

Login or Register

Tatty Bumpkin

Username: *

Password: *

LOG IN

[Create new account](#)

[Request new password](#)

Business name

Tatty Bumpkin Ltd

Where are you based?

Sevenoaks, Kent

What is your name?

Sam Petter



What does your company do?

Tatty Bumpkin was created in 2004 by Sam Petter in response to the lack of organic and ethically sourced products for children age one to seven years. It also includes creative classes for parents and toddlers.

As well as offering one of the largest ranges of organic and bamboo clothing, fair trade toys and accessories for children, I created an award-winning and curriculum-based, multi-sensory movement programme based on story-telling and inspired by yoga. It includes a unique yoga doll called Tatty Bumpkin.

The classes encourage physical expression and a bond between child and parent. The national network of classes now reaches from Aberdeen to Exmouth. In March 2008, Tatty Bumpkin also launched a franchise operation, offering a rare opportunity to combine an ethical lifestyle choice with total flexibility and great earning potential.

When did you start it?

I started Tatty Bumpkin in 2004. I was teaching baby yoga but felt there was a demand for a toddler class with magic and creativity. So, in response to local demand, I started Tatty Bumpkin toddler yoga classes. Then I developed a range of organic clothing to accompany the class and with Sue Cheveley, a local paediatric physiotherapist, we devised a training programme. From there it's gone from strength to strength.

What were you doing before you started your home business?

I was a graphic designer, baby and adult yoga teacher and helped out on the family organic cobnut farm, so I guess it was a case of worlds colliding.

What made you make the switch?

I had a young baby and I was very in tune with that world, so when the idea landed in my head there was no decision to be made, it was a natural evolution. Certainly having a baby made me realise the importance of respecting our planet and the impact of chemicals on ourselves and the environment.

What made you think of this idea?

It was all the areas of my life rolled into one and made perfect sense. Although I have only ever had one full time job and I've always worked for myself, being a freelance designer is not really being your own boss as you are always answering to the client. Now I really feel that Tatty Bumpkin was my true vocation, I really love it!

How many people work in the business?

4 in my home, 12 franchisees and over 300 trained teachers.

What's its annual income?

£180k.

How did you finance the start up?

Self financed from another project.

How do you market the business?

Through our website, direct marketing, trade and consumer exhibitions and shows, PR and awards. Our franchisees and teachers also do their own local marketing and PR in their regions.

What is your customer base?

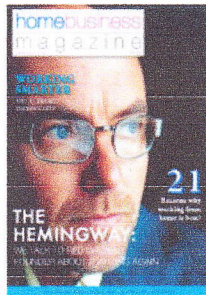
Franchise: we attract people from all different walks of life looking for a complete career change and to make an ethical lifestyle choice. Our franchisees include ex-big company brand managers, teachers and even a figure skater!

Clothing: a wide demographic - from very environmentally aware customers to others who just love the look of the clothing.

Classes: parents, carers, guardians and their children.

www.tattybumpkin.com

[Login](#) or [register](#) to post comments



Business Events

Enter your postcode to view local events.

GO

Business News

[British Gas profits tumble as it shields customers from high prices](#)

[Buying property: How to bag a newbuild bargain](#)
[RSA to cut 1200 UK jobs](#)

[more](#)

FOLLOW US ON [twitter](#)

SHARE [f](#) [y](#) [t](#) [g+](#) [e](#)