

POPINS

THE
One Magical World

A Live-Action Preschool Television Series

For Children Aged 2–5 | EYFS Aligned

Kids Active Media Limited

Justine Maynard — Founder & CEO

2026 | Strictly Confidential

Communication & Language

Physical Development

Personal, Social & Emotional

Understanding the World

Expressive Arts & Design

Mathematics

Literacy



**Seven Characters.
Seven EYFS Areas.
One Magical World.**



THE CONCEPT

*Seven colourful Hippo-like characters. One magical meadow.
Every developmental milestone a child aged 2-5 will ever need.
Delivered through joy, song, and the gentlest storytelling on television.*

The Characters

Seven EYFS-aligned POPINS each embodying one developmental area. Every child will find their POPIN - the one who feels like them.

The World

Popin Meadow - a lush, magical outdoor world filmed on location. Familiar, safe, and full of wonder. Children feel they have been there.

The Format

Teletubbies energy meets In The Night Garden. Big physical play in the day. A gentle yawn, goodnight. The full arc of a child's day in every episode. Live action, filmed in studio with CGI effects.



*Creative inspiration: BBC's Teletubbies (Ragdoll Productions, 1997) × In The Night Garden (Ragdoll Productions, 2007) — the two most successful preschool formats in television history.
The POPINS synthesises both within a single, original, EYFS-aligned format.*



FORMAT & STRUCTURE

Running Time	22 minutes	Series One	52 episodes	Target Age	1–5 years
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Production	Live-action costume	Location	Outdoor set — Popin Meadow
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Curriculum	All 7 EYFS areas
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Every Episode - The Arc

1

Rainbow PIP Appears

Day begins - children learn the visual cue

2

The Awakening

Each POPIN emerges one by one — children call their names

3

The Gathering Dance

All seven together — physical, copyable movement song

4

Today's Adventure

Featured POPIN leads an EYFS-anchored story

5

The Repetition Loop

Core concept revisited three times, growing delight

6

Purple PIP Appears

Visual signal — energy softens, wind-down begins

7

The Meadow Circle

POPINS slowly tire, gentle as the meadow is ready to sleep



The Team

PRODUCTION PARTNERS

Bringing The POPINS from page to screen

CREATIVE OWNER & IP HOLDER - PRODUCERS

Kids Active Media Limited

Series creator, IP owner & commercial lead

- A collective 25 years' experience as publishers, theatre and film producers, music producers, and creators and makers of original children's IP. Led by Founder & CEO Justine Maynard.
- Publishing: a traditional publishing house contracting authors and producing original material, working with established and self-published writers to build titles with real traction.
- Kids Active Theatre (est. 2019): KAM's own theatre company, bringing children's literature to the stage - a platform taking authors from page to live performance.
- Production: producing gaming apps, animation and original IP-led productions since 2015, with a five-year development profile behind the company's current slate, including The POPINS.
- A strong manufacturing partnership (East Asia Ornament Industrial Co. Ltd) supporting the move into full consumer products.

PRODUCTION & FILMING PARTNER

Borderpoint Films

Kent-based independent production company

- Independent production company based in Ashford, Kent, founded by experienced creatives with over 100 hours of factual television produced across multiple formats.
- Broadcast credits include the BBC, Channel 4 and National Geographic Channel, with recognition at the Vancouver Film Festival.
- Operates its own dedicated production base, Borderpoint Studios, in Ashford - a practical, regional home for a live-action standing set.
- Active in local industry development, including University of Kent placements and the ScaleUp Ashford growth programme, and expanding into immersive VR/AR production.



Together: IP-owning UK studio paired with an established Kent broadcast production house - a complete, ready-to-film partnership for The POPINS.

BOO

EYFS: Communication & Language

Curious, thoughtful, dreamy. Notices things others walk past.
Always listening.



"Did you hear that?"

DASH

EYFS: Physical Development

Cannot sit still. Discovers the world through his body -runs, jumps, lands in a heap, always laughing.



"Let's GO!"

SUNNY

EYFS: Understanding the World

Calm, observant, full of wonder about nature, weather and seasons.
Lifts his hat when amazed.

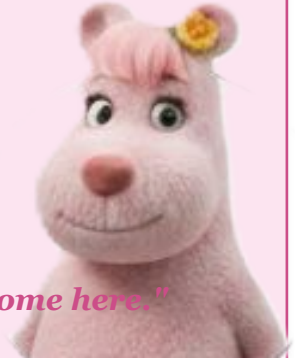


"Well now...isn't THAT something."

ROSIE

EYFS: PSED

The heart of the group. Feels everything, her own feelings and everyone else's.
Notices first.



"Are you okay? Come here."

MISTY

EYFS: Literacy

The quiet storyteller. Loves marks, drawings and stories. Sometimes speaks in rhyme without realising.



"Once... there was..."

OTTO

EYFS: Mathematics

Obsessed with counting, sorting and patterns. Chaotic energy, mathematical soul.



"One... two... THREE! Again!"

FUZZ

EYFS: Expressive Arts & Design

The creative wildcard. Sees art in everything — mud is paint, sticks are instruments, rain is a song.



"What if we made it... PURPLE?"

WISP

THE SECRET MAGIC

Wisp is an ancient kind of magic, made gentle. A small, fluffy, star-shaped spirit from the oldest folklore - fleeting, shimmering, never quite caught, who has, for the first time, found a name and a home in Popin Meadow. Wisp never speaks, communicating only through colour and shimmer, and the changing glow becomes the emotional weather of every episode.



Rainbow Wisp - Every Day

Signals the day has begun.

Adventure, energy, joy.

Children see her first, always before the POPINS do. This is the child's secret.



Midnight PIP — Every Bedtime

As the episode moves into its final act, Rainbow PIP softens into Purple. The POPINS slow down, sleepy and tired. Children learn: Purple PIP means sleep is safe.

Wisp - One Magical Companion, Many Moods

Wisp is a single, ever-present companion who transforms through the day, giving children one consistent character to follow rather than a cast of separate creatures. Wisp opens every episode as **Rainbow Wisp**, signalling that adventure has begun. As the episode unfolds, the colours shift to reflect the world around them - turning **Frosty** on a winter's day, **stormy blue-grey** when rain arrives, **golden** under a summer sun. As bedtime nears, Wisp settles into **Midnight Wisp**, the gentle signal that sleep is on its way.

One character, one continuous thread for the child to follow, reading the day's mood through colour before a single word is spoken. Each of Wisp's moods also exists as its own collectible plush, so children can gather every version of the friend they already love - **Frost Wisp, Blossom Wisp, Rain Wisp, Autumn Wisp** - a meaningful collection built around a single, beloved character.

Frost PIP

Winter — warmth & togetherness

Golden PIP

Summer — long days & picnics

Rain PIP

Cause and effect

Blossom PIP

Autumn — harvest & change

Ember PIP

Spring — new things & growth



Creative inspiration: BBC's Teletubbies (Ragdoll Productions, 1997) and Disney's Bear in the Big Blue House (Jim Henson Television, 1997) - each built around a celestial companion who frames the day. The POPINS unites both devices into Wisp - a single, ever-present companion who opens the day, reflects its mood, and closes it with the gentlest goodnight in children's television.

1	Boo's Big Word <i>Boo</i>	Comm. & Language	Boo discovers the word SPLASH after a brookside accident teaches the meadow a new word.
2	Dash Can't Stop <i>Dash</i>	Physical Dev.	Dash's nonstop energy leads to a tumble that teaches him the joy of being still.
3	Sunny Watches the Sky <i>Sunny</i>	Understanding World	Sunny waits through a rain shower and is rewarded with the meadow's first rainbow.
4	Rosie Feels It All <i>Rosie</i>	PSED	Rosie notices Fuzz's quiet sadness and simply sits beside him until he smiles.
5	Misty Makes a Mark <i>Misty</i>	Literacy	Misty's footprints in the mud become a story the others learn to “read.”
6	Otto Counts the Stars <i>Otto</i>	Mathematics	Otto tries to count every star and discovers what “too many” means.
7	Fuzz Makes It Purple <i>Fuzz</i>	Expressive Arts	A muddy puddle becomes a joyful, collaborative work of art.
8	The Listening Game <i>Boo</i>	Comm. & Language	Boo teaches the others to close their eyes and name every sound in the meadow.
9	The Wobbly Bridge <i>Dash</i>	Physical Dev.	Dash discovers balancing slowly can be just as fun as running fast.
10	Where Do Petals Go? <i>Sunny</i>	Understanding World	Sunny follows a falling blossom petal to learn where the wind takes things.
11	Too Many Hugs? <i>Rosie</i>	PSED	Rosie learns it's okay to ask for space, even when you love hugs.
12	The Letter in the Leaf <i>Misty</i>	Literacy	Misty spots a leaf shaped like a letter and starts a meadow-wide letter hunt.
13	Otto's Egg Hunt <i>Otto</i>	Mathematics	Otto sorts a basket of speckled eggs by size, colour and pattern.

14	The Shadow Dance <i>Fuzz</i>	Expressive Arts	Fuzz discovers shadows can dance too, and choreographs a show with them.
15	Whose Voice Is That? <i>Boo</i>	Comm. & Language	Boo learns to recognise each friend by voice alone, eyes closed.
16	The Great Meadow Race <i>Dash</i>	Physical Dev.	Dash learns that racing fairly matters more than racing fastest.
17	The Bee and the Flower <i>Sunny</i>	Understanding World	Sunny watches a bee at work and learns where honey really comes from.
18	Sharing the Shade <i>Rosie</i>	PSED	On the hottest day, Rosie makes sure everyone gets a turn under the one cool tree.
19	The Story Stones <i>Misty</i>	Literacy	Misty paints pictures on stones so the meadow's story can be retold any day.
20	Picnic for Seven <i>Otto</i>	Mathematics	Otto works out how to share one giant strawberry fairly between them..
21	Sound Soup <i>Fuzz</i>	Expressive Arts	Fuzz turns ordinary meadow noises into the silliest song anyone's heard.
22	The Whispering Wind <i>Boo</i>	Comm. & Language	Boo discovers the wind can carry messages, if you know how to listen.
23	Up, Over, Through <i>Dash</i>	Physical Dev.	Dash builds a wild obstacle course and learns new words for moving his body.
24	Why Is the Sky Blue? <i>Sunny</i>	Understanding World	Sunny wonders aloud, and the meadow goes looking for an answer together.
25	When Otto Got It Wrong <i>Rosie</i>	PSED	Rosie comforts Otto after his count goes wrong, showing mistakes are okay.
26	Misty's Lost Page <i>Misty</i>	Literacy	A page blows from Misty's storybook, and the others help find the words again.

27	The Acorn Pile <i>Otto</i>	Mathematics	Otto counts acorns into a pile so tall it topples, and counts them all again.
28	Leaf Costume Parade <i>Fuzz</i>	Expressive Arts	Fuzz dresses everyone as something the autumn wind blew in.
29	The Word That Rhymes <i>Boo</i>	Comm. & Language	Boo discovers rhyming words hiding in the falling leaves.
30	Jump in the Leaf Pile <i>Dash</i>	Physical Dev.	Dash learns that jumping carefully can be just as fun as jumping fast.
31	Why Do Leaves Fall? <i>Sunny</i>	Understanding World	Sunny watches the trees change and explains the meadow's first autumn.
32	Saying Goodbye to Summer <i>Rosie</i>	PSED	Rosie helps the others feel okay about something they love coming to an end.
33	The Spider's Web Story <i>Misty</i>	Literacy	Misty reads the shapes in a spider's web like the pages of a book.
34	Pumpkins in a Row <i>Otto</i>	Mathematics	Otto sorts the meadow's pumpkins from smallest to biggest.
35	Mud and Mist <i>Fuzz</i>	Expressive Arts	Fuzz paints with autumn fog, discovering colours only cold weather makes.
36	Quiet as a Mouse <i>Boo</i>	Comm. & Language	Boo learns new words for quiet, soft and gentle on a still morning.
37	The Wheelbarrow Race <i>Dash</i>	Physical Dev.	Dash learns teamwork is sometimes faster than running alone.
38	Where Do the Birds Go? <i>Sunny</i>	Understanding World	Sunny watches a flock of birds fly south and wonders where winter takes them.
39	Fuzz Feels Left Out <i>Rosie</i>	PSED	Rosie notices Fuzz wasn't picked for a game and finds a kind way to fix it.

40	Footprints in the Frost <i>Misty</i>	Literacy	Misty's frosty footprints spell out a winter surprise for everyone.
41	How Many Sleeps? <i>Otto</i>	Mathematics	Otto counts down the sleeps until the meadow's first snow.
42	Ice Patterns <i>Fuzz</i>	Expressive Arts	Fuzz discovers frost makes its own art on every leaf and window.
43	The Word for Cold <i>Boo</i>	Comm. & Language	Boo collects every word the others use to describe the winter chill.
44	Sliding, Not Running <i>Dash</i>	Physical Dev.	Dash discovers a whole new way to move when the ground turns icy.
45	Why Is It Dark So Early? <i>Sunny</i>	Understanding World	Sunny explains the shortest day to a meadow eager for more daylight.
46	Keeping Warm Together <i>Rosie</i>	PSED	Rosie organises the meadow's first cosy cuddle pile on the coldest night.
47	The Storybook by Firelight <i>Misty</i>	Literacy	Misty tells the meadow's favourite story again, just the way they like it.
48	Snowflakes Are Never the Same <i>Otto</i>	Mathematics	Otto tries to count snowflakes and discovers why that's impossible and wonderful.
49	The Frost Symphony <i>Fuzz</i>	Expressive Arts	Fuzz turns the sound of crunching snow into the meadow's winter song.
50	Goodnight in Every Way <i>Boo</i>	Comm. & Language	Boo collects every way the meadow says goodnight, ready for the longest sleep.
51	The Slowest Race <i>Dash</i>	Physical Dev.	On the quietest day of winter, Dash discovers that going slowly can win too.
52	The First Sign of Spring <i>Sunny</i>	Understanding World	Sunny spots the year's first new shoot, promising the seasons will turn again.

Core Plush Range

Seven POPIN characters as premium full-size plush toys - the primary gifting range. Each instantly recognisable by colour and accessory. Positioned at the premium end of the preschool plush market. Immediate retail potential.

Educational Licensing

The POPINS' characters sit at the heart of Get School Ready (GSR) - KAM's nine-volume, EYFS-aligned curriculum, giving every character a built-in educational product already in development.

WISP - Collectible Range

The secondary merchandise hero. Small, affordable, seasonal, collectible. Rainbow & Purple as core pair - then seasonal drops, weather editions and ultra-rare specials. Children will want to collect every one.

Live Events & Experiences

The live-action costume format makes The POPINS uniquely suited to in-person experiences from launch, character appearances, Popin Meadow pop-up events and theatrical shows.

Publishing

Direct integration with KABooks imprint, character books, activity ranges and the Get School Ready series all carry The POPINS naturally. Existing retail distribution through high street stores. .

Clothing & Homeware

Character-led apparel for 0-5, nursery accessories, bedding and homeware. The POPINS colour palette, seven distinct, vivid colours, is inherently licensable and reads instantly on product.





POPINS

THE

Seven Characters. Seven EYFS Areas. One Magical World.

Kids Active Media Limited

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