



PERFORM **CREATE** SHINE

THE FRANCHISE OPPORTUNITY

EXCELLENCE IN PERFORMING AND
CREATIVE ART CLUBS

WHAT PEOPLE SAY ABOUT US



"P-ZAZZ HAS TRANSFORMED THE DELIVERY OF MUSIC... AND INSPIRED MORE AND MORE CHILDREN TO PARTICIPATE AND ENJOY THE FUN"

Mari Tomaney, Head Teacher,
Maple Cross JMI & Nursery School

"ENJOYED EVERY MINUTE OF P-ZAZZ... CAN'T WAIT FOR THE NEXT PRODUCTION... THE LEADERS MAKE LEARNING FUN."

Sonia Shearlock, Parent

"ALL CHILDREN SHOULD HAVE THE OPPORTUNITIES THAT MY SON HAS BEEN GIVEN THROUGH P-ZAZZ"

Kate Watts

"A FANTASTIC SERVICE"

Dan Persad, Clubs Co-Ordinator, Sudbourne Primary School

"MY CHILDREN ABSOLUTELY LOVE P-ZAZZ... IT'S THE ONLY THING THEY TELL ME ABOUT SCHOOL ALL WEEK! WE LOVE P-ZAZZ!"

Sarah Guest, Parent

"MY DAUGHTER NOW WANTS TO BE A SINGER WHEN SHE GROWS UP. I THINK THAT SPEAKS FOR ITSELF."

Liz Donellan, Parent

"THE SHOWS ARE WONDERFUL, INCLUSIVE AND FUN!"

Martin Post, Headmaster, Watford Grammar School for Boys

"I HAD FUN AND MADE NEW FRIENDS TOO"

Caitlin aged 8

"THURSDAY... 'IT'S P-ZAZZ DAY' SHE ABSOLUTELY LOVES THE CLASS AND ALWAYS SINGS THE SONGS... WITH A HUGE SMILE ON HER LOVELY FACE! BRILL!"

Sandra Dillon, Parent

EXCELLENCE IN PERFORMING AND CREATIVE ART CLUBS

**“THE MOST VALUABLE ASSET A NATION HAS
IS THE CREATIVITY OF ITS CHILDREN.”**

Alan Plater



YOU AND P-ZAZZ...



Welcome – thank you for your interest in P-zazz.

We are very proud of P-zazz: our clubs build children up, giving them the confidence to be relaxed in who they are as individuals & as they work together as a team.

However, our never ending quest for excellence extends beyond the groups we run. Our passion also shapes the way we do business. Professionalism & attention to detail are at the heart of everything we do.

Do you wish to run your own business whilst receiving support? Are you self-motivated and passionate about teaching performing & creative arts - or business minded and keen to manage your own team of Leaders?

Whichever your personal approach to managing your business, if you're passionate about inspiring children I look forward to meeting you at our Open Day to discuss the future of P-zazz in your area.

Esther Boughton, Managing Director

IN A NUTSHELL...

P-zazz is the UK's leading provider of performing & creative arts clubs, in schools and care environments. Since 2005, we've run over 1,000 outstanding clubs inspiring, engaging and educating over 15,000 young people!

Additionally, other services we offer are:

- Care home sessions
- Weekend clubs
- Breakfast clubs
- Inset Day cover
- Holiday clubs
- Parties



OUR VISION

TO BE THE FIRST-CHOICE PROVIDER
OF CLUBS FOR SCHOOLS

OFFERING VIBRANT, ENGAGING & INSPIRATIONAL CLASSES

MUM "OLLIE, DO YOU WANT TO DO P-ZAZZ NEXT TERM?"
OLLIE "I WANT TO DO P-ZAZZ FOREVER!"

Ollie R.

TIMELINE

- | | |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2005 | P-zazz started in Herts by Esther Boughton, MD with Sing club |
| 2009 | First additional Leaders recruited & trained—quickly running successful clubs |
| 2010 | Number of clubs increasing at a fast rate in pockets of England, Wales & Scotland. Club range expanded |
| 2011 | "Zing" (custom built database) introduced—streamlined administration of clubs |
| 2013 | Franchises launched |
| 2015 | <ul style="list-style-type: none">•Turnover of business has almost tripled in the last 5 years•1000 clubs with 15,000+ children attended P-zazz classes since inception•13 Franchises |

OUR CLUBS

ACT

With drama comes the gift of confidence.

ACT offers children the opportunity to express themselves, improvise and act, through fantastic drama games and great performances.

We'll equip them with new skills to explore and stretch their own abilities - skills they'll use throughout life.



SING

From high energy, contemporary favourites to melodic choral numbers – we do it all!

With plenty of expressive actions and laughter, these songs will stay with them for years to come.



PERFORM

Singing, acting and dancing, this club teaches great performance skills and material straight from the thrilling world of West End musicals.

PERFORM never fails to enthuse and delight. Everyone gets to be a star!



DANCE

If moving and grooving is top of the list, this club is perfect. We pair the perfect dance music with ambitious street jazz moves, delivering a super-rewarding experience for any

child who enjoys dancing. **DANCE** combines fitness with fun, not forgetting the cool...



**“ENJOYED EVERY MINUTE OF P-ZAZZ...
CAN'T WAIT FOR THE NEXT PRODUCTION...
THE LEADERS MAKE LEARNING FUN.”**

Sonia Shearlock, Parent



CREATE

This club offers a wonderful opportunity to try out a huge range of artistic techniques and media. From clay to collage, mask-making to modelling, children produce unique results to take home or share with the group.

We work with local Recycling Arts Projects, sourcing everything from tassels to tarpaulin, to make **CREATE**'s range, scope AND sustainability, exceptional.



We safeguard quality, by keeping to a maximum of 20 children for each club and 15 for **CREATE**.



PERFORM CREATE SHINE

THE OPPORTUNITY

Quite simply, franchising is a method of expanding by allowing motivated, able individuals (franchisees) to run the business in their own area. Franchisees have the freedom of being their own boss supported by the know-how and full support of the original business (the franchisor).

We are delighted to offer P-zazz as a franchise. Over the past 10 years we've carefully honed our business model: leading inspirational clubs, managing great relationships with schools / parents / children / care homes and supporting Leaders working in their local areas. Our clubs are popular in all kinds of locations and demand for our services has increased exponentially through the recession.



A P-ZAZZ FRANCHISE ALLOWS YOU TO:

1. **Change lives:** inspire, teach valuable life skills, increase confidence and self esteem
2. **Choose your hours:** enjoy freedom for flexible working
3. **Run your business using our solid, proven business model:** allows you to spread the word about P-zazz & maximise the number of people benefitting from P-zazz
4. **Use superb systems:** our own custom-written cloud based database "Zing" (Finalist Innovation in Technology class) means less time on administration, more time to develop your business
5. **Enjoy substantial financial rewards:** £120,000+ turnover projected by end of Year 3
6. **Benefit from the support** of our very experienced Head Office team: in-house expertise in all areas of the business
7. **Be part of P-zazz:** a company with passion, integrity and experience.

"THE TRAINING HAS BEEN GREAT. I HAD NO PREVIOUS EXPERIENCE RUNNING A BUSINESS AND P-ZAZZ HAS CAREFULLY TAKEN ME THROUGH EVERY LITTLE STEP HELPING ME SUCCEED. I HAVE FELT CONSTANT SUPPORT, THEY ARE ALWAYS HAPPY TO HELP AND CLARIFY DOUBTS."

Javi F.
P-zazz Franchisee



THE PACKAGE

The Franchise Package Fee for a P-zazz franchise is just £14,995 (+VAT).

There are ongoing management fees which cover the comprehensive ongoing support given to our Franchisees.



THE FRANCHISE PACKAGE FEE INCLUDES:

1. 5 year licence to run P-zazz in chosen territory
(200 primary schools, unlimited care homes & other community venues)
2. 5 day Franchise Training Course
3. Pre-programmed laptop, bespoke packages for management, reporting and payroll
4. Bespoke 4-Step Marketing Program
5. Mentor support
6. Extensive Marketing available
7. Promotion on P-zazz website
8. Email address
9. Zing – P-zazz's custom-built database
10. Launch & Promotion Pack (stationery, uniform and marketing material)
11. Public & Employer's Liability Insurance (first £10,000 turnover)
12. First Aid Training *
13. DBS (Disclosure and Barring Service) check *
14. Registration with ICO (Data Protection) *

* For first certificate



**“THE PROFESSIONAL, EXCITING AND PEOPLE-
FOCUSSED ATTITUDE OF THE COMPANY FROM EVERY
MEMBER ATTRACTED ME TO P-ZAZZ.”**

Sanchita F.
P-zazz Franchisee

**Optional IT & Marketing
Bolt-On's available!**

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EHIND THE SCENES

P-zazz is run by a Head Office team who are very experienced in supporting P-zazz staff. Our focus on developing franchisees & staff was recently recognised, earning us Finalist Excellence in People Development Award and Finalist Best Franchisee Marketing Support.

Esther Boughton, Managing Director, started P-zazz in 2005. She's a dynamic leader, described by the team as "affirmative, positive, a visionary". She has a never-ending energy to develop P-zazz, moving it forward at every turn.

Esther's professional background as a Bank Manager for 12 years gave her expertise in business and managing teams – experience which has shaped the growth of the company.

However, it's her passion for performing arts which led to the invention of the concept of P-zazz. Esther has ABRSM Grade 8 in Piano & Singing and has performed & taught as a musician for most of her life – in jazz band Mostly Jazz, as Musical Director in church & amateur dramatics societies, teaching piano & through recruiting & directing choirs of different ages.

Debbie Uren, Franchise Development Director, joined in 2009 & works closely with Esther in franchisee selection & development.

Andrew Phillips, Operations Manager, runs a team of administrative staff who ensure that Head Office is delivering the high levels of service we are renowned for. A font of all knowledge for managing relationships with parents, schools, care homes and leaders.

Katie Barrett, Finance Manager, has been with us for 7 years and manages the payroll and accounts. A doctor before she came to us, we all benefit from her high level of numeracy and formidable brain power!

Karen Boreham and **Adam Westley**, Schools Liaison Managers, are responsible for introducing P-zazz to new schools and know all about the art of making friends over the phone with school receptionists!

The whole team is there to support and share knowledge with our franchisees.



Some of the Head Office team at the Inspiring Herts Awards Gala Dinner 2013

Front row (left to right):
Debbie Uren (Franchise Development Director)
Karen Boreham (Schools Liaison Manager)
Katie Barrett (Finance Manager)

Back row: John Boughton (IT Director)
Esther Boughton (Managing Director)



"MANY THANKS, ONCE AGAIN, FOR SUPPLYING US WITH A FANTASTIC SERVICE. IT'S ALWAYS DIFFICULT TO KNOW WHO WE ARE GETTING FOR CLUBS UNTIL THEY ARRIVE, BUT IT SEEMS THIS TIME WE HAVE STRUCK LUCKY!"

Dan Persad, Clubs Co-Ordinator, Sudbourne Primary School

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EXT STEPS



Starting your own franchise business is the beginning of a very exciting journey. It's also a big decision and we are here to help you in whatever way we can.

The steps to your P-zazz business are shown below.

Call Esther or Debbie on
0333 200 3334 to talk
through your questions...



Read
Franchise
Brochure

Attend
Open Day,
meet the team

Apply
for Franchise. If
successful, place
£850 (+VAT)
deposit

Agreement
signed, training dates
booked, balance of
fees paid 3 weeks
before training
starts

Start!
Training
completed,
your P-zazz
business begins

"I LOVE WORKING WITH PEOPLE AND CREATING MY OWN SUCCESS... THE PROCESSES AND PROCEDURES HELPED A GREAT DEAL IN STARTING UP THE BUSINESS. THE HELP AND THE GUIDANCE IS SOMETHING THAT YOU DO NOT GET WHEN YOU GO IT ALONE."

Louise V.
P-zazz Franchisee

CONTACT DETAILS

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