

**LIPA**  
**4:19**

**FRANCHISE**  
**PROSPECTUS**

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## **YOU HAVEN'T SEEN THE BEST OF ME YET**

Leading educational theorists believe that every child is creative. Growing up is a matter of discovering where the creativity lies. To achieve that, children need experiences – as many as possible.

And these experiences are not wholly solo. 'Creativity is not purely an individual performance. It arises out of our interactions with the ideas and achievements of other people' (Sir Ken Robinson *'Out of Our Minds: Learning to be Creative'*) in other words, a group process. And the process draws out innate skills: exploration, discovery, imagination, play and self-expression.

Most parents agree that an arts education is very important to their child's development. It is therefore surprising that the arts have been allowed to virtually disappear from our children's learning experiences. With school struggling to realise measurable success (i.e. exam scores), the ineffable achievements of creative expression often fall by the wayside. Today, there are too few opportunities for creative expression and play in our schools and in our children's lives.

Parents have increasingly recognised the benefits of encouraging their children to take part in extra-curriculum activities. A recent government report revealed that over three in five children aged 11 to 15 engage in some sort of cultural activity at least once a week.

To repeat, children are naturally creative. All they need is a forum and opportunity to discover this. Of course, young people are much more likely to continue with an activity if it's engaging. LIPA 4:19 offers stimulating, inspiring Saturday classes that are brimming with enjoyment.

## **I'M GOING TO LEARN HOW TO FLY**

Applicants to The Liverpool Institute for Performing Arts have already discovered their

creativity. We wanted to extend our approach and so we developed LIPA 4:19, a part-time performing arts academy that gives 4 to 19 year olds the opportunity to find their strengths.

Offering fun and engaging Saturday multi-disciplinary performing arts classes during the teaching term, with a similarly enriching summer school programme, LIPA 4:19 is open to all children and young adults looking to explore and express their creativity through singing, dance and drama.

LIPA 4:19 classes are divided into age groups:

- Early Start 4:6* This group is split into two, 4-5 year olds and 5-6 year olds. Sessions last 1½ hours.
- Academy 7:15* This group is split into the following age ranges: 7-9 year olds, 10-12 year olds and 13-15 year olds. Sessions last 3 hours.
- Academy 16+* This group includes young adults aged 16-19. Sessions last 3 hours.

Each group has a curriculum designed to reflect their stage of performing arts development. From age seven upwards, our classes complement the national curriculum in performing arts subjects.

Saturday sessions are equally split between acting, singing and dancing. All students perform in a full scale end of year show in a theatre and showcase their talents at open days throughout the teaching year.

LIPA 4:19 academies only employ motivated, enthusiastic tutors who have performance experience and appropriate teaching qualifications. They must also completed the LIPA 4:19 training programme. Their teaching skills and welcoming personalities enable us to offer every LIPA 4:19 student a caring, safe environment in which to learn and develop.

## **I'LL MAKE YOU FORGET THE REST**

LIPA 4:19 is the only children's performing arts academy in the UK that is directly linked to an established performing arts institution. The Liverpool Institute for Performing Arts opened in 1995 to provide students with a unique opportunity to gain proficiency in the skills that contribute to a production, not just performance.

The Guardian newspaper's 2009 Guide to universities places LIPA as the top university in the country for dance and drama.

Our approach to performing arts learning was informed by practitioners. Amongst them was Sir Paul McCartney, in whose old school we are based and who is our Lead Patron.

Our Founding Principal and CEO, Mark Featherstone-Witty, has a personal aspiration to grow and develop the LIPA approach. This led us to open our doors to the North West's wealth of younger talent in 2003, when we established LIPA 4:19. We started with 200 students and now teach almost 450 students at LIPA every Saturday throughout the teaching year.

## **LIPA 4:19 IS GROWING**

Having established our identity, teaching methods and curriculum, we have the confidence to bring LIPA 4:19 to a larger market. We recognise that franchising offers the unique opportunity to provide a uniform teaching standard to every LIPA 4:19 student in the United Kingdom and overseas. The Franchise was launched in 2008 and is steadily developing coverage across the UK.

LIPA 4:19 is looking for the right individuals to establish and operate LIPA 4:19 Academies throughout the country. By joining our network, you would be in a position to touch the lives of young people in your area and have plenty of fun running your own business.

LIPA 4:19 Franchise Owners are dedicated business people who share our ambition to make a positive contribution to the lives of a generation of confident, talented young people.

## **LONG-TERM VISION & VALUES**

Our aim is to create an international network of talented and enterprising individuals who share our commitment to providing quality performing arts teaching for young people. By partnering with such individuals, LIPA 4:19 harnesses their ability, energy and enthusiasm. In turn, our partners harness the strength of the LIPA 4:19 business and identity. We believe that our franchise partners should enjoy the fruits of their labours and have structured our business proposition to ensure that they can fully enjoy the returns of a successful academy.

Every member of our growing network can look forward to benefiting from their achievements, the achievements of their students and those of the network as a whole—now and for the long term.

## **YOUR ROLE**

LIPA 4:19 is both a hands-on and management Franchise business. It is your role as a Franchise Owner to establish and grow the business in your chosen location, manage your team of teaching and support staff and provide first-rate LIPA 4:19 Saturday classes and summer schools to local students at your academy. As the Principal of your academy, you will represent LIPA 4:19 during all local activities associated with the school. Some of our Franchise Owners possess the skills and qualifications to include teaching within their role. This is not an essential element of the position, however.

## **THE MARKET POTENTIAL**

There are currently over 12 million young people aged 19 and under in the UK, so our potential market is vast!

The demand for high quality educational activities for children and young people is growing. Parents are increasingly aware of the benefits their children can gain from attending a structured Saturday programme, such as increased confidence, team skills and social inclusion.

LIPA 4:19 is open to all with no auditions. Everyone with an interest in the performing arts is welcome. We currently have students from all sections of society.

Since LIPA began, we've become a popular choice for students. 26 students apply for every available place and, on average, 80% of our graduates still work in arts and entertainment three years after leaving. LIPA 4:19 offers you the opportunity to benefit from and grow that reputation in your area.

## **YOUR EARNINGS POTENTIAL**

The sample projections provided within this pack illustrate the earnings potential of a LIPA 4:19 franchise operating a Saturday academy, plus an additional summer school programme. As your academy grows you will have the opportunity to add further specialist and advanced classes to your programme. Please note that your earnings are still largely dependent on your effort, dedication and tenacity. We hope that you find this document informative and will be inspired to learn more about this distinctive business opportunity.

To further your investigation of the LIPA 4:19 Franchise opportunity, please complete the included enquiry form and post it back to us. Should there be mutual interest, we will invite you to an exploratory meeting. At this meeting, you will be provided with detailed income projections and other financial details which will enable you to draw up a credible business plan for your chosen location and to discuss the opportunity at length with your advisors.

## **START-UP COSTS**

Prospective buyers will be required to invest £13,500 plus VAT. In addition, you should also allow for working capital, legal and accounting costs. A complete breakdown of both the investment requirement and the Franchise Package contents will be supplied to qualified applicants.

# IS A LIPA 4:19 FRANCHISE FOR ME?



## THE IDEAL CANDIDATE

LIPA 4:19 Franchising Ltd provide training for every new Franchise Owner. However, you will still need to consider your aptitudes and suitability for this franchise business. We are entrusting our name and reputation to our franchise owners and are investing both time and energy into their business. Naturally, we want to get it right. We have a clear idea of the attributes that make a person well-suited to our franchise opportunity and we are prepared to take the time to find such an individual.

The successful franchise owner will have a passion for the performing arts and is likely to have some professional or amateur performance experience. They are also likely to have experience of working with children. While we're not necessarily looking for Richard Branson style entrepreneurs, you will need a head for business, managerial and marketing experience, plus well developed people skills. You will be a good communicator with an understanding of what makes young people tick.

This is a challenging environment, so a prompt and level-headed response to problems is also essential, along with a caring personality. All of our Franchise Owners and their teaching staff must pass a CRB check.

As both a hands on and management franchise business, LIPA 4:19 provides Franchise Owners with an opportunity to apply their creativity, experience and business acumen to the development of their own successful business. While no teaching qualifications are necessary, Franchise Owners must have the personality and skills to manage the teaching team and maintain teaching excellence at all times.

Enthusiastic self-starters who enjoy working with young people, LIPA 4:19 Franchise Owners have the motivation and commitment to make a proven system work for them, their teachers and students. For more information on joining our network, please submit a completed Preliminary Enquiry Form.

## TRAINING & SUPPORT

LIPA 4:19 Franchising Ltd provides its Franchise Owners with comprehensive training in all aspects of the LIPA 4:19 Franchise business. Our training programme is delivered at the Liverpool Institute for Performing Arts, where new Franchise Owners receive a thorough induction into our marketplace, teaching style, curriculum and operations. We will also share the proven marketing strategies used by existing LIPA 4:19 academies to great success.

The LIPA 4:19 Franchise Operations Manual is on loan to our Franchise Owners for the duration of their trading licence. This comprehensive document outlines our every business practice.

We have a professional support team who assist with the launch of every LIPA 4:19 franchise and provide Franchise Owners with an ongoing support service. Our transferred skills, knowledge and procedures, together with your initiative, determination, professionalism and commitment to quality are key to a successful LIPA 4:19 Franchise business.

No business will deliver immediate wealth. The best franchise owners are those who are prepared to grow their business in their location, provide excellent teaching and have the wisdom to apply the proven model. In time, your diligence and our transferred expertise will allow you to enjoy the many rewards inherent in a LIPA 4:19 Franchise.

# WHY CHOOSE LIPA 4:19?



## **Why our students (and their parents) chose LIPA 4:19:**

LIPA 4:19 offers several advantages over other performing arts schools - mainly because of our direct link with The Liverpool Institute for Performing Arts:

- Focused LIPA curriculum in line with each age group and discipline
- Highly qualified teachers, with strong backgrounds in the performing arts industry
- The LIPA ethos of social inclusion and equal opportunities
- Friendly, creative, fun environments
- Exams taken through accredited exam boards
- End of year shows performed in a theatre
- Parental piece of mind: stringent LIPA child protection and health and safety policies
- Invitations to LIPA Open Days for students considering our undergraduate courses
- We teach students from as young as four years old, up to the age of 19.

## **Why our Franchise Owners chose LIPA 4:19:**

- Every LIPA 4:19 academy is affiliated to the Liverpool Institute for Performing Arts, giving immediate credibility to your business.
- Fully structured curriculum tailored specifically to each age group within each discipline.
- Invitations to LIPA events including Master Classes (previous master class providers have included Sir Paul McCartney, Sir Ian McKellen, Dawn French and Robin Gibb)
- The ability to offer students of all ages the opportunity to take accredited examinations in all three disciplines
- Backup and support from a dedicated and experienced Franchise Team
- Attractive financial returns.

## LOCATION

We want to establish LIPA 4:19 academies throughout the United Kingdom and overseas. Not all locations are suitable, so it is essential that any chosen area be carefully assessed. Our experienced team will help you to do this and will retain the final decision on location.

## LEGAL AGREEMENT

LIPA 4:19 Franchise Owners secure the right to operate their own LIPA 4:19 franchise business. Franchise Owners' rights and responsibilities are clearly set out in the Franchise Agreement. This legal agreement details the roles, entitlements and obligations of both Franchisor and Franchise Owner. You will be given an opportunity to discuss this agreement with your professional advisors before you complete the purchase of a LIPA 4:19 franchise.

## IDENTITY

We have invested heavily in the development of the LIPA and LIPA 4:19. As a LIPA 4:19 Franchise Owner, you will be able to trade under our recognised and trusted name, image and trading style. As the network develops, you will benefit from strong national and regional promotional activity and a strong identity.

## WHAT NEXT?

Naturally, neither party can make any decisions at this early stage. You need further details and professional advice, whilst we need to learn more about you. The Franchise Owner plays a fundamental role in the expansion of LIPA 4:19's national and international presence. So, we need to apply a careful selection process.

If you are interested in finding out more, here's how to proceed:

- Begin by completing the preliminary enquiry form on the following page. (Completion of the form places you under no obligation.)
- Applicants who meet our criteria will be invited to LIPA for an exploratory meeting. During this meeting, we will explain the business in greater detail, discuss the figures and explore possible locations. We will also be able to answer your questions.
- Following the meeting, you will need time to consider the opportunity, review the figures with your professional advisors, talk to your family, and examine the market potential in your preferred location. You may also have further questions for us.
- If, after you have completed your consultations, you wish to apply for a LIPA 4:19 Franchise Licence, you will be required to complete an Intent to Proceed Agreement and pay a deposit.

At no point will we pressure you to come to a decision. At this stage, the next step is simply to submit a completed preliminary enquiry form to obtain further information.

We look forward to hearing from you.

# THE NEXT STEP

I have read your prospectus and would like further information about the **LIPA 4:19** Franchise. Please contact me to arrange a meeting.

Name (please write below)

E-mail

Home Telephone No.

Daytime or Mobile No.

Address

City

County

Postcode

Date of Birth

**Current Situation**

House Owner  Tenant

**Marital Status**

Married  Single   
 Divorced

**(If applicable) Does your spouse/partner work?**

Yes  No

**Dependents**

0  2  4   
 1  3  5+

Ages: .....

**Current Income Band**

<25k  50-75k   
 25-50k  75k+

**Do you own, or have you ever owned, a business?**

Yes  No

If yes, please provide details:

.....  
 .....  
 .....

**How do you propose to fund this investment?**

.....  
 .....  
 .....

**Where in the UK are you interested in operating?**

.....  
 .....

**Where did you hear about the LIPA 4:19 Franchise?**

.....

I confirm that the information I have provided is to the best of my knowledge true and complete.

Signed: .....

Date .....

Please return the form along with your CV to:

**LIPA 4:19 Franchising Limited  
 Liverpool Institute for Performing Arts  
 Mount Street, Liverpool L1 9HF**

Alternatively, you can fax scan and send this form to **419enquiries@lipa.ac.uk**

*Please note that this questionnaire is for general information and will be used in assessing your suitability to become a LIPA 4:19 Franchise Owner. It will be treated in the strictest confidence under the terms of the Data Protection Act and in no way places you under any obligation. Further information will be required should a mutual interest develop.*