

Dance

Building Block 1
(Bronze)

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1.0 Overview

1.1 Background in brief

- * Premier Performing Arts (PPA) is a subsidiary of Premier Sports Ltd, (PSL), a FULL member of the British Franchise Association and a Top 500 European Franchisor. It currently has nearly 100 operated territories nationally developed over a 13year period.
- * PSL is the largest provider in schools across the UK, providing over 20 different sports within the offer.
- * As of January 2012, PSL impact extended to;
 - c. 150,000 student contacts each week
 - c. 5,000 lessons each week
 - c. 2,000 schools each week
- * This translates into approximately;
 - Nearly 6 million visits per year
 - 195,000 lessons per year

PPA has a structured business model, which encourages business growth through a 'Building Block' Scheme. The Building Block Scheme is separated into 3 stages, **Bronze, Silver & Gold** with each stage entitling the licensee to unlock additional business opportunities.

Entitlement to the **Bronze** stage allows the licensee to deliver within Primary Schools & offer Holiday courses. This stage includes Arts Award-Discover & Explore, PE delivery, Morning/Lunch/After School clubs (OSHL) and Holiday courses into the plan to create & develop a wide customer database.

The aim of the **Bronze** Building Block is to demonstrate how the business can add revenues of £98k and beyond. Once certain levels / volumes / standards are reached, the licensee is entitled to progress to the next level, **Silver** and 'unlock' more income generating opportunities.

Incorporated into each stage are apprenticeship opportunities and compulsory training that staff must undergo to qualify for the each new building block opportunity.

Each Licensee, whatever level of the Building Block scheme they are operating at, have a defined and exclusive territory with circa 75 primary schools or 17,000 children.

To qualify for a Premier Dance license (Bonze), the candidate, or their staff need to hold/attend:

- * Level 2 Supporting Learning in PE and Schools Sport
- * PPA Primary School resource booklet training day
- * PPA Street Dance/Freestyle training day
- * PPA Cheerleading training day
- * Arts Award Advisor training (Discover & Explore)
- * Minimum of 2 years dance experience
- * CRB
- * Must be a minimum of 18 years old
- * First Aid qualification
- * Appropriate insurance as specified in Manual

To progress to Silver, the candidate, or their staff need to hold/attend all the above plus:

- * PPA Elite Academy training day
- * PPA Progression in Dance & Competitions/Shows training day
- * PPA IDTA Examination training day
- * Arts Award Advisor training (Bronze, Silver & Gold)
- * 80% participation on "Premier Performing Arts" training courses

1.2 PPA Training programme

Bronze Level Instructor:

Level 2 Supporting Learning in PE & Schools Sport

The qualification provides:

- * a basis on which to make informed choices about an appropriate career in physical education and school sport.
- * an opportunity to develop an understanding of supporting learning in physical education and school sport.
- * an opportunity to develop physical education and school sport knowledge and skills that can be applied to different educational and school sport related settings, such as coaching.
- * an introduction to a career as a physical education teacher.
- * an introduction to other opportunities to work as physical education and school sport professionals e.g. Higher Level Teaching, Assistant (HLTA), Teaching Assistant (TA), Coach, Sports Development Officer, Volunteer, Leader.

PPA Primary School Resource Booklet training day

This training day will support and guide you on how to get the most out of your resource booklets and music files. The bespoke dance curriculum programme is a VITAL selling point for your business so this workshop allows you to enhance and adapt your existing skills to meet the needs of the school curriculum and the PPA dance programme. The workshop includes:

- * How to adapt your current PE curriculum delivery to PPA's dance curriculum programme.
- * Using your resources effectively.
- * Planning your sessions.
- * Upselling your product to a School – let the resources do the work!

PPA Street dance / Freestyle training day

This workshop will assist in the delivery of your street and freestyle dance training to enhance delivery in OSHL and holiday clubs. The workshop will include:

- * Street dance training and how to plan effective OSHL and holiday clubs incorporating street dance.
- * Freestyle dance training and how to plan effective OSHL and holiday clubs incorporating freestyle dance.

PPA Cheerleading training day

This workshop will assist in the delivery in the delivery of your cheerleading training to enhance delivery in OSHL and holiday clubs. The workshop will include;

- * Cheerleading and how to plan effective OSHL and holiday clubs incorporating cheerleading.

Arts Award Advisor training (Discover & Explore)

This training will be delivered by an Arts Award representative from Trinity College. It will enable you to deliver Arts Award Discover & Explore within your BRONZE business model. At this training course you will:

- * Meet other professionals who are planning to run Arts Award.
- * Get your Discover & Explore adviser toolkit, which details what is required at each level.
- * Become familiar with the assessment criteria and framework for each level.
- * Learn how to be the primary assessor for young people's work for Arts Award.
- * Ask questions about how Arts Award may work for you in your particular setting.
- * Learn what happens next and how to move forward with Arts Award.

1.3 Objectives

- * Achieve penetration within the territory by offering a high quality service delivering:
 - Curricular teaching cover
 - Morning/Lunch/After School clubs
 - Dance Clubs for Parents
 - Arts Award Discover & Explore
- * Recruit & train staff to deliver a high quality programme.
- * Maximise revenue streams by offering Holidays clubs.

1.4 Income Examples

	Example 1	Example 2	Example 3
Annual	£31,810	£58,115	£98,245
Turnover			

- * **Example 1** is a full time model capable of delivery by one person, based on 10 OSHL per week, 2 x full day curriculum dance per week, 60 x Arts Award for Discover/Explore/Bronze per annum and 8 days holiday provision per annum. **(Approx 24 term time hours per week)**
- * **Example 2** is a full time model which includes small numbers of staff, based on 20 OSHL per week, 3 x full day curriculum dance per week, 90 x Arts Award for Discover/Explore/Bronze per annum and 16 days holiday provision per annum. **(Approx 42 term time hours per week)**
- * **Example 3** is a full time model which includes large numbers of staff, based on 35 OSHL per week, 5 x full day curriculum dance per week, 150 x Arts Award for Discover/Explore/Bronze per annum and 20 days holiday provision per annum. **(Approx 61 term time hours per week)**

Please Note: These are examples only!

2.0 Market Analysis Summary

2.1 Territory Overview

- * There are circa 75 primary schools in each territory.
- * Target penetration is 13% (to achieve example 2).
- * There are circa 31,000 parents / carers in each territory.
- * There are circa 17,000 primary school children in each territory.

2.2 Territory Competition

Territory competitors may include;

- * Stage Coach
- * Dance In Education
- * Zumbatomic
- * MAD Academy
- * Theatre Bugs
- * Local tutors

Competition also includes substitute products available to schools, parents & children away from this sector, such as;

- * Bowling
- * Sport Activities
- * Family Adventure Parks
- * Zoos

2.3 Pricing

Product	Typical PSL Average	Typical PPA Average
Full Day Curricular	£131 per day	£120 per day
Half Day Curricular	£72 per day	£75 per day
After School Club (1 hour)	£3.02 per pupil	£4 per pupil (min 13 pupils)
Morning School Club (45mins)	£3.02 per pupil	£3.50 per pupil (min 13 pupils)
Lunch Club (30mins)	£3.02 per pupil	£3 per pupil (min 13 pupils)
Full Day Holiday Course	£13.54 per day	£20 per day
Arts Award Discover*	N/A	*Please see Arts Award costing sheet
Arts Award Explore*	N/A	*Please see Arts Award costing sheet
Arts Award Bronze*	N/A	*Please see Arts Award costing sheet

Please Note that these are costs at the time of research and that competitors may vary their pricing regularly.

3.0 Implementation

3.1 Planning

- * Decide aspirations of income you wish to generate.
- * Template Business Plan & Financial Forecast provided.
- * Draft the above documents with our help.
- * Discuss and amend with experienced PPA staff.
- * Source finance (if required), via our banking relationships.

3.2 Training

- * Induction training includes:
 - Familiarisation of Operations Manuals
 - Marketing planning
 - Sales training
 - Delivery workshops
 - Recruitment strategy
 - Basic accounting policies

3.3 Launch

- * Launch locally with HQ support
- * Mentor Support
- * Pre generated leads

4.0 Resources

4.1 Resource documents

The dance curriculum resource document is a bespoke programme that has been designed to meet children's curriculum needs for dance and exercise in mind.

The programme includes pupil resource booklets, coaches guides, lesson plans, schemes of work and paper resources to assist in the high quality delivery of this bespoke programme.

The programme has 3 terms across 7 different year groups (Year R – Year 6), enabling instructors to enhance a School's dance curriculum by three times the amount that most schools normally invest into dance.

This is the most comprehensive plan of lessons that the Premier Group have ever produced and will make it easy for your staff to deliver a structured learning programme.

[Click here to view sample document...](#)

4.2 Music

120 bespoke music tracks have been created by experts to compliment the dance curriculum resource document.

These tracks are ONLY for PPA licensees and their staff so that the programme remains bespoke to Premier Performing Arts.

The music fits with the learning at every stage and this means that dance coaches do not have to find appropriate tracks for every session, saving them time and you expense.

As a business owner, you are protected by using music which will not leave you open to legal challenge for its use.

[Click here to view sample document...](#)

5.0 Website & BMS

- * Dedicated brand specific web portal.
- * Parents unique login/homepage with product information and offers.
- * Integrated communication system highlighting activities and events.
- * Company specific BMS to support and drive your business.