Earnings planner

What a month can look like, and the hours behind it, for the franchise and for part time. Real figures from our founding Memory Catcher, with a page to plan your own.



Built on real sessions, not guesses.

WHERE THE FIGURES COME FROM

- **£250 a session.** Ashley averaged about £267 across her 15 baby group sessions from mid-September to early November 2026, and £237 across 151 sessions before that.
- **4 hours a session,** including travel and setting up. A home visit is about an hour.

ONCE YOU'RE ESTABLISHED

A typical month

	FRANCHISE	PART TIME
Session visits	16	8
Home visits	10	2
Kits ordered through your link	6	2
Funeral homes (one family each)	8	4
Commission	**£2,244**	**£778**
Hours, with travel, setting up and admin	82 (about 19 a week)	39 (about 9 a week)
Per hour	**£27.37**	**£19.95**
Kits and running costs	£496	£280
Left after costs	**£1,748**	**£498**
Per hour after costs	£21.32	£12.77

Before tax. Commission at 40% / 20% / 30% for the franchise and 30% / 20% / 20% part time. Home visits at £50, link kits at £40, memorial on the £165 Two package. Memorial is new, so treat it as an extra.

BUILDING UP

Your first months

Nobody starts full. Here's how a diary might fill up, and what each step pays for the hours.

FRANCHISE	SESSIONS	HOURS	COMMISSION	AN HOUR
Getting started	8	46	£944	£20.52
Building	12	64	£1,442	£22.52
Established	16	82	£2,244	£27.37

PART TIME	SESSIONS	HOURS	COMMISSION	AN HOUR
Getting started	4	23	£338	£14.70
Steady	8	39	£778	£19.95
Busy	12	58	£1,190	£20.52

A month, before costs. Home visits, link kits and funeral homes grow alongside the sessions; memorial starts from the second or third month.

YOUR TURN

Plan your own month

EACH MONTH	HOW MANY	× TAKINGS × RATE	COMMISSION	HOURS
Session visits		£250 × your rate		× 4
Home visits		£50 × your rate		× 1
Kits through your link		£40 × 20%		
Memorial families		£165 × your rate		
Admin				5 to 8
Total				

Your hourly rate: total commission ÷ total hours = _____ an hour.

Talk to Ashley
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Evenings are fine

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Ashley

Ashley Eccleston
Co-founder of Bespoke Foil Company & the Memory Catcher™ Franchise

These figures are examples to help you plan, not promises of what you'll earn. What you earn depends on the work you put in and your area. Rates as at November 2026; your signed agreement is what counts. The Bespoke Foil Company Ltd · 2nd Floor, Pier House, Wallgate, Wigan WN3 4AL · Company no. 12941845