



# David Ross Acting Academy

Franchise Brochure

Current at: 2009

*“For Stage and Screen”*

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*Registered in England number 6136569*



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Dear Prospective Franchisee,

Thank you for your enquiry. This is the first step in providing you with the rewards, satisfaction and success that you are looking for! The following pages of this document will provide you with an overview of your new business plus some detailed information on your business support partners. Firstly allow me to outline why I started this business.

My background is that of a drama teacher and head of a drama department of a leading grammar school in Cheshire. I became increasingly frustrated by the inability of the formal education system to allow me to teach children using my own creative drama skills, coupled with the enforced bureaucracy, long hours and poor remuneration.

As a result of considerable research into alternative extra curricular drama classes available to parents through privately owned businesses, I became convinced that an opportunity existed to create a new approach to drama teaching for children. I was fortunate to draw down from the extensive business and marketing experience of two individuals who have had years of experience in creating and building large and successful pan-European businesses. These two individuals are now part of my management team and they are as committed as I am to your success!

Our mission is to provide you with a vehicle that will maximize your earnings potential by offering a proven teaching model with turnkey business and marketing systems which simply annihilate the competition. This business will become the market leader in the next five years due to the innovative approach that our children are already enjoying together with simple business management practices that everyone can adopt due to our unique support package.

Having reviewed the contents of the rest of this document it will be our pleasure to answer any of your questions. The next step would be to arrange a mutually convenient meeting which can be done by telephoning the above number or if you prefer by e-mail. I and my management team look forward to hearing from you in the near future.

Yours Sincerely,

David J. Ross

Executive Principal

# About Us

## **David Ross BA (Hons) Executive Principal**

David completed his degree BA (Hons) Drama Studies, Live Arts at Manchester University. He then went on to take his P.G.C.E. Drama at Bretton Hall University College, Leeds. David's first teaching post was at St. Bede's R.C. High School and within twelve months was promoted to head of Drama and English. David left St. Bede's to take up the position of Head of Expressive Arts at Sale Grammar School where he attained outstanding results. Whilst at these schools David wrote and directed school productions.

David left his position in 2004 in order to create and develop the David Ross Acting Academy with the aim of creating an environment that would allow children to maximize their potential through Acting and Theatre Arts. David realized that to achieve this aim the business would have to generate financial success. This business has grown from a standing start to a vibrant, dynamic, highly profitable business generating an exceptional income.

David has forged strong links and works closely with a variety of casting directors in all aspects of the media. He has established a system for the appropriate pupils that take them through the stages of a career within entertainment:

- Learning to perform for stage and screen
- Delivering a winning audition
- Developing a career to meet their own aspirations and goals

David's focus is to provide a British business focussed on the British market. David looks forward to creating and empowering personal links with all of the David Ross Acting Academy franchisees and is committed to the on-going support and success of all involved.



## **Clive Leach Marketing Director**

Clive was born in Manchester, England in 1948 and commenced his working career in the textile industry where he ultimately became Managing Director of a multi-national company. He had a career change and built a business centered on food distribution which was successfully sold. Clive's sought after marketing skills enabled him to pioneer the launch of a fragrance company in the UK and expand it into Australia, New Zealand and the USA. This was followed by the launch of a British fashion accessory company in eleven European countries in ten months.

Since 1997 Clive's effort has been centered on the expansion of a major British PLC in the communications industry and through this business he has been instrumental in the deregulation of the communications and utilities industries.



Clive is a member of the Professional Speakers Association and as such is a sought after business speaker. He has been the key note speaker at a variety of business seminars in the UK, Europe and the USA. Clive's one day seminars based upon his unique business philosophy are always oversubscribed.

Clive has withdrawn from the majority of his business activities in order to focus on the success of the David Ross Acting Academy franchisees.



#### **Diana Ross Company Secretary**

Diana was born in Manchester where she completed her education as a mathematician. Diana commenced her work career with a well known pharmaceutical company engaged in research. She left this position to raise her two sons and returned to the work place as an executive with a utilities company. Diana became increasingly frustrated with her role in that business and decided to start her own business. It was this new challenge that allowed Diana's financial skill coupled with her planning ability that allowed her business to flourish. Diana was brought to the attention of an American company that wished to launch in the UK. Diana was solely responsible for launching that company in the UK and was entirely responsible for setting up a large network of agents.

Diana (with Clive Leach) then became involved in the launch of a major British PLC in the communications industry. Her financial planning has been a key element in the success of this business. Diana has also become well known for planning and staging large seminars and events.

Diana has withdrawn from most of her business activities in order to focus on the success of the David Ross Acting Academy franchisees.

## **Why Buy A David Ross Acting Academy Franchise?**

Any start up business carries a risk and it's a statistical fact that one in three starts up businesses fail. You can minimize your risk by following a proven method in a growing market. A quality franchise such as The David Ross Acting Franchise offers you a unique opportunity to grow a high value business following a simple turn key business plan that within a relatively short period of time will allow you to enjoy an exceptional income for the number of hours that you will invest in your business. Ultimately, not only will you enjoy an outstanding income but also you will have the time freedom to enjoy it!

The business overheads applicable to running a David Ross Acting Franchise are minimal as you are not required to have office premises and the simple management systems provided by David Ross Acting are intuitive and scaleable as your business grows.

The David Ross Acting Franchise is supplied to you on a strict territorial basis with little competition (possibly none) and the demand for the services offered by The David Ross Acting Academy is high.

Many parents are eager for their offspring to attend The Acting Academy as they wish for their child to be confident, communicative and to develop a well-rounded personality. Many children aspire to appear on television and stage and

are attracted to The David Ross Acting Academy for that reason. Other children come along as their peer group tells them its fun!

All David Ross Acting Academy franchisees go through a short but intensive business training program. This opportunity with our on going support program, the demand in your territory, the business manual, the simple but sophisticated turnkey scaleable management systems will provide you with a viable business that just needs you to make it work!

The Franchise business is a highly profitable Acting School with student fees collected at the end of each term. A principal should earn in excess of £50, 000 per annum.

## The Advantages of Franchising

1. The franchisee has access to the specialized, highly skills experience of the franchisor.
2. The franchisee has the benefit of the franchisors trade name, a highly developed successful system.
3. The Franchisee has the benefit from the franchisors continuous research and development program, designed to improve the academy's operations.
4. The Franchisee will have the full support of the franchisor in establishing the business. This will include: Selection of venue locations, advertising and marketing, training of teachers, setting up of your office and administrative procedures and training in telephone enrollment techniques.
5. Each franchise will become a wholly-owned business of the franchisee upon the payment of a Franchise fee and an MSF (Management Service Fee).



# About the franchise

David Ross trained as a drama teacher at the University of Leeds having studied various forms of performance and acting in both stage and television.

After several years in the profession and leaving a prestigious job as Head of Expressive Arts at one of the top grammar schools in the UK for expressive and performing art, he formed his own company, the David Ross Acting Academy. Initially, he put out an advert in his local paper looking for children interested in acting with the objective of providing the following:

- Learning to perform for Television and Theatre
- Meeting New people and having fun
- Developing Confidence

While still involved with school based drama teaching both G C S E and A level Performance studies, David rapidly expanded his business on a part time basis and after a year and a half had 160 pupils in his Manchester based classes. Many different students have come to David for acting coaching with ages ranging from 7-16.

David saw the huge potential for his model, realizing that it could be repeated anywhere by people alike, who have a performance based background, from Drama teachers, Voice Coaches to Actors, providing them with a business that is highly profitable and simple to manage giving massive job satisfaction and a new lifestyle. David has spent a number of years perfecting the business with the support of many talented professionals and colleagues.

Franchisees are fully trained in all aspects of the marketing and administration of our program by our highly experienced and dedicated team. Our experience over time had allowed us to pass the knowledge over to our franchisees to maximize their business and run it effectively.

All curriculum content and lesson plans are provided but run on a generic scheme of work designed by David comprising of various themes and lesson plans that are suited to today's child. The Franchisee therefore, is not restricted and is free to use their own teaching style and deliver the syllabus how they choose. The Franchise is operated from home, with teaching studios being established in suitable venues within the franchise post-code territory. Very little is initially needed only the specifics and obvious office equipment will be required.

The other fantastic aspect to the business, not only being the profit, but the hours of work, which are far less of than that of most other jobs we would expect our franchisees to come from. You have a lot of time freedom in which to expand and develop your business rather than just work within it.



# The Investment

Investing in a David Ross Acting Academy franchise will require an investment of £9000 which we expect our franchisees to recoup in the first 6 months of operation based on full time commitment.

## Classes

The David Ross Acting Academy offers three class ranges.

Primary: Ages 7-10

Lower Secondary: Ages 11-14

Upper Secondary: Ages 15-18

These age categories are defined to create manageable and appropriate groupings in which students can feel comfortable and are happy to work. David Ross Acting classes will enroll no more than 25 students in each session. The hour long, weekly sessions, focus on acting technique rather than production, though the necessity to demonstrate skills learned, to the parents, is integral to the company. Acting, as it is defined is the discipline being taught and David Ross Acting is not a school offering the inter - disciplinary art forms, though by its very nature, 'acting' does cross boundaries with the elements of dance and physical theatre performance and musical/vocal conditioning through various voice and breathing techniques. This makes a well rounded and exciting curriculum.

The David Ross Acting academy is designed for the modern child by encompassing the desire to work within the industry and facilitates this by harnessing the specific skills that children see and want to learn. They achieve this in a fun and exciting environment. The 'acting school' rather than 'drama class' approach has always been our ethos, and we pride ourselves on the confidence and social development our students take away and the positive feedback we get from pupils and parents alike. Our experienced coaches teach to a curriculum of proven methods that students enjoy and above all methods 'that work.' Our classes work on a strict policy basis which requires our students to attend lessons, be punctual and to maintain a sensible dress code.

All students are welcome at The David Ross Acting Academy and we promote our schools to children of all backgrounds and performance ability. We do however insist that it is the students themselves who wish to become involved and that enrollment is not simply the parent's wishes. Enrollment involves a short telephone interview with the parent and a trial lesson. If both the academy and the prospective student are satisfied, then the parent and child will enroll for a term. Re enrollment is always on a termly basis, and we do expect parents to maintain good communication with the principal of the academy.

Pupils aged 7 to 10 attend our primary group classes on a weekly basis and are introduced to a series of basic acting principals and techniques designed to inspire our pupils to gain a deeper understanding of character and to raise their own self awareness on stage. Our curriculum provides our students with a great variety of acting styles and concepts ranging from naturalistic and realistic performance to more abstract forms of acting, enriching both their own ability as performers and allowing them to have a fuller and greater understanding of performance. We encourage our



students, particularly at this young age, to meet new people and make friends quickly because a lot of our curriculum requires both solo and group activity. This also helps young students to feel comfortable and confident in a new environment. At this early stage in the KS2 academic progress, we believe it is important to nurture the social aspect of performance as well as learning about the different theatrical variations. For this reason, we do focus on dramas that pertain to real life, using this tool to teach our students about decision making. Our well structured curriculum also introduces acting games and warm up exercises, designed to both physically and vocally warm our students up and to act as an icebreaker to promote involvement within the group. We place a strong emphasis on learning and development, but we still have great fun in our classes, using reward schemes and promotions. All students at this level do get opportunities to bring in their own props and costumes during each term.

Our Secondary classes are held for both lower and upper secondary students in both KS3 and KS4 of academic progress. These classes are designed for students wishing to expand their knowledge and understanding of performance art and acting. At this stage pupils will explore the more specific techniques behind acting for stage and screen, encompassing both a practical and academic understanding of the art form and the industry. Expectations are high at both levels and we expect pupils to have fun and use their imagination, yet be disciplined and cooperative at the same time. Our curriculum will cover a vast range of theatrical variations requiring both solo and group activity. These classes are particularly useful to both Management and A level candidates because our curriculum is designed partly to expand and develop their studies and partly to cover the more advanced concepts, such as practitioners and acting theory. Assessment at this level is done through outcome and our expectations in terms of product are higher in the upper secondary band. These classes are reserved for students aged between 11 to 13 and 14 to 16. We accept all students who wish to learn about performance and acting. There are no pre-requisites or auditions required in order to attend.



# The Agency

All David Ross Acting Academy Students are invited to use our agency facility. Exposure depends on local and national media projects and the casting profiles requested. All students' aged between 7-16 attending our classes will be members of the agency. David Ross Acting aims to both train its students and take them through and prepare them for audition. We insist that parents recognize licensing laws on young actors under the ages of 16 and that chaperoning to and from casting and filming is the responsibility of the parents or guardian. The David Ross Acting Academy will only consider students for audition if both students and parents have shown commitment to the academy and on the basis that the actor matches the requested profile of the casting company. Upon a successful placement the franchisee will receive an equitable proportion of any commission generated from such a contract for as long as the franchisee shall remain part of the David Ross Acting Academy network.



## **Testimonials**

*Children attending David Ross Acting classes always come out with a buzz of excitement and achievement. Classes are always in demand and provide wonderful opportunities for children to be challenged in a different environment. Children feel "it's really fun and we do all sorts of exciting games and performances."*

*The Children say, "We have lots of fun and I think it helps my acting skills, David is a very good teacher and he challenges you to think and to realize ways of improving your acting skills whilst still enjoying it"*

*Fantastic!*

**Phil Millard (Head Teacher) Didsbury**

*Beth has been attending the David Ross Acting Academy since January 2006 and enjoys every minute of every lesson. She is learning lots of different methods of acting and is growing in confidence week by week. Her most favorite aspect is performing learning about different characters.*

**Denise Ward, Stockport**

*Jessie is a pleasant and happy 11 year old, who has a passion for acting and loves being part of the David Ross Acting Academy,. It is clear from her experience at the academy, that she has gained a valuable insight into the art of Roll Play and performance. She really enjoys her acting classes. She is growing in confidence and keeps her family highly amused with tales of each week's activities!*

**Jo Sylvester, Stockport**

*Nikki-Leigh has been attending the David Ross Acting Academy for 6 weeks and has already been for an audition for a part in a major TV series, which went very well. I asked Nikki what she enjoyed most about the group and she said "everything". She has thoroughly enjoyed learning about the different styles of acting, for example, mime and working with masks. She looks forward to the group every week and I am amazed at the confidence she has gained while at the David Ross Acting Academy. She approached her audition with great enthusiasm and confidence.*

**Mrs Rogers, Sale, Cheshire**

*Daisy finds the work that she does at the Academy very challenging. "It's hard, sometimes", she says, "Because you have to do things that can make you feel self conscious in front of other people". She continues by saying "I used to get embarrassed doing things, but not anymore!" Daisy wants to work in the theatre when she gets older.*

**Mrs. Norburn, Stockport**

*Nathan joined the academy. in January 2006. He has enjoyed every aspect of the workshop .Not only has he had chance to " let off steam" the group also encourages the children to site and observe and be attentive to others. Nathan has learnt to express his feelings and has gained confidence in speaking and acting alone Nathan says the lessons are top banana!!!*

**Mrs. Wilson, Stockport**

*Each Saturday afternoon when I pick her up, she is very enthused about what she had done and says how much she has and does enjoy going to your classes.*

**Iris Beeton, Altrincham, Cheshire**

*In January 2007, Lucy was in the final 3 running for a major part in Coronation Street. Thanks to the David Ross Acting Academy who supported Lucy through this process, she has developed a new understanding of television performance and the audition and selection process.*

**Mrs. Eason, Stockport**



## Young talent can really shine with Northern Star

Acting and performance was something that David Ross hadn't discovered until the age of 15. He would remember seeing all the famous children's TV and soap stars on television and want to be just like them, so he is well aware of young people's dreams and desires when they go to drama class.

Now he has created a drama school and talent agency amalgamated into one, Northern Star, based in The Arches, Sale, is a place where pupils can go to learn the art of acting and have someone who could represent them in the world of stage and television.

Says David, "All of my cultural influences, particularly from the music and television scenes, have originated from Manchester, so now make sure my company grows and develops, I want people to know its roots are based here, hence the name of the company."

David's first live stage performance was with Sale Stroud Amateur Dramatic Society in 1993. Although he was far from the limelight, he still remembers the thrill and buzz he received from performing in front of a live audience.

He went on to study Live Arts and Drama at Manchester Metropolitan University. After gaining his honours degree, he went to Wakefield to study for his PGCE in Drama at Boston Hall University, which has produced many famous

performers, including half the cast of BBC1's hospital drama 'Casualty' and two of Britain's most prominent writers, John Galsworthy and Kay Mellor.

David's first teaching post was in Blackburn, where he met a colleague who ran her own drama school in Chorley. This was when he realised that there was a real opportunity to help new talent.

David adds: "Now, at 26, I have resigned as head of performance studies and expressive arts at Sale Grammar School, a role that provided a fantastic opportunity to work with some exceptionally gifted pupils and some very talented and experienced teachers.



"Now I have this new opportunity to help pupils live the dream that I had as a youngster and to run my own company within an industry that is massive and continues to flourish, particularly here in the north west."

## Northern Star Drama School

- Want a career in TV and Stage, or just want to build confidence?
- Aged 11-13 or 14-16 years?
- Want to have fun and meet new people?
- Or just enjoy acting and performing arts?

• If so Northern Star could be for you  
Opening Saturday 4th September 2004

To reserve your place phone

718 5835 or Email: [dj@northernstar.org.uk](mailto:dj@northernstar.org.uk)

FREEPHONE: 08000 937 300

[messengernewspapers.co.uk](http://messengernewspapers.co.uk)

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# Teacher destined for stardom

by Rick Bowen

**SALE** drama teacher David Ross could be forgiven for giving himself a round of applause.

In just two years he's built up an acting school that now boasts 200 pupils in four different centres, including premises in Altrincham and Sale.

And some of his young students have auditioned for roles in top TV programmes like Yorkshire TV's gentle drama *Where The Heart Is*.

But this home grown success story doesn't end there. In January, David will become a franchiser, which will allow other tutors to open teaching centres using the name of the Northern Star Acting Academy and Actors Agency across the UK.

"There is a huge market for this kind of thing - especially

with something like my school where you're actually teaching the students to act for something like television. I've been very successful and I think that other people like me who are teachers and are looking to do something different, they can also be successful," he says.

The franchises will enable other tutors to become a part of Northern Star Ltd and David believes this will open the door for thousands of children across the country who can currently only dream of acting on the small screen.

He puts the success of his business down to the fact that he understands children and their acting aspirations.

"I know kids and I know what they want. That is the most pivotal thing. If the kids don't like what you're giving, your business is not going to survive," he says.



David Ross

• Northern Star now runs new Sunday groups for 7-10 year olds at Ashton on Mersey School from 12.30pm to 2.30pm. If you would like to find out more about the organisation visit [www.northernstar.org.uk](http://www.northernstar.org.uk)

## David's drama school dream takes off

In focus: Northern Star Drama School

STANDING well over six feet tall, David Ross is built like a Premiership striker and when it comes to his new business, he's also thinking big.

On September 4 the former actor will open the Northern Star Drama School, and his determination to succeed is coupled with a vision for the enterprise that will include several centres dotted around Trafford, where adults and children alike can learn to act.

For the time being, the school is based in one building, the Avenue Methodist Church in Sale and the 26 year old says he was instantly impressed by the facilities there.

Initially classes will be for children and teenagers and he's currently looking at the possibility of allowing pupils to work towards recognised qualifications, like a GCSE in Drama.

David hopes to eventually have a small team of tutors passing on stage skills to students, some of which will have one eye on a career in television or the theatre.

What sets Northern Star apart from its rivals?

"My drama school is purely an acting school, whereas a lot of the drama schools in the local area, as good as they may be, tend not to focus on the rawness of the acting skill. Eventually I'd like to amalgamate it into a talent agency so I can help pupils get auditions



David Ross

for theatre or television. I can help them do that because I know how the system works".

Why does he enjoy working with young people so much?

"I'll tell you why - because they're honest. They tell you exactly what they want to do and they'll tell you when they don't like something. They also help you to improve yourself," he says.

As an actor, he's had small parts in *Band of Gold*, *Brookside* and *Children's Ward* and he's just resigned from his post as head of expressive arts at Sale Grammar School to pursue his drama school dream. Supposing that

dream turns sour, does he have a back up plan if the drama school fails?

"I hope this doesn't sound too arrogant but firstly I don't plan on being unsuccessful and secondly I always know in the back of my mind that if the worst case scenario did come about the good thing about teaching is that it's a career you can always return to," he says. **Rick Bowen**

Anyone interested in finding out more about the Northern Star Drama School can call David on 08000 937 300, 0161 718 5835 or e-mail [djr@northernstar.org.uk](mailto:djr@northernstar.org.uk)

M.E.N. TUESDAY  
MAY 23, 2006

greenlife

bruntwood

## Co-op to offer incentives for greener car repairs

THE Co-operative Insurance has called on the motor industry to repair rather than replace damaged car parts whenever possible.

The Manchester-based co-insurer says plastic parts such as bumpers and bonnets do not always need to be scrapped.

The policy would reduce carbon emissions because there would not be the need to manufacture, transport and then scrap so many car parts.

The Co-operative Insurance has now begun offering repairer incentives not to replace with new.

It will give repairers who choose to repair a plastic part,

cash equating to 50 per cent of the cost of the new part.

David Nease, director of general insurance, said: "We have a robust environmental policy and we are constantly seeking ways to reduce the environmental impact of the industry we serve."

"We recognise that it's easier to fit a new part and throw away the old one. So we've decided to offer a major incentive."

"We think that it is high time that other insurers followed our lead and encouraged their network of repairers to repair damaged parts instead of scrapping them down and sending them to landfill."

### Greencare's work recognised

A WATER cooler business based in Golborne has been recognised as one of the country's best environmental companies.

Greencare HQ provides plant-based water coolers to businesses and restaurants as an alternative to bottled water.

Its products enable organisations to purify, chill and dispense tap water through mains-fed coolers and reduce costs and carbon emissions.

Greencare is ranked 17th in the Best Green Companies List

### Say goodbye to the radiator

A HEATING company has designed, developed and patented a successful energy-efficient room heating system.

Atherton-based Discrete-Heat has created a range of heating products called ThermaSkin which transmit heat through skirting boards rather than from radiators.

The range is 13 per cent more energy efficient than conventional radiators - and up to 25 per cent more energy efficient when used with the right



ACTING AHEAD David Ross hopes to get 50 franchises over the next five years

ENTERPRISE BUSINESS << 13

## Franchise a class act

### Acting academy gets off to a flying start

BEN ROOTH

A DRAMA teacher is acting on his family's business experience to franchise his theatre school.

The David Ross Acting Academy provides youngsters aged seven to 16 hour-long weekly acting technique classes.

The business was established by Stockport-born David four years ago after he packed in his

job as head of drama at Sale Grammar School.

The 30-year-old grew up watching his mother and step-father start a number of business ventures and decided last year that the time was ripe to franchise the business.

"Since I established my acting school in September 2004, it has grown into a large academy with over 200 pupils across Manchester," said David.

"I run 11 workshops each week in Didsbury, Stockport, Sale and Altrincham. My dream was always to turn the school

into a franchise business so that other drama teachers and acting coaches could run their own highly-profitable acting academy. I have just sold my first franchise to a drama teacher in Warrington and her business will launch at the beginning of June. I also have other potential franchisees lined up and I expect to sell 50 franchises over the next five years."

"I believe this is the first type of business of this nature to originate from Manchester."

Each franchise costs £9,000 and David states that holders

have the potential to earn up to £20,000 after the first year - based on them working around 10 or 11 hours a week - if they meet their targets.

David said: "I also founded a casting agency in 2006 which I use to give all the students who attend the David Ross Acting Academy the opportunity to pitch for roles in television shows."

"Over the past two years, I've been contacted by the directors of Coronation Street, EastEnders, Where the Heart Is when they need actors."





David Ross at HSBC awards 2008



David Ross speaks on Manchester Breakfast TV 2008



Joanne and Jason celebrate winning the wedding of their dreams

# Love's young dream

Orford couple win Warrington Guardian's wedding competition

By James Wilson

**L**UCKY couple have won a dream wedding worth £5,795 at Wincham Hall in Farnworth after entering a Warrington Guardian competition.

Joanne Litherland, aged 28, and Jason Smith, aged 25, of Orford, Suffolk, scooped the prize after gaining the most votes from members of the public.

They were announced the winners on Thursday at a reception and wedding fair at the town.

Joanne said: "We didn't think we would win. We had everyone voting for us, my mum and dad, Jason's mum and dad, and when they've been at work they've been telling all the customers to vote for us as well."

"It is our dream wedding and it's what we always wanted. I even think it's better than winning the Lottery."

The couple were due to marry at the same venue but broke up in August 2007 and the wedding was cancelled.

"They then realised how much they missed each other and got

back together but couldn't afford to have the wedding at their dream venue of Wincham Hall.

The couple have a son, Dylan, aged four and Joanne is expecting their second child later in the year.

In total 46 loved-up couples from around Cheshire entered the draw, and 4,717 votes were cast.

The prize, provided by Wincham Hall and its partners, includes a four-course wedding meal inclusive of drinks for 50 guests, cake stand and table

coloured linen and the use of the local suite for the wedding night.

Other prizes include a three-tier wedding cake, photography and video for the day, dressing of the room, table plan arrangement and place cards, limousine of choice, hire of two menswear outfits, flowers to the value of £700, and the service of best-man, Raymond Bonnard.

Joanne added: "I can relax now as I know everything will be perfect on the day."

The couple will tie the knot on March 28, 2009.

## Frances joins the academy

**A** TEACHER with a passion for drama is combining her enthusiasm and experience to start an established drama academy in Warrington.

Frances Entwistle from Glossopbury was so inspired by the drama workshops presented to her students at North Cotes Grammar School in Altrincham, that she decided to become a principal herself.

The 42-year-old English teacher says it was the inspiration of the David Ross Acting Academy workshops that jumped out at her.

Frances, head of the school's drama department, said: "It's the fun of it that appealed to me, the kids just really enjoy the classes and they are there because they want to be there. I just thought why don't I give it a go."

The sessions are tailored to create manageable and appropriate groupings for primary, lower school and upper secondary children.

The academy caters for children who want to work within the industry by introducing acting agencies and teaching specific skills. Encouraging the students to not become just another drama class, the academy refers to itself as an acting school that prides itself on confidence and social development.

After completing specific training to gear her up for the job, Frances is now ready to teach the budding performers in Warrington.

She said: "I told the head of my school and he thinks it's great. I have really enjoyed working at the school and building up a really effective drama department and I am really looking forward to the new intake of girls in September. This should bring a whole new dimension to drama in school," she added.

For more information about the David Ross Acting Academy sessions, call 0800 296 2736.



Frances Entwistle with David Ross of David Ross Acting Academy

## greenlife

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### Greencare's work recognised

**A** WATER meter business based in Gildesleepe has been recognised as one of the country's best environmental companies.

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Greencare is ranked 10th in the Best Green Companies List

### Say goodbye to the radiator

**A** HEATING company has designed, developed and patented a successful energy-efficient room heating system.

Afternoon based Charnes Heat has created a range of heating products called Thermaclix which transmit heat through slatted boards rather than from radiators.

The range is 13 per cent more energy efficient than conventional radiators - and up to 25 per cent more energy efficient when used with the right



## Franchise a class act

### Acting academy gets off to a flying start

**A** DRAMA teacher is acting on his family's business experience to franchise his theatre school.

The David Ross Acting Academy provides youngsters aged seven to 16 hour-long weekly acting workshops.

The business was established by Stockport-born David four years ago after he picked up his

job as head of drama at Sale Grammar School.

The 30-year-old grew up watching his mother and stepfather start a number of business ventures and decided last year that the time was ripe to franchise the business.

"Since I established my acting school in September 2004, it has grown into a large academy with over 300 pupils across Manchester," said David.

"I run 10 workshops each week in Oldbury, Stockport, Sale and Altrincham. My dream was always to turn the school

into a franchise business so that other drama teachers and acting coaches could run their own highly profitable acting academies. I have just sold my first franchise to a drama teacher in Warrington and her business will launch at the beginning of June. I also have other potential franchisees lined up and I expect to sell 50 franchises over the next five years."

"I believe this is the first type of business of this nature to originate from Manchester."

Each franchise costs £10,000 and David states that holders

have the potential to earn up to £20,000 after the first year - based on them working around 30 or 40 hours a week - if they meet their targets.

David said: "I also founded a casting agency in 2006 which I use to give all the students who attend the David Ross Acting Academy the opportunity to pitch for roles in television shows."

"Over the past two years, I've been contacted by the directors of Coronation Street, EastEnders, Where the Heart Is when they need actors."

BUSINESS OF THE YEAR SPONSORED BY BARCLAYS



DAVID ROSS ACADEMY - DAVID ROSS

In 2007, David Ross formed 'David Ross Acting Ltd', the company that would eventually sell franchises. David Ross also launched a separate actors agency for his students establishing links within the work of TV film and theatre. Since then he has had children attending auditions ranging from popular TV shows such as Coronation Street and Holby City to British Airways and Cereal adverts.



2008 North West Business of the Year