90 minutes.

Weekend Workshops
Usually 1–2 hours.

Holiday Clubs
Half-day or full-day sessions.

When planning your first club, keep things simple.
It's better to run a shorter session successfully than an all-day event that leaves everyone exhausted.
I started with Saturday mornings, then half day holiday clubs followed by after-school clubs and now I have a holiday club running 8-5pm every day of each school holiday.
Don't let that put you off though, that's one of the things I love about my business, I've built it to work around my life and family and you can do the same.

Planning Your First 6 Weeks

One of the easiest ways to plan your club is by choosing a theme.

Examples include:

- Dinosaurs
- Oceans
- Nature
- Space
- Magical Creatures
- Seasons

I always use themes when planning it makes life so much easier. A theme helps you create a variety of activities while keeping everything connected and exciting for children.

Want Ready-to-Use Craft Activities?

The Start a Kids Craft Club Membership is a growing library of activities, resources, templates and practical support designed to help you save time, run engaging sessions and build a successful kids' craft club with confidence.



Keep Your Activities Simple

Children don't need complicated projects to have fun. In fact, some of the most popular activities are often the simplest.

Focus on activities that:

✓ Have a high success rate

✓ Suit your chosen age group

✓ Can be completed within the session time

✓ Allow children to be creative

Remember, the goal is for children to enjoy the process, not create a perfect masterpiece.

Although having examples of the craft made in advance to show the children it's important to remember that these should be done in a way that they'll feel confident they can do it. If a child see's an example which looks like it's from a professional artist their first thought will be "I can't do that!" and they'll feel they've failed before they get started.

I like to reming children that it's their creation and they can do it however they like.

Start Small And Grow

You don't need to launch multiple clubs in multiple
venues. Start with one club, learn from the experience.
Make improvements and then when it feels right grow.
Many successful businesses started with a single session and a handful of children. The most important thing is taking that first step.

My Advice?

Don't wait for everything to be perfect.
Choose a venue,
pick a theme,
plan a handful of activities and get started.

You will learn far more from running your first club than you ever will from months of planning.
Take it from me, just go for it and have fun!

Chapter 4.

Equipment & Supplies

Equipment and Supplies That You Really Need

One of the biggest mistakes new club owners make is spending hundreds of pounds on supplies before they've even got their first booking.
Trust me, you don't need a craft warehouse to get started!
In the beginning, focus on the basics.

Essential Starter Supplies

- Coloured card and paper
- Glue sticks
- Children's scissors
- Felt tips and colouring pencils
- Paint and brushes
- Stickers
- Googly eyes
- PVA glue
- Craft sticks
- Tissue paper
- Pipe cleaners

These simple materials can be used to create hundreds of different projects.

Storage

You don't need a dedicated craft room.
Many successful club owners start by storing supplies in:

- Plastic storage boxes
- Cupboards
- Spare rooms
- Garage shelving

The key is keeping everything organised and easy to find.

Buying Supplies

When you're first starting:

✓ Buy only what you need
✓ Test activities before buying in bulk
✓ Keep receipts and track spending
✓ Look for educational suppliers and bulk discounts

Avoid the temptation to buy every craft item you see. Children care far more about the experience than expensive materials.

My Advice?

Start small. You can always add more equipment later. The biggest investment should be in creating a great experience for children, not filling your cupboards with supplies you'll never use.



Chapter 5.

Pricing



Pricing Your Club With Confidence

Pricing is one of the things people worry about most. In fact, many new club owners charge far too little because they're afraid nobody will book.

The truth is that undercharging is often a bigger problem than charging too much.

Parents aren't simply paying for craft materials. They're paying for:

- Your planning
- Your preparation
- Your experience
- Your supervision
- Your insurance
- Your organisation
- The experience their child receives

And then the materials it takes for the creation your child takes home!

Understanding Your Costs

Before deciding what to charge, think about:

- Venue hire
- Craft materials
- Insurance
- Marketing
- Travel
- Staff costs (if applicable)
- Administration

Every club will be different, the important thing is knowing your numbers.

Don't Compete on Price

Many people think the cheapest option wins.
It doesn't.
Parents are looking for:

✓ Safe environments
✓ Happy children
✓ Reliable organisers
✓ Quality experiences

Focus on creating value rather than being the cheapest option.

Starting Simple

When launching your first club, choose one clear price.
Avoid complicated pricing structures.
Simple pricing is easier for both you and parents to understand.
As your confidence grows, you can introduce:

- Discounts for multiple sessions
- Sibling offers
- Holiday club packages
- Membership options

Most of all don't feel pressured into giving away places for less to 'friends' or anyone else, they should be supporting your business!

Common Pricing Mistakes

Charging Based on Materials Only

A £2 craft activity may take hours to plan and prepare.
Always remember that parents are paying for much more than the materials used.

Copying Other Businesses

Your costs, experience and business model may be completely different. Research competitors, but don't automatically match their prices.

Being Afraid to Increase Prices

As your experience grows and costs increase, your prices should reflect that.
Most parents expect occasional price increases and understand the reasons behind them.

My Advice

Price with confidence.
If you're providing a safe, enjoyable and well-organised experience, you deserve to be paid fairly for your work.
The right customers will value what you offer.
Learn from my mistakes, I was very unsure about pricing originally but soon learnt that if I wanted my business to work I needed to be a business woman and not a people pleaser!

Chapter 6.

Getting Your First Customers

Getting Your First Customers

One of the biggest worries new club owners have is:
"What if nobody books?"
The good news is that you don't need thousands of social media followers or a huge advertising budget to fill your first club.
In fact, many successful clubs start with a handful of children and grow through recommendations and word of mouth.

Start With People You Already Know

Before spending money on advertising, think about the people already around you.
These could include:

- Friends and family
- Work colleagues
- School contacts
- Local community groups
- Existing parents if you already work with children

Never underestimate the power of simply telling people what you're doing.
This is the only time I didn't charge, I ran a trial kids workshop and borrowed friends' kids!

Using Facebook Effectively

Facebook remains one of the best places to promote local children's activities.

Consider:

- Local community groups
- Parenting groups
- School-related groups (where allowed)
- Your own business page

When posting, focus on the benefits for children rather than simply advertising spaces.

For example:

Instead of:

"Spaces available for my craft club."

Try:

"Looking for a creative, screen-free activity for your child this summer?"

If you’re going to start as you mean to go on, set up a Facebook page for your business. It’ll look and feel much more professional and you can refer people to it for any information and add photos from your clubs, with parents permission of course.

Build an Email List

One of the biggest mistakes many club owners make is relying entirely on social media. Social media platforms can change at any time and an email list belongs to you.

Even if you only have ten subscribers, start collecting email addresses from the beginning. Over time, this can become one of the most valuable assets in your business.

The booking system that I use collects email addresses for me which is really handy when I'm sending out an email at the start of holiday clubs etc.

Posters and Flyers

Although online marketing is important, traditional methods still work. Consider displaying posters in:

- Schools
- Libraries
- Community centres
- Cafés
- Children's activity venues

Make sure your posters are clear, colourful and easy to read.

Ask for Recommendations

Happy parents are your best marketing tool.
A personal recommendation carries far more weight than any advertisement. After a successful session, encourage parents to:

- Tell friends
- Share your posts
- Leave reviews
- Recommend your club locally

Again, photos on Facebook really help here because most parents will happily share and react to seeing photos of their own children.

Don't Expect Instant Success

Very few clubs fill overnight.
Most successful businesses grow gradually.
Focus on building trust, delivering a great experience and creating happy customers.
The bookings will follow.
Your first club doesn't need fifty children.
If five children attend and have an amazing experience, you're already building something valuable. Start small, learn as you go and let your reputation grow naturally.



Chapter 7.

Managing Parents & Bookings

Managing Parents & Bookings

Running a successful club isn't just about crafts.
Good organisation behind the scenes makes everything easier for both you and your families.

Keep Things Simple

When you're starting out, avoid complicated systems.
You need a booking process that is:
✓ Easy for parents
✓ Easy for you to manage
✓ Clear and organised
Whether you use an online booking system, booking forms or email registrations, simplicity is key.
I use an inline booking system called “Class4Kids” it does everything I need and most parents are familiar with it from booking other clubs.
It collects all the information you need and is simple to use too.

Collect Important Information

Before children attend, make sure you have:

- Parent contact details
- Emergency contacts
- Medical information
- Allergy information
- Collection arrangements

Having this information available can save valuable time if an issue arises.

Again, all of this information is collected by my booking system, it looks professional and gives confidence to your parents when they book.

Communication Is Everything

Parents like to know:

- Where they're going
- What their child needs to bring
- What time sessions start and finish
- What activities are planned

The more clearly you communicate, the fewer problems you'll encounter.

Set Expectations Early

Make sure parents understand:

- Behaviour expectations
- Collection procedures
- Payment terms
- Cancellation policies

Having clear expectations from the start helps prevent misunderstandings later.

One of the biggest things I learnt was when we went from short clubs to a full day holiday club. I needed to make sure that parents realised we were an art & craft activity club and NOT a childcare service. There's nothing worse than having children with you who don't want to join in!

Handling Problems Professionally

No matter how organised you are, occasional issues will arise. A child may become upset, a parent may disagree with something. Plans may need to change. Stay calm, communicate clearly and focus on finding solutions. Professionalism builds trust.



The Importance of Reviews

Positive reviews can become one of your most powerful marketing tools.
After successful sessions, politely ask parents if they would be happy to leave a review.
Future customers are far more likely to trust recommendations from other parents than anything you write yourself.

Building Long-Term Relationships

The goal isn't simply to fill one club.
The goal is to build relationships with families who return again and again.
Happy children become returning children.
Happy parents become loyal customers.
And loyal customers become your best advertisers.
My Advice is always to treat every family as if they are my first customer and as part of my own family.
Good communication, organisation and kindness will help your club stand out and build a reputation that lasts for years. I have young assistants working at my clubs who were once the child who attended our clubs!



Chapter 8.

Running Your First Club Day

Running Your First Club Day

The day of your first club can feel exciting, nerve-wracking and slightly chaotic all at the same time. Don't worry – that's completely normal.
Every experienced club owner remembers their first session, and most will tell you they learnt far more from running it than from months of planning beforehand. If they're like me they'll also tell you that even after all these years I still don't sleep before the first day of holiday club now!

Arrive Early!

Give yourself plenty of time to:

- Set up tables and chairs
- Prepare materials
- Check toilets and facilities
- Organise registration paperwork
- Create a welcoming environment

Rushing around at the last minute creates unnecessary stress.

Keep Activities Simple

Your first session isn't the time to attempt the most complicated craft project you've ever seen on Pinterest.

Choose activities that:
✓ Are age appropriate
✓ Have a high success rate
✓ Can be completed within the session
✓ Allow children to add their own creativity
Simple activities often lead to the biggest smiles.

Have a Back-Up Plan

Things don't always go as expected.
Children may finish early.
Activities may take longer than planned.
Materials may run out.

DON'T PANIC!

Always have one or two simple back-up activities ready just in case.

Focus on the Experience

Parents won't always remember exactly what craft their child made but they will remember:

- Whether their child enjoyed themselves
- Whether they felt welcomed
- Whether the session was organised
- Whether their child wants to come back

Creating a positive experience should always be your main priority.

Expect the Unexpected

Children are wonderfully unpredictable.
One child may need extra encouragement.
Another may finish everything in ten minutes.
Someone may spill paint.
Someone may forget their lunch.
This is all part of running children's activities.
Stay flexible and don't panic.

At the End of the Session

Before everyone leaves:
✓ Celebrate what the children have achieved
✓ Thank parents for attending
✓ Mention future sessions
✓ Collect feedback where possible
✓ Take notes about what worked well
Every club helps you improve the next one.
Most of all celebrate YOU and your achievement, you've done it, Congratulations!

My Advice

Don't judge your success by whether everything goes perfectly, it very rarely does.
Judge it by whether the children had fun, felt supported and left wanting to come back.
That's what really matters, big smiles, happy parents and hopefully lots of future bookings.

Chapter 9.

Growing Your Club

Growing Your Club

Once you've successfully run your first club, you may start thinking about growing.
The key is to grow steadily rather than trying to do everything at once. Many club owners burn out because they expand too quickly, wait at least until the end of your first year when you know what works for you and what doesn't.

Improve Before You Expand

Before adding new clubs or venues, ask yourself:
• What's working well? • What could be improved?
• What feedback have parents given?
• Which activities were most popular?
Perfect one club before creating several more.

Build Your Reputation

A good reputation is one of the most valuable assets your business can have. Focus on:
• Reliability. • Communication
• Organisation. • Creativity. • Consistency
People talk make sure they're talking about positive experiences.

Encourage Repeat Bookings

Returning customers are easier to fill than finding brand-new ones.

Keep families engaged by:

- Staying in touch via email
- Offering future sessions
- Running seasonal events
- Creating themed clubs and workshops

Create Additional Income Streams

As your confidence grows, you may decide to offer:

- Holiday clubs
- Weekend workshops
- Birthday parties.
- School enrichment sessions
- Craft packs.
- Downloadable resources

Not every opportunity will be right for you, so choose the options that fit your lifestyle and goals.

Keep Learning

The most successful business owners never stop learning. Continue to:

- Develop new ideas.
- Improve your systems
- Listen to customer feedback
- Learn from experience

Every club teaches you something new.

My Advice

Don't compare yourself to larger businesses.
Focus on creating a club that works for you, your family and your customers.
A small, profitable and enjoyable business is often far better than a large business that leaves you stressed and exhausted.

Bonus

Your 30-Day Launch Plan

Your 30 Day Kids Craft Club Launch Plan

Week 1 - Getting Started

✓ Decide what type of club you want to run

✓ Choose your age group

✓ Research local venues

✓ Create a simple business name

✓ Open a dedicated email address

Your 30 Day Kids Craft Club Launch Plan

Week 2 - Getting Organised

✓ Arrange insurance

✓ Apply for DBS if required

✓ Create registration forms

✓ Write basic policies

✓ Book your venue

Your 30 Day Kids Craft Club Launch Plan

Week 3 - Planning Your Club

✓ Choose your first theme

✓ Plan your first activities

✓ Purchase essential supplies

✓ Prepare marketing materials

✓ Set your pricing

Your 30 Day Kids Craft Club Launch Plan

Week 4 - Finding Your First Customers

✓ Create a Facebook page

✓ Tell friends and family

✓ Share in local groups

✓ Put up posters

✓ Start collecting email addresses

✓ Open bookings

Your 30 Day Kids Craft Club Launch Plan

Launch Day

✓ Arrive early
✓ Stay calm
✓ Welcome families
✓ Have fun
✓ Take photos (with permission)
✓ Celebrate your achievement

My Final Thoughts

Every successful club started with a single idea and a first step.
You don't need to know everything before you begin.
You don't need expensive franchises, huge investments or years of business experience.
You simply need to start.
The children you're going to inspire, encourage and support are waiting for someone just like you.
Why not make that someone you?

What's Next?

Start a Kids Craft Club Membership

The Start a Kids Craft Club Membership is a growing library of activities, resources, templates and practical support designed to help you save time, run engaging sessions and build a successful kids' craft club with confidence.

Find Out More Here...