



*Drama Academy Ltd*  
Nurturing Creativity



Nurturing Creativity Through Drama

# Franchise Opportunity



[dramaacademyschools.com](http://dramaacademyschools.com)



[scriptsandsketches.com](http://scriptsandsketches.com)



[dramaacademy.co.uk](http://dramaacademy.co.uk)



# Who are Drama Academy?



Simon Law, the Managing Director of Drama Academy, has been involved in Theatre Arts for over 29 years and founded 5 Stagecoach Theatre Arts Schools in Spain where he was the Principal from 1998 to 2004.



He has directed many shows and taught drama at many schools including Stowe in Buckinghamshire and Churchers College in Petersfield.

We started at Rowan Preparatory School in Claygate in 2012, as a peripatetic LAMDA teacher, with just 17 students, yet after a few terms the numbers started to rise to 60 then 90 and we now have 117 students from Year 2 - 6.

We now employ three teachers to run 13 classes at Rowan Preparatory School. Classes run in groups of 8 - 14, depending on the age, and are before school, lunchtimes and after school.

## So, why did it take off?

Parents want their children to have fun in their drama classes, whilst achieving a qualification, and LAMDA has the name.

With varying numbers in each class, it's tricky to find the right pieces to suit particular children which they enjoy, and perform well. With new duologue scripts and group work this all changes, but finding a really good duologue or group script for 3 or 4 that meets the criteria of the LAMDA exam is not easy. This is where [scriptsandsketches.com](https://www.scriptsandsketches.com) come in.

We teach **LAMDA**  
Exams & Qualifications





As an online publisher with [scriptsandsketches.com](https://www.scriptsandsketches.com) (also owned solely by us) we have an agreement with LAMDA that the scripts can be used for their exams. This opens up a whole new world of script work and flexibility for the exam content. Simon writes new scripts sometimes based on the students' improvisations, so they are funny, not at all serious, and adapts other group scripts for exams to get the parts right and timing correct for each grade. Both Duologue and Group scripts are covered with some great fun choice timeless classics again adapted from such books and movies as Malory Towers, Matilda, The Parent Trap, The Grinch etc.

Children love to act, but they do of course need to learn to articulate and project their voices, learning stagecraft and technique, and how to express themselves without inhibition, but for most of them

this comes naturally with expert enthusiastic and inspirational guidance from their drama coach. All the drama exercises are fun and play to the children's sense of humour, mostly adapted or written by us. Speaking Verse and Prose exams are worked toward in Years 2 and 3, then we move onto acting exams from Years 4 - 6.

Regular performance opportunities in the form of open classes, showcases at the school, and some local Drama festivals are also run.

The classes are fun, but structured, with a goal at the end of the tunnel, a LAMDA Exam Certificate and report.



After the success at Rowan we have now opened at a further two schools; Banstead Prep School and St Dunstan's C of E Primary School in Cheam.

**Track Record of Success** – we have developed a method of doing business that works well and produces successful results.

#### Drama Academy Exam Results, Student Numbers & Annual Turnover 2019 - 2022

Drama Academy Ltd							
	Ave. Student Numbers	Number of Classes	Annual Turnover	Exams Taken	Distinction	Merit	Pass
<b>2019</b>	89	10	£20,325	129	69	20	0
<b>2020</b>	109	12	£30,907	109	65	44	0
<b>2021</b>	116	13	£50,301	106	71	35	0
<b>2022</b>	121	13	£47,550	115	81	33	1 absent



The limited company was formed 4 years ago when we formalized our relationship with Rowan under a license agreement. Since 2012 we have taught close to 1,000 students with tremendous exam success.

The next natural step is to give others the opportunity of using this formula to grow their own business in line with Drama Academy under a franchise.

Drama Academy are now expanding, and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.





# What does a Drama Academy Franchise consist of? What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Drama Academy, you can reduce them even more!



**Strong Brand** - One of the biggest advantages of franchising is that the company is building a brand on a regional and national basis that should have value in the eyes of customers you're trying to attract.

**Training Programme** - we have a training programme designed to bring you up to speed on the most successful methods to run the business. We have reference materials to assist you in dealing with whatever comes up while you're running your business.

**Ongoing Operational Support** - we have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

**Marketing Assistance** - we will offer you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

**Purchasing Power** - as a franchise you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

**Risk Avoidance** - the biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.



# The Drama Academy Franchise

If you are already teaching at a school then you have a huge advantage, as you will know how to publicise your business through your captive audience, the children and the parents

If you are not teaching at a school then with any school who want to take in Drama Academy classes you should forge a close relationship with them to create a real presence in collaboration with that school, it's curriculum and events.

The primary source of income is from classes running before school, lunchtimes and after school.

You will have the potential to earn £30,000 + p/a from each school, employing teachers and focussing on admin and expansion only.

We suggest Teachers are paid £37.50 p/h to ensure retention and to get the right personnel, but of course you can teach some classes as well if you are a drama teacher or actor



- Free access to [ScriptsandSketches.com](http://ScriptsandSketches.com)
- Franchise Agreement
- Child Protection
- Safeguarding
- GDPR Compliance
- Health and Safety
- Marketing Support
- Social Media Presence
- Own Web page on [DramaAcademySchools.com](http://DramaAcademySchools.com)
- Accounts and bookkeeping templates
- Register & Invoice Templates
- Communication Emails template
- Regular Network Opportunities
- Whole Years lesson plans for all Year groups
- Management training and skills
- Exclusive territory containing up to 100 schools
- Support whenever you need it
- Proven track record
- Part of a network
- Full training
- Assistance hiring teachers through all Drama Academy social media outlets
- Branded Merchandise: 100 Caps, 1 Banner, 250 Reward Badges for students. 500 x A5 leaflets.
- Branded canvas bags & t-shirts available at cost.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Drama Academy name synonymous with excellence.

**So if you're looking for a Franchise opportunity with some real strengths search no more.**

# What kind of support can I expect from Drama Academy as a Franchisee?



We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Drama Academy Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

The operations manual contains all the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It

is a step by step guide on how to run and operate the business. This manual alone is worth the franchise fee. It's a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy to understand format. All the facts of the business without the fuss, and all at your fingertips from day one.



# The Earnings Potential

What you can earn out of Drama Academy Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up. If you have the time and commitment, you will be able to run more than one school, possibly even 4 or 5. With an earnings potential of £30,000 per school not only would this provide a very nice income, but give you a business you can sell at a future date should, you wish to do so.

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.





# Satisfied Customers

Don't just take our word for it – read what our satisfied customers have to say...

Dear Mr Law

Thank you so much for all you've done over the years for Lucy's drama. She's loved every moment and you've given her a real love of acting so much so that she'd like to continue with it at senior school.

You've helped her grow in confidence and she has absolutely no fear of speaking in public. We're truly indebted to you for all you've given her.

Wishing you a wonderful summer and every happiness for the future.

Kindest regards  
Alison

Hi Simon

Just a very quick note to thank you for putting on the Open Class event at Rowan this afternoon.

It was good to see the huge variety of work that the girls have enjoyed over the past year and particularly nice for me as a working mum to be able to attend.

All in all a very successful event!

Thank you for teaching Skye so much. She has really enjoyed your sessions and learned a lot.

I am sure she will feel much more confident entering the senior school drama lesson arena as a result.

Many thanks again

Kind regards  
Kate

# What do you need to be successful as a Drama Academy Franchisee?



If you have a good connection with a school, or number of schools then this is a huge advantage, maybe you are a teacher, Mum or Dad, on the board of governors, an active member of the schools' PTA, head teacher etc.

If not, you will have to build up and attain a really good close co-operation and relationship with the school, as this is where you will build and have access to the whole schools' parents and children. This is the market, there is no external marketing for students, as your clients are already focussed at the school, which hugely reduces marketing costs and improves revenue stream.



- You should have a passion for the arts, drama in particular
  - Be open to new ideas and be forward thinking
  - Being able to 'think outside the box' and see *'Nurturing Creativity'* not as just a tagline, but a real passion to see children enjoy and thrive and be creative, it's a joy to see!
  - Have a good business head and be organised

If everything you've read so far makes sense, and you think that a Drama Academy Franchise is something you want to know more about, we should talk further.



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