



Rascals Franchise Prospectus

Street Dance • Acting •
Pop Singing •

Your guide to owning a Rascals franchise with
NO FRANCHISE FEE!

Rascals - Ready for Life!

An exciting opportunity

Rascals has been inspiring young children with the magic of the Performing Arts since 1997! Our exciting after school classes for children aged 3-12yrs, offer a high energy combination of **Street Dance, Drama & Pop Singing**, carefully designed in a unique one-teacher format to be fun, action packed and affordable for parents. Our stage is a vibrant classroom where every child is given the confidence to let go of their inhibitions & unlock their boundless potential. With our dynamic format, every session is a whirlwind of fun that boosts confidence, character & creativity, giving them skills for life!

The opportunity to run your own Performing Arts School & forge a successful career in the industry is very attainable with a **Rascals Franchise**. Our tried & tested framework and our 25yrs of knowledge, experience & support will enable you to not only have a positive impact in your local community but will allow you to inspire & help shape the lives of the young children at your school.





Our values

At Rascals we are all about radiating **positive energy**, an energy that is contagious and that creates a fun, confidence boosting environment for children to learn in. But more than that, giving parents exceptional customer service & the assurance that their children are safe, well looked after & having a great time, is equally important.

We believe that **EVERY** child has something unique & individual to offer and should be encouraged and nurtured to be the best that they can be. We give EVERY child the opportunity to;

- ★ **Improve their dance, drama & singing expertise**
- ★ **Grow in Confidence, Character & Creativity**
- ★ **Boost their self-belief & self-esteem**
- ★ **Develop Skills for Life**
- ★ **Make new friends**
- ★ **Be part of a fun & friendly team**
- ★ **Take part in performances**

As a prospective franchisee, prepare to join an energetic team and embark on an exhilarating journey, where fun is the heartbeat of every class, and the transformative power of the performing arts is harnessed, to unleash the true potential in every child.



Rascals Performing Arts Schools

What do we do?

After school classes

Each branch operates one evening a week after school & consists of 3 different age groups; 3-4yrs is a 30minute class, 5-7yrs is a 60minute class & 8-12yrs is a 90minute class. Each class incorporates Street dance, Drama & Pop Singing in a high- energy, action packed format.

3-4yrs

Our 3-4yrs is a fantastic fun introduction to the world of the performing arts! Our 3-4yrs children learn dance choreography, engage in drama games or role play activity and learn lyrics & actions to current pop or musical theatre songs.

5-7yrs

Our 5-7yrs children learn more complex dance choreography and begin to grasp the idea of spacing & formations. They engage in drama games or role play activity & begin to work in groups to create their own scenes. They learn lyrics to a current pop song which they will add choreography to.



8-12yrs

Our 8-12yrs children learn dance choreography with spacing, formations & choreographic devices. They engage in drama games or role play activities & master teamwork by creating scenes & stories based upon a variety of scenarios & perform to each other giving & receiving feedback. They learn lyrics & choreography to a current pop song incorporating group singing & optional solo's & duets for those who wish to have a go!

Our classes are structured in such a way that we can pack in lots of content to keep the class fast moving, the children engaged, and a balance of variety & repetition to allow the children to progress & improve their skills.

All of our children work towards performances which is a fantastic opportunity to further boost their confidence & show off their learning to parents.

With a Rascals franchise you will have access to full training with lesson plans, content ideas & sample choreography but you also have the freedom to be creative, bringing your own individual ideas & style to your classes.

How many children can you have?

Our 3-4yrs classes accommodate up to 14 children. Our 5-7yrs & 8-12yrs classes each take in 22 children.

How much can I charge?

3-4yrs classes start from £5.25 each week

5-7yrs classes start from £7.75 each week

8-12yrs classes start from £10.00 each week



Holiday Camps

Our holiday camps are inspired by popular movies & musicals! We run **one-day & two-day holiday camps** during each school holiday from 10am-3pm for children aged 4-12yrs.

We write our own Mini Musical versions of the chosen movie or musical & the children come & spend the day (or two) with us, learning songs, scenes & routines based upon whichever movie or musical has been chosen that Holiday!

Our Holiday camps are action packed, super fun and always include some themed arts & crafts and high energy team games! We always finish the day with a performance of our Mini Musical for parents to enjoy!

How many children can you have?

Our holiday camps can accommodate up to 44 children.

How much can I charge?

Holiday camps start from £26.00 per day.





Parties

There is the opportunity to earn an additional income with our Disco & Dance parties.

We offer full training in the delivery of our energetic Disco & Dance parties jam-packed with exciting party games, dazzling dance routines and loads of fun!

How many children can attend?

Our parties are designed for up to 35 children to attend.

How much can I charge?

A 2 hour party are priced from £195.00



Why choose a Rascals Franchise?

Choosing the tried & tested Rascals franchise model may be the perfect solution if you're eager to dive headfirst into the action and reap the rewards from day one. Choosing a Rascals franchise will bring a multitude of benefits compared to starting your own business from scratch.

Firstly, you gain access to a proven business model that has been meticulously developed and refined over 25 years, reducing the risks, uncertainties & costly mistakes of setting up on your own.

A Rascals franchise comes with established systems and processes that cover all aspects of the business, including operations, marketing, and customer service, saving you valuable time and effort in developing your own.

A Rascals Franchise provides extensive training and ongoing support, equipping you with the necessary skills and knowledge to succeed right from the start.

With Rascals, you have our continued support, you have access to our expertise and guidance to help navigate challenges as & when they arise.

You instantly inherit an established reputation and brand recognition. This means you don't have to start from scratch to build trust and credibility with customers. The brand's reputation will attract customers and give you a competitive edge in the market.

You benefit from the collective strength of the Rascals franchise network, a community of fellow franchisees that help each other giving guidance and collaboration.

These advantages make buying a franchise an appealing choice for entrepreneurs seeking a faster and smoother path to success.



What do I get?

Rascals Franchise

Start up costs	a Franchise package worth £10,000 with NO FRANCHISE FEE* no start up loan required!
	*you will need to set aside a Launch marketing budget of at least £500 plus approx £350 to set up your business ie: insurance, DBS, music license, speaker.
Dedicated office	A dedicated Head office to deal with ALL your new enquiries & bookings taking phone calls, emails & social media enquiries every day so that you don't have to! ** ** once new bookings have been secured, you become the customers point of contact.
Online Booking system	We use a sophisticated on-line booking system which handles all of your administration & invoicing, all in one place, making your office jobs super quick & easy to manage!
Training	One day in person training with our energetic, experienced team & full access to our e-learning platform with extensive training videos in all aspects of running your Performing arts school including delivery of classes.
Marketing & branding	Marketing start-up pack provided for you including flyers, banner, website & digital materials.
Merchandise	Rascals merchandise is included in your package for you & your admin support.
Launch programme	Full support in advertising & organising your launch programme. Launch marketing budget of £500 is payable upfront on signing your contract.

On-going Support	Full support from Rascals head office with advice & guidance to help you face any challenges with a team of experts behind you.
Resources	Lesson plans & class content including scripts, games, choreography for you to use & which is regularly updated with new ideas.
Know-how	A proven business model from your franchisor who has tried & tested the model & been operating classes for over 25 years!
Advertising	National advertising & support with local advertising.
Profit	Our Franchise model works, it's tried & tested, which means you can start earning an income immediately.

The Rascals franchise offers incredible value, making it an absolute game-changer for ambitious individuals like yourself. With access to everything that you need to effortlessly launch and flourish with your very own thriving Rascals Performing Arts School and support throughout your exhilarating journey, ensuring you're never alone in your pursuit of success.



Locations - Where has Rascals been tried & tested?

Celebrating 25years!

- Rascals has been in operation for over 25years meaning that thousands of children have experienced our Rascals energy across Essex over the years!
- Running our own hugely successful Rascals branches in multiple locations in Essex for over 25years
- 5 Franchisee's running successful branches in 7 different locations in Essex, Herts & Cambs since 2016
- Over 700 children currently attending Rascals classes every week.





Who are we looking for?

Performing Arts background – Professional training in the performing arts is a must. We are looking for dancers who can inspire children with their energy & creative choreography, who have confident singing voices & are able to deliver drama activities.

Good business Skills – are you hard-working, committed, organised, motivated, professional, efficient, reliable, able to manage basic admin & IT?

Infectious personalities – are you fun, passionate, energetic, enthusiastic, inspiring?

Great with people – are you caring, kind, warm, approachable, friendly, empathetic, patient?

Do you **LOVE** working with children? If this is **YOU** then we would **LOVE** to hear from you!



RASCALS
DANCE ACT SING

Next steps

By joining our growing franchise team, you will become part of a super talented, hard-working, energetic network of like-minded people, all completely dedicated & eager to contribute to your success and that of Rascals. Our exceptional people possess unique qualities that align perfectly with our values and to ensure that Rascals is the right fit between potential franchisees and the Rascals family, we have a highly competitive selection process. This ensures that our programme is right for you & reflects our dedication to assembling a super talented team who show the potential to grow the Rascals brand.

The Franchise award process

1. Complete application form
2. Book a call with you to discuss the opportunity
3. Submit a self-tape
4. Sign NDA (non-disclosure agreement)
5. Online Discovery session
6. References & DBS checks
7. Business plan presentation
8. Franchise awarded

EXCITED TO GET STARTED?

Call Diane on **01376 331543** or email **admin@rascals-uk.com** to apply now. You will be asked to sign an NDA (non-disclosure agreement) so that we can discuss specifics and provide more in-depth financial projections.



Testimonials



'I have just launched 2 new franchise branches! But I have been with Rascals for nearly 15 years as a student and teacher and now teach Rascals classes 6 days a week. I believe that Rascals' proven formula is completely unique and the positive impact a Rascals class can bring to a child is unmatched in my opinion. Every class fills me with joy each week and I love to see the children overcoming their individual obstacles no matter how big or small. I don't know of any other franchise opportunity that offers as much support with no upfront fee. Diane and Dan are experts in their field and are always on hand to offer their support, reassurance and guidance.'

Josh – Rascals Elsenham & Tiptree

'I enjoyed being a teacher so much at Rascals and wanted more responsibility and financial independence, running my own branch gave me this. I love the relationship I have with the children and now I have a great relationship with the parents who have continued to support me since I started 3 years ago. It's the best decision I ever made! With the support of Dan and Di who are continually by my side the whole way through. If you want to enjoy your job and have fun this is the job to do! Just Do it!!!'

Yasmin – Rascals Hoddesdon & Ware

'Choosing to become a franchisee for Rascals will be a step forward you will never want to step back from. You get given guidance and knowledge from two working professionals who have been in the business for over 25 years. To witness their love and passion for not only performing & teaching but for the well-being of their students and staff is very rare and something very special to see. You get given support every step of the way throughout your journey within Rascals, no matter how big or small the question may be the directors at Rascals will be on the end of the phone to give you the feedback and help you need, they truly want nothing but the best for you and your business. Being a franchisee with Rascals gives you the opportunities to run your dream theatre school and to express your creativity. You are promised a well-known performing arts school name with nothing but an amazing reputation. The directors will pour every ounce of energy into you & your business to help it be the best it can be and make you the money you deserve. Rascals- ready for life!

Georgia – Rascals Halstead & Witham

'I have been running Rascals Chatteris since 2013. I love watching how the children blossom over time with us, it always brings a tear to my eye when we have our end of term sharing's because I can see how much they have increased in confidence. Rascals isn't just a Franchise, "It's a family". The support we receive from HQ is absolutely brilliant. Quick response to any questions or queries, with fabulous support and guidance along the way. I have been running my branch for just over 9yrs with Rascal's and have loved every minute. We have been provided with amazing opportunities for the children, my highlights have to be "Her Majesty's, Alton Towers and Disneyland Paris" If you are looking for a franchise with the best support, guidance and opportunities. You are in the right place. What are you waiting for!'

Kelly – Rascals Chatteris

Frequently asked questions:

Can I do Rascals as a part time job?

Yes you can, however your potential earnings is directly related to how many after school branch & holiday clubs you deliver. The minimum requirement would be for you to run 2 after school branch's & 8 days of Holiday clubs at each branch by the end of year 2.

Can I do this as a partnership?

Yes you can, but you must be able to demonstrate how you and your partner will work together effectively.

What happens if I decide it's not for me after I've signed the contract?

You are required to deliver a minimum of 6 months as part of the contract. After which, assuming you have provided written notice of your intention to close your franchise, you will be liable for the fees for the remaining term of your contract.

How much time will I spend on marketing?

A small amount of time is required from you on a weekly basis to market your classes via social media & in person. To get your business started you will need to set aside time for local networking, delivering flyers locally door to door, high streets and to schools. Most of our bookings come from word of mouth, friend referrals and social media.

How much time will I spend on admin?

We have a dedicated Rascals head office that takes care of all new enquires & new bookings for you so that you don't have to be 'on call' every day! After that you will need to check your Rascals emails & messages daily but our online booking system takes care of all of your admin, registers, invoices so that your admin is all in one place, accessed from any mobile device anywhere & managed very easily in a hour or two a week.

Where do I buy merchandise from?

All merchandise is purchased via the Rascals online shop. The customer can choose to pay for delivery or be included in the monthly delivery to their franchisee.

Do you provide insurance?

No, we will provide you with details on a recommended insurer.

How big is my territory?

We will work with you to scope out your territory.

Where does the training take place?

Our in-person training can take place on Zoom or otherwise takes place in Braintree, Essex. Rascals has its own e-learning training platform which you will be able to access for free.

Do I need an accountant?

You will be self-employed working as a sole trader & will be required to complete an annual self-assessment. You can complete this yourself but can employ an accountant to complete this for you.



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RascalsTheatreSchool