



Ella Fontaine

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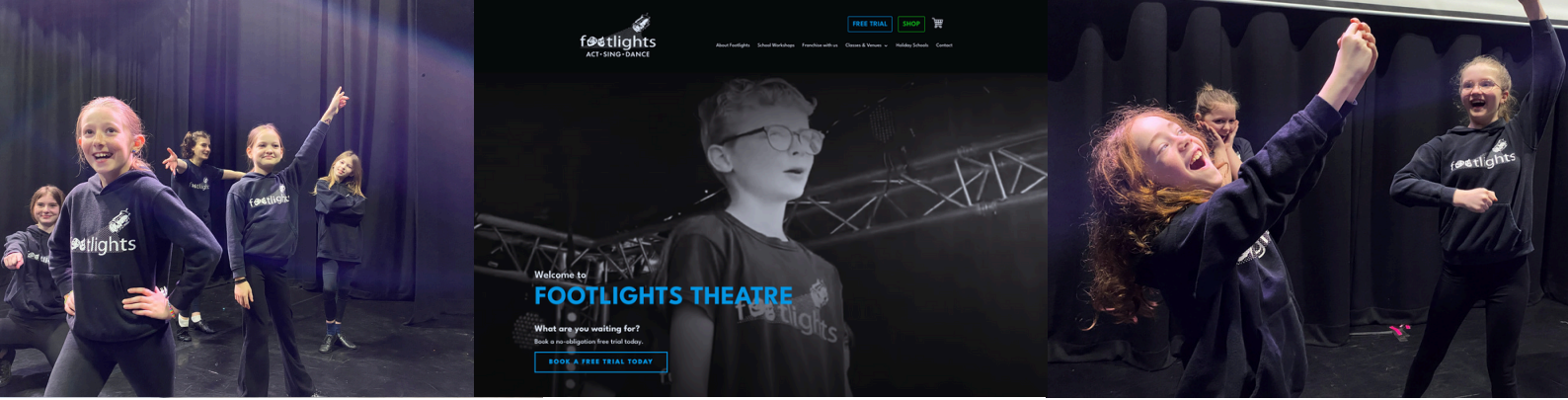
Website: www.footlightstheatre.co.uk



Footlights Macclesfield Stage School A Thriving Franchise Opportunity in Performing Arts Education Only £22,500

- Acting, Singing and Dance delivered by industry professionals
- Highly Rated: 5-Star Reviews on Google and Social Media
- Exclusive Territory with Expansion Potential
- Award-Winning Footlights Brand with Proven Success

www.footlightstheatre.co.uk



FOOTLIGHTS MACCLESFIELD

Footlights Macclesfield is a highly-rated stage school that has quickly integrated into the community since its opening in 2022. Offering a unique opportunity to take over a growing business with an excellent reputation, a loyal and enthusiastic client base, and significant potential for expansion, Footlights Macclesfield is renowned for delivering high-quality training in acting, singing, and dance.

Founded in 2005, Footlights is a multi-award-winning company known for providing specialist teaching in safe, fun, and inclusive environments. The business leverages Footlights' esteemed brand recognition and efficient operational framework, making it an appealing venture for investors seeking a well-established and successful opportunity.

ADVANTAGES

- **Proven Brand Success:** Established in 2022, Footlights Macclesfield benefits from the trusted and award-winning Footlights brand, which has a proven track record of success, ensuring that high standards of education and business operations are maintained.
- **Loyal Clientele and Growth Potential:** Footlights Macclesfield offers an exceptional investment opportunity for those looking to own a performing arts school with a thriving, dedicated client base and significant potential for growth. With many students staying with us since our opening, the school has built strong, lasting relationships with families who trust and value our high-quality training and ethos.

- **Strategic Growth Area:** With room to expand within Macclesfield and nearby communities such as Congleton, Poynton, Wilmslow, and Alderley Edge, Footlights Macclesfield is well-positioned to grow its client base and capitalise on rising local demand.
- **Comprehensive Training Path:** Children can begin training as young as 3 years old and continue progressing until the age of 18, ensuring **long-term client retention and development.**

CURRENT OPERATIONS

Saturday Sessions: The Core of Footlights Macclesfield

Saturday mornings are the heart of Footlights Macclesfield, where students dive into comprehensive training in acting, singing, and dance led by industry professionals.

Tinys (Ages 3-6):

Our youngest students, known as Tinys, embark on their performing arts journey with a 90-minute session introducing the foundational principles of acting, singing, and dance.

Main School (Ages 7+):

Students are grouped by age—F1 (7-8), F2 (9-10), and F3 (11+). Each group enjoys specialised, 60-minute acting, singing, and dance classes tailored to their developmental stage. The curriculum is designed to nurture both technical skills and transferable skills, ensuring each child flourishes in a supportive environment.





KEY SELLING POINTS

SUPPORT AND TRAINING:

The franchisor and SLT provide comprehensive training and ongoing support, including a detailed operations manual on how to run the business, marketing resources and training, and regular training from head office. The support network also includes advice and best practices from fellow Footlights owners

EXCLUSIVE TERRITORY:

You will have exclusive rights to operate within the Macclesfield area, allowing you to fully tap into the market potential without competition from other Footlights businesses.

SCALABILITY:

There's significant potential to expand by increasing class offerings and operating days. Holiday schools offer additional revenue opportunities during school breaks, capitalising on the demand for structured children's activities.

FINANCIAL STABILITY:

Footlights Macclesfield is a profitable business with healthy margins and a loyal customer base. Its strong financial performance, growth potential, and competitive pricing make it an appealing investment.

AWARD-WINNING BRAND RECOGNITION:

Footlights is a multi-award-winning brand recognised for excellence in performing arts education. As the new owner, you'll benefit from a respected brand name synonymous with quality, along with a professional website and active social media platforms.



CURRENT BUSINESS TRADING HOURS

Saturday 9:30am - 1pm

Footlights Macclesfield holds its main sessions on Saturday mornings. Holiday schools, popular during half-term and summer, present excellent opportunities to increase revenue and can run throughout the summer holidays. Additionally, there is potential to introduce a Saturday afternoon session and weekday evening classes, further expanding the business.

PREMISES

Excellent relationship with All Hallows Catholic College and lease premises from them. Facilities include a stage with seating for shows, a dance studio with mirrors, and access to two additional large rooms. There is ample on-site parking



STAFF

Footlights Macclesfield is supported by a dedicated team of four freelance teachers and a front-of-house manager, all bringing expertise and passion to their roles. The team includes degree-qualified specialists in acting, singing, dancing, and Tinys classes, with the dance teacher having been with the school since opening and the acting and singing teacher in their second year. With this experienced team and a capable manager, Footlights Macclesfield runs smoothly, ensuring high-quality classes and continuity for the new owner.



MARKET & COMPETITIVE ANALYSIS

LOCAL MARKET OVERVIEW:

Macclesfield is a vibrant community with a growing demand for high-quality extracurricular activities for children. The local population includes many families with young children, providing a consistent pool of potential students. The area's demographic profile reflects a strong interest in structured, developmental programmes like those offered by Footlights Macclesfield.

COMPETITIVE LANDSCAPE:

Footlights Macclesfield distinguishes itself by offering a well-rounded curriculum and popular summer schools. Centrally located with unique advantages—including exclusive access to FPM Talent, making it the only stage school in the area with its own talent agency—Footlights also provides students with opportunities to take highly regarded LAMDA exams. Positioned at the heart of Macclesfield, the school is well-placed to meet the community's demand for high-quality performing arts education, all while offering a more affordable option compared to other competitors.

GROWTH POTENTIAL:

Footlights Macclesfield has significant potential for growth by increasing community involvement and tapping into the regional demand for high-quality performing arts education. The territory also covers Congleton, Poynton, Wilmslow, and Alderley Edge, and offers ample expansion opportunities, including the possibility of establishing additional schools or classes in these areas. Engaging with local events, such as the Christmas light switch-on and the Treacle Market, provides untapped potential to boost the school's profile and attract new families.

FINANCIAL PROFILE

REVENUE:

The business is currently operating at a profit and running at 50% capacity, showing consistent and steady growth. With the potential for further expansion, Footlights Macclesfield is projected to earn over £20,000 profit annually with just two days of classes per week and two weeks of summer schools. In its first three years, the school has demonstrated solid financial performance, with a turnover of £21,135.75 in Year 1, £32,490.97 in Year 2, and a projected turnover of £40,464.00 in Year 3. The neighbouring Footlights territory, run by the same owner, has achieved full capacity, a turnover exceeding £80,000, and two sell-out summer weeks per year, indicating the strong demand and potential in this area.

Additional income is also available through merchandise sales, private lessons, LAMDA exams, additional holiday clubs, birthday parties, and workshop days.

CURRENT ENROLLMENT METRICS

Saturday Classes: 45 students

Full financial details are available upon request.

WORKING HOURS

- Face-to-Face: 9 am - 1 pm on Saturdays
- Admin: One day of admin work weekly, with flexible hours to fit around commitments and family. This is expected to increase to about 1.5 days as the school grows to full capacity.



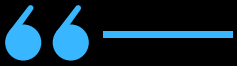
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TESTIMONIALS



"Opening my Footlights Franchise has been nothing short of a dream come true. The whole process has been great throughout, the personal and professional support from Jo and all the team at head office has been outstanding. Jo's passion for Footlights is infectious & I'm thrilled to be a part of the Footlights family. I can't thank the team at head office enough for giving me the tools through the training process to launch a successful franchise, in less than 12 months my school is at FULL capacity and I have now opened up another day in my territory to accommodate my waiting lists"

Anna Morgan - Franchisee - Footlights Sale



"My daughter has been going to Footlights since it very first opened, and she loves it! They are a fantastic drama school—so warm and welcoming! Ella is so lovely and has been very supportive and accommodating, meeting her needs and understanding her personal circumstances. She has grown in confidence so much over the last two years, and this is largely down to attending Footlights! Highly recommend!"

Current Client - Footlights Macclesfield



YOUR NEXT STEPS

Once you have reviewed the information, please complete the application form and the attached Non-Disclosure Agreement and return them to us.

Once we have received notification of further interest, a meeting will be arranged.

If you have any immediate questions, please email
Macclesfield@footlightstheatre.co.uk
or call Ella on 07507 742 003

Kind regards

Ella Fontaine BA (Hons)
Franchisee Owner and Director

