



Established
2009

The Seasons Art Class Franchise Prospectus

Creative community.
Commercial opportunity.



Run your own rewarding business
bringing art, friendship & confidence
to adults in your local area.

Hello and welcome

Hello and welcome,
Thank you so much for your interest in The Seasons Art Class.

People often assume we set out to create an art class business. We didn't. It all started quite by accident, during the recession in 2009. We were simply trying to help a friend keep his small art shop afloat. He was nearing retirement and had shelves full of unsold stock, so we came up with an idea: run some art classes locally to help bring in a bit of income, but then we realised what it could become!

Mike Curry, my co-founder, brought decades of franchising experience to the table, while I created the curriculum, wrote the handouts, and became the class assistant (a bit like a waitress, fetching teas, picking up dropped pencils, and giving gentle encouragement). What began as a way to help a friend soon became something much bigger - a life-changing opportunity for us, and for so many others, and it still is.

Since then, The Seasons Art Class has grown into a nationwide network with over 130 branches. Along the way, it has created jobs for people who were out of work, regular income for struggling artists, and a joyful space for thousands of students who simply wanted to reconnect, make new friends and rediscover their creative side.

What we've built isn't just a business, it's something far more personal. Our franchise owners often say it feels more like being part of a family than a corporate organisation. We support one another and we take real pride in what we do. Every week, someone walks into a Seasons class feeling nervous and unsure – and walks out smiling, holding something they made with their own hands. That never stops being magical!

If you're someone who cares about people, who wants to make a difference and do something meaningful with your time, I really hope you'll consider joining us.

Because what we do here matters. It brings joy, connection, confidence – and a few cups of tea along the way.

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Warmest regards,
Genevieve Woodford
CEO and Co-Founder, The Seasons Art Class



Hello and welcome



At The Seasons Art Class, we believe education isn't just for the young and that creativity doesn't retire.

That's why we've spent the past 15+ years building the UK's largest and fastest-growing adult art class franchise, now with over 130 branches and more than 5,000 students attending weekly across the UK and Europe.

We offer structured, step-by-step art courses for adults of all abilities. Each 14-week term introduces students to a wide range of artistic techniques and mediums - from pencil sketching to acrylics, pastels and watercolours - all delivered in a fun, encouraging and non-judgemental environment. Many of our students haven't picked up a paintbrush since school, and for them, these classes become a joyful reawakening of self-expression and confidence.

But The Seasons Art Class is more than a course. It's a community. Friendships form, social isolation is reduced, and wellbeing improves. This impact is why our franchisees often describe their work as "uplifting," "fulfilling" and "never feeling like a job."

You don't need to be an artist. You don't need experience running a business. You just need to enjoy working with people and want to bring a bit more colour into the lives of those around you and of course, your own.

- **Over 130 branches across the UK**
- **Recession-Resistant: Many students stay enrolled for multiple years, with some attending for 8 to 10 years**
- **50-75% returning students**
- **Low cost, easy to run**



"Seeing our students' progress and their growing confidence in their artistic abilities is incredibly fulfilling and reminds me why I made the transition from the corporate world to pursue this path. Seasons Art Class gives you the opportunity to run a profitable business on a part time basis and bring pleasure to others."

Jocelyn,
Alton Franchise Owner

A Business That Fits Your Life



Our franchisees come from all walks of life.

Our franchisees come from all walks of life: from parents seeking flexibility, to early retirees wanting purpose, to corporate escapees looking for a more rewarding way to work. What they all have in common is a desire for a business that makes a real impact and fits comfortably around their life.

Our model is designed to be flexible, low-risk and high-reward. Franchisees don't need to be artists or educators. Instead, they host the classes (we help them recruit and train their tutors) and run the business part-time - often just one or two days per week, working around school holidays, family commitments or semi-retirement.

Franchisees are drawn from all walks of life, united by a shared passion for people, community, and positive impact. They receive everything needed to launch and grow their business from full training, course materials and national marketing, to one-to-one mentoring and peer support. With Seasons Art Class, you can:

- **Run just one or two classes per week**
- **Work from home the rest of the time**
- **Take summers and weekends off**
- **Enjoy a 42-week year with up to 10 weeks of holiday**



"I've always dreamed of running my own business – doing it while making people happy is the ultimate reward!"

Marguerite,
Abingdon Franchise Owner

What We Do



We offer relaxed, step-by-step art classes for adults of all abilities.

Each 14-week course is a chance for students to explore still life, landscapes, portraits and more - using a range of media like pencil, acrylics, watercolours and oil pastels. The emphasis is on fun, encouragement and self-expression.

At a time when people are increasingly seeking meaningful experiences and personal enrichment, The Seasons Art Class is proud to be leading the way in adult education. Our franchise empowers people not only to develop artistic skills, but to rediscover joy, build new friendships and feel part of something special.

As demand for creative, community-based learning continues to rise, particularly among the UK's fastest-growing demographic of active, social retirees - we're expanding and looking for passionate, purpose-driven franchisees to join our warm, welcoming network.

In short, we don't just teach art - we help people rediscover what makes life colourful.



"I love to see new students evolve and watch their talent develop. It's extremely satisfying to see people who have never picked up a pencil or paintbrush produce beautiful artwork. I have some students who have been with me since my very first course, and I think people stay because they are doing something they really enjoy. The projects are very varied, with new techniques being introduced all the time, and students make friends with like-minded people."

Jo,
Maidenhead Franchise Owner

A Day in the Life



Your typical class day starts mid-morning, giving you plenty of flexibility.

You'll arrive at your venue, check in with your tutor, help set up the room and greet your students with a coffee and a smile. As your tutor leads the session, you coordinate behind the scenes, ensuring everyone has what they need, managing the materials, chatting with students and helping create a fun, relaxed atmosphere.

After class, you help pack away and enjoy a debrief with your tutor. The rest of the week, you manage admin tasks at your own pace from home - responding to enquiries, preparing materials and keeping in touch with your lovely students.



"The routine is well-established, with classes conducted efficiently two days a week and administrative tasks managed from home, fitting neatly within school hours."

Midhuna,
Hedge End & Wickham Franchise Owner

Why The Seasons Art Class



Why The Seasons Art Class.

- Home-Based Flexibility - easily manage admin from home
- Low Overheads - no studio or retail space needed
- Supportive Network - you're never alone
- No Experience Needed - we train you in everything
- Quick Start-Up – potentially cash flow positive from day one
- 14-week daytime courses
- Room to Grow - add more sessions to meet demand
- All systems and marketing provided
- 130+ sites and 5,000+ students in the UK

"I schedule my courses to avoid the busiest family times, such as summer holidays. This way, I can always be present when my daughter is at home, ensuring that my work doesn't interfere with really important family moments whilst allowing for being fully focused and committed when I'm working."

Claire,
Hassocks Franchise Owner

Franchise Investment & Franchise Funding



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Franchise Fee: £18,995 + VAT

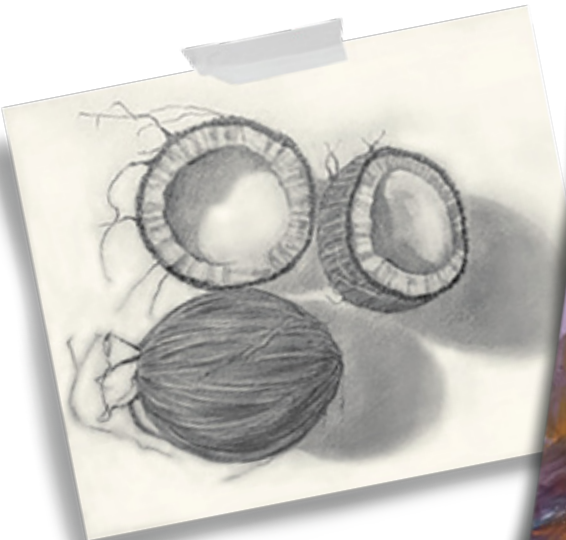
Royalty Fee: 9% of turnover

Marketing Fee: £37 per week + VAT

Total Initial Investment: £28,000 (+ VAT) - £30,000 + VAT

Franchise Funding

We have relationships with several UK banks, who offer lending packages for qualifying candidates. So, you may only require 30-50% of the total investment in the form of liquid capital. In order to secure a business loan, you will be required to present a strong and well researched business plan.



Students Work,
The Seasons Art Class, UK



Training & Support

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We pride ourselves on giving you everything you need to feel confident and capable right from day one.

Your franchise package includes:

- An exclusive territory with local demand and all the benefits of national advertising and strong brand awareness
- Artwork for all your merchandising, a list of the stock and supplies you'll need, and lesson plans and training videos for both you and your tutor for every new course
- A one-off, two-day residential training programme that lets you see and feel the pupil experience for yourself
- Lots of ongoing training to cover tutor recruitment, venue guidance, marketing – plus mentoring and business support to keep your business growing!
- Help finding and training your first tutor

And it doesn't stop there - once you're up and running we will provide:

- Access to our national database of venues and experienced art professionals
- Ongoing one-to-one mentoring and support
- Continued curriculum updates and marketing resources each season



Next Steps

If you want a business that brings joy,
income and purpose, let's talk!

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perfectparttimebusiness.com