



Everything You Need to Know About Starting a **Dance Studio**



WHAT'S INSIDE

Hello, and welcome to our guide to setting up a dance studio from scratch. We're sure you're full of brilliant ideas about how to run your future studio, but a little help never hurt anybody, right?

We work with hundreds of dance studios and schools across the UK, so this guide is full of the advice they have told us they would have welcomed when starting out. Discover more about funding, training, marketing and branding, insurance, compliance and the equipment you might need. You can whirl through our guide all at once or pirouette round the parts that please you most – dancer's choice!

ClassForKids

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CHAPTER 1

Funding for your Dance Studio



ClassForKids®

Great news: you might not need as much money as you think to set up a youth dance studio. If you're on a tight budget but dream of sharing your dance knowledge and skills with young people, there are lots of support avenues you can tango down. All it takes is time (and sometimes some form-filling).

Starting a dance studio

Get a plan in place by contemplating your goals and the cost of achieving them. Take, for example, the cost of hiring a new employee, opening a new venue or purchasing equipment. You'll want to factor these into your financial planning.

Market and competitor analyses are hugely invaluable tools, too. Understanding your potential customer reach, and how other local studios might impact that, could illuminate potential opportunities and challenges relevant to your business.

Find out more about financial planning, strategy and all that jazz in our blog on [Launching Your Dance School With Confidence](#).

Dance studio requirements

Find a studio able to accommodate the types of classes you intend to teach. Well-proportioned square or rectangular spaces provide a clear sense of orientation. Avoid spaces

too elongated and anything structural that might hamper your hip-hop or foil your foxtrot, such as pillars and sharp corners.

Dance studio specifications

For overall studio space, we recommend a minimum **15m x 15m** space with a minimum **4.5m ceiling height**.

Ideally, you want to use a space that has an unpolished, easy-to-clean and low-slip floor surface, and if it is sprung or semi-sprung, all the better. This minimises stress to your dancer's backs and upper limbs, lowering the risk of injury.

How much does it cost to buy a dance studio?

The answer hinges on the type of business you have in mind. Purchasing an existing dance studio franchise could cost between £5,000 and £25,000, for example, whereas the expenses for running your own studio will depend on how much razzle dazzle you want to sprinkle in. The cost of property where you live will have a huge impact, too. As a rough guide, expect the following expenses for dance studio staples:

- Sprung flooring (per m²): £30–£100
- Wood flooring materials (per m²): £30–£80
- Wood flooring installation (per m²): £30–£50
- Ballet barre: £15–£20
- Mirrors: £10–£1,400
- Speakers: £30–£150

Growing your income once your studio is off the ground

Once you're feeling sure-footed with your core services, there are many additional things you can do to boost your studio's income. Dance studios are highly versatile spaces, perfect for hosting other classes – such as yoga, martial arts and aerobics – to generate additional revenue. And have you thought about offering 1-2-1 lessons or school holiday dance workshops? Could you host boogie-filled birthday parties at the weekend? Or perhaps you could sell merchandise or gift vouchers? Building relationships with local schools and nurseries is another great approach, as running classes at their venue will put your studio in front of a new audience.

CHAPTER 2

Dance Academy Training



If you want to grow your dance academy, it's important to offer a consistent level of quality. Refine your studio's dance class teaching skills through training. Here are a handful to check out:

[Royal Academy of Dance](#)

The RAD boasts 100+ years of inspiring, cultivating and supporting dance teachers around the world.

[Imperial Society of Teachers of Dancing](#)

ISTD offers courses on everything you need to know to become an exceptional dance teacher.

[International Dance Teachers' Association](#)

From cha cha cha to cheerleading, develop your dance teaching for a number of styles with the IDTA.

[bbodance](#)

Benefit from the knowledge of industry professionals on courses for Levels 3-6.

Italia Conti

This condensed course offers ISTD-accredited training in tap or ballet.

The Royal Ballet School

Embark on this two-year, part-time course with the Royal Ballet School to obtain a Diploma in Dance Teaching.

Royal Conservatoire of Scotland

Are online courses more your jam? Discover the fundamentals of dance teaching at this globally-renowned institution.

MPAA

Calling all those with packed schedules! Choose from a range of dance teacher courses to complete part-time.

CHAPTER 3

Dance School Compliance and Insurance



From data protection to risk assessments, establishing certain protection measures is a crucial element of managing a studio for young people.

Insurance

Your safety net for when things don't go to plan, insurance provides financial coverage in case of an accident or unforeseen circumstance. And having the right kind is a game-changer.

Public liability insurance

Safeguards your studio from unexpected events, such as injuries to members of the public or damage to studio property.

Equipment coverage

Protects your equipment from potential threats including loss, damage or theft.

Professional indemnity coverage

Covers professional advice given by studio staff.

Employers' liability coverage

Central to responsible club operations: ensures you're covered if a staff member attributes injury or illness to your club.

Top tip: Pick highly-rated providers who have bags of experience insuring studios like yours.

Dance studio GDPR

In our digital age, data protection is non-negotiable. Managing a studio means managing lots of private information belonging to young people, and potentially their parents and guardians. Every studio must adhere to data compliance rules as per the 2018 General Data Protection Regulation (GDPR) law. These include:

1. Understanding personal data

Personal data includes data that can identify an individual, indirectly or directly. For youth sports clubs, this may include names, addresses, contact details, and even photographs of club members.

2. Consent

Under GDPR, you must obtain explicit and informed consent from individuals (or their parents or guardians if they are minors) before collecting and processing their personal data.

3. Data handling

Incorporating three key elements, data handling is defined as: data minimisation (only collecting and retaining data necessary for club operations); data accuracy (ensuring data kept is up-to-date and accurate); and data portability (making data available to individuals in a machine-readable format, if requested).

4.Data security

Implement security measures, such as encryption and regular security assessments, to protect data from potential breaches.

5.Data processing

Only process data for the specific purpose for which it was collected. You must ensure that Third-Party Processors, if applicable, also have sufficient GDPR measures in place.

6.Individual rights

From the right to access their data to the right to erase data (the “right to be forgotten”), know the rights of individuals.

Risk assessment

Shimmy to success with a carefully thought-out risk assessment. While not mandatory for all insurance providers, a risk assessment allows you to identify and sidestep unwanted events – before they happen. Whether or not it's required, we highly recommend creating a risk assessment and sharing this with any team members.

Step 1: Identify hazards

Recognise all potential risks, such as injuries occurring during a class or physical hazards in your venue.

Step 2: Determine affected parties

Consider who will be most impacted by the identified risks, from young dancers to staff members.

Step 3: Evaluate risk levels

Use a scale, such as 1–5, to determine the likelihood of risk occurrence.

Step 4: Implement control measures

Decide what rules and regulations you'll put in place to prevent the identified risk from happening.

Step 5: Regularly review

Review, review, review. Continuously update your risk assessment to reflect changes in the organisation.

Safeguarding

Before running any classes, you and all your team members who interact with kids must undergo a background check. This is true for those who will be teaching and supervising, as well as anybody giving advice or guidance on wellbeing, caring for children or driving a vehicle solely for children on behalf of your studio. Carrying out the appropriate DBS check ensures a safe and positive environment for all.

There are various levels of DBS checks, and it depends on the individual's responsibilities. For example, all teachers would require an enhanced DBS check plus a children's barred list check. Find out more at [gov.uk](https://www.gov.uk).

Compliance

Unless your studio is linked to a membership organisation or governing body, you won't necessarily have any training requirements. But even if you don't, it's worth thinking about compliance issues. Consider:

- The minimum qualifications for your teachers
- How you will assess young dancers and divide up your sessions: is it by skill level, age or school year?
- Do you have a clear process for your staff, dancers and their guardians to raise concerns?

CHAPTER 4

Equipment And Other Initial Costs

Knowing you have the right space and equipment in place will give you confidence as you get going with your dance school plans. Give thought to the following:

The cost of your space.

Is it more efficient for you to rent or own your studio? Scout out a few different spaces and weigh up the costs versus the convenience of each.

Equipment

Dance studio essentials include floor-to-ceiling mirrors, ballet barres, an advanced music system and heat and ice packs. Will a venue let you rent the space and equipment together? How much will any extras cost and where can you get them from?

Utilities

What are the costs associated with keeping your studio's lights on?

Technology

iPads, computers, speakers: What tech equipment do you need to run your dance studio with confidence?

Booking and class management software

Find an online system, such as our [award-winning software](#), that meets your criteria and fulfils your needs.

CHAPTER 5

How to Market Your Dance Academy



One of the key things to consider pre-launch is how you will promote your new dance studio. Planning your marketing will ensure you start strong and give parents the confidence to book as soon as you're up and running.

Getting your branding right from the start

Take it from us: any time spent thinking about your brand before launching your studio is well spent, as having a solid brand in place will pay dividends as you grow. Branding is not just a logo and some colours, although you will need these. It's defining who your customers are, how you talk to them, what you stand for, where your studio is headed in the future and what the personality of your dance studio is.

How to do it

If you have the funds, working with a professional or team with experience in branding will make this part of your studio set-up much smoother. If you want to do it yourself, our [Ultimate Guide To Building A Kids Club Brand](#) will take you through the essentials.

How and where to advertise

With so many different demands on your bank account during the launch phase of a studio, it's worth focusing on free and low-budget ways to get the word out there. Setting up accounts and posting on social media, contacting your local schools, and leaving posters or flyers in friendly local shops, cafes, GP surgeries and your venue are all great places to start. Perhaps your venue sends regular emails to a list of subscribers and would be happy to include a mention of your new studio?

Consider running a few free taster sessions for would-be attendees so they and their parents can meet you in person. Word of mouth is another important tool in your arsenal, so tell everybody and anybody you know about your plans.

Social media

Social media is a brilliant tool for a dance studio. Now that you've got a great understanding of your audience thanks to going through the branding process, you can apply this to your choice of social channels. Where do the people who will be booking your studio hang out online? Start there. You don't need to be everywhere all at once. Doing one or two social channels well is better than spreading yourself too thin.

If you're wondering what to post on your studio pages, our [blog on creating a social media marketing strategy](#) is full of ideas. As well as posting videos, photos and

information, you can use your social channels to gather reviews, communicate with parents and run paid advertising campaigns.

Disclaimer: This article has been produced for guidance only and does not constitute legal or financial advice

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Marketing Plan

BUSINESS SUMMARY

Our Company

Tell readers about your company. Answer questions like: When did you start the business? What makes you stand out from the crowd? Why is this your passion?

Mission Statement

Clearly define your company’s purpose, goals, and values, guiding its actions and communicating its identity.

Vision Statement

Outline your long-term aspirations, providing a clear picture of your desired future and strategic direction for your business.

The Challenge Problem

How is your business going to solve a problem? Is there a lack of local classes in your community? Are you trying to provide safe spaces for children in your area? Is your business unique?

Opportunity

Why does starting your business present real opportunity for you and the business? Are you the only type of club running in your area? Do you have a lower pricing point than your local competitors? What gaps can you close?

Swot Analysis

A SWOT analysis is a powerful strategic tool that can provide valuable insights into your business's current position and future potential. Looking at your strengths, weaknesses, opportunities, and threats with a structured framework will help you assess internal and external factors that affect your business. By conducting a SWOT analysis, you will gain a deeper understanding of critical factors that can influence their success or failure.

Tip: To extract the most value from a SWOT analysis, make sure you're honest about your business. It's easy to try and focus on the positives but you need to be unbiased to get an accurate measure of where your business is. It's important that you set time aside for this – taking a day out of your business for self-reflection will help you create a more robust analysis of your business.

| Internal Factors | |
|------------------|---------------|
| STRENGTHS (+) | WEAKNESSES(-) |
| | |

| External Factors | |
|-------------------|-------------|
| OPPORTUNITIES (+) | THREATS (-) |
| | |

Marketing Goals

SHORT-TERM GOALS AND ACTION PLAN

Leveraging Existing Customer Base

Using your existing customer base is essential to include in your marketing plan. You should focus on how you can capitalise on loyalty, trust, and the potential for repeat business, fostering growth and sustainability.

Extend Reach

This section is all about expanding brand visibility through targeted strategies, reaching new audiences, and increasing market presence.

Brand Awareness / Authority

Building brand awareness is important as it establishes recognition, builds trust, and attracts customers, contributing to business success and market competitiveness.

Here are some ways you can build your brand awareness:

- Building your social media presence
 - Building partnerships with other businesses in your local community
 - Creating a consistent brand across your marketing channels
 - Having a strong online presence across social media and your website
 - Building strong offline marketing strategies.
-

Target Market

Think carefully about who you'll be targeting – parents will be your main audience, but also think about locations, class types and age groups when it comes to demographics.

Unique Selling Proposition (Usp)

A Unique Selling Proposition (USP) highlights how your club and classes stand out from the crowd and focuses on how you compel customers with distinct benefits and value. Think about things like your class types, value, and pricing point to help you craft your USP – and you might want to bring your mission and vision into this section too.

Marketing Mix – 4Ps

The 4Ps of marketing, also known as the marketing mix, are key components in developing a marketing strategy:

Product: Refers to the features, benefits, and attributes of the service you're offering.

Price: Involves setting a competitive and profitable price for your classes/sessions.

Place: Focuses on the distribution channels and locations where your classes are available to customers.

Promotion: Encompasses all activities and communication methods used to promote and advertise your classes/sessions.

These elements are crucial in a marketing plan as they help businesses create a well-rounded strategy that addresses key aspects of their offering and how it's presented to the target market. A balanced approach to these elements ensures effective market positioning and customer engagement.

Product

Price

Place

Promotion

Marketing Channels

Your marketing channels are all about how you'll reach your customers, where they'll see your classes, where they can find out more about you, and, most importantly, how they can book your classes. Example channels might include: your website, social media, flyers, and word of mouth.

Budget

Including budgeting and financial information in a marketing plan is crucial for effective resource allocation, cost management, and measuring return on investment, ensuring strategic and fiscal success. Use the following sections to carefully consider how you'll allocate your budget and what you expect to see from your efforts.

Monthly Social Planner

Example

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|---|--|--|---|---|
| Class Content - show what's happening in your classes | Customer Testimonial | Culture - introduce one of your coaches | Upsell - Show customers what merchandise you have | Throwback - celebrate success from a few years ago | Introduce a new workshop | Share a tip of the week for improving technique |
| Class Content - BTS content of coach taking a class | Share any partnerships or collaborations | Launch Competition - Free merchandise | Share your venue space(s) | Share your story. Why did you start your club? | Share an inspirational quote | Set a weekly challenge and ask parents to tag your club |
| Share a tip of the week for improving skill | Promote Competition - Free merchandise | Customer Testimonial | Upsell - Share updates and progress from 1-2-1 class | Share a student's progression | BTS - Getting ready for weekend classes | Share something new /exciting |
| Share a post of weekly challenge | Quiz Post: This or That? | Culture - introduce one of your team | Share a tip of the week for improving technique | Share competition results | BTS - Team planning for lessons | Highlights from new term |

Monthly Social Planner

Print off and fill in

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

COPY & PASTE

Templates for your digital ads



ClassForKids®

Your Hook

Your hook is the most important sentence of your ad, so make sure it captures the attention of the audience you're speaking to.

Feel free to copy & paste the following templates for your next ad creative:

1. Looking for 5 kids dance classes in [area]? Great news, we're coming to [location] VERY soon!*

2. Looking to get your child active this school year? Come along for a free trial at our 5 dance classes!*

Your Creative

- Use video to promote your sessions but keep them under 30 seconds
- Use carousel ads to promote the different sessions you offer
- Invest time or money in getting photographs and videos from your sessions rather than using stock images these will help provide context to your audience and showcase the value of your classes.
- Be bold with colours and clearly explain the benefits!

Ad Title (description)

Similar to your hook the ad title can capture the attention of the audience you're speaking to and might be the thing that makes them click your booking link. Here are ideas on different incentives.

- Start your free trial today!
- 4 week block for just £ [x]
- Book before x date and get [x] % off
- 20% early bird discount code throughout [month]

Your Copy (description)

Your ad copy is where you need to retain your audience's attention. Explain what you offer but don't over do it! Be sure to include a strong call-to-action at the end.

*With our sessions, your child will learn how to:
[Skill 1, Skill 2, Skill 3]*

Sound good?

*Well, we've got even more good news!
Throughout [month], we're giving you 20% off!*

*Reserve your child's space now so they don't
miss out: [booking link]*

COPY & PASTE

Email Templates to Conquer Parent Communication



Price Increase

Hello [Customer Name],

We want to let you know that we will be increasing our [class type] prices. The reason for this is *[insert reason e.g. Aligning with industry price. Providing niche service. Increase in costs.]*

Your new price for [class type] will be [£X], effective from [date].

We always want to be open and transparent with you and hope you can appreciate the reason behind this decision. If you have any questions about this, or would like to discuss alternative ways of paying, please don't hesitate to get in touch.

See you soon,
[Name]

New Term Booking Reminder Template

Hey [Name],

We want to say a BIG thank you for all of your support. But did you know that you can still support us right now and it won't cost you a penny? Here's how...

We'd love you to give your thoughts on our classes and customer service. All we need is a short review about why you love [club name] on Facebook or Google.

We'd really appreciate your support with this,
[Name]

New Term Booking

Hey [Customer Name],

The last term has flown by and we're ready to welcome the new term. [Child name] has achieved so much - we really can't wait to see what the next term holds for them!

Just so you know, our new term will run from [date - date] and bookings are now OPEN.

Now's the perfect time to book [child name]'s space before we open out to new customers.

[Book Now!](#)

See you soon!
[Name]

New Term Booking Reminder Template

Hey [Customer Name],

We noticed you haven't booked [child name]'s space yet!

Class spaces for the next term are filling up, so book now to avoid disappointment.

[Book Now!](#)

See you soon!
[Name]

Bring Along A Friend

Wherever your child goes, their best friend follows – right?

That's why we're offering a free class to your child if they bring along a friend. They'll be able to try the class for free too!

Simply share this code with the parent to use when booking for their free trial and we'll deduct the cost of a class from your next booking.

See you soon,
[Name]!

Venue Change

Hey [Customer Name],
We wanted to let you know that we're moving to a new location – how exciting! We'll be moving to our new home for [class type] from [date].

Everything else about [child name]'s classes remains the same. We can't wait to show you our shiny new location!

If you do have any questions about this, please feel free to get in touch!

See you soon,
[Name]

New Class

Hey [Name],

You asked and we've listened... We're introducing [new class type]! This class will be focused on...

- [include 3-4 key points]

And guess what? Bookings are now OPEN. So go ahead and book your space.

Book Now!

Remember, we're running a FREE TRIAL, so why not invite one of [child name]'s friends along too?

See you soon,
[Name]!

Camp Invites/Upcoming Camps

Hey [Name],

We have some EXCITING news to share with you. Our [camp type] bookings are now OPEN!

We've got an action-packed schedule planned including...

[planned activity]

[planned activity]

[planned activity]

So make sure [child name] doesn't miss out! If you book by [date], you can claim your early bird [DISCOUNT CODE]

Risk Assessment Template

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|-----------|--|--|---|--|---|---|
| Physical | Considering physical hazards is crucial due to the inherent risk associated with the physical nature of activities you carry out. Physical hazards pose potential threats to the safety and well-being of participants, instructors, and visitors. | Slippery floors/uneven surfaces Obstacles in your venue space Inadequate lighting Faulty equipment Weather-related hazards (e.g., extreme heat, lightning) | <ul style="list-style-type: none"> Teachers Coaches Admin Staff Parents Children | <p>List all the actions you've put in place to mitigate the risk. Examples below:</p> <p>Regular inspections of venue space</p> <p>Guidelines for training in extreme weather conditions</p> | <p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p> | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|------------------|--|---|---|--|---|---|
| Chemical Hazards | Considering chemical hazards is essential due to the potential risks associated with the use of various chemicals within the premises. Chemical hazards may arise from cleaning agents, maintenance chemicals for sports equipment, and other substances. It also impacts the health and safety of participants, teachers, coaches, and requires you to be compliant with regulations. | <ul style="list-style-type: none">• Cleaning agents• Maintenance chemicals for equipment | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | List all the actions you've put in place to mitigate the risk. Examples below: Hygiene protocols and hand sanitizing stations | Note: Evaluate the likelihood and severity of each identified hazard. Likelihood: Low Medium High Severity: Low Medium High Risk Level: Low Risk Medium Risk High Risk | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|---|--|--|---|--|---|---|
| Class Numbers <small>Student : teacher</small> | It's important to consider various factors that can impact the safety and well-being of both students and teachers. You want to make sure that you've considered all the practical elements to make sure that the welfare of your staff and kids is protected. | <ul style="list-style-type: none">• Regulatory requirements• How large is your venue space? Is it big enough to accommodate your classes?• Supervision and safety from coaches/teachers• Special needs and/or individual requirements | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | List all the actions you've put in place to mitigate the risk. Examples below: Regular reviewal of student to teacher ratio | <p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p> | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|-----------|---|---|---|---|--|---|
| Insurance | You will need to make sure that you have appropriate insurance cover for the lessons you are planning. This will allow you to review your cover and ask your insurer any questions. | <p>Check you have appropriate levels of insurance cover;</p> <p>Does your cover provide everything you need for adapted classes? For example, if you're running outdoors, are you covered for this?</p> | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | <p>List all the actions you've put in place to mitigate the risk. Examples below:</p> <p>Insurance in place</p> <p>Regular reviewal and renewal of policies</p> | <p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Severity:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Risk Level:</p> <p>Low Risk</p> <p>Medium Risk</p> <p>High Risk</p> | Note the responsible person (and the date for review) |

Notes

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|-----------|--|--|---|---|---|---|
| First Aid | Your focus may be on infection control, but it's important to plan for any medical emergencies. Having a plan in place will reassure parents and stop you from panicking should any emergency arise. You should have a clear process in place that staff and parents are aware of. | Do you have a named person responsible for first aid? Is there a designated space for first aid? Is there PPE available for the name first aider(s) should they require it? Are you asking parents to supply any medication to the named first aider before classes begin? Do you have a system that asks parents to complete a health declaration before classes? | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | List all the actions you've put in place to mitigate the risk. Examples below: All teacher/coaches first aid trained Quick access to medical details | <p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p> | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|--------------------|--|--|---|---|---|---|
| Fire or Fire Alarm | Regardless of the circumstances you find yourself in, you should always be prepared for a fire alarm sounding. | Follow normal evacuation procedures. Make sure your one-way system leads to fire exit and meeting points. Use designated meeting points in a safe way. | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | List all the actions you've put in place to mitigate the risk. Examples below: Clearly marked fire exits Regular fire drills All staff fire trained | Note: Evaluate the likelihood and severity of each identified hazard. Likelihood: Low Medium High Severity: Low Medium High Risk Level: Low Risk Medium Risk High Risk | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|------------------|---|--|---|--|---|---|
| Brand Reputation | You want to make sure that you're operating your classes/sessions/camps in the safest way possible. This goes a long way in protecting your brand's reputation. | Keep parents up to date with consistent and informative communications. Maintain standards for cleaning, social distancing and class quality. | <ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children | List all the actions you've put in place to mitigate the risk. | <p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p> | Note the responsible person (and the date for review) |
| Notes | | | | | | |

| Risk type | Why is this a risk | Example Hazard | People at Risk | Actions in place | Risk Level | Action By |
|-----------|--------------------|----------------|----------------|------------------|------------|-----------|
| | | | | | | |

Notes

Interview Questions & Staff Training

Candidate Details

Introduction

- Please can you tell me about yourself?
- Why do you want to work for us?
- Why are you looking to change roles?
- What skills can you bring to nurturing and developing the talent of kids in classes?

Interview questions

- Can you give an example of where you've been able to use leadership skills in classes or sessions?
- What is your teaching philosophy? (You want to check it matches your brand guidelines and ethos)
- How do you currently plan classes/sessions?
- How do you manage different skill sets within classes/sessions to make sure each child is getting something from classes?
- What is your greatest accomplishment?
- Describe an instance of overcoming a problem and what you learned from this experience?

Role specific questions

- Do you have experience working as part of a team?
- How does your experience make you a good candidate?

Conclusion

- Is there anything we should know about your working schedule or availability?

Interview Feedback

| Name | Role | Overall Rating | Strengths | Weaknesses | Proceed |
|------|------|----------------|-----------|------------|---------|
| | | | | | |
| | | | | | |

Staff Training Plan

| NameT | raining type | Purpose of Training | Learning Objectives | Post training Evaluation | Completed | Signed by |
|-------|--------------|---------------------|---------------------|--------------------------|-----------|-----------|
| | | | | | | |