



UFA Lift Clubs: where learning is fun together

Before you start

An introduction to the UFA Lift Club franchise scheme

www.ufa.org.uk



The UFA franchise scheme

University of the First Age - who are we?

We work with young people aged between 5–25 and with adults who support and promote their achievements; developing challenging models of learning not only with schools and teachers but also with parents; community tutors; learning mentors; artists, and professionals from all walks of life.

Introducing the UFA Lift Club concept:

What are UFA Lift Clubs?

UFA Lift Clubs are franchised after-school learning clubs for 7 to 15 year olds. The Lift Clubs harness over twelve years of UFA experience of creating and running out-of-school hours activities. Each club is run by a franchisee and will operate in similar ways to traditional after-school clubs but that is where the similarities end! UFA Lift Clubs will focus on learning through fun, exciting and challenging activities, the clubs can be themed to support homework, curriculum subjects or general learning through a number of activities.

The UFA currently works in partnership with over a third of all local education authorities in Britain and directly with individual schools and community organisations. The UFA has been involved in learning and out-of-school hours activities for young people for the past twelve years.

UFA Lift Clubs are not a traditional after-school club. UFA Lift Clubs are all about learning through innovative, fun and challenging themed activities, which franchisees will be trained to run by veteran UFA trainers during a five-day training programme.

Where we fit into the extended schools agenda

The Government has set out to ensure that all schools offer an extended schools service by 2010. This creates a demand for high quality after-school care run by non-school providers; the UFA has met this demand with the Lift Club franchise scheme.

How we operate

Utilising over twelve years of research, experience and practice we have put together a franchise model that embodies the values of 'Social Enterprise'.

Each franchisee will run a Lift Club for fifteen young people, after school, five-days a week, with the option to offer the club during school holidays. The activities will be based around UFA tried and tested models of learning.

Each franchisee will undertake a five-day training course after having met the UFA selection criteria.

Our standards for learning:

Why are we called a University?

Our aim is to create an 'open' university for young people, so that they can access a range of challenging learning opportunities in and beyond their school. Being part of a 'university' in early life helps to raise aspirations, increase the likelihood of young people going on to Further and Higher Education and develop skills that will help them succeed in their future lives and employment.

Our strengths

The UFA is a national educational charity that during the past twelve years has worked with over half a million young people to provide enriching and challenging learning activities. We work in partnership with schools, local authorities, organisations and communities to develop the capacity of others to enable and encourage the potential of young people

Some of our highly successful programmes:

Super Learning Days

UFA Super Learning Days have been one of the cornerstones of the UFA since the model was developed in 1996. A UFA Super Learning Day (SLD) is a highly motivational and fun experience which focuses on how individuals learn best.

Super Learning Days can be organised for a targeted group of young people, a year group or even a whole school and they can be tailored to suit primary or secondary students. The premise of the day is to take students away from the timetable to learn in a new way.

The experience of a Super Learning Day helps to motivate and re-focus young people on the enjoyment of learning; it demonstrates the idea of learning how to learn and importantly is a sustainable activity with resources that enable facilitators to continue the learning. It is also an opportunity for CPD for school staff – with staff receiving training in delivering the day.

Summer Challenges

The UFA has been running our form of summer learning, and training others to run them, since 1996. We call these experiences 'Summer Challenges' because we use our framework to make them exciting, enriching and challenging learning experiences.

Over seven hundred UFA Summer Challenges have been run across the country during the last ten years, more than 28,000 young people have been involved and 5,000 Peer Tutors have been trained.

Creatively making use of the resources and expertise that lie within the community, Summer Challenges extend and enrich learning for young people.

These experiences also develop 'positive dispositions' such as communication; resourcefulness; reflectiveness and problem solving. Although Summer Challenges began with young people in Key Stage 3 or in transition between Key Stages 2 and 3, we now work with young people aged from 5 to 25, with those aged 16 and over becoming Peer Tutors and leaders of Challenges.

Young people's leadership

We believe that young people have the right to have a say, be listened to and have an influence in their community. At the UFA we offer a range of opportunities and activities which will help any young person who wants to develop their skills and abilities as a young leader both within their own UFA area and within the UFA nationally.

We offer activities and training which allows young people to develop their understanding of themselves as learners and leaders, which helps them to work with and support other young people and work with others for the good of their communities.

The opportunities we offer young people could include being a UFA Peer Tutor; completing the UFA/CSV Students of Today; Leaders of Tomorrow programme; leading UFA activity; helping to train others; being on a local steering group; speaking at local or national conferences: being local researchers and becoming evaluators and reviewers, who are then able to suggest ways to bring about improvement.

We recognise and accredit the skills that young people develop through the ASDAN Key Skills programme, the UFA Learning Passport and the UFA attendance certificate.

...and our market

As the only social enterprise franchise of its kind in the UK, UFA Lift Clubs enjoy a unique situation in the educational market.

The demand for the clubs will come from different sources – direct provision on contract to individual schools or a consortium of schools or independent provision using a school or other premises.

The UFA Lift Clubs franchise opportunity: a unique concept

We believe that the UFA Lift Clubs Franchise is the first of its kind in the UK. It is both a franchise and a social enterprise that helps to build social capital within communities by helping to raise the aspirations and achievements of young people.

The compelling argument for franchising

Franchising is a simple but effective concept, one that has proven itself many times over the years in the widest possible range of businesses.

It is a business partnership between the **franchisor**: an established company wishing to expand its business, and the **franchisees**: independent third parties (individuals, partnerships or companies) looking for a business to operate. A legally binding agreement permits the franchisees to use the franchisor's tradename, trademarks and confidential business methods. The franchisees, in return, agree to accept and operate the tried and tested business methods and systems already developed by the franchisor.

Franchisees' financial rewards are proportional to the work they put into the business, providing the perfect incentive.

UFA Lift Clubs – a rather different franchise

There is one significant difference between the UFA Lift Club Franchise and most other franchises; the usual course is for a franchisor to split the country into a number of areas, usually centred on a major city or town (or part of a city or town), setting up a large network of franchise areas.

In our case the UFA Lift Clubs franchise will operate as one franchise per Lift Club with no territorial limits assigned. If a franchisee wishes to operate an additional Lift Club, an additional franchise would need to be purchased to run that club. We are open to discussions around the purchase of multiple franchises from potential franchisees.

Some things are common to all franchises

Whilst you will be using our established and proven business system, you will still be running your own enterprise. Unlike a stand-alone business however, you will have the backing of a successful organisation behind you, helping you all the way.

The advantages of a UFA Lift Club franchise

Whilst there are many, we have highlighted some of the key advantages that you will enjoy from day one:

- An opportunity to be employed by your local community or school.
- An opportunity to be involved in an exciting new concept in Social Enterprise.
- A professional relationship with a charity with a proven track-record in high quality learning outside of the school day.
- A complete business support package.
- Support from the market leader with a highly respected reputation and a strong brand image.
- Access to a unique operational system.
- A bespoke programme of Learning Club activities.
- A huge market potential.

The support you can expect: franchise start-up package

Our methods and systems have been honed and perfected over the past twelve years and we will provide a full business package to all franchisees. This will include:

- Business manuals.
- Training and support to run learning activities.
- Bespoke IT systems and support.
- Business stationery.
- Marketing materials and support.
- Corporate signage.

Ongoing support: helping you all the way, we will provide

- National marketing and promotional initiatives.
- Ongoing training.
- Website development and management.
- Regular communications.
- Helpline facility.
- Quality Assurance visits.
- A personal Franchise Development Manager contact.

Your questions

We can anticipate some of the questions you will have at this stage and have attempted to answer them below.

Q. Do I need teaching experience?

A. No. Whilst teaching experience would be useful, it is not absolutely necessary, as we will provide full training. It is fair to say that the person and their attributes are vitally important. Your ability to communicate will be essential.

Q. What other experience or qualities are you looking for in a potential franchisee?

A. Our business falls into the service sector. In addition to organising and managing, our franchisees will be dealing with parents on one side and young people on the other. People skills are therefore of paramount importance. You will also need to demonstrate an ability to organise, lead young people and be a positive role model.

Q. What will be the investment?

A.

There are two options for purchasing everything you need to run your learning club:

Option 1

Pay an upfront franchise fee of £3900 for the year.

Option 2

A pay as you go system where you pay the £3900 in instalments based on the number of sessions being run in a week. The cost is spread over the full year.

Example – running 4 clubs per week, for 12 weeks a term, for 3 terms = 144 session a year = £108 per week.

An annual license fee of £1200 for following years is payable with the same options.

Q. What is my earning potential?

A. We expect you to be able to earn between £6 and £11 per hour. It's worth pointing out however, that with all franchised (and indeed most other) businesses, there is a direct correlation between the effort put in and the rewards that follow.

Q. Will my Learning Club franchise be successful?

We will be providing a business system that has demonstrated itself to be successful. The franchise format, as we have seen, also significantly improves your chances of success, but obviously we can give no guarantees. Your own personal commitment, hard work, entrepreneurial and organisational skills will certainly be a key factor.

Are we a good match?

You now know the essentials of our history, our business, our aims, our franchise and our support package. We have also tried to answer some of the questions we feel you will be asking. In addition we have outlined the qualities and experience we are looking for in a potential Franchisee.

Let's get together

If what you have learned so far is of interest, we would like to hear from you. The next stage is for us to meet up to pursue this matter further at a UFA Lift Club 'taster event', there is no obligation on either side; the evening will enable us to answer the questions we know you must have and to get to know a bit about you.

The next step

Complete and return the enquiry form in this pack and we will send you information about our 'taster events'.

Job description: UFA Lift Club leader

Out-of-school clubs are educational settings for school-aged children (approx. 8-15 yrs) to learn and have fun when school is closed.

Out of school learning can include:

- Breakfast clubs – open in the morning before school.
- After-school clubs – open in the afternoons between about 3pm-6pm.
- Holiday clubs – open during school holidays between about 8.30am-6pm (Additional licence and training required).

What will I be doing?

You will be delivering learning activities and support for children, including leading individual activities or other team activities to help children to get to know each other and overcome shyness.

Purpose of role

The day to day organisation and operation of the club, including:

1. Ensuring that the programme of activities is interesting to the children and young people providing learning opportunities and identifying and accommodating changing needs.
2. Ensuring the safety and well-being of club users through checking equipment, organising activities appropriate to the users at any given time.
3. Ensuring that parents, carers and other visitors are made to feel welcome on visiting the activities and that they receive appropriate information and advice.
4. Maximising the learning value of the activities by planning and evaluating activities.
5. Ensuring that the club is accountable through the maintenance of agreed records including registers, contacts, doctors, accident books, financial transactions etc.

Tasks will include:

1. Assist in the provision of a variety of appropriate learning opportunities for children some of whom may require special attention and/or will have come from various racial, cultural and religious backgrounds.
2. Lead groups of children in specific sport, game craft and learning activities. Manage behaviours and adapt the activity to meet the needs of groups or individuals. Prepare for activities.
3. Evaluate events and activities and contribute to the development of the service including making recommendations for change and development of the activities.
4. Supervise children to ensure safe use of equipment and facility without endangering themselves or other users.
5. Ensure that the UFA's equal opportunities and standards are integrated into all aspects of the service.
6. Undertake first line child protection measures, reporting areas of concern to the UFA.
7. Marketing your clubs through leaflets, posters, and information bulletins etc.
8. Develop contacts with teachers, parents and users of services to increase the uptake of clubs, to design or tailor activities to resolve problems.
9. Keep local records appropriate to the club.
10. Entering and maintaining club information on pupil database.
11. Producing and updating as necessary registers of children attending each club.
12. Drafting correspondence, getting it approved and distributed, informing parents of club dates, information etc.
13. Collecting, reconciling and banking payments for some clubs.
14. Telephone parents where necessary for children not collected or cancelled clubs etc.
15. Answering queries, resolving problems and being point of contact for parents/carers, staff and tutors.
16. Recruiting children to fill club vacancies.

Person specification

Essential criteria

1. An interest in supporting children's learning in a fun and safe environment.
2. A commitment to be trained and lead quality learning activities.
3. A commitment to equal opportunities.
4. Ability to provide and facilitate safe, creative activities.
5. Ability to communicate at all levels.
6. Good at organising and able to manage money.
7. Ability to meet children's individual needs.
8. Ability to work under own initiative.
9. Ability to use judgement and common sense.

Desirable criteria:

1. A current first aid certificate.

Franchise scheme enquiry form



I would be interested in finding out more about the UFA Lift Club franchise scheme. Please contact me to send me further details of the UFA taster sessions.

Name:	
Address:	
Postcode:	
Email:	
Telephone number:	

Please return this form to:

UFA Lift Clubs,
St. Paul's Cottages,
59/60 Water Street,
The Jewellery Quarter,
Birmingham,
B3 1EP.



'I remembered seeing a once disaffected boy at my old school being very animated about UFA and his learning, and thought we could give it a try.'



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