

RAZZAMATAZ

THEATRE SCHOOLS

Where
Business
and **Fun**
Collide

#GiveTheGiftOfConfidence

Introducing the
Razzamataz Franchise Opportunity



Visit us razzamataz.co.uk



Welcome to Razzamataz

RAZZAMATAZ
THEATRE SCHOOLS

I created Razzamataz Theatre Schools in 2000 with a simple dream: to make performing arts accessible to young people everywhere regardless of their background or circumstances and to give the gift of confidence.

I wanted to give children everywhere the chance to attend classes taught by inspiring and experienced performers, who would give them the perfect introduction to the Performing Arts industry that I have loved my whole life.

Don't get me wrong, I also wanted to build a very successful business that would grow from strength to strength and become a major brand within this industry. More than that though, I wanted to create something that would not only help change the lives of the children that came to our classes, but that would also enable dozens (maybe one day, hundreds) of ambitious people who wanted the opportunity to build a business for themselves doing something that they loved!

I hope reading this prospectus is just the start of your journey with us here at Razzamataz and maybe we can make your business and lifestyle dreams come true too!

I hope to meet you soon!

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Time off shouldn't

just be for holidays

Real flexibility!

Razzamataz Franchisees fit their businesses around their lives, not the other way around. Whether it's simply taking more time for themselves or taking the stress out of doing the school runs every day, they each find the routine that suits them.

Forget the commute and work from home!

Imagine having your own business, in a thriving sector, where you get to choose who you work with, keep your own hours and work from home?

"I'm always around in the mornings and after school for my children, which is really important to me" Claire, Razzamataz Yeovil

Why go it alone, when you can join the winning team?

As a Razzamataz Principal, your business will be part of a national network that has a proven franchise system, amazing support team and has been successfully trading since 2000.

"This role allows me to live the life I want. I go to the gym in the mornings and then come home and do a few hours work. I often go for a walk in the afternoon or meet friends and I love the flexibility that it offers. I'm never tied down and can work to my own schedule. If I choose to have a day out with friends, then I will work in the evening. I love having this control and it allows me to live exactly how I want to" Samantha, Razzamataz Leighton Buzzard

- Love your Job!
- Great Earning Potential!

- Be Your Own Boss!
- Flexible Working hours!

"Since my investment, Denise has grown the business very successfully and it has actually done really well during the downturn. Razzamataz is a franchise model, and with lots of people getting made redundant in the past few years, low-cost franchises like Razzamataz have become really popular"

Duncan Bannatyne,
from his book 'Riding the Storm'





Your first steps to becoming a **Razzamataz franchisee:**

Razzamataz offers an incredibly well developed franchise system and puts its support of franchisees as the top priority.



The Razzamataz Support Package



In addition to this comprehensive start up package, you will also receive:

- Ongoing support and training from head office
- Annual conference
- WhatsApp franchisee community
- Business email address
- Regional franchise advisory council representative
- Incredible bespoke performance opportunities
- Additional revenue streams and growth opportunities
- Webinar trainings
- Business management software
- Dedicated microsite for your business
- Exclusive large territory
- Growth hub mentoring
- Affiliations

RAZZAMATAZ
THEATRE SCHOOLS



Discovery Dens

Come and see what we're all about!

Discovery Dens are available online and face to face every month where you can find out more about our multi award winning franchise opportunity as seen on BBC's Dragons' Den!

The Franchise Package

Razzamatatz Theatre Schools Franchise fee: £9,995 + VAT

Plus you would be required to have: £4,000 + vat **Marketing Launch Budget.**

Working Capital: £5,000 + VAT

(to cover your business costs in the early stages such as insurance, wages, travel, phone etc).

The Razzamatatz Management Fee is just 10% + VAT

The Razzamatatz Marketing Fee is just 2% + VAT

Razzamatatz has a great relationship with the high street banks that support franchising, which means funding may be made available to you – in some circumstances up to 70% of total costs including working capital. Please ask us for more details when you call.

Our franchise package provides you with instant access to a high growth business and sector due to an increasing demand from the government and parents alike, for after school activities that develop the fitness, well being and overall social skills of young people.

Our Franchisees said the best things about our franchise are:

Flexibility **Multiple revenue streams**
Our product and service **Financial rewards**
Longevity **Proud of our values and ethos**
Branding & marketing **The support is incredible!**

We are fully committed to the on-going development of our franchisees and offer a range of initiatives to help our franchisees achieve maximum business growth:

- Annual Conference
- Franchisee growth & incentive programmes
- Online network meetings
- Additional Revenue streams
- Weekly Bulletin Newsletter
- Growth Hub mentoring
- Webinar Trainings
- Refresher training opportunity



Join a multi award winning team!

Our tried and tested franchise packages will get your business off the ground quickly and smoothly.

From day one, we will be there with you on your journey and our continued support will help you with every step of your theatre school story.

Razzamataz Theatre Schools are proud winners of the following prestigious awards and accolades:

- Winners of the Federation of Small Businesses (fsb) Community Award North West
- Awarded the highest accolade 3 kite mark from the Institute of Children's Activities Providers (ICAP)
- Winners of the Prestigious Best Franchise Award in the £2-10 Million turnover category
- Winners of the 5 star Franchisee satisfaction award for numerous years
- Winners of The continuing improvement award
- Winners of the Lifetime Achievement Award
- In the Elite 100 Top Franchises in the UK for consecutive years
- Winners of the HSBC & British Franchise Association Overall 'Franchisee of the year'
- Winners of the HSBC & British Franchise Association 'Lifestyle Franchisee of the year'
- Winners of the Quality Franchise Association 'Franchisor of the year' silver award
- Founder & MD Denise is listed in the top 100 influential women in franchising



Razzamataz are members of the following associations ensuring we are following best practice within the franchising industry (ethical franchising, ensuring we are providing the necessary support and training and profitability).

- British Franchising Association (bfa) Associate Members
- Institute of Children's Activities Providers (ICAP) Members
- Approved Franchise Association (AFA) Members
- Encouraging Women into Franchising (EWIF) Members
- Quality Franchise Association (QFA) Members

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Hear from the franchisees

Profile: Michael French, franchisee at **Razzamataz Barnet**, which opened in April 2012. Michael has just signed on for a further five years.

In the beginning: “I trained as a singer, dancer and actor and was lucky enough to work in musical theatre in the West End and perform all over the UK and overseas. I was doing a show in the Mayflower Theatre in Southampton and was in my early thirties and I remember looking in the mirror and thinking that I didn’t have a plan moving forward and my performing days were coming to an end. I knew a couple of people in the Razzamataz network, and they spoke very highly of it. I also remember Denise on Dragons’ Den, so I made the decision to change my life.”



Any worries or concerns: “I had absolutely no business experience but that is why I went down the franchise route. I knew nothing about advertising, building a market, creating a customer base, retaining customers or all the other things that it takes to build a school. Although I had no experience of franchising, I was reassured that there would be people to support me through the whole experience.”

Highlights and rewards: “I love the fact that I can give people with a passion for performing arts work as part of my team. Going in every week to see the kids and staff is a real highlight and being part of the Razzamataz franchise has led to many fantastic opportunities for them including performing at Her Majesty’s Theatre in the West End and the O2 in London. We’ve also had a number of students that have gone on to work professionally, including Tamara Smart who has starred in a number of movies and TV shows such as The Worst Witch, A Babysitter’s Guide to Monster Hunting, Resident Evil and Artemis Fowl.”

“I can say, hand on heart, the level of support at Razzamataz is outstanding”

Profile: Samantha Wingfield is the franchisee of **Razzamataz Leighton Buzzard** which she launched in September 2021. After just one term, which is 12 weeks, Samantha smashed our original business model of 85 students, surpassing this to more than 100. Samantha is well on her way to being the Principal of a flagship school.

In the beginning: “I trained in musical theatre and performing arts and after I graduated, I was lucky enough to travel the world performing on cruise ships, at Disney, on the West End stage, in TV and films. I was fortunate to play the leading role in the musical The Producers and I truly can say that I loved the industry and made some incredible memories. During lockdown, like many, I started to re-evaluate my life and I wanted to focus more on my home life. I’m getting married shortly so I wanted to settle down and that is when I thought about a career change.”



Any worries or concerns: “I have no business background so I did have lots of concerns but as soon as I started training and could see the support that I would get, everything just fell into place. Talking to Denise gave me so much reassurance and I just needed to look around the network to know that it is important to trust the journey, follow the guidance and training and use all the marketing tools. It clearly works because so many other Principals are successful.”

Highlights and rewards: “I feel so privileged to see the children and be part of their lives and watch their confidence grow every week. There are so many opportunities within the Razzamataz network, including taking the children to perform at The Shaftesbury Theatre at the end of the year. I can’t wait to see them on stage, and I know it’s going to be emotional.”

“Without Razzamataz, I really wouldn’t have known where to start”

Profile: Claire Walford has been the Principal of **Razzamataz Yeovil** since 2011.

In the beginning: “My sister worked as a dance teacher at Razzamataz when the opportunity came up to take over the school. I had two young children and it was really important to me to have a job where I could take them to school in the morning and collect them in the afternoon. I’ve always loved performing arts, but it would never have crossed my mind that I could run my own theatre school until I looked into Razzamataz and understood that as a franchise, they would offer you a tool box of training and support that would teach you all you needed to know.”



Franchise route: ““By choosing the franchise route, it is possible to start a business even if you don’t have a background in it, which is very exciting for lots of people who are looking to start something new. Without Razzamataz, I definitely wouldn’t have even thought this could be an option for me but by being part of the network, I have access to everything I need to know. The training continues to build at Razzamataz and it’s responsive to the changing nature of business. For example, as soon as GDPR was talked about, Razzamataz responded immediately and we were very ahead in terms of having our systems being compliant. The network is a very collaborative environment too. We all learn from each other and everyone is very happy to share their success and also what went wrong so we don’t all have to make the same mistakes.”

Highlights and rewards: “The students really do become part of your family and it has been a pleasure and a privilege to watch them grow in confidence and see the progress that they make in their performing and technical skills. Now my own children are older, certainly the live/work balance is easier, but it is still lovely to be able to spend time with them and not be tied to particular work hours or have a long commute. There’s still things that they need me to do and the flexibility that Razzamataz offers is still important to me.”and how much fun they are having.”

Transferable skills: “Working as an accountant meant that I got involved in many different aspects in a business including marketing, sales and even some IT. I had been working in a managerial capacity and understood how to recruit people so although I didn’t have performing arts skills myself, and wouldn’t be able to actually teach the classes, I felt confident that I had the knowledge needed to recruit the best people and I already had a good idea about how to actually run a business.”

“Knowledge is not power if you keep it to yourself. The Principals at Razzamataz believe that if you share your experiences we all become more powerful,”

Profile: Michaela Crumpton, is the multiple territory owner and franchisee of **Razzamataz Bristol North** and **South** (relaunching Razzamataz Bristol South in 2018 and Razzamataz Bristol North in 2020)

Why Razzamataz?: As a former Razzamataz teacher, I already had a small understanding of the business. What has made this more important is the support from the Head Office and the other Principals. No question is too silly to ask and as the resident ‘tech dinosaur’ I don’t feel I can’t ask that weird question. I could never have grown my schools to 225+ students if I hadn’t had the support and brand power that Razzamataz gives you.

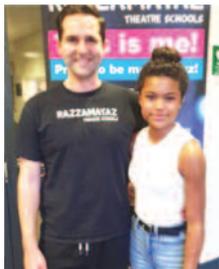


Highlights and rewards: You can fit Razzamataz into your timetable. I would be honest and say that it is more work than I initially thought, but the extra work comes as you grow. If you want to grow your business then you need to put more time in. When you have a family you can make Razzamataz fit in too. I’m able to get my daughter ready for school and then go to muck out the stables, knowing that I’m not running back to a 9 to 5 job.

“Razzamataz allows all children to grow and gain new skills that will enable them to go out into the big wide world full of confidence, whether that be on stage or in an office. We all need skills that will enable us to communicate, lead others and be part of a team, these are the skills I am proud that we can instill in our young people.”

Student Success Stories

We are so proud of every single one of our Razzamataz students, meet some of our Razzamataz Alumni:



Tamara Smart was a student at **Razzamataz Barnet** when TV and Hollywood came knocking! She has starred in several movies and TV shows such as *The Worst Witch*, *A Babysitter's Guide to Monster Hunting*, *Resident Evil* and *Artemis Fowl*. She regularly returns to Razzamataz between shooting in locations all over the world, to chat to her Principal and inspire current students.

Robson Broad from **Razzamataz Medway** was a winner of The Stage scholarship and was awarded funding via Razzamataz's Future Fund charity. Since leaving college, he has landed roles in two iconic West End shows, *Hamilton* and *Moulin Rouge*.



Danielle Fiamanya attended **Razzamataz Glasgow** and clearly caught the bug of being in the limelight. After leaving Razzamataz, Danielle went on to study at Guildford School of Acting and has received the 2019 Stage Debut Award for Best Actress in a Musical. She has appeared in *The Colour Purple*, *Juliet* and is currently understudying the role of Elsa in *Frozen* in the West End.

Peter Houston is **Razzamataz West Cumbria** alumni. Since graduating, he has performed in many musical theatre shows including *We Will Rock You*, *Matilda* and he's currently part of the cast of *Hamilton*, understudying the role of King George.



Sarah Story attended **Razzamataz Carlisle** and had her first major breakthrough into national radio when she began working for Capital FM. During her time there she presented breakfast shows, drive-time shows and the Capital Weekender. At the start of 2021, Sarah started to get involved with BBC Radio 1, covering shows for Annie Mac and Danny Howard. She is now the host of the all-important Future Dance Show every Friday night on Radio 1.

Amy Houston, a student at **Razzamataz Dumfries** for more than 12 years graduated from MGA in Edinburgh and has secured professional work, including being a Princess in Disneyland Paris.



Hollie Tweedie was a student at **Razzamataz Carlisle** for more than ten years. She's now studying marine biology at Rollins College in Florida, on a four-year degree course. She is also a Bonner Leader, a programme for committed undergraduate students designed to transform the lives of those participating. Hollie is training to be a marine biologist and credits Razzamataz with helping to believe in herself and never give up.



With her, she brought a first to the Den: a troupe of singing children from Razzamataz to perform a specially written song by one of the students.

Denise was looking for a £50,000 investment to grow her chain of theatre schools that had a strong emphasis on performance opportunities to help each child with their confidence and self-esteem.

For the first time in the Den a Dragon offered all the money without haggling over the equity. Denise gratefully accepted Duncan Bannatyne's offer of £50,000 for a 25% stake in Razzamataz.

"As a successful business man, I instinctively recognise an excellent opportunity. That's why I chose to invest in Razzamataz Theatre Schools. The commitment, enthusiasm and sound business sense of the team, coupled with their proven track record of success led me to become part of the business. Razz skills keep young people active, instil a confidence and pride and encourage social skills. All of which are vital today,"

Duncan Bannatyne from BBC's Dragons' Den.

Part of our brand's continued success is the strong partnerships we have forged with high profile companies like Universal, Warner Bros. Entertainment, 20th Century Fox, First Choice, The Stage Newspaper, Leading Talent Agency, Disney, Indigo at the o2, Shaftesbury Theatre and LW Theatre group. As well as incredible industry professional masterclass opportunities with the likes of Ashley Banjo, Diversity and Kerry Ellis.

Schools are located across the UK and Principals come from diverse backgrounds (not only performing arts or teaching!).

Over the years Razzamataz Theatre Schools has enjoyed some high profile media coverage in a range of publications including The Guardian, The Stage, The Scotsman, The Daily Record, The Daily Mail and many local and regional publications both in print and online.



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What are the next steps?

Contact our friendly
head office team to arrange
an informal chat or to
secure your
Discovery Den place!

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**We've been changing lives all over the UK
since the year 2000; we can't wait to meet you!**

Email: franchise@razzamataz.co.uk

Telephone: 07821 122242



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