

The page features a decorative design with three large, overlapping green circles of varying sizes. Two thin green lines intersect at the top left, forming a large 'V' shape that frames the circles. The circles are composed of concentric layers of different shades of green, creating a 3D effect.

Bouncy Castle Business Guide



TABLE OF CONTENTS

| | |
|---|------------|
| Contents Page | 2 |
| Introduction | 3 |
| Useful Telephone List..... | 4 |
| Free Items / Tips | 5 |
| Health & Safety | 6 |
| Risk Assessment..... | 7, 8 |
| Do's and Don'ts..... | 9 |
| Safety, Picture Images..... | 10, 11, 12 |
| How to erect an Inflatable | 13 |
| Daily Use checklist..... | 14 |
| Maintenance Log | 15 |
| The Inflatable In Use | 16 |
| How to pack away your Inflatable | 17 |
| How to clean your Inflatable..... | 17 |
| How to carry out minor cosmetic repairs | 18 |
| Troubleshooting..... | 19 |
| Marketing Your Business | 20 |
| Business Diversity Information | 21 |
| Thank You Booking Form | 22 |
| Terms and Conditions | 23, 24 |

Please note: This document is provided in a loose format to enable you to copy pages for your specific use however this manual cannot be sold in whole or part as it remains the property of Pineapple Leisure Ltd. Thank you. This guide is pitched at an "introductory level" to guide the newcomer to the inflatable business. For more guidance check out our website.

This information has been collated following many years of experience in the inflatable business. This information and guidance is based on the knowledge gained within our company over these years and is our own personal opinion. We recommend you seek further legal advice from official bodies when starting your own business.

Pineapple Leisure except no responsibility for any loss, damage or injury resulting from inappropriate use of the inflatable equipment.

Pineapple Leisure Ltd 2007-2013 copyright

INTRODUCTION

THANK YOU

We would like to thank you for selecting www.pineappleleisure.com when making this purchase.

The information enclosed is intended to start you on your way in the business of hiring out inflatables for reward, which is a very lucrative business. We hope you find this material of great use to you. It has been praised as being “invaluable” in helping people in the start up of their business.

If you haven't already purchased our training DVD you may decide you would like to have first read through these notes and be eager to take the next step. The training DVD shows a real training course taking place, and it is definitely the next best thing to actually coming on our course and having hands on experience with the inflatables, before you invest any money. You can order a copy of the training DVD on-line www.pineappleleisure.com and you can also book places on our future training workshops if you decide you need that extra coaching.

We have enclosed a useful telephone list to offer further support should you have any other business related questions. This list has been valuable for many of our customers, and has given them immediate contacts when starting their own business.

Remember you can contact us on **01952 585859** to discuss products for your future business, we are happy to help and select the right products to launch your business.

We offer interest free credit and buy now pay later finance (subject to written status details on request), alternatively we accept all major credit cards and our website enables 24 hour online shopping to fit in with your commitments.

Once again we thank you and wish you great success with your new business venture.

USEFUL TELEPHONE LIST



NOTE: This list is not exhaustive, check your e-mails and the Operator Area of the website for useful updates.

Health and safety issues

Health and Safety Executive Books
01787 881165

Insurance purposes

Leisure Insure: 0800 6125 311
And quote Pineapple 1 from Pineapple Leisure

Taxation

Inland Revenue
08459 000444

General business queries

Business Link
0800 104010 (request local office number)

Small Business Guide by Sara Williams;
Business Banking with Lloyds TSB
0845 300 0000

www.lloyds.co.uk/success4business

Employment

A.C.A.S.
08457 474747

Advertising

Yellow Pages: 0800 60 50 60 / 0808 100 8182
Thompson Local: 01252 555555
Google Adwords: 0845 3580038

New inflatables, repairs, testing and accessories

Pineapple Leisure Ltd
01952 585859

FREE ITEMS / TIPS

To create your own free website, go to www.pineappleleisure.com , click on the Want a Free Website link from the homepage and key in the password:

ASF190269

then follow the simple on-screen steps to get your website together and on to the Internet.

.....

Getting your website noticed on the Internet is easier with using Google Adwords. This can be done from as little as £2.00 per day during the summer season. Simply go to www.google.co.uk and click on the link for **ADVERTISING**, click through to Google Adwords and follow the instructions to get set up. Another tip is to get your website listed onto Google Maps. Go to the Google Search bar, key in Google Maps, select it and follow the link that says **“Put your business on Google Maps”**. This is a free way of helping your website get visitors to it. Always remember to advertise your website wherever you can. It is your shop window and you want to get as many people looking into it to buy as possible.

.....

Free Business Banking – to obtain your Free Business banking go to:

www.alliance-leicestercommercialbank.co.uk

.....

To obtain your Free Yellow pages advert click www.yelldirect.com/freelisting/home.html

.....

To obtain your Free Thompsons Local listing, telephone 01252 555555 and request you're free line entry

Look out for local free community magazines in your area, many of these offer free line entries to “family services” business. Your business offers a service to families.

.....

Keep a focus on your business outgoings, visiting www.uswitch.com every once in a while to check you are using the most cost effective utilities, credit cards, suppliers etc.

.....

Visit www.moneysavingexpert.com to look up any other great money saving advice, which will help you, keep more of your hard earned income from your business.

This information has been collated following many years of experience in the inflatable business. This information and guidance is based on the knowledge gained within our company over these years and is our own personal opinion. We recommend you seek further advice from official bodies when starting your own business.

Pineapple Leisure Ltd 2004-2013 copyright

HEALTH & SAFETY



NOTE: To reduce the risk of any injury on the inflatable please read the following guide completely. Full supervision and monitoring is required at all times that the inflatable is in use.

OPERATIONS GUIDE

Please read and remember

- Supervision is required at all times
- Safe bouncing up and down only
- No horseplay
- No-one is taller than the inside walls of the inflatable are permitted to use it
- Remember to tie off any second chute (the shortest one) at the rear of the inflatable before inflating units. Open this second chute when deflating. **NEVER** tie the blower to the short deflation chute, (where there is a deflation chute attached).
- Always peg down your inflatable. Ensure your inflatable is pegged down securely using all **anchor** points, and suitable rope. It is essential that pegs be checked throughout the whole of the hire period to ensure they have not moved and become free during use. Keep a check on the weather if it becomes windy users should be safely removed from the inflatable. Once the wind has dropped the inflatable can be reused, following **all** safety checks on inflating.

INFORMATION ON RISK ASSESSMENTS



NOTE: Have a hand sanitizer at the entrance door. Keeping down infections will keep you and your members healthy!

Operators of inflatables must carry out a risk assessment of their activities, like all businesses. This should identify the hazards associated with use of the inflatable and then implementing suitable and sufficient control measures to minimise risk of injury to persons on or in proximity to the inflatable.

The recognised hazards are:

- Instability and blowing away in windy conditions;
- Situations caused by loss of pressure as a result of;
 - failure of the fabric, zips and seams
 - failure or loss of power to the blower
 - disconnection of the blower
 - litter blocking the air intake and/or vents
- Falls from the structure
- Tripping (particularly over anchorages)
- Injuries to users from boisterous behaviour, overcrowding, allowing larger users onto the equipment at the same time as smaller users
- Access to dangerous parts of the machinery
- Electrical hazards
- Inadequate means of escape in a fire
- Manual handling injuries
- Injuries to users from inappropriate shoes/clothing/jewellery
- Suffocation
- Entrapment

An important rule is that users are not to be taller than the height of the inside wall. The maximum number of persons of a particular size should be included in the operators' manual. Soft landing mats should be used at the open side. Blowers should be suitably guarded at the inlet and outlet points. The user should not be able to make contact with the blower unit.

IMPORTANT NOTES

Please refer to the published Health and Safety Guidelines in conjunction with this manual. HSE publications can be obtained from HSE Books, telephone: 01787 881165. Pineapple Leisure Ltd cannot be held responsible for loss or injury when the product is not used correctly.

LIMITS ON NUMBERS OF USERS ON INFLATABLES – 20 maximum, moving around the unit at an even split using the different parts of the inflatable both in the bouncy bish and bash area, climbing wall, slide and side sports.

10'x10' - Max 4 children
12'x12' - Max 6 children
13'x12' - Max 6 children
16'x14' - Max 6 children
15'x11' - Max 6 children
15'x15' - Max 8 children
20'x20' - Max 10 children
50'x11' - Max 10 children
Slides - Max 6 children

For bespoke items or any other size please contact us, 01952 585859.

Weather Conditions

Do not use the inflatables in wet weather, storms, high winds, snow or ice and in any other bad weather condition that a competent person deems to be unsafe.

Safety Mats

For the safety of the users crash mats need to be positioned at open-ended areas of your inflatable. These should be a minimum thickness of 25mm and a minimum of 1.2m in length or width.

Daily checks

Please refer to the enclosed 'Daily Checks' sheet. This outlines checks that need to be carried out on your inflatable each time they are used. A record table is placed herein also to assist with your routine maintenance logging all of your checks. (This can be photocopied for use.) Your safety certificate along with annual inspection log for future 12-month inspection is also attached herein.

You can obtain a copy of the HSE 5 Steps to Risk Assessment by calling 01787 881165, or by mail order from HSE Books, PO Box 1999, Sudbury, Suffolk, CO10 2WA. www.hsebooks.co.uk



NOTE: Carry baby wipes. They are excellent for accidents and stubborn marks.

SAFETY FIRST AND FOREMOST

We are only a telephone call or click away and predominately available 7 days a week if you need assistance with the setting up of your inflatable or for any help or guidance in understanding your operating instructions.

Telephone: 01952 585859

e-mail: www.bouncycastlesales.com

SOME DO'S AND DON'TS TO REMEMBER

DO'S

1. Always put safety first, word of "cowboy builders" travels fast. Be health and safety conscious.
2. Remember to tell the customer on the day of the hire that the inflatable requires supervision at all times.
3. Be smart, polite and courteous.
4. Promote your products and services constantly at every opportunity.
5. Keep your equipment clean and safe with an up-to-date safety certificate.
6. Don't leave your bouncy castle rolled up for customers to set up themselves.
7. Always get the customer to walk around and visually check your unit and sign the contract before you leave, and remember to check it over when you return. Then if there is any damage it must be paid for by the customer.
8. Diversify, for example hire out mini marquees to your customers along with garden games. These are great if it rains, as the children can be playing in the marquee and not making a mess in the house.
9. Remember to dry out your inflatable after a wet hire.
10. Remember to leave an extra tarpaulin at the hire if the forecast is for rain and ask the customer to cover the inflatable when not in use.

DON'TS

1. Don't cut corners on safety. Spend time double-checking everything is safe and secure.
2. Don't leave your inflatable rolled up for customers to set up themselves.
3. Don't leave your inflatable at a venue if you feel it is not suitable, i.e. on a hill, next to a greenhouse or in the garden of a derelict house.
4. Amend or adapt the inflatable yourself, leave the technical construction to the professionals, e.g. never cut down the length of the blower tube.
5. Don't let anyone use the inflatable who is taller than the walls and don't let anyone fight and climb on the unit.
6. Don't set up an inflatable without the use of safety crash mat.
7. Don't forget to peg down your inflatable and leave a little slack for movement.
8. Only allow children to bounce up and down and to enter on one side and exit on another, this way everyone has fun and doesn't get hurt.

PICTURE IMAGES – RULES

NO SHOES
 NO FOOD OR DRINK
 NO SPECTACLES
 NO PARTY POPPERS
 NO PETS
 NO SILLY STRING
 NO FACEPAINT/JEWELLERY



DO NOT INFLATE/DEFLATE WHILE CHILDREN ARE ON INFLATABLE TO AVOID SUFFOCATION



NO OVERCROWDING TO AVOID ACCIDENTS & DAMAGING THE INFLATABLE



NO ADULTS AS THEY DAMAGE INFLATABLES



SIMILAR SIZE CHILDREN ONLY TO AVOID ACCIDENTS



KEEP SAFETY MATS POSITIONED IN FRONT OF INFLATABLE



NO SOMERSAULTS, BACK OR FRONT FLIPS



NO CLIMBING ON WALLS, BEAMS OR TOWERS



AN ADULT MUST SUPERVISE THE CHILDREN AT ALL TIMES



SWITCH OFF IN HEAVY RAIN & WINDY WEATHER



ANCHOR INFLATABLE SECURELY



NO ROUGH PLAY, BOUNCING OFF WALLS, WRESTLING OR KICKS



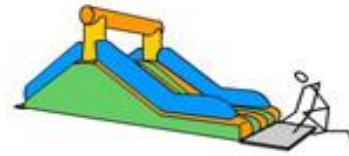
DO NOT MOVE OR REPOSITION INFLATABLE



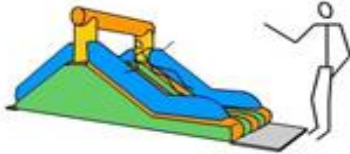
DO NOT ENTER THE INFLATABLE UNLESS IT IS SECURELY ANCHORED

INFLATABLE SLIDES SAFETY INFORMATION

**NO SHOES
NO FOOD OR DRINK
NO SPECTACLES
NO PARTY POPPERS
NO PETS
NO SILLY STRING
NO FACEPAINT/JEWELLERY**



KEEP SAFETY MATS POSITIONED IN FRONT OF INFLATABLE



AN ADULT MUST SUPERVISE THE CHILDREN AT ALL TIMES



NO OVERCROWDING TO AVOID ACCIDENTS & DAMAGING THE INFLATABLE



NO ADULTS AS THEY DAMAGE INFLATABLES



DO NOT MOVE OR REPOSITION INFLATABLE



NO SLIDING DOWN THE SAFETY WALL



NO JUMPING FROM THE TOP OF SLIDE TO BOTTOM. ALWAYS SLIDE DOWN



DO NOT INFLATE/DEFLATE WHILE CHILDREN USING SLIDE



SWITCH OFF IN HEAVY RAIN OR WIND



DO NOT SLIDE INTO OTHERS BELOW



NO ROUGH PLAY, BOUNCING OFF WALLS, OR KICKS



NEVER SLIDE DOWN HEAD FIRST. ALWAYS FEET FIRST



DO NOT BOUNCE ON THE TOP OF THE SLIDE

**NO
ADULTS
OR CHILDREN
OVER THE AGE 11**

(Please Note: If the child is taller than the inside wall of the inflatable, they are unfortunately not allowed on the unit.)

**ALL DAMAGE MUST BE PAID FOR BY THE
HIRER – AS SIGNED LAW BINDING
AGREEMENT.**

**PLEASE BE CURTEOUS TO THEM AND
ABIDE BY THIS AS THIS UNIT WILL
TEAR IF USED BY ANYONE OVER AGE 11**

HOW TO ERECT AN INFLATABLE

HOW TO SET UP A BOUNCY CASTLE

1. Firstly locate the smoothest, most level place in the customer's garden / or land where the inflatable is to go. Bouncy Castles are best erected on flat, clean grass. Use a ground sheet when necessary.
2. To prevent any damage to your inflatable always walk over and check the area first to remove any stones or sticks or items you may find on the grass. Check there are not any low hanging trees or cables.
3. Now, roll out your bouncy castle.



4. Unfold and spread out each side as much as they will go.



5. Attach the blower to the long tube at the back of the inflatable, and secure in place with the rope that the inflatable was wrapped in. Tie up the smaller deflation tube with the other rope that was supplied.
6. Switch on the blower and the inflatable will inflate.
7. Place the pegs through the D rings to anchor the inflatable down. Peg firmly in place.
8. Don't cover the blower with anything.
9. Trail electric cables safely.
10. Using a circuit breaker is helpful.



DAILY USE CHECKLIST AND MAINTENANCE LOG

1. Check that the siting of the unit remains safe and that there are not any crowd control issues, putting any measures in place if appropriate.
2. Check anchorages are intact, protected where necessary and that ropes do not become worn or chafed.
3. Check that the anchor system secures the inflatable device to the ground.
4. Check there are no significant holes or rips in the fabric or seams.
5. Check the towers and wall to bed seams are intact.
6. Check the correct blower specified for the device is being used and the air pressure is sufficient to give a reliable and firm footing.
7. Check there is no exposed electrical contacts, there is no wear on electric cables and plugs, and sockets and switches are not damaged.
8. If an internal combustion engine is used (petrol blower) ensure that the fuel cap is placed firmly on the fuel tank and any reserve fuel tank is suitable and remains in a safe, secure area.
9. Check bolts and screws of the blower are properly secured and that the robust guards are secured over the air inlet and outlet.
10. Check the blower inflation tube connection is in good condition and is firmly fixed to the blower.
11. Check the blower is positioned correctly allowing for maximum airflow, and that it is adequately protected or guarded and is not causing a tripping hazard. **THE OPERATOR MUST CHECK REGULARLY DURING THE OPERATION.**
12. Check that deflation tubes are tied off. During operation ensure the inflation tube doesn't become twisted.
13. Nothing is to be placed over the blower that will restrict the air circulation.
14. The general public are to be kept away during safety check, inflation and deflation. Before inflating or deflating the unit, it must be empty.
15. If in any doubt at any time over any safety concerns all users are to be removed from the unit and it is to be switched off whilst investigations are carried out. The public should not use the inflatable until any defects are identified and have been rectified.

THE INFLATABLE IN USE

1. The operator of the inflatable (to be a responsible person over the age of 18) must ensure that the correct age of child only, is allowed on the unit, and no one over the age specified should be allowed entrance. No more than the recommended number of children to be allowed at any one time. Neither, should any height restriction be broken i.e. the children cannot be taller than the inside wall, and only the required number of children can use the inflatable at one time – no overcrowding.
2. Socks to be worn at all times but no shoes, spectacles, sharp or dangerous objects. No eating or chewing.
3. The operator is to be positioned at the base of the inflatable where the front step is located, a whistle is to be used at the first sight of misbehaviour, keeping an eye on the safety and well being of the users.
4. The operator must be aware that the children should simply bounce up and down, with no climbing, pushing or horseplay. Care must be taken for users to enter at one end and exit at the other, e.g. enter through the holes at front, work their way through the inflatable and out at the bottom of the slide. All traffic must turn right then work their way through the activities on the outside of the inflatable. No access to the left at the bottom of the slide as that is where the blowers are. That area is to be sectioned off with chairs/cones etc.
5. Larger more boisterous children should be segregated from the smaller ones.
6. The operator must ensure that the unit remains intact throughout the use, in the event of failure of this, all users are to be safely removed. The inflatable must then be restored prior to any continued use. Any accidents must be reported, and the injured parties representative are to sign and date under the explanation of what occurred in the relevant Accident Record Book.
7. The weather conditions are to be monitored when outdoors. The unit should be taken out of use in bad weather.
8. The anchorage points are to be checked throughout, to remain in position and intact.
9. The power is to be checked regularly to ensure it remains in place and to guard against any accidents or loss of pressure. The operator should look to check that no rubbish blows to the fan, any rubbish around should be removed. No member of the public should have access to the blower or electric sockets.
10. In the use of petrol blowers, the fuel must be stored in an appropriate container, safely away, during re-fuelling the unit shall be safely deflated and the public kept away.
11. The seams and zips should be monitored, to look out for any tears.
12. Any windows should be monitored against any tears.
13. Care for users to walk away from any anchorage points or cables to avoid tripping.
14. Before deflation the operator should check thoroughly that there isn't anyone on or immediately around the unit before deflating and packing away safely.

HOW TO PACK AWAY YOUR INFLATABLE

1. Mark sure the bouncy castle is completely empty of all children and any debris.
2. Switch off the electrical supply and disconnect the blower.
3. Allow the bouncy castle to completely deflate.
4. Straighten the base and fold the walls neatly inwards.
5. Fold in half and half again, the same way.
6. Roll slowly and as tightly as possible from the front towards the air vent.
7. Tie around the rope or belt and store safely away.

HOW TO CLEAN YOUR INFLATABLE

Castles need minimal cleaning so long as the operating instructions are followed. The cleaning is important for sanitizing which is important to members. The use of a groundsheet and a quick wipe over of any muddy or grubby part when you collect. Keep a damp cloth and dry towel handy, this should minimise the cleaning of the unit as a whole. When however you do want or need to clean your inflatable please follow the instructions below.

Remember to always have your hire agreement signed and check your unit over when you collect. Should your inflatable be particularly dirty (this shouldn't happen), you need to discuss a cleaning charge with the customer as per signed agreement.

Therefore, when you need to clean the inflatable completely:

1. Try to pick a sunny, dry day to inflate and clean your inflatable.
2. Washing up liquid with "anti-bacterial" properties are ideal in a bucket of warm water and some sponges and towels to buff up.
3. If the roof is particularly dirty, have the inflatable deflated and taking off your shoes and flattening in sections clean the roof or top first.
4. Wash over with the sponge and water one section at a time, drying in periods so that you don't get runs.
5. Change the water regularly.
6. Clean the outside area next.
7. Finally Hoover inside the inflatable and then finish off wiping down the inside.
8. Allow the inflatable to blow for a while to dry before deflating then pack away.
9. If your inflatable gets soaked on a rainy day, store away on a pallet so that the water drains down as much as possible then clean and dry as soon as possible. Storing your unit wet is not recommended.
10. To remove mildew, use a solution of ½ bleach and ½ water directly on the mildew stains, then rinse thoroughly and air dry before packing away. Make sure the bleach is not in contact with the vinyl material for any length of time as it could cause fading.

HOW TO CARRY OUT MINOR COSMETIC REPAIRS

If you are in need of repair it will have been caused by too much weight on your inflatable whilst on hire. Always ensure that children's units aren't being used by anyone over the age of 11, and specifically no one taller than the inside walls or younger on ball ponds and soft play equipment. Ensure every customer signs the disclaimer (customer hire agreement) and that they check the unit over with you when you deliver and again with you when you collect. Therefore in the event of any damage being caused during the hire, you are able to claim back any repair costs, directly from the customer, as they will have signed agreeing this stipulation in the hire agreement.

Using Glue

We can supply you with PVC patches, and suitable adhesive. The procedure to attach the patch is as follows.

1. Deflate the unit.
2. Clean the area to be patched, free it from grease, dust etc.
3. Ensure the repair area is flat.
4. Cut the patch (larger than the damaged area) with no sharp edges, (circles work well.)
5. Apply the glue to both patch and damaged areas. Ensuring you do not spill it on the inflatable.
6. Leave until the glue goes tacky (around 10 minutes).
7. Place a piece of paper on top of the now adhered patch and then place a large rag/towel over the paper.
8. Place a heavy weight on top of this and leave for 1 to 2 hours to bond.

Using Thread to Sew

You need some thread (we can post you some appropriate thread). Also a large needle from a standard pack, (available in supermarkets) and some pliers or grips.

1. Deflate the unit.
2. Pinch the fabric together to form a lip.
3. Weave the needle and thread around in a circular fashion over and under USING THE PLIERS OR GRIPS TO FORCE THE NEEDLE THROUGH THE FABRIC of the lip to hold it together.
4. Come backwards with the needle and thread the lock.

For repairs, unit overhauls and accessories please call **Pineapple Leisure Ltd on 01952 585859**. You can bring the unit yourself or we can help you arrange to have it collected and then delivered back to you. PLEASE NOTE THAT ONLY CLEAN AND DRY INFLATABLES WILL BE ABLE TO BE MOUNTED ON THE TABLES FOR REPAIRS. WE ARE NOT ABLE TO REPAIR WET OR SOILED INFLATABLES DUE TO STRICT HEALTH AND SAFETY REQUIREMENTS IN THE FACTORY.

TROUBLESHOOTING

We have compiled the following for your reference in the future.

Q. My inflatable doesn't seem to be fully inflating?

A. Check the blower air intake to ensure that there isn't anything that has been sucked up against it. Keep this area clear and tidy. ALSO, check to see if there is a secondary deflation tube and if so, check that this is tied up securely. Make sure the tube that is connected to the blower is straight and secured tightly; this will ensure the air flows correctly into the inflatable.

Q. My inflatable is outside and it has started raining, the inflatable bed is now bubbling?

A. Wipe the bed over with a dry towel to remove the excess water. Dry the unit off as much as possible and store overnight on a pallet so that remaining water can drain. The next day when it is dry inflate the unit again and dry off.

Q. Do I need to keep the blower switched on all the time?

A. Yes, the inflatable needs the constant airflow to remain upright .

Q. Can adults go on the inflatable?

A: No, no adults can go on the inflatable.

Q: Can I cover the blower with some fabric to make it silent?

A: No, the blower cannot be covered.

Q: There is ink on the inflatable what can I do?

A: Try an ink eraser from any stationers.

Q: How do I make the inflatable smaller for rolling?

A: Ensure the air is out by walking across it (without shoes) when it is deflated.

Q: If a child is taller than the walls of the inflatable can they still use it?

A: No, users need to be within the height of the walls.

Q. I can hear a hissing noise, is that ok?

A. Yes, that is simply the air flowing through it.

Q. I turned the inflatable off when you left because it was all full but it has gone completely down now. Is that ok?

A. You have to leave the blower running the whole time you want the inflatable to be used.

Q. Can we spray the children with water whilst they play on the inflatable?

A. No, that would not be possible.

MARKETING YOUR BUSINESS

- 1) Place your FREE advert in Yell.
- 2) Place your FREE advert on Thomson Local.
- 3) Go online and search Bouncy Castles in your area and see which websites are offering a complimentary listing, log on to those sites and list your new bouncy castle/inflatable company on there.
- 4) Place your business onto Google Maps.
- 5) Complete your FREE website for your new business
- 6) Visit websites of people in your area who offer complimentary services such as D.J.'s, Face-painters and Entertainers and ask if they would like to have a mention on your new website asking for a mention on theirs in return.
- 7) Set up a Facebook for your new business, put some photos of your brand new inflatables on there and get some of your family to go online and like them. You can advertise on there and you can spend time asking people to be friends and share your photos with their friends.
- 8) Depending on how much time you have you could set up a Twitter Account and then you advertise to your followers (within the set limit of words you are allowed).
- 9) Get yourself some business cards and leaflets. Many online sites offer budget business cards and low cost printing; shop around for the best price. Place these in local shops, on car window screens and give them to friends. If you have children ask if you can give some out at school.
- 10) Tell everyone you know about your new business and ask them to tell their friends and family. A good way to advertise your new business is to put up one of your bouncy castles and ask friends and neighbours over, they will talk about your new business to their friends.
- 11) Offer a free hire to your local primary school and local nursery, agreeing that in exchange you are able to send every child home with a leaflet.
- 12) Leave out leaflets and recommendation sheets at every hire.
- 13) Place a sign in the window of your vehicle, if you don't have a sign written van. (A professionally made sign is better but if you cannot afford it a well typed out one on your computer will do.) Park your vehicle up in prominent places by schools, at local shops etc. to show off your sign
- 14) Take a real interest in your customers on the telephone. It makes a real difference if you actually discuss their requirements and talk to them about what you have to offer. If you sound enthusiastic and interested they are more likely to book. Emphasis you are a reliable, professional company and that your inflatables are safety tested, safe and clean. Conduct the call professionally, turn off the TV or music in the background and have your diary handy near your phone so you do not keep them waiting.
- 15) If you have a friend or a relative who lives on a busy road, ask if you can inflate one of your bouncy castles in their garden with a 'FOR HIRE' sign and your telephone number on.
- 16) Finally, keep your diary safe at the end of the year to use it to go through to contact all your customers. E-mail them to remind them of you, 6 weeks before the date of the birthday/event they had celebrated the year before.

REMEMBER...

If you haven't already written a business plan, now is the time to do it. There are some computer programs you can use to do this (most business banking centres have disks they give to customers e.g. Barclays do this - that take you through the steps one at a time.

Keep a focus on your business outgoings always recording what you spend, and what you have coming in. You need to keep a careful eye on these figures.

BUSINESS DIVERSIFICATION SUGGESTIONS

You may wish to add other services and products to your inflatable hiring business to make it more profitable. Any one of these can give you the extra income that you will be to use to pay for some of your businesses essential costs such as fuel charges and advertising costs.

1. If you currently only have bouncy castles for hire considering adding slides, obstacle courses, inflatable games (wrecking ball, twister etc.) sports inflatables i.e. football shootout or sumo sets. See www.pineappleleisure.com/catalogue.html
2. Become a Jump Gym Operator. Have your own area with no area fees! See www.jumpgym.co.uk A step-by-step guide is provided.
3. Hire out Mascots of fun characters. See www.pineappleleisure.com/mscots.html
4. Add a Hot Tub to your hire fleet. We offer a range of portable and very affordable Hot Tubs. We provide the Hire Agreements so you are ready to operate. See www.pineappleleisure.com/hot_tubs.html
5. Add a Quad Track to your hire. We provide a complete package. See www.bouncycastlesales.com/quad.html
6. Hire out Fancy Dress costumes. Pam's of Gainsborough sell these cheaply, so do Cash & Carry stores like Macro or JTF. See www.pams.co.uk
7. Hire out a Karaoke Machine. Argos do a reasonable one. www.argos.co.uk
8. Offer balloon decorations. See www.nabas.co.uk for a range of simple courses.
9. Provide a Face Painting Service to your customers. See www.snazaroo.com/beginners-guide/
10. Offer party favours / goody bags. Your customers will more than likely be looking for these, so be creative and hunt out some multi-buy bargains at your local cash and carry or Poundland. See www.poundland.co.uk for any bargains.
11. Sell a collection of children's party music on CD. Not everyone has a collection of this kind of music.
12. Become a part time clown. You will need to get CRB registered for this, as you will be working directly with the children. Most libraries have books on simple magic and balloon-modelling kits can be purchased quite cheaply. Kids love the swords, flowers and dogs. See <http://magic.about.com/od/balloontwisting/ss/dogballoon.htm>

TERMS AND CONDITIONS OF HIRE

Name:

Address:

Tel. No: Date:

Times of Hire: Rate:

These are the Terms and Conditions of Hire of Please read these carefully and sign at the bottom to signify that you accept them. The company accept no responsibility for any damage or injury whilst our equipment is under hire to you. Please ensure the delivery driver has free and east access to erect the inflatable onto a clean flat lawn. Please be advised that if we arrive and there is insufficient space or the area is unsuitable, (e.g. sloping or unclean) full payment still has to be made. We reserve the right to cancel any booking at any time, i.e. in really bad weather or safety reasons.

1. Bouncy Castles are strictly for children under 11. Any child taller than the inside wall is not permitted to use it. Under NO CIRCUMSTANCES should ADULTS ENTER ONTO the inflatable as this may result in damage to the unit. Any damage will have to be paid for by the hirer named on the agreement. The driver is to be paid upon delivery of the unit, deposits are non-refundable. Late cancellations are to be charged at the rate of 50%. No signs are to be glued, taped or hung onto the unit at all.
2. You "the Hirer" are responsible for injury or damage occurring whilst the equipment is on hire and you are strongly advised to take out Public Liability Insurance covering the use of the inflatable whilst it is on hire to you.
3. You must ensure that there is adequate adult supervision at all times when the inflatable is in use. The unit cannot be left unattended, and if hired out overnight, the unit along with all accessories is to be stored indoors. When not in use, the unit is to be covered with the additional cover supplied by us.
4. Children must remove their shoes before using the inflatable and must be prevented from climbing up the walls/barriers of the unit. Food, drink, drinking glasses, belts and pets are forbidden on all the units.
5. The Hirer is responsible for safe keeping of the inflatable and you will be charged for any damage caused to it or for any items missing from it on its return.
6. Equipment returned in a dirty condition will be subject to a cleaning charge. No children who have been face-painted can use the inflatable due to the makeup staining the units.
7. All units are checked on delivery and your signing below indicates acceptance of the inflatable as being in good, clean condition.
8. Only our delivery driver is authorised to collect the inflatable and under no circumstances should any of the equipment be handed over to anyone other than our delivery driver.
9. Extreme caution is to be taken with extension cables, (which are to be taped down and untapped at the end of the hire by the hirer) and the electric blower. The blower is NOT to be covered with anything.
10. The safe amount of children on an inflatable at any one is as follows: 15'x15' = 8 max, 12'x14' = 6 max, 11'x15' = 6 max, 14'x8' ball pond = 5 max, 16'x14' = 6 max and 19'x19' slide = 4 max. ADULT SUPERVISION IS NECESSARY. You "the Hirer" must ensure units are staked down at all times. Stop any horseplay. Do not use in high wind or very bad weather.

Please sign here to confirm that you have read and accepted the above conditions. I hereby confirm that I have read and understood the above terms and conditions and agree to hire the equipment from subject to those terms and conditions.

Size Stakes R/cover Ex-lead G/sheet Mats Blower

Signed: Received from Hirer the sum of: £

TERMS AND CONDITIONS OF HIRE

We are pleased to be supplying you with one of our inflatables. Please find your copy of the inflatable hire agreement printed below. Please sign the original personalised copy at the time of your hire, that document will be retained by ourselves. If you wish to cancel your hire because you do not agree with any of our terms, contact us immediately and we will cancel your booking.

These are the Terms and Conditions of Hire of..... . Please read these carefully and sign at the bottom to signify that you accept them. The company accept no responsibility for any damage or injury whilst our equipment is under hire to you. Please ensure the delivery driver has free and east access to erect the inflatable onto a clean flat lawn. Please be advised that if we arrive and there is insufficient space or the area is unsuitable, (e.g. sloping or unclean) full payment still has to be made. We reserve the right to cancel any booking at any time, i.e. in really bad weather or safety reasons.

1. Bouncy Castles are strictly for children under 11. Any child taller than the inside wall is not permitted to use it. Under NO CIRCUMSTANCES should ADULTS ENTER ONTO the inflatable as this may result in damage to the unit. Any damage will have to be paid for by the hirer named on the agreement. The driver is to be paid upon delivery of the unit, deposits are non-refundable. Late cancellations are to be charged at the rate of 50%. No signs are to be glued, taped or hung onto the unit at all.
2. You "the Hirer" are responsible for injury or damage occurring whilst the equipment is on hire and you are strongly advised to take out Public Liability Insurance covering the use of the inflatable whilst it is on hire to you.
3. You must ensure that there is adequate adult supervision at all times when the inflatable is in use. The unit cannot be left unattended, and if hired out overnight, the unit along with all accessories is to be stored indoors. When not in use, the unit is to be covered with the additional cover supplied by us.
4. Children must remove their shoes before using the inflatable and must be prevented from climbing up the walls/barriers of the unit. Food, drink, drinking glasses, belts and pets are forbidden on all the units.
5. The Hirer is responsible for safe keeping of the inflatable and you will be charged for any damage caused to it or for any items missing from it on its return.
6. Equipment returned in a dirty condition will be subject to a cleaning charge. No children who have been face-painted can use the inflatable due to the makeup staining the units.
7. All units are checked on delivery and your signing below indicates acceptance of the inflatable as being in good, clean condition.
8. Only our delivery driver is authorised to collect the inflatable and under no circumstances should any of the equipment be handed over to anyone other than our delivery driver.
9. Extreme caution is to be taken with extension cables, (which are to be taped down and untapped at the end of the hire by the hirer) and the electric blower. The blower is NOT to be covered with anything.
10. The safe amount of children on an inflatable at any one is as follows: 15'x15' = 8 max, 12'x14' = 6 max, 11'x15' = 6 max, 14'x8' ball pond = 5 max, 16'x14' = 6 max and 19'x19' slide = 4 max. ADULT SUPERVISION IS NECESSARY. You "the Hirer" must ensure units are staked down at all times. Stop any horseplay. Do not use in high wind or very bad weather.

Please sign below to confirm that you have read and accepted the above conditions.

By signing, I agree that I am entering into a contract confirming that I am responsible for any loss, damage or injury and that I abide by the above conditions and understand that this contract specifies that no-one over the age of 11 will use the unit. I hereby confirm that I have read and understood the above terms and conditions and agree to hire the equipment from. subject to those terms and conditions.