

Dance

Building Block 2
(Silver)

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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 as the skills of their staff & the business volume increases.

Entitlement to the **Silver** stage allows the licensee to deliver Gifted & Talented Elite Academies. This stage includes specialised workshops, elite academy classes, IDTA examinations and local as well as national dance competitions. Recruiting students will come from the extensive participation created via the delivery of the **Bronze** building block.

The aim of the **Silver** Building Block is to demonstrate how the business can add revenues of £34k and beyond. Once certain levels / volumes / standards are reached, the licensee is entitled to progress to the next level, **Gold** 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 progress to Silver, the candidate needs to hold:

- * 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

Silver Level Instructor:

PPA Elite Academy training day

- * This workshop will allow you to deliver Elite Academy classes & workshops within your business. The on day workshop will cover:
 - Academy classes & how to structure them
 - Content that MUST be covered in a PPA Academy
 - Dance genres that can be taught
 - How to recruit elite academy students

PPA Progression in Dance & Competitions/Shows training day

- * This workshop will allow you to enrol pupils into shows & competitions and also provide suitable progression routes for students and instructors. The one day workshop covers:
 - Progression routes in dance for students & instructors
 - Running & attending competitions
 - Preparing & organising a show
 - Upselling competitions and shows through elite academies

PPA IDTA Examination training day

- * This one day workshop will allow you to incorporate IDTA examinations within your SILVER business model. The workshop includes:
 - Upselling IDTA examinations
 - How to prepare for your exam session
 - What happens on the day
 - How to book your exam session

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	£12,645.20	£25,940.40	£34,790.80
Turnover			

- * **Example 1** is a part time model for an individual based on delivery of 2 x specialised holiday workshops and 4 x 1hour elite academy class per week, 3 x dance competitions (including 6 x practice sessions) and 1 x IDTA exam session. **(Approx 5 hours per week)**
- * **Example 2** is a full time model based on delivery of 6 x specialised holiday workshops and 8 x 1hour elite academy class per week, 6 x dance competitions (including 12 x practice sessions) and 2x IDTA exam sessions. **(Approx 10.5 hours per)**
- * **Example 3** is a full time model based on delivery of 10 x specialised holiday workshops and 10 x 1hour elite academy class per week, 8 x dance competitions (including 16 x practice sessions) and 4 x IDTA exam sessions. **(Approx 12.5 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.
- * There are circa 31,000 parents / carers in each territory.
- * There are circa 10,000 children aged between 4 & 9 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 Competitor Average	Premier Performing Arts
Elite academy class (1 hour)	£5.00 - £6.00 per class	£6 per class (min 13 pupils)
Exams*	N/A	*Please see exam costing sheet
Specialised Workshops (6 hours)	£120 per day	£25 per day (min 13 pupils)
Practice competition class (2 hours)	N/A	£7.50 per class (min 26 pupils)

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.