



Your business guide to  
**STAGECOACH PERFORMING ARTS**



**CREATIVE  
COURAGE  
FOR BUSINESS**

**TRAFALGAR**  
ENTERTAINMENT



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 lives.



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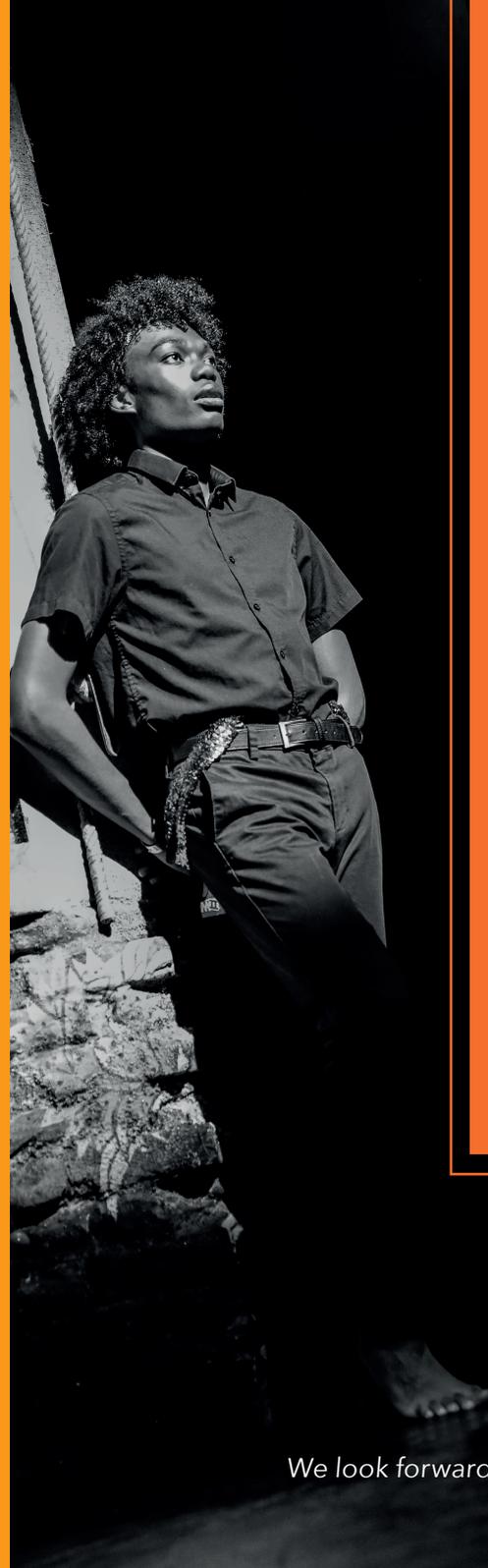




We help our franchisees find

# Creative Courage For Business

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## Welcome to our world

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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 young people 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.

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STAGE  
COACH

We look forward to welcoming you to our Stagecoach network.

### values & culture

Values and Culture means recognising and embracing the diverse backgrounds of the people who make up the Stagecoach community and how we all weave our ethos and guiding principles through our work and relationships.

### teaching & learning

Teaching and Learning involves providing inspiring, inclusive and suitably challenging learning opportunities that promote engagement and progress in the performing arts through the integration of singing, dancing and acting.

## The **STAGECOACH** way

### celebration

Celebration involves celebrating the achievements of our students and people across the organisation.

### leadership

Leadership is how we motivate others to achieve extraordinary things together and show genuine care for the wellbeing of our community.



## Changing the world through Creative Courage for Life<sup>®</sup>

To achieve our vision, we are guided by **The Stagecoach Way** which is Stagecoach's framework for success. Across our global business, we follow the four pillars of **The Stagecoach Way** so that our special and unique environment is nurtured and sustained across the world.

# STAGECOACH BY NUMBERS



Founded  
**1988**

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

**300**  
Franchisees

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

**35 Years'**  
Experience

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

**£42m+**  
UK Network Turnover

Our UK network has an annual turnover of £42m+.

**33%**  
Profit

Our franchisees enjoy a great work-life balance, working 36 weeks of the year and never missing an important life event, whilst reaping the rewards of a profitable business.

**3,000**  
Schools and classes

Stagecoach operates over 3,000 schools and classes across the UK, and has a presence in eight countries worldwide.

**£70,000+**  
Earnings

High take-home earning potential (in excess of £70,000 p.a. per territory once established), whilst benefiting from watching your students grow in confidence and life skills.

**55,000**  
Students each week

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



# 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 recognised 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 £14,995 plus VAT.
- **Comprehensive training and unparalleled support** - providing you with the tools and skills to grow your business from the start.

\*Will vary by country and the type of franchise agreement

# 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.



# TRAFALGAR ENTERTAINMENT



Sir Howard Panter and Dame Rosemary Squire

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, the distribution of live-streaming innovative content and the provision of amazing spaces where people can come together to share in the experience of live entertainment.

Trafalgar Entertainment is home to Trafalgar Theatres (comprising Trafalgar Theatre and Olympia Theatre in London, Theatre Royal Sydney, and 12 UK regional venues), Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Helen O’Grady Drama Academy, London Theatre Direct, Jonathan Church Theatre Productions and The Chiswick Cinema.





**THEATRE ROYAL**  
SYDNEY



**JCTP** **JONATHAN CHURCH**  
theatre productions



THE **CHISWICK**  
CINEMA



**TRAFALGAR**  
RELEASING



TRAFALGAR THEATRE PRODUCTIONS



**LONDON**  
**THEATRE**  
**DIRECT.**



**STAGE**  
**COACH**

# How We Support You

## The Stagecoach Way

The Stagecoach Way details the 'how, what and why' we do what we do.

It encapsulates the commitment that we have made to everyone that falls under the umbrella of Stagecoach - our 300+ franchisees, the team at our Support Centre, the school managers, teachers, assistants and, most importantly, our students and their carers.

This book, available to all our Principals, covers the philosophy, ethos and processes that define our work across the performing arts. Our unique, high-quality education that forms the heart of Stagecoach's global school network and enrichment programmes is built on these foundations. This concept was created to ensure not only that all franchisees deliver the same quality service across the board but, most importantly, that they're able to do so ethically and with a commitment to respecting the cultures and values of our global community.

## In The Spotlight

Designed to allow franchisees to come together and share their knowledge, network amongst their peers and collaborate in a way conducive to the improvement of the entire network.

This forum includes the sharing of best practices, discussion of important topics, networking amongst peers and celebrating business achievements and individual success stories. There is also a dedicated 'Spotlight Hour' where franchisees can take to the stage for training and development, intended to give every attendee key takeaways that will influence their business for the better.

## Annual Conference

Every year, we invite the global network to our annual conference. Led by business updates from the CEO and Senior Management Team, franchisees have the opportunity to network with each other and attend workshops run by the expert teams of the Support Centre.

Guest Speakers impart knowledge and evoke conversations that often follow on through the day and into evening events and celebrations.

*"It is always a fantastic opportunity to talk to those members at the support centre that we don't yet know, and also meet up with old friends and make new ones in the Principal circuit."*

Feedback from the 2022 Conference

## Our Team

Departments at our Support Centre are on hand to support you with the tools and knowledge you need for all marketing, administration, and operations so that you have an expert team to help you in every area of your business. You will have all the marketing support and collateral you need - which is regularly refreshed and customisable to your location.



# 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 supports your needs.

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

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# 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.



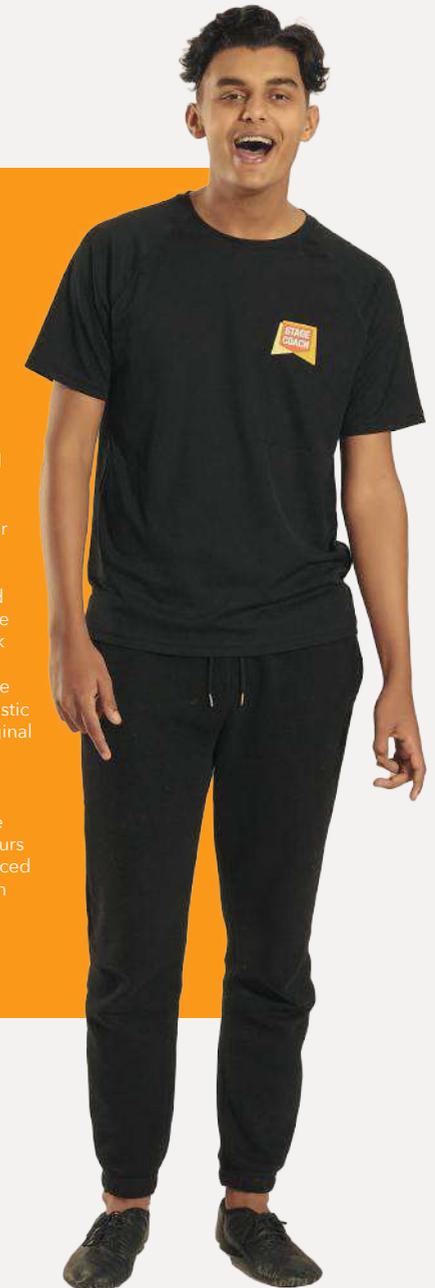
## Further Stages (Ages 15+)

**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.



# INVESTMENTS AND RETURNS

Our franchisees' annual income has increased by 30% since 2018, 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 £70,000 per year, you can look to expand further with additional territories, opening more schools and utilising managers, allowing you to take on more of a director-level role.

With multiple territories established, you could be earning £150,000+ per year and have the security of an asset of considerable value to sell in the future.



There are three routes to becoming a Stagecoach Franchisee, each with different levels in time and money, offering different speeds of realising your return on investment. Up to 75% loan-funding is typically available (subject to status).

## NEW TERRITORY STARTING PART-TIME

**£**  
INITIAL FRANCHISE FEE £18,000

**£**  
TOTAL INVESTMENT REQUIRED  
£9,000 cash  
£19,000 loan funding  
TOTAL - £28,000

**OVERVIEW**  
 Target 132+ students in 24 months  
 Average £45,000 earnings 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 £18,000

**£**  
TOTAL INVESTMENT REQUIRED  
£13,500 cash  
£31,500 loan funding  
TOTAL £45,000

**OVERVIEW**  
 Target 200+ students in 18-24 months  
 Average £70,000 earnings at 24 months  
 Average four-day working week  
 Focus on rapid growth  
 Opportunity to purchase additional territories to further impact growth

## ESTABLISHED BUSINESS FOR SALE

**£**  
INITIAL FRANCHISE FEE £40,000 - £500,000

**£**  
TOTAL INVESTMENT REQUIRED  
Dependent on resale value

**OVERVIEW**  
 Loan funding available  
 Provides you with an instant income stream  
 Average four-day working week  
 Established team and infrastructure  
 Territories available across the UK  
 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 Enhanced clearance via the DBS (Disclosure and Barring Service) for England and Wales, PVG (Protecting Vulnerable Groups) for Scotland or the relevant police checks in other countries.

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 WORKSHOPS



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

Our franchisees provide Stagecoach students with the opportunity to showcase their talents on London's West End stage 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 workshops 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.

To create additional revenue, our franchisees run Holiday Workshops. Whilst helping parents looking for childcare during school holidays, the Workshops are a great way to recruit new students.

# TESTIMONIALS



**Amanda Mariani**  
Stagecoach Westmount-NDG

*"It's exactly what I wanted to do. As an established franchise, the business model was already outlined for me so I could focus on what I love most: teaching and the performing arts."*

**Mara Elias-Philippou**  
Stagecoach Finchley Central & Mill Hill East

*"I believe in Stagecoach wholeheartedly, and I feel the benefit of its impact on me to this day. I attended Stagecoach until I was 14, and the growth in my confidence during my time there was phenomenal. My experience teaching drama and managing and leading performing arts departments has reinforced just how important the arts are, and I can't wait to bring my skills and experience to Stagecoach Finchley."*



**Mark Heslop**  
Stagecoach Leeds Morley

*"I now have every opportunity to see my girls all week, and they're even with me on weekends too when they come to my Stagecoach sessions."*







Creative Courage for Business

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

 [franchiserecruitment@stagecoach.global](mailto:franchiserecruitment@stagecoach.global)

**TRAFALGAR**  
ENTERTAINMENT