

FOOTLIGHTS

BURY & MIDDLETON

Sales Prospectus



footlights

ACT • SING • DANCE

THE BUSINESS

This is an exceptional opportunity to acquire either one or a pair of established and profitable Footlights franchise territories, which provide professional performing arts training to children aged 3-18 in Bury and Middleton.

The Bury franchise was established in 2019 and has a loyal and engaged customer base. The neighbouring Middleton franchise followed in 2023, which has a steadily growing reputation. With brilliant brand name backing and enviable five-star reviews, both have become trusted businesses within the communities they serve.

Both territories enjoy consistent strong financial performance, but most notable about this opportunity is the incredible expansion and growth potential with the right owner at the helm.

This business is ideal for a driven individual who is passionate about performing arts and working with children. It would also suit an entrepreneur looking for a turnkey, semi-passive business with a proven model, robust support network, and healthy earning potential.

The territories can be acquired individually. However, a discount of £6,000 has been applied if both territories are acquired as one business.



KEY INFORMATION

LOCATION

Bury & Middleton, Greater Manchester

ESTABLISHED

Bury - 2019, Middleton - 2023

SECTOR

Education

TYPE OF SALE

Franchise Resale

REASON FOR SALE

Current owner relocating

ASKING PRICE: £85,000
BURY - £46,500, MIDDLETON £44,500

TRADING SYNOPSIS AND FINANCIALS

Footlights Bury & Middleton have demonstrated consistent financial success, with its subscription-based revenue model helping to ensure steady cash flow and a growing turnover.

TURNOVER

- 2024/25*: £114,000
- 2023/24: £100,127
- 2022/23: £86,729

GROSS PROFIT

- 2024/25**: £70,000
- 2023/24: £61,240
- 2022/23: £62,584

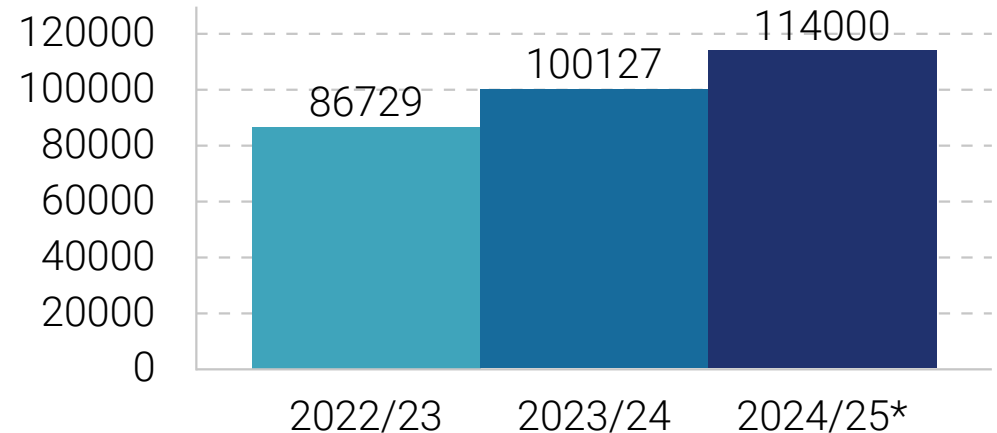
While these numbers are strong, there is significant untapped potential.

For example, Middleton currently operates just one session per week. This means an ambitious new owner could dramatically increase profitability by expanding session availability, developing existing revenue streams, and marketing to untapped areas within the territory.

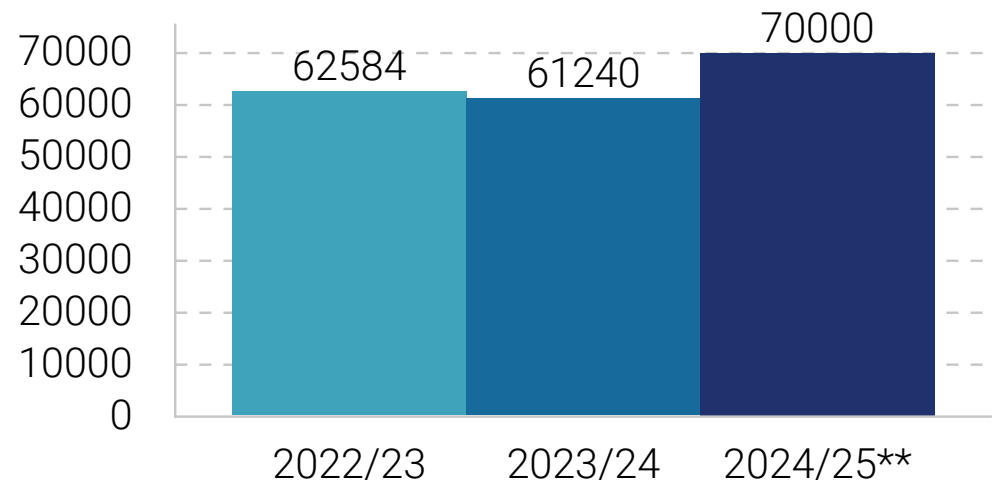
*Please note 2024/25 turnover is to date

**Please note 2024/25 gross profit is estimated

TURNOVER (£)



GROSS PROFIT (£)



DETAILED INFORMATION

BUSINESS OPERATIONS

Footlights Bury & Middleton operate from hired modern school facilities. This gives the business superb flexibility, with no long-term lease commitments, low overheads, and higher profit margins.

The business follows a structured curriculum, providing industry-standard training in acting, singing, and dance. Additional services include London Academy of Music and Dramatic Art (LAMDA) exams – which are appreciated by parents and also serve as an additional revenue stream – summer schools, and annual stage productions.

There is significant scope to increase operations by introducing more weekly sessions, expanding into underutilised areas of the territories, and developing a more extensive programme of community-based performances.

BUSINESS SUPPORT

One of the key advantages of owning a Footlights franchise is the comprehensive support provided by the franchisor. Franchisees joining the network benefit from an intensive 12-day training programme which ensures new owners are fully prepared to take over, covering:

- Business operations – including marketing, staffing, and customer acquisition.
- Safeguarding training – in relation to working with children and young people.
- Initial set up – securing venues and arranging classes.
- Hands-on experience at an existing Footlights centre.

Ongoing support is a cornerstone of the Footlights model: franchisees receive weekly mentoring Zoom calls, regular site visits, access to workshops, and an annual conference. The Franchise Operations Manual also provides clear step-by-step guidance in running a successful Footlights business.

A WhatsApp group enables daily communication with both the franchisor and wider network, which fosters a collaborative environment where ideas and challenges are shared.

The franchise package also includes marketing support, covering branded promotional materials, merchandise, a website, social media guidance, and all essential equipment required to hit the ground running.

The full training programme and franchise package are included in the asking price.

DETAILED INFORMATION

STAFFING

Across the two sites, the business currently uses nine self-employed freelance teachers. Additionally, a freelance administrator is employed for six hours per week. The team is well-trained and passionate about performing arts, ensuring smooth business continuity.

A new owner could increase profits by taking on admin themselves and streamlining staff roles, such as consolidating Front of House and School Manager roles.

CUSTOMER BASE

The business has a loyal and engaged customer base, primarily from middle-income families who value quality performing arts education.

Bury is a thriving family-orientated town, while Middleton is well populated with several new large-scale housing development plans in place as part of a government-backed initiative to help the area flourish. This growth will dramatically increase the potential customer base in the coming years.

There are four main revenue streams – stage schools, holiday provision, merchandise, and birthday parties – all boasting margins of between 30-70%.

Customers pay via monthly subscription, rather than attending on a pay-as-you-go basis, ensuring consistent revenue and strong retention rates. The majority of

families stay with Footlights for at least two years, with many staying far longer. Summer school attendees are often repeat customers.

The business greatly benefits from word-of-mouth referrals, strong Google and Facebook reviews, and positive brand recognition.

GROWTH OPPORTUNITIES

A motivated buyer has significant scope for marked financial growth across the two franchise territories. Very achievable opportunities include:

- Increasing sessions in territories: Middleton currently runs just one session per week, but its territory allows for many more to be run in neighbouring areas.
- Expanding holiday schools: Both franchises already run successful summer schools, with Bury attracting up to 90 students each year. Both franchises have the potential to offer these for every school holiday.
- Developing community performances: Introducing open auditions for non-students to take part in community productions could create a new revenue stream through participation fees and ticket sales.
- Targeting underutilised areas: The franchise territories encompass a large number of towns where there is growing demand for stage schools, but the current owner has not yet capitalised on this. Targeted campaigns and classes in these areas will grow the business.

With the right leadership, Footlights Bury & Middleton has the potential to become flagship territories within the
4 Footlights network.

ABOUT THE FOOTLIGHTS FRANCHISE

Footlights was founded in 2005 by passionate teachers and actors, who place a strong emphasis on education through the performing arts.

Over the past 20 years, the business has grown into one of the UK's leading youth performing arts franchise networks, with an excellent reputation for delivering quality training in acting, singing, and dance. Over 2,000 children are now taught by Footlights franchises every year.

The extensive network spans Greater Manchester, London, Berkshire, East and West Midlands, Lancashire, and Yorkshire, with 16 active franchisees and four company-owned units. Footlights are very well known and respected in the North West in particular, with the Head Office located in the heart of Manchester's vibrant MediaCityUK. This features a 155-seat studio theatre, training room, and state-of-the-art facilities.

Footlights franchisees benefit from extensive training, ongoing support, and providing the trusted and fun performing arts lessons that families simply love. This includes access to an in-house casting agency which connects students with professional opportunities in theatre, TV, and film.

With its proven business model, strong brand recognition, and support from an experienced leadership team, a Footlights franchise offers an incredibly rewarding and exciting business opportunity in what is a thriving sector.



NEXT STEPS

The prospective purchaser will be required to satisfy the selection criteria for new franchisees as determined by the Franchisor.

Heads of Terms setting out the main terms of the sale will be agreed and drawn up following which each party (including the franchisor who has a vested interest in the agreement) will instruct their lawyers and a Sale & Purchase Agreement will be entered into. Upon exchange a non-refundable deposit will be paid and a completion date will be agreed by all parties. The prospective purchaser will then undergo the initial training provided by the franchisor. Both Vendor and Purchaser are advised to seek independent legal and financial advice prior to entering into any agreement which will be legally binding.

Each party will be responsible for their own legal and professional costs incurred during the sale process. It is normal practice for the franchisor's legal costs to be split equally between the vendor and the purchaser.

PLEASE NOTE: All enquiries must be made directly to Franchise Business Brokers.



CHECKLIST

- Franchise Application completed & NDA signed
- Informal offer made and accepted
- Heads of terms drawn up
- Due Diligence completed
- Lawyers instructed (Sale & Purchase Agreement)
- Exchange
- Training undertaken
- Sale completion



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