



Join our franchise family

Plant a seed. Watch it grow.



Your dramabuds adventure awaits!

Welcome

Dramabuds is more than just drama classes for children – it's about making a positive impact on children's lives and development.

With a strong background in theatre and education – working as an Education and Special Projects Director for arts centres and schools and a Programmes Director for a homeless people's charity called Cardboard Citizens – I have a real passion for using theatre as a tool for making a positive change in people's lives.

Specialising in empowering people through theatre, it's safe to say that I've never been focused on the Westend, jazz hands, or even teaching people how to dance and sing! And, even after having my first daughter Florence, I started freelancing with multiple art organisations to continue making a change with drama. However, once my second daughter, Eliza, was born, juggling freelancing with two children under the age of 18 became too tricky – which is when I came up with the idea of dramabuds.

During my maternity leave with Eliza, I developed a real passion for early years drama, focusing on imaginative play in children from age two plus. I also discovered that if children haven't had access to creativity or the arts by age 7 they're at a disadvantage for the rest of their lives, and this really struck a chord with me. In fact, it made me realise just how important drama is for making a powerful change in children's lives, which is why I've spent the last 13 years building a programme that is structured around children. Using imagination and creativity to develop problem solving and literacy skills for example, while igniting their passions and interests.

Also, while screen time has its place, it can affect children's imagination as they become static viewers, causing the creative side of their brains to under develop. Dramabuds changes this and by taking dramabuds UK wide, and working with franchisees, we can reach more children and have an even bigger impact.

On every step of your dramabuds journey, you will find the full support and tools from an established company – and other franchisees – who want to see you thrive. **Do you want to start your adventure today?**

Becca, Founder & Director



What is dramabuds?

Through exciting and structured drama classes, singing, creative stories and the occasional party, dramabuds is allowing children to learn and develop through play and let their true potential shine – so much so that the demand for more dramabuds teachers is spreading cross the UK! **And you can be a part of it with a dramabuds franchise.**

Yes, with this amazing increase in popularity from families, schools, nurseries and anywhere you might find children, dramabuds' franchise opportunity has become a great success story, which just continues to grow. So, if you want to be part of this incredible experience, you've come to the right place.



Start your adventure

- Are you looking for a flexible, rewarding career?
- Would you like to run your own business?
- Do you want work for yourself?
- Is being happy at work important to you?
- Do you want to help children grow and develop?
- Do you want to make a difference to families in your local area?
- Are you passionate about working with children?
- Do you have a qualification in the performing arts?



Your franchise, your way

A franchise means that you will run your business for yourself but not by yourself. While you can choose the hours and days you work and build a job that works around you, dramabuds will still provide you with the training and resources you need to run successful classes. Giving you the confidence and sparkle to create exciting, inspiring and fun sessions for your groups of children.

If you enjoy creating a nurturing, fun and creative environment where children can feel safe and happy, and have the passion to run your own business, a dramabuds franchise is perfect for you.



Make it work for you!

Every franchisee is different, which is why everybody's working week is different. Whether you want to pack multiple classes into five days, or spread your classes more evenly throughout the week, you have the flexibility to work around your life. Meaning you decide when you work, how you want your business to grow and what hours suit you. **Options include:**

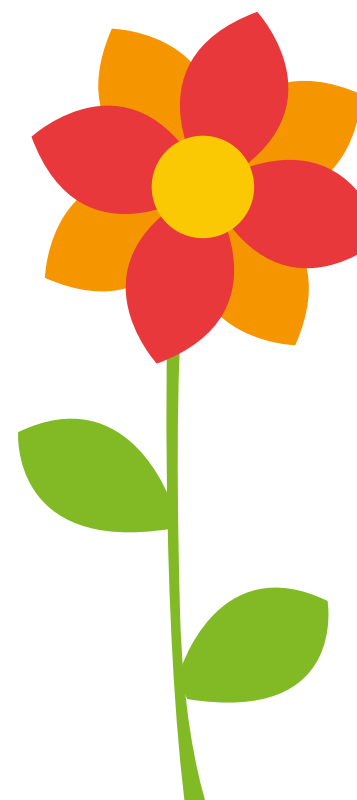
Weekly classes: with children aged 2-10, you will work with different groups of parents and children to learn and develop through imaginary play, drama and music.

Nursery: Our bespoke written classes support all six areas of the early years foundation Stage framework (EYFS) and we work with nursery sessions delivering regular sessions at their setting throughout the year

School Classes: We work with schools creating themed Drama Days and providing lunchtime and after school clubs.

Parties: Booked on an ad-hoc basis, you can provide birthday parties for children in your groups.

Holiday sessions: it's up to you whether you work in the school holidays or not – just another perk of being a dramabuds franchisee.



Our promise

If you're looking for a flexible career that's rewarding, fun and makes a difference to families in your local area, dramabuds is ideal. Whether you want to grow your franchise, work at a pace that suits you or just enjoy running your own business, you will find all of this and more at dramabuds.

With a dramabuds franchise, you will work for yourself but with the full support and tools from your fellow franchisees and the team at dramabuds. Not only will we provide each and every franchisee with a full and comprehensive training programme to get your venture off the ground, but we will also help you build your franchise around your life. We want you to succeed and feel happy every step of the way.

You will have your own exclusive territory where you will build relationships with the local schools and nurseries, the community, the parents and the children living in it. And don't worry, we will help you with marketing strategies and campaigns to convert interested dramabuds members into paying customers, helping you maximise your profits with full classes.



Your dramabuds franchise package



Providing ongoing support, resources and training throughout your time as a franchisee, our package includes everything you need to build your own successful business. These include:

Use of the trademarked dramabuds logo and branding.

Exclusive access to our online operational manual with all the help and advice you will need to set up and run your business at your fingertips.

Training before starting your dramabuds business you will attend a 5-day dramabuds training programme which will cover the delivery of the dramabuds class curriculum and how to start, develop and grow your dramabuds business, with specialist business and marketing advice.

Tried and tested – we have spent 13 years developing this tried and tested formula that families love.

Exclusive territory to run your dramabuds business.

Original music – we have developed original songs to use and sing in your classes.

Dramabuds curriculum – Classes for 2 – 5 year olds with linked to the EYFS and then a programme developed especially 5 – 10 year olds.

Lessons plans – Especially written class plans for each class you will teach. With exciting themes each term that children just love.

Making sure it is safe – with safeguarding, GDPR, risk assessments in place for you to adapt and use and advice on insurance, DBS checks and your staff recruitment.

Part of the team – you will be part of the dramabuds team so it will never feel like you are alone in your business journey.

Marketing – with access to 1000's of dramabuds photos, logos, leaflet, poster templates, T-shirt Artwork and more.

Equipment lists – you will be given a list of equipment you will need for your classes but please rest assured our classes are not prop heavy and require lots of set up time. We work with the children's imagination with simple items from your story box to help bring the stories to life.



Your potential earnings

The following figures show potential income sources as a dramabuds franchisee before costs. Based on our tried and tested formula, these figures below are for illustration purposes only, but with ambition, patience and commitment, your earnings could grow year on year.



Parent and Child Classes for 2 - 5 Year Olds

	2 sessions p/w	4 sessions p/w	6 sessions p/w	8 sessions p/w
Number of children	15	15	15	15
Cost per child	£7	£7	£7	£7
Number of weeks	39 weeks	39 weeks	39 weeks	39 weeks
Gross earnings	£8,190	£16,380	£24,570	£32,760

Nursery Sessions

	2 sessions p/w	4 sessions p/w	6 sessions p/w	8 sessions p/w
Cost per session	£40	£40	£40	£40
Number of weeks	52 weeks	52 weeks	52 weeks	52 weeks
Gross earnings	£4160	£8320	£12,480	£16,640

Parent and Child Classes for 2 - 5 Year Olds

	2 sessions p/w	4 sessions p/w	6 sessions p/w	8 sessions p/w
Number of children	18	18	18	18
Cost per child	£7	£7	£7	£7
Number of weeks	39 weeks	39 weeks	39 weeks	39 weeks
Gross earnings	£9828	£19,656	£29,484	£39,312

School and Lunchtime Clubs

	1 sessions p/w	2 sessions p/w	4 sessions p/w	5 sessions p/w
Number of children	18	18	18	18
Cost per child	£4.50	£4.50	£4.50	£4.50
Number of weeks	39 weeks	39 weeks	39 weeks	39 weeks
Gross earnings	£3159	£6318	£12,636	£15,795

School Workshop Days

	1 day per fortnight	1/2 days per week	1 day per week	2 days per week
Cost per session	£250	£150	£250	£250
Number of weeks	39 (18) weeks	39 weeks	39 weeks	39 weeks
Gross earnings	£4875	£5,850	£9,750	£19,500

Parties

	1 party p/w	2 parties p/w	3 parties p/w	4 parties p/w
Cost per session	£130	£130	£150	£150
Number of weeks	39 weeks	39 weeks	39 weeks	39 weeks
Gross earnings	£5070	£10,140	£15,210	£20,280

Holiday Workshops

	1 half day workshop p/w	2 half day workshop p/w	5 half day workshop p/w	10 half day workshop p/w
Number of children	18	18	18	18
Cost per child	£21	£21	£21	£21
Number of weeks	12 weeks	12 weeks	12 weeks	12 weeks
Gross earnings	£4536	£9072	£22,680	£45,360

With above figures you can see how you can adapt and grow your dramabuds business to suit you. A key advantage of a dramabuds franchise is how many income avenues are available.

Cost to buy a franchise: From as little as £6,000 to purchase your dramabuds franchise and an ongoing fee of 10% of turnover it's not hard to see how profitable and successful dramabuds franchises are from the get-go.



Could you be our next franchisee?

Are you:

- 🌱 Energetic with a positive, sunny disposition?
- 🌱 Full of imagination? Could you pretend to be in a princess's castle one day and a rabbit in the woods the next?
- 🌱 Passionate about working with the early year's age group, plus have the patience and kind nature to do it?
- 🌱 An organised person?
- 🌱 Qualified in the performing arts?
- 🌱 Committed to running your own business?
- 🌱 Ready to in create a nurturing, fun and creative environment where children can feel safe while growing their confidence and self-esteem?
- 🌱 Confident and a good singer?
- 🌱 Looking forward to smiling every day at work?



If you answer yes to each question, let's chat!

It's easy to become a franchisee at dramabuds, but we're happy to answer any questions you might have so we can start your adventure today. Contact us today for an open, honest chat about joining the dramabuds franchise family.





Plant a seed. Watch it grow.

We want to make sure you have all the information you need to make a dramabuds franchise work for you, and help you grow and develop your business at a pace that suits you. We look forward to hearing from you!



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