

# DramEd

Imagination Matters

## Licensee Prospectus

[www.DramEd.com](http://www.DramEd.com) | [info@DramEd.co.uk](mailto:info@DramEd.co.uk) | [@DramEdUK](https://www.instagram.com/DramEdUK)



# Welcome to DramEd

Educators around the world are revolutionising their approach to teaching.

The education system, which hasn't seen much change since the industrial revolution, is being dismantled and reconstructed to reflect the fast changing, dynamic and exciting modern world we are living in. With children now expected to have an average of five careers over their lifetime, more teachers are acknowledging that the qualities that are unique to everyone, such as creativity, imagination and personality, are also fundamental ingredients for the future emotional and financial success of all children.

Measures are being taken to see each child as unique, - recognising that there is power in nurturing a child's gifts, and in doing so creating a space for them to uncover their talents and explore their own interests.

**Build a career that reflects your talents and training, without having to choose between the things that you are passionate about and earning money.**

With an average of 37,000 actors, entertainers and presenters in the United Kingdom, more than 90% of whom are unemployed at any given time. DramEd Licensees are gifted individuals, who have decided to build a career that benefits from their artistic talents. We commit to work that is fulfilling and matches our skillset. We increase our earning potential and use our skills to energise the education system by giving children a strong foundation in their education. We do this whilst enriching children artistically, utilising the talents of performers, which very often go undiscovered once they leave drama school.

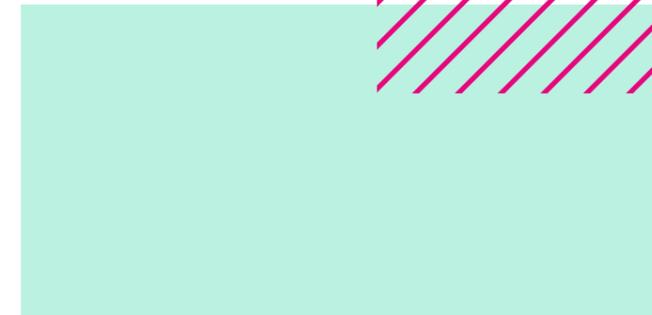
**We partner with talented performers who are amazing with children. Is this you?**



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**DramEd is an innovative educational company for children - delivered by the most talented creatives.**

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# About DramEd

DramEd Ltd is a company which draws on the Performing Arts to teach and explore core subjects in schools, nurseries and other educational settings across the UK. We specialise in giving young children a strong foundation in their early years' education and maintain an approach to learning that is both joyful and explorative. You may receive bookings for our classes from:

- State Schools
- Private Schools
- Nurseries
- Pre-schools
- Children's Centres
- Independent Classes
- Community Groups
- Playgroups
- Corporate Crèches
- After School Clubs
- Extra Tuition Classes
- Online Classes
- Birthday Parties
- Events

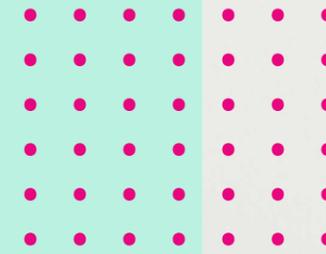
DramEd is designed for children aged 2-11 years. We make the arts accessible, nurture imaginations and where necessary help close performance gaps. The Performing Arts is great as a stand-alone subject, but the benefits can also be integrated successfully into core subjects. Research demonstrates that children perform better in Maths when the arts are used to teach it. Researchers in the US found that pre-kindergarten and kindergarten students in classes taught by Teacher Artists, demonstrated a better grasp

of the material. The effect was comparable to other early-childhood interventions, and we also have testimonials from teachers that support this theory.

- 1** When a child is given permission to express themselves through art, they develop creative problem-solving skills.
- 2** Teaching through the arts can present difficult concepts visually, making them easier to understand.
- 3** Facilitating lessons through the expressive arts helps children with the development of motor skills, language skills, social skills, decision-making, risk-taking, and inventiveness.
- 4** Integrating art with other disciplines reaches students who might not otherwise be engaged in classwork.
- 5** Arts experiences boost critical thinking, teaching students to take the time to be more careful and thorough in how they observe the world.
- 6** The Arts provide challenges for learners at all levels.

- 7** Art education connects students with their own culture as well as with the wider world.
- 8** A report by Americans for the Arts states that young people who participate regularly in the arts (three hours a day on three days each week for one full year) are four times more likely to be recognised for academic achievement, to participate in a Maths and Science fair, or to win an award for writing an essay or poem than children who do not participate.
- 9** A study of Missouri public schools in 2010 found that more arts education led to fewer disciplinary infractions and higher attendance, graduation rates, and test scores.

*2020 Seneca Academy*



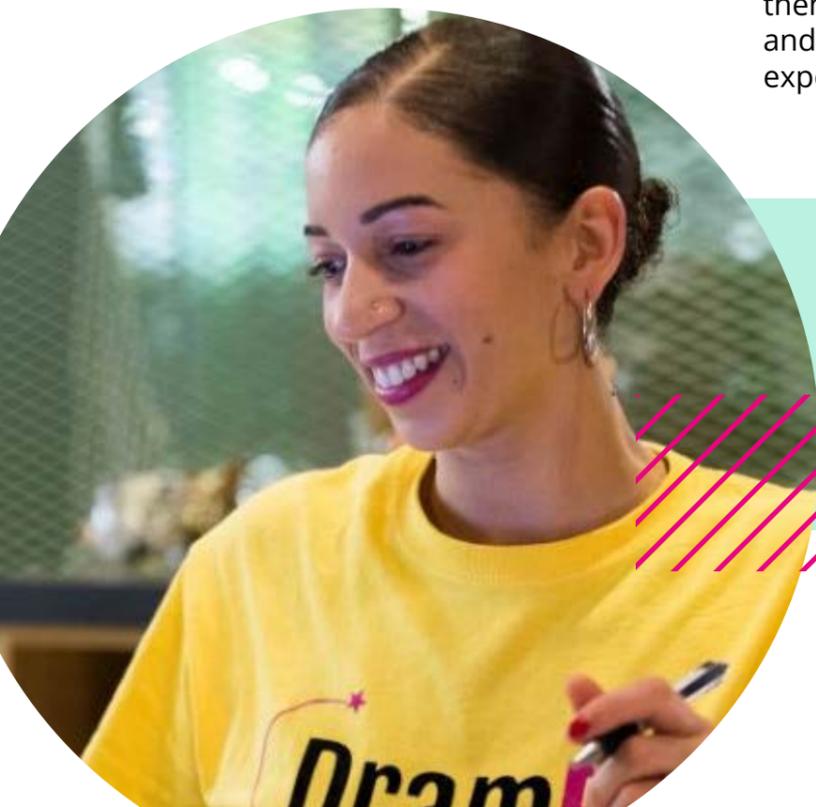
# Our History

DramEd Educators have taught thousands of children since its conception in 2015. After spending months working in 'in-between cold-calling' office jobs whilst auditioning for the next acting job, Grace Francis, the founder, felt unfulfilled and suffered with career anxiety. Having a family to look after, she decided to apply her skills to create a business that enriched children's education and created family events with the arts. Since then, DramEd has delivered workshops in schools, nurseries, theatres and shopping centres across the country. We have also provided creative entertainment for Google and The Lexicon.

## About Grace

Grace grew up in a socially disadvantaged household and became a mother at 16. She has a background as an actress, performing in theatres ranging from the Battersea Arts Centre to The National Theatre, on Channel 4 and the BBC. As an 11 year old, Grace had a chance experience of a short stint at a famous theatre school, which ended prematurely due to a lack of family funds. This experience became the catalyst for Grace's passion to make the arts accessible to all children, regardless of background.

DramEd and its company of Licensees and performers who teach, encourage children to unleash their imaginations by expressing themselves creatively and use performance and role-play to engage children experientially.



# Our Ethos

DramEd Educators have delivered over 1500+ classes that explore concepts in Literacy, Maths, History and Sport. They are professionals, often going from the stage to the classroom.

- DramEd Educators spark curiosity and set the standard for future learning.
- We lead children through cross-curricular programmes so they gain a deeper understanding of the topic at hand.
- We inspire parents and educators with fresh ideas to continue using within the classroom or at home.
- Using Performing Arts in a lesson is an effective way of teaching: it allows children to form new connections with one another, and be creative, and in doing so, we ensure their confidence, communication, language and physical skills are developed.
- DramEd Educators are talented performers who use their abilities as singers, dancers and actors to make learning fun. They sing Maths songs as if they are going for a Grammy, act a scene from history as if they are going for an Oscar and teach Toddle Fit™ classes as if they are competing in the finals of Britain's Got Talent.

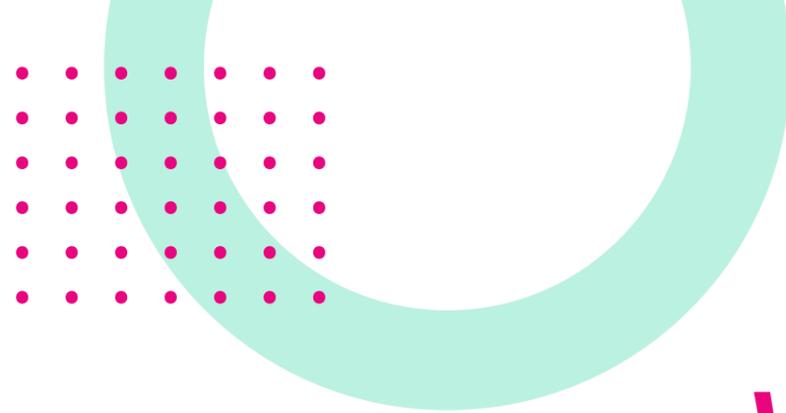
- Our online platform provides monthly training and lesson plans, supporting performers who work well with children to deliver exceptional classes for clubs, schools and nurseries.

- Our business model is developed so that DramEd Licensees can be paid well. Being remunerated in a way that reflects their talent and training allows them to continue building their performing arts career without having to choose between the things that they are passionate about and earning money.



**In between acting jobs, I live, I don't wait**





## Our Vision

We support performers by training them to establish, teach and profit from their own DramEd classes, so that they can pursue a well-paid career that allows them the flexibility to do the things that they are passionate about. Educating young children through the arts, means learning is made fun and children are inspired by DramEd Licensees to uncover and develop their own unique gifts. Our business model allows performers to apply their skills in formal and informal educational settings and they are also taught valuable lessons in business.

### **Why choose us and how are we different?**

DramEd is built by entrepreneurial performers for entrepreneurial performers. Perfect if you are generally committed to building a life that makes space for your craft or family. Our business model best suits talented performers who enjoy working with children, perhaps those that find themselves freelancing in teaching jobs, bar work, call centre jobs, or any other jobs which keep you stuck on a pay grade that does not reflect your training, planning, travel, delivery, not to mention your talent! We know that it is not unusual for performers who work with children, to have other commitments, and our company is built with that in mind: we know that our licensees may be performers who have the opportunity to tour, or are parents or both! So we have built a community with that in mind. The

cost of training as a DramEd Licensee is more affordable compared to other children's activity franchising opportunities. Our company is the only children's activity company covering phonics, drama, sport, dance and STEM. Classes are adaptable and can be delivered in a number of ways.

**Oh....and we don't touch your profits!**

**We aim to reach up to 26 countries within the next 5 years!**

## Why purchase a license?

We give you the tools and support to grow your own classes. We have purposely **not** followed typical franchise business models. This is because a typical franchise for an extra-curricular and/or educational brand can cost between £5000 - £10,000, plus license fees and a share of your profits. We want our model to be more accessible and rewarding.

We understand that not every performer can make that commitment of purchasing a £10,000 franchise. We certainly couldn't when we started out. So, we offer a business model created for Performers & Creatives to invest in a way that works for them. Your resources grow as your classes and your profits grow! We have kept our costs to a minimum by eliminating the need to prepare you with all the equipment you would ever need, because you can increase your stock as your profits grow. To become a DramEd Licensee, you simply pay for the training and basic kit, get qualified and pay monthly for your licence to teach. You then get access to the coaching, support and monthly lesson plans. We also have an online shop, offering a range of equipment and a basic kit list to get you started.



# How does it work?

1. Think about where you would like to run your DramEd classes and what programmes you would like to teach. Will you be:
  - a. building clientele in nurseries?
  - b. delivering private classes to parents and carers in your local community?
  - c. teaching breakfast / after school clubs?
  - d. running a DramEd Tuition club?
2. Once you have decided what direction you would like to take your business, you can choose to train as a DramEd Licensee in one, two or three our programs - all programs additionally allow you to operate in schools and deliver school workshops as a DramEd representative.
3. You have three months to qualify, at which point your licence to teach will be activated. Please note at some point during this time you should have purchased a kit, (see our kit list for each program). We would encourage you to do this at the outset, if you possibly can. We are advocates of investing in your kit as your profits grow, although it is helpful to invest in a basic kit.
4. Once your licence is activated, you will be able to earn from teaching our programs. You will also have access to our coaching community which supports you in starting and scaling your classes. This takes place in our DramEd Licensee Facebook group

and includes detailed information on how to secure your first clients.

5. Deliver your classes, keep building your clientele, live purposefully.

## How to qualify as a DramEd Licensee?

We offer licenses, set at a rate that we've found to be affordable for the average teacher-artist. But, we also take what we do very seriously, and therefore we place a real value on quality assurance.

In order to become a qualified License Holder, you will have to complete our online assessment. This consists of questions you will be expected to know, along with questions, of which answers are detailed in the training manual.

The assessment also requires you to learn our welcome song, an exercise, and record a video as if you were delivering the material to children. Each video should be no longer than 3 minutes.

Depending on where you live and work, you will be expected to upload relevant professional certificates, before being granted a license. For example, in the UK, anyone who works with children is expected to have a DBS (Disclosure and Barring Service) check, which confirms whether or not a person has any criminal convictions

or cautions. We may also carry out a new one for safeguarding. The DBS certificate clearly states if there are any convictions and offences on record. Not everything on a record prevents a person from getting a job in certain industries, but some might. We do not check a person's DBS prior to the training fee, but we ask for a copy and may also complete our own check before granting you a license. Your DBS should be regularly updated every 2 to 3 years. Other countries and states may have additional compliances in place. **It is your duty to make sure you have the relevant certificates to work with children.**



**I go from the stage to the classroom**



# Training

In our coaching community for DramEd Licensees, some of what we cover includes;

- Goal Setting for success in business
- Pricing your classes
- Marketing your classes
- Sales Funnels
- Securing your first clients
- Makaton
- Communicating with your customers
- Dealing with complaints and queries
- Managing your money
- Social Media;
- Using Instagram, Facebook, Twitter and LinkedIn
- Hashtags
- IG Stories
- Facebook Lives
- Facebook Communities
- Delivering online classes

# Equipment & Kit List

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- Laptop
- Internet connection
- Music device - (iPhone, iPad, Android, iPod, Mp3 device)
- Bluetooth Speaker
- T-shirt / Uniform

# Paperwork & Insurances

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- DBS
- Public Liability Insurance to cover what you will teach
- Music subscription
- Relevant music licences to legally play music



## Basic Kit List:

### MANDATORY:

Books , Puppets, Pool Noodles, Mini Hair Rollers, Foam Numbers, Number Flip Chart,

### OPTIONAL:

3D Shapes , Portable Speaker, Uniform Dungarees

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## Basic Kit List:

Playlist, Bibs, Mini Balls, Pop Up Goals, Mini Cones, Toddle-Fit T-shirt, Portable Speaker

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## Kit List:

Playlists, Recommended Books, Branded Monkey Puppets, Bubble Machine (Optional), Puppet selection (Optional), DramEd T-shirt, Portable Speaker



# Our Programmes

All of our programmes can be taught by DramEd Licensees, and you can become qualified in as many programmes you feel called to. We have a basic kit list for each programme and have detailed the description of each program below.



## DramEd Number FUN™

Become a DramEd Educator in Preschool Maths! Educational settings can book a DramEd Educator to explore Maths concepts with DramEd's Number Fun™. Preschoolers will be introduced to Maths **all around us** through interactive games, rhythm and rhymes, a mathematical story and an unforgettable Maths song! We highlight that Maths is all around us and in everything we do!

You do not have to be a Maths Wizard to purchase a DramEd Number Fun™ license. What is key is an understanding of key mathematical vocabulary useful for this age group, which we share in our programme, and a basic understanding of the topics you will explore with them.

Each session follows a formula which includes a welcome song, interactive Maths

songs, group exercises, and the use of special props. It's an opportunity to explore the concept in your environment with a related Maths story each week. DramEd Educators make each topic fun using role play and music, which helps create a love for Maths for the duration of a child's education and beyond!

### Basic Kit List:

#### MANDATORY:

Books, Puppets, Foam Numbers, Number Flip Chart, Portable Speaker

#### OPTIONAL:

3D Shapes, Uniform, Dungarees

Deliver preschool maths classes, exploring and inspiring a love of Maths using themed stories, songs and interactive games.

**Training Fee:** £1249

**Monthly License:** £85 per month for 1 programme | £90 per month for 2 programmes | £95 per month for 3 programmes. Minimum 12 month contract.

Includes School Workshops & After School Clubs



## Toddle FIT™

Our Toddle Fit Sports programmes have been developed to install the practice of health and self-care.

Toddle Fit™ is a preschool programme which introduces sport concepts to young children. Each class focuses on a master move and has a story built into it, which will inspire young children on a journey through sport and dance. We deliver Toddle Fit Dance™ and Toddle Fit Football™.

Toddle Fit Dance™ uses a mixture of nursery rhymes and modern pop hits. We arrive with lots of props and incorporate into the class mini routines to develop spatial awareness, concluding the session with stretches and mindfulness exercises. This session is great in the mornings, but works wonders at any point during the day. We find teachers absolutely **love** this session too!

Toddle Fit Football™ teaches the skills necessary to play football, through the use of stories, props and a fun and memorable approach.

These programmes require your kit to include our recommended books, basic props, and access to our playlist.

### Basic Kit List:

Playlist, Bibs, Mini Balls, Pop Goals, Mini Cones, Toddle-Fit T-shirt, Portable Speaker

Recommended age: Toddle Fit Dance™: 1-5 years and Toddle Fit Football™: 3-5 years.

Instruct a preschool exercise-to-dance class. This also qualifies you to teach Toddle Fit™ Football and all other future sport based programmes

**Training Fee:** £1249

**Monthly License:** £85 per month for 1 programme | £90 per month for 2 programmes | £95 per month for 3 programmes. Minimum 12 month contract.

Includes School Workshops & After School Clubs

# A Typical Day in the Life of...



At **6am** I wake up, I journal on how I will navigate the week, I read, I meditate, I do yoga.

At **7am** I shower and wake my children up to get them ready for school.

At **9am** I drop my children to school  
I come home and plan for my morning class in a nursery which I will deliver at **10.30**. - I prepare for the class and make my way to the 30/45/60/90-minute session I am about to deliver.

When that is complete, I have some lunch and check my email. I set a 20-minute timer for each task I need to complete in my business. This could be planning social media, marketing my party service, working on my sales funnel to take on a new nursery into my timetable or book a school workshop (I keep Wednesdays free for school workshops, admin tasks or acting work, that works well for me).

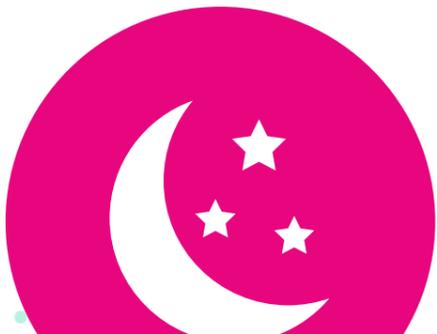
At **2pm** I head to my other class in nursery.

At **3.15pm** I pick up my children. On Tuesday and Thursday I deliver an After School Club from **3.30** to **4.30**, my children are booked into an After School Club.

I am home by **3.30** or **5.30** depending on my classes. I love that I am at home to cook a meal and spend time with my children.

At **7.30pm** they are in bed.

At **8pm** I may do a few more tasks - social media engagement and plan my next day - before I prepare to have a restful sleep!



# Additional Programmes

You can also opt to buy 2 or 3 programmes together.

## Choose 2 Programmes:

2 Programmes Training - £1349

2 Monthly Licence - £90  
Includes School Workshops & After School Clubs

Monthly fee is charged per month, minimum 12 month contract.

## Choose 3 Programmes:

3 Programmes Training - £1449

3 Monthly License - £95  
Includes School Workshops & After School Clubs

Monthly fee is charged per month, minimum 12 month contract.





# A real life example of potential earnings

Average revenue based on a flexible working week.



## Lilly and Larry Learn Phonics™

We love stories at DramEd, and of course we are mad about drama. We collaborate with parents, schools and nurseries to build on literacy skills by strengthening verbal & nonverbal communication through a programme we have developed called Phonics & Drama with Lilly and Larry™.

In every session, children are led through exercises that build on their phonological awareness and through socio-dramatic play, we bring a story to life! These programmes require your kit to include our recommended books, basic props, and access to our playlist.

### Kit List:

- Playlist
- Recommended Books
- Branded Monkey Puppets
- Bubble Machine (Optional)
- Puppet selection (Optional)
- DramEd T-shirt
- Portable Speaker

Recommended age: Lilly and Larry Classes™: 1-5 years

Become a License Holder of sensory classes infused with music and drama, supported by two mascot monkey puppets, who introduce a weekly phonic sound.

**Training Fee:** £1249

**Monthly License:** £85 per month for 1 programme | £90 per month for 2 programmes | £95 per month for 3 programmes. Minimum 12 month contract.

Includes School Workshops & After School Clubs

15 classes per week - term time only	25 classes per week - term time only	Additional Earnings
1 x 30 minute morning class per weekday	2 x 30 minute morning class per weekday	15 classes per week + 5 After school clubs + 52 parties per year (weekends only) - £45,500 / 102 parties per year = £55,900
1 x 30 minute afternoon class per weekday } Monday-Friday Term Time Only	2 x 30 minute afternoon class per weekday } Monday-Friday Term Time Only	25 classes per week, 5 After school clubs - term time only + 52 parties per year (weekends only) - £68,900 / 104 parties a year = £79,300
1 x After school club per weekday	1 x After school club per weekday	
<b>(39 weeks) = £35,100</b>	<b>(39 weeks) = £58,500</b>	<b>11 School Workshops per year = £3,300</b>

You would deduct your licence fees, subscriptions, insurance, equipment and materials that you spend to run and further develop profitable classes. We recommend you spend up to 15% of your gross turnover to reinvest in your classes.

a viable but competitive rate. The overall turnover and profit is up to the individual's work pattern, rates they charge and locations. You may choose to increase or decrease your turnover with the amount of classes you deliver or the rate you charge.

These figures are based on London-based DramEd Licensees taking on nursery clients and an afterschool club, and charging at

# Industry relevant articles

<https://www.easchooltours.com/blog/experiential-learning-learn-through-experience>

<https://www.tsc.nsw.edu.au/tscnews/experiential-learning-in-preschool-what-does-it-look-like>

<https://www.leapfrog.com/en-us/learning-path/articles/article-the-benefits-of-dramatic-play>

<https://www.teachearlyyears.com/learning-and-development/view/developing-social-skills-through-drama>

<https://www.kumon.co.uk/blog/the-benefits-of-storytelling/>

<https://www.bbc.co.uk/teach/why-is-storytelling-important-to-children/zvqcnrd>

<https://www.teachingenglish.org.uk/article/storytelling-benefits-tips>

<https://www.gov.uk/government/speeches/the-importance-of-storytelling>



“

I build my DramEd classes around my “mum schedule”, I am at home for the children and connected to my love of the arts

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# Just some of our testimonials...

"The children in our Reception classes thoroughly enjoyed Joseph's story-telling session which he led with such passion. They were engaged and excited during the entire session and loved using their expressive and imaginative skills to re-tell the story." Sarah Mackay - STEP Academy/Heathfields" - *DramEd in schools*

"Yesterday was fantastic. The feedback from the teachers is all positive (as always!). I barely got a chance to come to the hall as I was busy in Y6, but when I did, the children sounded like they had a fantastic time. Joseph was a pleasure to meet. I am not sure our children have ever or will ever get to do a drama session with a black male, if I am allowed to say. These experiences are so very important to us as a school and we thank you for the opportunity. Next year, in May, we have planned an international week with the theme 'Stories from Home'." *DramEd in Schools*

"Today went really well! The children enjoyed exploring Macbeth and the performance was fantastic. Claire was great - enthusiastic, flexible and fun!" *Teacher, Grange School*

"She is more theatrical oriented since attending the [After School Club] class. More expressive." *Ian - Parent, Grove Park School, Chiswick - DramEd After School Club*

"My daughters love this club and really enjoy Drama". *Elizabeth, Parent, Grove Park School, Chiswick - DramEd After School Club*

"DramEd has been Florence's favourite club this term (she's doing three at the moment!) She's very excited about the performance." *Jo, Parent -DramEd After School Club*

"My daughter, Sophia, has been thoroughly enjoying her after school DramEd club. She loves performing for us at home, and explaining what she is learning. Thank you very much DramEd" *Parent, DramEd After School Club*

"The workshop) was perfectly timed and child appropriate. Lots of information to take away and use in class. Thank you!" *Teacher - DramEd School Workshop*

"I have been trying for months to get Ollie interested in numbers to no avail. A couple of sessions at the nursery, with songs, rhymes and Gracie-May, and now numbers is one of his favourite topics of conversations." *Kirsten, Parent - Number Fun™ in Nurseries \**

"My youngest always comes home extra happy after a session with DramEd at Nursery" *Parent - Lilly and Larry™ in Nurseries*

"Thought you were fab, my kids - 4 and 1 - thoroughly enjoyed your entertainment! You catered for all their senses which I think often doesn't get met so thank you." *Parent - DramEd Entertainment*

"I have chatted to the mums who were lucky enough to catch one of your shows and they were without exception delighted with it. The children were captivated by your

mesmerising, larger than life storytelling. I caught part of one of the tales and the children were singing along and playing instruments and having lots of fun." *Client - DramEd Entertainment*

"Fantastic story teller and party entertainer. Kept the children engaged from start to finish. It was great and made my daughter's party unique. Loved it!!!! Definitely booking her for my next party" *Sara - Jane, parent - DramEd Entertainment*

"Absolutely wonderful! Fun and full of creativity and imagination! Brilliant for children and all the family to enjoy together!" *Parent, DramEd Entertainment*

"From the moment you entered the room, the children were absolutely enthralled by your creative and engaging method of delivery. Each child regardless of their ability, cultural background or level of English beamed with joy while interacting with you and working their way through the story. You turned everyday learning into a magical experience. One of the teachers said it was like watching an actress on television" *Mr Hannay, Head teacher, Three Bridges - DramEd in Schools.*

"Today went really well! The children enjoyed exploring Macbeth and the performance was fantastic. Claire was great - enthusiastic, flexible and fun!" *Teacher, Grange School, DramEd in Schools*

"On Friday we had Kyra come and sing for the children and she was just fabulous, so kind natured and really inspiring. She sang to the older children in our school and they were all blown away with her talents. She got some of the children to come and sing using the microphone which they LOVED" *Ms Mckay, Heathfields School - DramEd in schools*

## Nurseries:

"Working with DramEd is a dream! Our children love her and look forward to her sessions, as well as the practitioners. We find ourselves singing her songs all the time, as they're so catchy and fun. The best result of working with her is that all of my preschoolers have a better understanding of different maths concepts. They have been learning about weight recently, which has been fun and easy for them to understand. We often take the sessions that she runs and incorporate her activities into our room planning! We wouldn't improve anything, other than wanting her here all the time! Thank you so much, from me, my team and my little preschoolers" *Jade, Preschool room leader - DramEd in Nurseries*

"Dear Grace, I've really enjoyed you teaching me maths. Mummy and Daddy are very impressed with how much I have learnt. Thank you, Love from Elina" *Elina, age 4 - Nursery Pupil, Thank you card - DramEd in Nurseries*

# Teacher-artist testimonials ...

"You are one of the most inspiring people I've ever listened to speak, not only because of your knowledge of this business but because of how kind, inclusive and relatable your manner is. You made the online aspect of the challenge work so well" *Sophie*

"I marvelled at the immediately warm atmosphere Grace created, given that we were all so physically distant for this challenge. She created such an inclusive environment; sharing her personal experiences, setting exercises that were manageable while pushing us to be bold, and always allowing space for questions. A true inspiration, and all-round lovely person - I could listen to her talk for hours." *Sophie*

"Grace is an inspiring and enthusiastic person. These last days I've felt moved with her story and her energy, and although it was through a computer screen she really tried to make us feel comfortable and included in every class. I'm definitely gonna follow all her advice and tips in my business and also in my life." *Mariana Jeronimo - Performer*

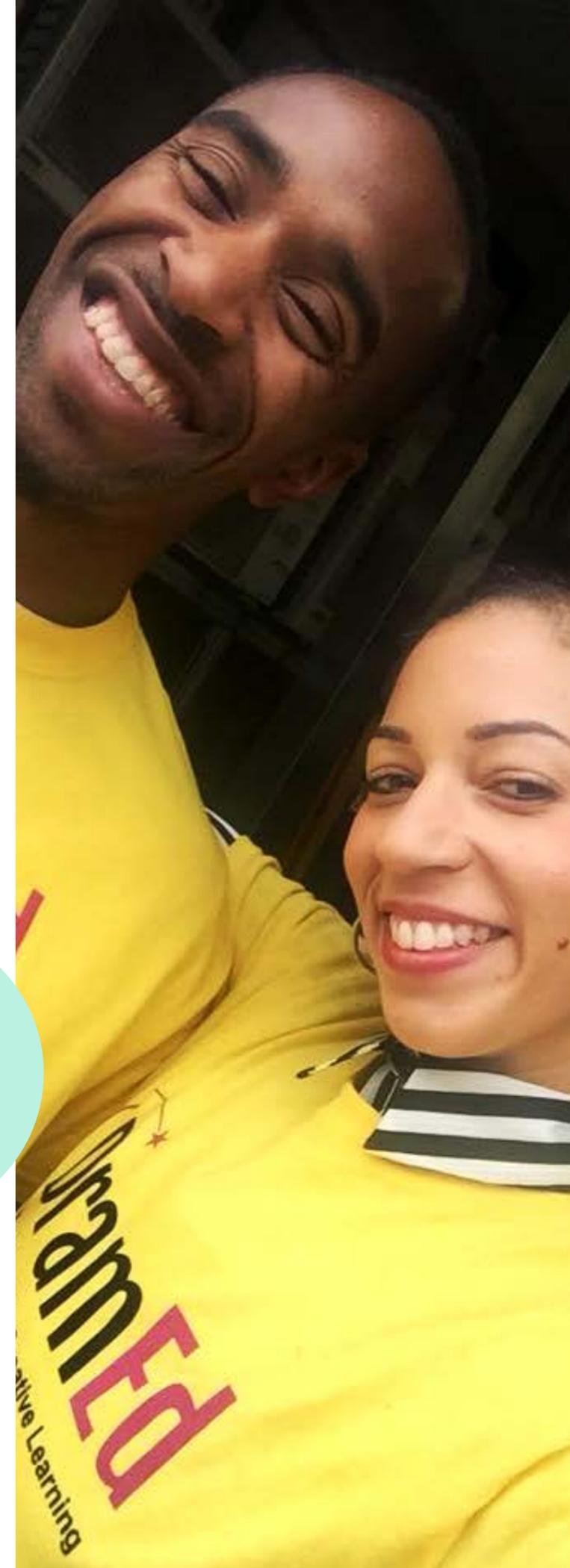
"Grace's warm nature made me feel so welcome from day one, her enthusiasm is contagious! Grace is an inspiration and has encouraged me to follow my dreams" *Shannon Malcolm, Applied Theatre Student*

"I wanted to do the 5 day challenge because I would like to get guidance and motivation to get back into the children's entertainment and education industry after a career

break. I currently work at a children's centre as a Playworker while studying to be an Early Years Practitioner, but my passion is facilitating workshops and creative activities sessions with early years. Grace did not disappoint at all and delivered an informative and inspiring series of daily workshops. I was particularly impressed with the personal aspect of these sessions as I found her story and wealth of experience truly insightful and motivating. Grace facilitated each session with an abundance of information and a calm yet enthusiastic manner that encouraged all the participants to share their own experiences and tips while taking on board all the advice and tackle the daily challenges. I highly recommend this for anyone interested in running their own activities business, working with children or just if you want to gain knowledge from a successful, creative business owner who happens to be a busy Mum. Thank you Grace for sharing all your knowledge with us."

"Business has always been out of my comfort zone, so I wasn't sure what to expect when I started Grace's 5 day course! Grace made me feel immediately at home with her natural warmth, openness and infectious enthusiasm! I was inspired by her story and the journey she has been on since starting DramEd. I learnt so much over the five days and what made a difference was that it was free, making it accessible to anyone in the arts. I really liked the daily homework tasks which were focused and so practical and translatable to starting a business.

They also got you to really think about your experience and transferable skills. Grace's door was always open if you had any questions or if you wanted some help with a particular topic. She personalised the sessions to include things which we needed help with, which made such a difference. Thank you so much! You are right, we have got to do what lights us up. I'm excited to plan the next steps in my journey." *Charlotte Whitehead, Freelance Drama Workshop Facilitator & Children's Charity Worker.*



# Completing Your Practical Assessment

**Step 1:** You pay your training fee for the programme(s) you wish to qualify in. We will schedule a Complimentary Consultation with you to introduce ourselves and support with your first steps!

**Step 2:** You have 12 weeks to submit your online assessment.

**Step 3:** Upload your videos.

**Step 4:** Upload relevant certificates from your country's authority.

To keep your costs low, we ask you to apply when you have the qualified artistic skills and the confidence that are essential when it comes to working with children and running a business like ours. This means taking measures to have the relevant checks in place, such as DBS. The fees for our training programmes are non-refundable.

After purchasing the programme(s), you will be sent the training manual, which you are expected to become familiar with! Once you feel confident about the programme, email [info@dramed.co.uk](mailto:info@dramed.co.uk) To let us know you are ready for the assessment. The link to the assessment will be sent to you. It is a timed practical assessment. So, please ensure to set aside **60 minutes** to complete it.

Note: Details on how to submit your videos will be available in the training manual. You will have 3 months to submit everything. Videos can be submitted to YouTube or Vimeo - where you can create a private link if you wish.



## FAQs

### What does being a DramEd Licensee look like?

You effectively represent our brand with clients and we represent and support you in having a successful career. We provide you with the business model and everything you need to know to successfully run your own business. You pay for training and a monthly licence fee, but you keep ALL of your profits.

### Do you provide us with materials and props?

No, you build up your own kit list in a way that works for you, we suggest having the basic kit, which includes uniform and class puppets, but the puppets and props involved are up to you and will be dependent on the type of DramEd business you are growing. We have an online shop for this too.

### How much can I expect to earn from my DramEd classes?

Please see the potential earnings section in the brochure.

### What kind of support will I be getting from you and your team?

We have a dedicated Facebook Group where Grace will be on hand to answer any questions about the growth of your DramEd classes, there will also be two live Q&As as well as a monthly training video and units to complete.

### What if I know nothing about running a business?

"Feel the fear and do it anyway", that's our motto. We all had to start somewhere and

life is about being the best that you can be and enjoying a life that works for you. We are here to support that. The best way to perceive a business is looking at it like an investment in yourself. Learning to be your own boss is an amazing feeling, because you literally can live life on your terms. Once you develop a 'being your own boss' mentality there's no going back, you literally can't unlearn what you know, and knowledge is power.

### How do I get started?

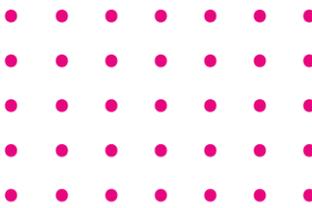
All you need to do is pay for your training. You have up to 12 weeks to complete your training, take a test and activate your membership. You should activate your membership by 12 weeks or when you teach your first class, whichever is sooner.

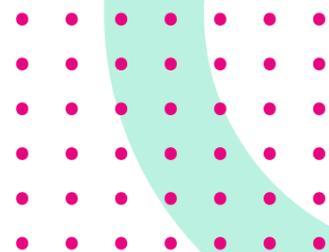
### Am I guaranteed to qualify as a DramEd Licensee?

No, we hope you already have experience teaching and performing. Please do not train to become a DramEd Licensee if you don't have the skills or potential necessary to at least gain a conditional pass. Only when you have 'passed' your test will you be qualified as a DramEd Licensee and training fees are non-refundable.

### What happens if I cannot get the assessment done within 12 weeks?

If you cannot deliver the assessment in time, then your application will be forfeited. Refunds are not permitted. Restarting the process means paying for the programme(s) again. Refunds are not permitted because





you have received valuable industry information and trade secrets at a highly competitive rate.

#### **What do I do once I've filmed myself?**

Upload your videos to YouTube or Vimeo then, email us with your name and the link in the SUBJECT bar. We will email you to confirm receipt of your video. It will be evaluated within 5-7 working days.

#### **Can I submit the written assessment first?**

Yes. You may submit your assessment and video in any order you wish. We will not score your assessment until we receive all your material. However, we do recommend recording your videos after your written assessment, as you'll be more familiar with our expectations.

#### **What happens if I get a conditional pass?**

A conditional pass is good news. It means you show the strong qualities expected from a DramEd Educator. However, you need to work on the practices we require to maintain the standards, which reflect our business ethics.

#### **What is the written assessment?**

The written assessment takes place online. The questions are all based on information, which is found in our training manual. It is therefore important to read the training manual before attempting the assessment. The online assessment must be completed within 60 minutes.

#### **Why do I have to pay the Training Fee?**

The training fee covers the intellectual property, trade secrets and strategies for success that have taken us a number of years and tens of thousands of pounds to formulate, and trial, saving you a considerable number of years and money.

#### **Why do I have to pay the licence fee?**

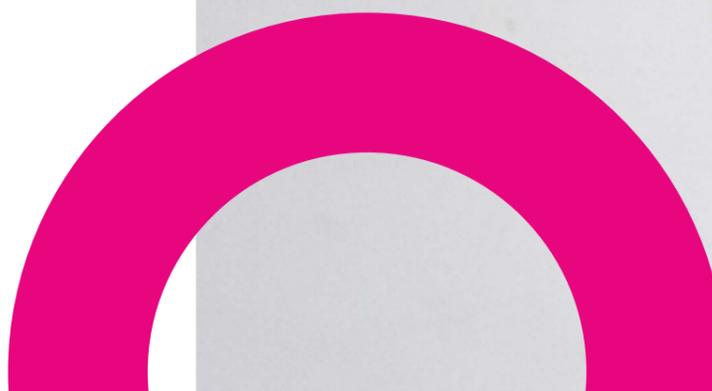
The licence fee pays for all the materials, support, education which you need to run successful classes and operate under the DramEd brand. Failure to pay the licence fee results in immediate suspension and you will not be able to gain access to your online portal.

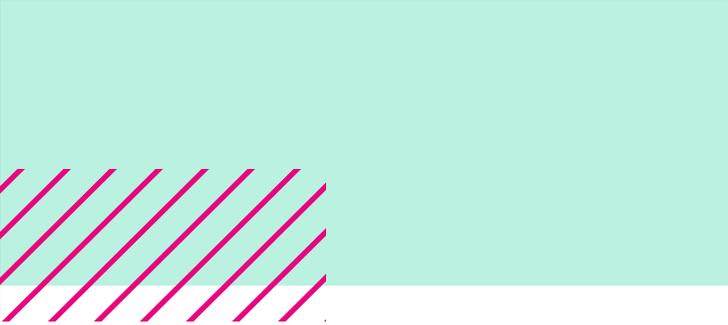
#### **When do I have to start paying the licence fee?**

You have 3 months after becoming a qualified DramEd Educator to pay the licence fee(s). If you have not activated your licence fee within this time frame, you will have to start the process again, which means you will be expected to re-purchase your programme.

#### **Whats happens if I need to take time off from delivering my classes?**

It is important to foster a committed attitude to your classes from day one, as working in the kids' activity industry requires consistency; that's what children need, and your clients will be relying on you to provide that. We understand that there may come a time when you need to take time off from your classes, whether it be for an acting job, family commitments or anything else and we don't believe in overdoing it to the point of burnout. Our team in DramEd headquarters are on hand to support with staffing and class cover if necessary.





Taking the Next Step...

Complete a **Brand Fit Questionnaire**, or  
**Purchase a Programme.**



**DramEd**

**Imagination Matters**

[www.DramEd.com](http://www.DramEd.com) | [info@DramEd.co.uk](mailto:info@DramEd.co.uk) | [@DramEdUK](https://www.instagram.com/DramEdUK)

