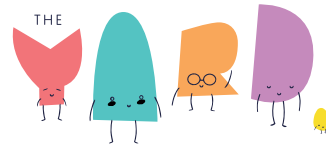




ARE YOU COMING TO PLAY?




We met at a playgroup, sleep deprived and pregnant with our second children. Jo had just left a job in London, Aimee was commuting an hour to work in the opposite direction and we both knew we needed a change. It had to be something local, flexible and child-friendly that would fit around our growing families. The Yard was established when we discovered that the very traditional soft play centre in our town was for sale.

Living in the small but beautiful town of Stamford (where the weather is typically British), with two small children between us and another two on the way, we knew there was a big gap in the market. We had a vision for a new kind of indoor play café – a place that parents loved as much as children, a place that was warm, friendly, light, bright, and modern, and that provided those all-important parenting essentials, excellent coffee and cake!

Three years later The Yard is a hub for families in the area, with a reputation for outstanding cleanliness, awesome customer service, great food and for being THE place to throw a party. The kids love it and the parents couldn't live without it! The Yard always offers a warm and friendly welcome for customers of all ages.

Aimee & Jo

A photograph of a bright, modern play area. On the left, there is a large window with a view of greenery outside. To the right of the window, a wooden counter with a white top holds various items, including a glass display case and a yellow pendant light. In the background, there are more yellow pendant lights and a chalkboard. The floor is made of light-colored wood in a herringbone pattern. A large teal triangle is overlaid on the right side of the image, containing a quote.

“If i could give 6 stars i would
I love the yard and the staff
are amazing young ladies”

“The yard is my safe haven. My son loves it because he can run around and around, making friends whilst throwing himself from slide to ball pit. I love it because they serve great food and amazing coffee, providing me with the caffeine hit that any sleep deprived parent will understand the necessity of. Great team of lovely people who deserve every success”

“We love it! Plus it is the only place I can take my lactose and soya intolerant children and find food to buy for them.”

“Me and my kids LOVE The Yard. My kids are 1.5 and 2.5 and have enjoyed going regularly since they were teeny tiny. The staff are lovely. The cakes and coffee and sandwiches divine. Kids options of food and snacks are perfect. You can tell that cleanliness is top of their list and they are fully kitted out to deal with everything toddlers can throw at you! It's modern, fresh, funky and the kids adore it. My favourite soft play”

“It's just a cut
above the rest
of the soft plays
we've been to”



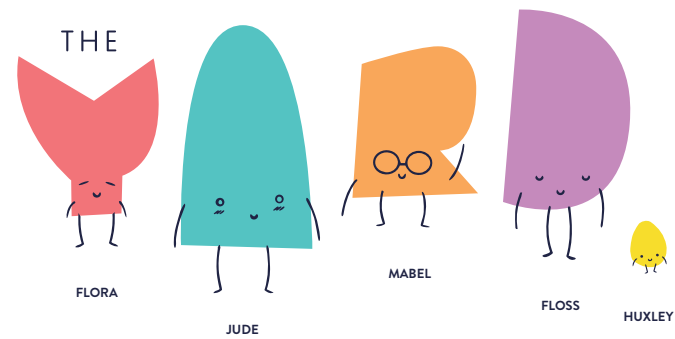
We knew that we wanted our business to be high quality, stylish and ethical, with local suppliers and healthy but delicious food. We designed our café to appeal to the grown-ups and our play-frame to appeal to the children. Although the kids seem to love the food too!

Over the years our business has grown, which has allowed us to reinvest and improve our offering every year. Our menu now features the old favourite toasties as well as antipasti boards and healthy, freshly made juices.

In addition to our play frame we offer weekly classes run by our Manager, Molly, who is childcare qualified. We also offer a huge array of pop up shops and classes such as; Hypnobirthing, Mama meet ups, Toddler Yoga, Woolly Wednesday, Vintage clothes, Pottery painting, Positive Birth meetings, Paediatric First Aid, Haircuts (for children & grown ups), Manicures (for mum while the children play) and loads more....







We are so proud of what we have achieved and we want to take it elsewhere. The next few years will be all about fine tuning and developing our business model so we can bring The Yard to a town near you!