

The logo features the words "STAGE" and "COACH" in a bold, white, sans-serif font, stacked vertically. This text is contained within a dark orange rectangular box. This box is set against a larger, lighter orange trapezoidal shape that tapers towards the bottom. The entire logo is centered on the page.

**STAGE
COACH**

MASTER FRANCHISEE
PROSPECTUS

Stagecoach Performing Arts

At Stagecoach, we are all about performance - on stage, in life and in business.

We believe in the extraordinary potential of young people, and for over 35 years, we've been helping them find confidence to be themselves through the performing arts.

Since 1988, we've grown into a global network of extra-curricular schools, led by passionate Principals and supported by a dedicated central team. Together, we create the kind of environment where students feel safe to express themselves, and to thrive.

Our approach is about helping students not just find their place on stage, but also to build confidence and core life skills. This is what we call Creative Courage for Life®.



THE OPPORTUNITY IN DETAIL



Becoming a Stagecoach Master Franchisee is a unique opportunity to lead something meaningful. You won't just be running a business—you'll be setting the foundation for a national network of performing arts schools that change lives.

LOCAL LEADERSHIP, GLOBAL BACKING

Stagecoach is one of the most established and respected names in children's performing arts education. Our programmes are trusted by families, recognised by the industry across eight different countries, and you'll be the face of Stagecoach in your country or region.

FULL SUPPORT FROM DAY ONE

Our Head Office team in the UK will work closely with you at every stage; providing training, guidance, and tools to help you build and manage a successful operation. You'll never be doing this alone.

A PROVEN MODEL

Every element of the business, from our Educational Framework to franchise operations, has been developed, tested, and refined over three decades. As a Master Franchisee, you're working with a system that's designed to scale, while still allowing space for local relevance.





EXCLUSIVE TERRITORY RIGHTS

You'll be granted the exclusive rights to develop Stagecoach in your region. That means recruiting, mentoring, and supporting a network of Principals who run their own schools.

CREATIVE FREEDOM WITH STRUCTURE

We understand that no two countries, or communities, are the same. That's why we offer space to localise and adapt, while keeping to the standards and structure that make Stagecoach consistent and effective worldwide.

ONGOING PROFESSIONAL DEVELOPMENT

You'll take part in in-depth initial training at our UK Head Office, alongside a continuing professional development programme. We'll also connect you with our international Master Franchisee community, experienced leaders who understand the realities and rewards of this role.

MORE THAN A BUSINESS

The work we do at Stagecoach has impact far beyond the classroom. Parents tell us how their children have grown in confidence. Alumni tell us how our classes shaped their lives.



JOIN US

This is a commercial opportunity, but it's also one that makes a genuine difference.

WHAT IS A MASTER FRANCHISE?



A Master Franchise gives you the exclusive right to launch and grow the Stagecoach brand in a new country or region.

It's a leadership role: both commercial and cultural. You will introduce Stagecoach to new communities, support local entrepreneurs to open and run their own Stagecoach schools, and ensure the high standards of our brand are upheld as you grow your territory.

This is more than running a single business.

As a Master Franchisee, you're developing an entire network.

You will:

- Recruit and train new franchisees (known as Principals)
- Guide them through launch, operations, and growth
- Ensure consistent delivery of our Educational Framework
- Collaborate closely with the Stagecoach Team to adapt and localise our model for your market

Your success becomes the success of many, and your impact multiplies through every student, parent, and franchisee you support.

SHARED ROLES, SHARED SUCCESS

Running a successful Master Franchise is a partnership between you and the Stagecoach Head Office Team.

Here's how the responsibilities are shared:

STAGECOACH HEAD OFFICE (FRANCHISOR)	YOU (MASTER FRANCHISEE)
Provide strategic and operational support to Master Franchisee	Deliver support to your regional franchisees
Set global brand standards and marketing guidelines	Manage national digital marketing and advertising spend
Provide reporting tools and systems to support financial tracking	Manage local accounts queries and payment processing
Own and manage the national website domain	Create and maintain website content, within branding guidelines
Develop and manage franchisee territory pages	Provide first-line IT support for franchisees (with Head Office backup)
Commission and manage annual performance reviews (via 3rd party)	Lead franchise recruitment efforts Provide educational support to your franchisees
Organise national performance events (e.g., the National Showcase)	Provide HR support in line with local employment law
Draft and maintain franchise agreements; manage model changes	Organise local in-country conferences and franchisee events
Host Annual Global Conference and coordinate international events	Act as the in-country liaison for child protection compliance
Develop global Child Protection Policy and framework	Provide legal guidance and support to your franchisees
Provide legal guidance and support to you as Master Franchisee	Deliver initial and ongoing training to new franchisees

WHAT HAPPENS NEXT?



We believe in clarity and support from day one. Here's how the journey progresses once we begin the conversation:

Your Journey to Becoming a Master Franchisee

1. INITIAL DISCUSSION

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

2. LEADERSHIP INTRODUCTION

A meeting with Stagecoach's 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 VISIT

Visit our Head Office in Woking, 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 an in-depth training programme at Stagecoach Head Office and start the onboarding of your first franchisees.

This roadmap is for guidance only and may be subject to change. It's designed to help with planning and expectation-setting, not as a definitive list of obligations or steps.







Notes



Notes





Creative Courage
For Life®

Let's Talk Master Franchising

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