

Hello and welcome to the approaching schools Podcast. I'm Cerys Keneally, and I help children's activity providers to build key business relationships with schools and nurseries, without having to use cold calling, or stalking. I want to help you earn a more reliable and consistent income while building your social impact and enriching children's lives with ease. So join me as I take you on a journey. And let's make a positive difference together.

Hello, and welcome to another episode of approaching schools. Today, I want to talk to you about how you can really look to build a more stable income into your business by working with schools or nurseries. I am incredibly passionate about this because back when I had my own dance business, having just left primary teaching as a very strong and stable career during the credit crunch, to become a dance business owner and actually re qualify as a dance teacher having never had a business before. When I started partnering that business with schools and nurseries, I had a fantastic 107% increase in income that year, as opposed to just offering my community dance classes alone. And when I realised the power of this, this is when I started focusing much more on strategies for getting my business into more schools and nurseries and partnering more of my team my dance teachers with schools and nurseries in their local areas as well.

Since starting working with children's activity providers to help them get their businesses into schools and nurseries, it has had a phenomenal impact on my approaching schools Academy members businesses as well.

Here are some examples.

- Karen from mind, Marvels had a fantastic 75% revenue increase during the pandemic. She went from sporadic bookings to four full days per week in schools using pupil equity funding awarded to schools in Scotland, and she has since become a franchisor, with a fantastic national business.
- Sammy from Boogie tots had an incredible 33% revenue increase in one year because she upgraded her nurseries and schools to longer sessions, and her schools were using Pupil Premium and pay premium to fund her dance lessons in schools and nurseries. And now she is also franchising her business since then.
- Kath from by linguists sing and Blackpool and why she had 50% of her previous nurseries permanently closing down after the pandemic. So she went from two to 20 nursery and school sessions per week. And she found that hers were being funded through budgets through grants and also parent pay. She now makes an extra 2000 pound per month and doesn't have to worry about the bills anymore.
- Jackie from stage ability, she had a 33% profit increase since the pandemic she went from one to 10 after school clubs, one of our schools use COVID Catch up premium to award 8000 pounds to a certain project for her funded workshops. And within one year, she made an extra 30,000 pounds from schools since then she has also made a lot more.

And this is the power of working with schools and nurseries to bring in a more stable income. What is it about working with schools specifically, that can help you build financial stability into your business?

Well, even though we're in a cost of living crisis, even though there's been an energy crisis, even though there was a world pandemic, even though there's been a war, and even though back when I started my dance business, there was a credit crunch. Education will always be here. Education was here during all of those times. And people businesses, children's activity providers just like yourself, have still been able to make it in their business by working with schools and nurseries. So why is it that you can build a more stable income? Is it because there are opportunities to tap into ring fenced funding, perhaps I mentioned some of them, just them with some of those case studies. So you have pupil equity funding up in Scotland, we have Pupil Premium funding in England and Wales. And this is a funding that is uniquely awarded for specific children to not just be able to have access to things like free school meals, but perhaps also have access to opportunities that they wouldn't normally be able to experience outside of school, maybe getting a place funded in your extracurricular club, for example. So we're not just able to access specific funding streams, but we're also able to help more children who are perhaps not fortunate enough to come to our community classes, so we're reaching a bigger audience in this way.

Other examples of ring fence funding might be, for example, the PE premium, which we know is being awarded to schools in England primary school specifically to develop their PE curriculums. And a large portion of that is often spent on specialists coming in. And there will be other examples of ring fence funding as well. Schools are, you know, have provision for learning and there are budgets attached to that provision for learning.

Cross curricular learning is something I want to bring to your attention because the more cross curricular you can be, the more creative a school can be with their budget. Because if you are showcasing that your activity or service actually crosses a number of different subject areas, on the school's curriculum, those different curriculum areas are very often assigned different budgets, and particularly the core subjects like literacy and numeracy, for example, English and maths, they are going to have slightly larger budgets a portion to them because they are core subjects, and they're taught every single day in schools. So wherever you can be more cross curricular with your learning, the more creative a school can be with where they pull their budget from, to get you and your services in. Another reason why it can help you build a more stable income into your business than perhaps maybe your community classes alone can is because you will start to experience having reduced expenses by working with schools and nurseries. So you might have reduced expenses because you're going in during the school or nursery day, they're not going to be asking you to hire the hall if it's not an after school club. Okay, so if you're going in for curriculum work in enrichments PPA cover, nursery am or pm sessions, something like that you're not hiring Hall. So you will have reduced expenses from that point of view. And also, you have got a captive audience in front of you. So you're no longer feeling like you have to do all this ongoing marketing throughout the term. Because you've already filled your places

at the beginning of term. Because you have this captive audience, you're not worried about children leaving mid term and you haven't to fill their places or at the end of term. You know, because schools are going to help you it's in their best interest to help you market these classes. If they are extracurricular clubs, then they can put things in their parent mail in their email newsletter. They can send out flyers in bookbags on your behalf, you can go in and do assemblies to let the children know that your club is available to them. And suddenly you are having to spend a lot less on your ongoing marketing as a result. So a lot of providers find that they have reduced expenses for these reasons, by working with schools and nurseries. class for kids are the proud sponsors of the approaching schools podcast.

And what I really want you to remember is that when you're looking to build a more stable income, by working with schools and nurseries, you don't have to worry about where they get their funding from. There are huge complicated funding formulas. If you went and looked at a local authority budget, it would absolutely blow your mind. There are so many different ways essentially that a school could fund you to get you in. But even if you understood the funding formulas, and you knew exactly what budget was, was being directed for that particular school, you still wouldn't know what schools priority was for spending that funding. And you still wouldn't know whether that school had already spent that funding or not. So you are far better off spending your time trying to communicate the value of what you do, and demonstrating the value of what you do. So you actually showcase what they will be investing in and how it is a sustainable use of their budgets, that's when they will go and find the funding to get you in.

So I do have a saying that I say a lot with my approaching schools Academy members, and that is when they see the value, they will find the budget, write that down if it resonates with you, because I want you to spend your time communicating and demonstrating the value of what you do, by marketing to school sending your emails and letters delivering free demos, free assembly so they can see what they will be investing in. So they can see how you are different to your competitors. So they can see how you are different to anything they could offer through their class teachers in house. So they can see how brilliant you are at delivery in your activities and services. So they can see what the pupils are going to be learning what the outcomes are going to be. So they can see ultimately what the impact on their school or nursery is going to be by investing in your services. And that's the point that we really, really want to get to.

So how do we look at doing this then in terms of showcasing value, you want to be providing some kind of free offer. And you want to be talking about this in your communications, you want to be talking specifically about the benefits of that offer. The benefits to the school the benefits to the teachers the benefits to the pupils the outcomes, that the children are going to be learning how it aligns with the school's values, how it aligns with the school's curriculum, if you are approaching a nursery, you're going to be looking at the EYFFs, to be able to communicate how your services align with their curriculum. If you're approaching schools in England, you're going to be looking at the national curriculum, programmes of study to look at how you are going to be able to communicate this value in terms of how you're aligned to their curriculum. If it's secondary schools, it's going to be the key stage three in Key Stage Four programmes are

study for the national curriculum as well. So you need to think really carefully about firstly, how you're going to communicate this value.

Secondly, how you're going to demonstrate it?

Is it going to be an assembly, where you go in and see the whole school for 20 minutes?

Is it going to be a series of demonstration lessons where you actually work with individual classes in year groups?

What is going to be your precursor?

If you're looking to work with teachers?

Is it going to be some form of consultation or presentation?

Are you going to be communicating with senior leadership team around that?

And how will you package the value so that when the school sees what's on offer, and wants to buy into your services, how will you showcase the longer term benefits of what you do?

Because this is how you will look to work with a school or a nursery for a lot longer than you perhaps bargained to. So a lot of my approaching schools Academy members have been quite surprised that they've actually found it just as easy to sell an annual contract in a school or a nursery as they have to sell a one off workshop because they have showcased the value of that package. There is more value in partnering with you for longer than there is as a one off. So I would love for you to Let me know what you think about this in terms of building an additional income stream into your business, that is not only going to be a source of extra revenue for you, but it's actually going to help you build a more stable income as a result. It's something that a lot of my approaching schools Academy members have found has made a tremendous impact not just on their business, but on their lives. We've had people be able to go and take their families on trips of a lifetime. We've had people get their partners to quit their jobs and come and work in the business with them. We've had people not worried about the bills anymore. There's we've had people franchising their businesses, because their businesses are now more profitable. They're at a point where they can grow and scale, there is so much you can do with your children's activity or service business. And when you start looking at more stable revenue streams, and I believe that partnering with schools and nurseries is a fantastic way to do that, because schools aren't coming to find you, we need to go to them. So do go check in on previous episodes. If you're not yet caught up yet, on all of my methods for approaching schools. This Autumn, you are a change maker.

Go and enrich children's lives by combining your amazing services with formal education in your local schools and nurseries, because you will be future proofing your business. While you do that, Come and let me know how you're going to be future proofing your business. Starting this autumn term in our free community on Facebook is called the approaching schools community for children's activity providers. I would love to hear from you there. Thank you for listening to the approaching schools podcast. If you've enjoyed this episode, do come and let me know in my free group for children's activity providers approaching schools so that I can make more content like this that you will love. You can find me on my socials at Cerys Keneally and my inbox is always open. I would love for you to leave a review on iTunes and hit subscribe on your favourite platform so you can be the first to know when a new episode is ready. Until then, chat soon

Sponsor message:

Sponsors of a podcast we've we've got our own podcast, I know but never moving into a bigger league Steven. Really? Yeah, like multitasking though. We're gonna multi podcasts. Wow. So

this is Cerys' podcast is

catered to podcast and we're becoming the sponsors of it

that as prepared you should we let people know that we've got a podcast that's also in towards children's activity providers. I think we should it's called in the club, in the club. Where can you find it? Rebecca?

You can find it on Spotify, Apple podcasts and anywhere else you find really good podcast.

Yeah.

And if you're a fan of this podcast, I'm sure you're gonna be a fan of that one because it seems the same audience same audience,

we're going to be covering more topics and the best news is you're listening to the CO hosts speaking right now. Who wouldn't want to turn

Oh my goodness, that's amazing. I mean, these two people must watch us. Oh, yeah. Okay, cool.

Sorry, it sounds but actually our podcast is really good if we check the kids activity providers every month to give you top business advice.

Sure, clearly, you're gonna come and listen to our podcast immediately after hearing this. Yeah, absolutely. So you should be heading to Spotify, Apple podcasts or anywhere else. You find your podcasts who like and subscribe. We're also on YouTube, you forgot to mention YouTube and merch. Yeah, we're on YouTube shorts, you can see Steven and I doing the podcast if that's your preference, and you can always see little bites on our social channels as well.

And at the end of every episode, we do this 123 Bye.