

# Dance

Building Block 3  
(Gold)

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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 structured a model, which encourages 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 new business opportunities as the skills of their staff and the business volume increases.

This stage, **Gold** allows the licensee to progress to the next level and 'unlock' more income generating opportunities by providing services to High Schools and Further Education. Incorporated into these different stages will be apprenticeship opportunities and compulsory training that staff must undergo to be able to qualify to deliver at this stage.

Licensees will be entitled to work within High Schools and deliver specialised dance workshops to Colleges and Universities in their territory, incorporating specialised workshops, Morning/Lunch/After School clubs, Arts Award-Bronze/Silver/Gold, delivery of practical content of Dance Apprenticeship scheme and GCSE dance practical content into the plan to create & develop a wider customer database.

The aim of the **Gold** Building Block is to demonstrate how the business can build revenues of £75k and beyond.

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 progress to Gold, the candidate or their staff needs to hold:**

- \* Level 3 – IDTA Associate Teachers Qualification
- \* PPA Dance Delivery in High Schools training day
- \* PPA GCSE Dance training day
- \* 90% participation on “Premier Performing Arts” training courses

## **1.2 PPA Training programme**

### **Gold Level Instructor:**

#### **IDTA Associate Teachers Qualification**

- \* This qualification is an on going apprenticeship scheme that can be started as soon as your instructors and your business is ready to upgrade to Gold business model. The IDTA Associate Teachers Qualification allows you to teach a range of dance styles in Schools, dance schools, leisure centres & gyms, teach all over the world with an internationally recognised qualification, enter your students into amateur exams in Freestyle, Street, Dance Exercise, Cheerleading and more, gain professional membership to an organisation and further your development within the IDTA. The course is made up of 50% practical and 50% theory. The course covers:

- Development through the grades
- Faults & corrections
- Anatomy
- Health & safety
- Music theory
- Set syllabus work
- Choreography free work
- Amalgamations
- Folder work

### **PPA Dance Delivery in High Schools training day**

- \* This workshop specialises in dance delivery within a High School setting. The course will entitle you to work within a High school delivering OSHL and holiday clubs as well as specialist workshops. The course covers:
  - Working with High School students
  - Advertising OSHL and Holiday clubs to 12-16year olds
  - Planning appropriate dance sessions for the age group

### **PPA GCSE Dance training day**

- \* This workshop allows you and your staff to deliver the practical content of GCSE dance. The course will cover:
  - AQA GCSE Dance standards
  - Delivering specialist dance training for practical content of GCSE dance
  - Specialist GCSE dance units and how to deliver content

## **1.3 Objectives**

- \* Achieve penetration into high schools within the territory delivering:
  - GCSE Dance
  - OSHL clubs
  - Arts Award Discover/Explore/Bronze/Silver/Gold
- \* Up skill staff
- \* Utilise Arts Award opportunities & Apprenticeship Schemes to achieve additional revenue streams:
  - Arts Award – Bronze, Silver & Gold
  - Apprenticeship schemes
- \* Deliver specialised dance workshops in Colleges & Universities
- \* Deliver practical content of IDTA Apprenticeship programme

## 1.4 Income Examples

|          | Example 1 | Example 2 | Example 3 |
|----------|-----------|-----------|-----------|
| Annual   | £22,160   | £52,960   | £75,180   |
| Turnover |           |           |           |

\* **Example 1** is a full time model for an individual, based on delivery of 1 x full day GCSE Dance cover, 2x IDTA apprenticeships and 4 x specialised college workshops. **(Approx 9.5 hours per week)**

\* **Example 2** is a full time model, which is based on delivery of 3 x full day GCSE Dance cover, 4x IDTA apprenticeships and 8 x specialised college workshops. **(Approx 24 hours per week)**

\* **Example 3** is a full time model, which is based on delivery of 5 x full day GCSE Dance cover, 8 x IDTA apprenticeships and 15 x specialised college workshops. **(Approx 33 hours per week)**

**Please Note:** These are examples only!

# 2.0 Market Analysis Summary

## 2.1 Territory Overview

- \* There are circa 13 high schools in each territory.
- \* There are circa 18,400 parents / carers in each territory.

## 2.2 Territory Competition

Territory competitors on a National Scale 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 Competitor Average | Typical PPA Average           |
|--|----------------------------|-------------------------------|
| Specialised Workshops (Collage/University) | N/A                        | £25 per pupil (min 20 pupils) |
| GCSE Dance cover                           | N/A                        | £120 per day                  |
| Private lesson (1hour)                     | N/A                        | £40 per hour                  |

**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.
- \* Template Business Plan & Financial Forecast provided.
- \* Draft documents with our help.
- \* Discuss and amend with experienced PPA staff.

## 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 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.