

# **Your Business Guide to Stagecoach**

**Creative  
Courage  
For Business**

The logo is a stylized ribbon or banner shape with a yellow-to-orange gradient. It has a white rectangular area in the center containing the text 'STAGE COACH' in black, uppercase letters.

**STAGE  
COACH**

Founded in 1988, Stagecoach has grown to become the UK's largest network of part-time performing arts schools for children.

Over the years we have seen more than **ONE MILLION** students unlock their potential, which is something they will value for their whole life.

## What you will find here



**05**

Welcome To Our World

**06**

Stagecoach By Numbers

**08**

Our Commitment To You

**11**

Running Your Own Business

**12**

The Model

**16**

Why Stagecoach?

**18**

Investment and Returns

**23**

Standards and Safety

**24**

Events, Camps

**26**

Testimonials

We help our franchisees find  
Creative Courage  
For Business



## Welcome to our world

At Stagecoach, we believe that every child can be nurtured to grow, develop and grab hold of life in all its glory. For over 30 years, we have stayed true to the belief that performing arts is a unique way to unlock children's potential.

Every week, franchisees around the world manage performing arts schools, with their teams of experts teaching children and teenagers how to sing, dance and act. This sets students up with the necessary skills to perform - not only on stage but, more importantly, accomplish on the stage of life. We aim to inspire our students, making a difference in their lives by teaching Creative Courage For Life®.

We have continued to establish ourselves as the children's services franchise of choice for prospective entrepreneurs, and the performing arts provider of choice for children and parents.



We look forward to welcoming you to our Stagecoach network.

# Stagecoach By Numbers

Founded  
**1988**

We were founded in 1988, one of the first part-time children's performing arts schools in the UK.

**30**  
Years

We have over 30 years' experience. Along the way we've developed and enriched our understanding and teaching of performing arts.

**33%**  
Average  
Profit

Our franchisees enjoy a great work-life balance, working 30 weeks of the year and never missing an important life event, whilst reaping the rewards of a profitable business.

**\$89,000+**  
Earnings

High take-home earning potential (in excess of \$89,000 p.a. per territory once established), whilst benefiting from watching your students grow in confidence and life skills.

**300**  
Franchisees

We have over 300 Franchisees worldwide. Not to mention our 3,000 teachers with performing arts experience.

**\$76m+**

Global network  
turnover

Our global network has an annual turnover of \$76m+

**2,000**

Schools and  
classes

Stagecoach operates over 2,000 schools and classes globally, and has a presence in eight countries worldwide.

**50,000**

Students

We continue to grow as one of the largest networks of part-time performing arts schools for children.

# Our commitment to you

At Stagecoach Performing Arts, we promise to give you the creative courage to embrace the brand and make the most of your business opportunities. As a leading body in the performing arts industry, we provide you with the tools to help nurture and inspire every student who walks through your doors.

We help you to keep your students safe and give them the courage to be themselves. They will learn how to sing, dance and act while developing a broad range of life skills as they become more self-assured, expressive, sociable and imaginative.

As part of a network of passionate, creative and inspiring franchisees, you will have the opportunity to grow your business to achieve your aspirations, supported by an experienced and enthusiastic team alongside you.



**98%** of our customers  
would recommend us.

1,472 interviews  
Savanta Brand Tracker, November 2019



## Running your own business with Stagecoach

With Stagecoach, you are following a well-proven business model with an established leading brand which commands a premium price for your classes. An ever-evolving Educational Framework guides your teachers and a state-of-the-art business management system reduces your administration.

Our large central support team is passionate about ensuring your business is successful from launch, right through your entire journey as a Stagecoach franchisee. From marketing to recruiting and retaining teachers, we will be there with guidance and support, whenever you need it.

# *The Model*





## Early Stages (Ages 4 - 6)

### Class Size: 18

Children aged four to six begin their Stagecoach journey in our Early Stages classes.

Our students are encouraged to have fun and make friends while we teach them the foundations of singing, dancing and acting.

The 90-minute classes are split into three sections: 30 minutes for singing, 30 minutes for dancing and 30 minutes for acting.

Early Stages is a wonderful introduction to performing arts for younger children who are given both structure and freedom to explore their creativity and imagination.



## Main Stages (Ages 6 - 18)

### Class Size: 18 (3 classes = 54 students)

Children from six to 18 are split by age into small groups for our weekly Main Stages classes.

Classes are held in term time and last for three hours: one hour for singing, one hour for dancing and one hour for acting.

While students master their performance skills, they also develop a range of qualities such as confidence, improved communication skills, resilience and courage.



## Further Stages (Ages 14+)

### Class Size: 18

Teenagers aged 15 and above can take their performance skills to a higher level through our Further Stages classes.

Students with a flair and passion for performance are encouraged to work as a small theatre company where they are challenged to make artistic choices and devise original repertoires and performances.

These weekly term-time classes last for three hours and are great for advanced performers interested in honing their skills or preparing for exams or auditions.



# Why Stagecoach?

- The opportunity to run your own business - offering singing, dancing and acting classes to children aged four to 18 within your exclusive territory.
- Trusted heritage - over 30 years' experience in performing arts education for children.
- Part of something big - around the globe, over one million students have discovered us: And we are still growing.
- An internationally recognized brand.
- Proven success - our flexible model allows you to run your own business alongside your other commitments.
- Wealth creation - the opportunity to grow your business into a valuable asset with high resale values.
- Low start-up costs - a new territory costs from just \$20,000 plus tax.
- Comprehensive training and unparalleled support - providing you with the tools and skills to grow your business from the start.



Stagecoach is the **preferred choice** in extra-curricular performing arts for children in the U.K.

1,006 interviews  
Savanta Brand Tracker, November 2019

# Investment and Returns

The annual income of our Canadian franchise network has increased by 80% since 2015, as we report four years of continued growth across the entire network.

Many of our franchisees opt to bring in managers to operate schools within their territory. This enables these franchisees to invest earnings back into their business by expanding existing schools and investing in new territories.

Starting as a franchisee means working Saturdays to oversee your teachers and classes. The rest of your work is based from home, allowing for flexibility around your family and other commitments.



Once you have 200+ students in your territory and are earning an average of \$90,000 per year, you can look to expand further with additional territories, opening more schools and utilizing managers, allowing you to take on more of a director-level role.

With multiple territories established, you could be earning \$240,000+ per year and have the security of an asset of considerable value to sell in the future.

# Investment and Returns

There are three routes to becoming a Stagecoach Franchisee, each with different levels in time and money, offering different speeds of realizing your return on investment.

## NEW TERRITORY STARTING PART-TIME

**\$**  
INITIAL FRANCHISE FEE

**\$20,000**  
plus tax

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**£**  
TOTAL INVESTMENT REQUIRED

**\$11,000** cash  
**\$26,000**  
TOTAL - **\$37,000**

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**OVERVIEW**

- Target 115+ students in 24 months
- Average \$58,000 p/a earnings before tax in 24 months
- Average two-day working week
- Reinvest initial profits to grow more schools
- Continue working initially to fund your living expenses

## NEW TERRITORY FAST STARTUP

**\$**  
INITIAL FRANCHISE FEE

**\$20,000**  
plus tax

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**£**  
TOTAL INVESTMENT REQUIRED

**\$18,000** cash  
**\$42,000**  
TOTAL - **\$60,000**

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**OVERVIEW**

- Target 165+ students in 24 months
- Average \$85,000 p/a earnings before tax in 24 months
- Average four-day working week
- Focus on rapid growth
- Opportunity to purchase additional territories to further impact growth

## ESTABLISHED BUSINESSES FOR SALE

**\$**  
INITIAL FRANCHISE FEE

**\$50,000 - \$200,000**

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**£**  
TOTAL INVESTMENT REQUIRED

Dependent on resale value

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**OVERVIEW**

- Provides you with an instant income stream
- Average four-day working week
- Established team and infrastructure
- Territories available across the Canada
- Get in touch to find out which businesses are currently for sale



## Standards And Safety

You and your students are in safe hands at Stagecoach Performing Arts. We have a clear commitment to child protection, and safeguarding our students, teachers and franchisees is our highest priority.

Everyone who works within the network is required to apply for police vulnerable sector check.

As a Stagecoach franchisee you will receive regular training and have access to a dedicated child safeguarding team 24 hours a day, seven days a week should you need their advice.

An external annual review team will visit your schools to help you and your team to operate at the highest level of child safeguarding, teaching and learning standards. We will provide you with guidance for all the necessary insurance, health and safety and first aid requirements to ensure everyone who comes to your school is safe.

## Events and Camps

You'll have the opportunity for your students to shine and demonstrate their performance skills at a variety of events in Canada and overseas, organized by the Stagecoach Support Centre.

Our franchisees provide Stagecoach students with the opportunity to showcase their talents on the big stage in Toronto and London's West End in numerous theatres, including Her Majesty's, Shaftesbury and The Adelphi, as well as at regional theatres globally. Stagecoach is proud of our relationship with the Walt Disney Company, a highlight of which is Dance the Dream at Disneyland Paris. Hundreds of our students take part in the world-famous Pre-Parade and Disney camps in front of their proud parents and families, and an international audience.



Our older students are able to participate in a pathway-to-industry event called Behind The Magic, in which they get to work with Disneyland Paris professionals, working behind the scenes on fantastic musical productions such as Beauty and The Beast.

You can also run camps during the school holidays. These are a great way to create additional revenue and can help parents who are looking for childcare in holiday periods. Holiday Camps are also a great way to recruit students.

# Testimonials



**Tosha Doiron**  
Mississauga and  
Oakville, ON

I'm busy all of the time, but I do it because I love it. I've always had a passion for performing arts and my career lead me down the route of teaching. I decided to start my own Stagecoach franchise as I had spent years working for them as an acting teacher and I love the way Stagecoach nurtures every child individually. We recently bought our first home, something which couldn't have happened without Stagecoach. We've even managed to start saving for our children's education. Being able to look after my family is really important but I'm only fully content when I see my students thriving too.

Stagecoach is a wonderful opportunity, in terms of career prospects, and for my students too. Sure, building a lovely life for my family is a real blessing and something I'll never take for granted but, for me, it's much more about instilling this wonderful sense of confidence in my students. What really matters to me is that they're having fun and enjoying every second. I'm really proud to be affiliated with such a respected, well-known performing arts brand. And even though it's a global brand, each franchisee is running a small, local business - the type of business I like to support.



**Cadence Allen**  
Toronto East & Hamilton East, ON



**Kristi Wenaus**  
Halifax, NS

Running my Stagecoach franchise has exceeded my expectations and, as someone who has worked in marketing and high-level management for over 20 years, I had very high expectations! I teach companies how to present themselves to employees and customers day in-day out and I can honestly say that Stagecoach has done an incredible job of building a great culture with their franchisees. They lead from the top down and I'm very proud to be part of the brand. There's a reason they're known as the best in the business and I hope to contribute to that reputation as I move forward with my franchise.

One of the best things about those first few months as a franchisee was how much guidance I was given by the team back in the UK. They even flew out to support me with recruiting my teaching team and, as someone with no previous experience of the performing arts, that was invaluable. I initially came at most tasks with my marketing hat on but, as time went on, Stagecoach taught me to enjoy the process of owning a business and watching my students thrive. I've always loved working in marketing but I do find that Saturday is the best day of my week - I don't struggle to get out of bed in the morning that's for sure! It's wonderful to watch these kids go on such an incredible journey.




**Johanne Hudon-Armstrong**  
West Island, QC





**Be creative and have the courage to be yourself, whatever you do.**

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Creative Courage for Business

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