



DRAMA *KIDS"

**BUILDING CONFIDENCE,
COMMUNICATION AND
CREATIVITY**



**A FRANCHISING
OPPORTUNITY**

A COMMITMENT TO WHOLE CHILD DEVELOPMENT

At Drama Kids (formerly the Helen O'Grady Drama Academy), we've spent over 45 years helping young people build confidence, creativity and strong communication skills through our structured drama programme.

We believe education should develop the whole child not just their academic abilities, but their social, emotional and expressive capacities too.



Our award-winning drama curriculum is delivered around the world, helping tens of thousands of students each year to become more articulate, resilient and self-assured, both on stage and in life.

THE BENEFITS OF DRAMA KIDS

Drama Kids equips students with lifelong skills that go far beyond performance. Our developmental drama classes are designed to help children:

- » Build confidence and self-esteem
- » Speak clearly and express themselves with impact
- » Reduce anxiety through structured, creative expression
- » Improve listening, empathy and teamwork
- » Feel empowered to take initiative and be heard



WHAT DOES THE PROGRAMME INCLUDE?

EARLY YEARS AGES 3-5

Early Years classes offer a **playful, supportive introduction** to developmental drama for young children. Through storytelling, movement, song, and imaginative play, children explore language, **build early confidence, and develop important communication and social skills.**

LOWER PRIMARY AGES 5-8

These fun and energetic classes help children **grow in confidence**, self-expression, and teamwork. Using drama games, role play, and improvisation, **students learn how to express their ideas** clearly and listen to others.

UPPER PRIMARY AGES 9-11

Upper Primary classes support older children in developing **more advanced communication**, empathy, and critical thinking skills. With deeper character work, group collaboration, and structured improvisation. Students become **more confident in performing.**

YOUTH THEATRE AGES 12-18

Youth Theatre classes provide a space for teens to explore creative expression while building **real-life communication skills**. Students strengthen their ability to speak clearly, listen thoughtfully, and **express themselves confidently** in and out of the classroom.

HOW THE PROGRAMME WORKS

Drama Kids classes are age-appropriate, non-competitive and inclusive. There are no auditions, and every child is encouraged to take part regardless of experience or personality.

Classes include:

- * Improvisation and speech exercises
- * Creative movement and role play
- * Mini scripts and structured drama activities
- * Performance opportunities and showcases



The programme is delivered weekly, in 1-hour sessions, across the school year and is tailored to different age groups, from early years to teens. You can use your own teachers, who we train and support, and they don't need to have previous drama experience or qualifications – **just a passion for teaching children and a positive approach to the classroom.**





WHAT'S IN IT FOR YOU AS A DRAMA KIDS MASTER FRANCHISEE?

- We're a **global brand** with plenty of room to expand further. This means now is the best time to be joining the journey and bringing Drama Kids to your region.
- Our UK-based Head Office team are on hand to support you from the beginning with **training and guidance** to ensure you're never alone.
- With over **45 years' experience**, our model has been refined into a thriving business opportunity, ready for you to capitalise on in your region.
- You'll have **exclusive territory rights** to your region to build a network of drama academies.
- The programme comes with an **award-winning curriculum** which is informed and supported by experts in children's education.
- Join a **rewarding business** that sees children gain skills that set them up for life.

You don't need a performing arts background, just a commitment to empowering children.

We'd love to explore how this could work for you.



NORTHERN ENTERPRISE AWARDS
BEST NATIONWIDE PERFORMING ARTS
DRAMA SCHOOL FRANCHISE 2023

WHAT'S THE ROLE OF A DRAMA KIDS MASTER FRANCHISEE?

We're with you every step on the way at Drama Kids. Here's a breakdown of our role and yours as a Drama Kids Master Franchisee.

DRAMA KIDS HEAD OFFICE (FRANCHISOR)

Provide strategic and operational support to Master Franchisee

Set global brand standards and marketing guidelines

Provide reporting tools and systems to support financial tracking

Own and manage the national website domain

Develop and manage franchisee territory pages

Commission and manage annual performance reviews (via 3rd party)

Maintain, update and provide the Drama Kids curriculum

Draft and maintain franchise agreements; manage model changes

Host annual Seminar and coordinate international events

Develop global Child Protection Policy and framework

Provide legal guidance and support to you as Master Franchisee

YOU (MASTER FRANCHISEE)

Deliver support to your regional franchisees

Manage digital marketing and advertising spend

Manage local accounts queries and payment processing

Create and maintain website content, within branding guidelines

Provide first-line IT support for franchisees (with Head Office backup)

Lead franchise recruitment efforts

Provide educational support to your franchisees

Provide HR support in line with local employment law

Organise local in-country conferences and franchisee events

Act as the in-country liaison for child protection compliance

Provide legal guidance and support to franchisees

Deliver initial and ongoing training to new franchisees

INTERESTED IN MASTER FRANCHISEE OPPORTUNITIES WITH US? HERE ARE THE NEXT STEPS

It all starts with a conversation. Here's your route to becoming a Master Franchisee with Drama Kids:

1. INITIAL DISCUSSION

A conversation with our recruitment team to explore your goals, background, and the opportunity in detail.

2. LEADERSHIP AND INTRODUCTION

A meeting with Drama Kids' UK Leadership Team to understand the vision and build a relationship.

3. TERRITORY AND MARKET EXPLORATION

Joint market research to evaluate your territory's potential, drawing on our wider market knowledge.

4. REVIEW AND PLANNING

We walk through projected financials, franchise terms, and the strategic direction of your market.

5. FRANCHISE AGREEMENT DRAFTING

You'll receive a draft of your Master Franchise Agreement, supported by our legal team.

6. PEER INSIGHT

You'll meet an existing Master Franchisee to gain insight into the real-world experience.

7. UK INSIGHT

Visit our Head Office in UK, meet the team, and see a UK school in action.

8. FINAL REVIEW AND SIGNING

Once everything is aligned, we'll move to final approvals and contract signing.

9. TRAINING AND ONBOARDING

You'll begin a training programme to cover all bases at Drama Kids Head Office and start the onboarding of your first franchisees.



DRAMA *KIDS*

**GET IN TOUCH, WE'D LOVE TO
HEAR FROM YOU**

**CONTACT MARTIN FREEMAN, HEAD OF
FRANCHISING AT**

**mfreeman@trafalgarglobal.com
+44 (0) 7834 251183**

FIND OUT MORE ABOUT DRAMA KIDS:

**dramakids.co.uk
franchisingdramakids.com**



Drama Kids is the trading name of Helen O'Grady Drama Academy (CI) Limited. Drama Kids schools are operated under franchise and are independently owned by their Principals.