

FREQUENTLY ASKED QUESTIONS:

RUNNING A CLASS & COURSE AT JACKSONS LANE

WHAT DOES THE TUTOR NEED TO PROVIDE?

- Proof that you are qualified to teach the activities you will be conducting – usually in the form of a certificate of a relevant qualification. We'd also like to know about any classes you've run previously and how you found the experience.
- Confirmation that you are properly covered with adequate insurance as you'll be working with the public. All tutors require public liability insurance to protect them if anything serious should happen to a member of the public through negligence. (What is Public Liability insurance? <http://www.confused.com/small-business-insurance/guides/understanding-public-liability-insurance>)
- Proof that you are allowed to work with children or vulnerable people, if applicable. We require each tutor to complete a DBS check at your own expense and provide us a reference <https://www.gov.uk/disclosure-barring-service-check/overview>
- You must follow and uphold Jacksons Lane's guidance on Health and Safety and Security concerns and ensure you know proper procedures for Fire Evacuation. This will all be covered in your introductory meeting with the Class Booking Team.
- You will need to attend a meeting with the Class Booking Team to discuss your activity in detail and potentially provide documentation or examples of the activities you will be conducting.

WHAT DOES JACKSONS LANE PROVIDE AS PART OF THE HIRE?

- Inclusion in public screen display in JL foyer, listing your activity and its contents and contact details.
- Publication of the same details on our Classes and Courses listing on our website.
- Tables and Chairs according to requirements.
- Mirrors in Studio 1 & 2.
- PA systems, according to requirement, in Studio 1 & 2.
- Opportunities to work within an established professional theatre and busy café area: Our fully-staffed Reception and Box-Office provides immediate responses to interested customers, providing tailored information about appropriate courses to every enquiry.

WHAT DOES JACKSONS LANE NOT PROVIDE AS PART OF THE HIRE?

- Images or large adverts are not included in the public screen display.
- Unfortunately, we cannot offer any marketing support other than the programme and website C&C listing.
- There is a Classes and Courses flyer-rack in the foyer that you may use to promote your class at Jacksons Lane with flyers. Other opportunities may arise for miscellaneous promotion but isn't guaranteed.

Our Classes and Courses Booking team can help suggest other ways to promote your class if you need it. *(See suggestions below)*

- Jacksons Lane cannot provide changing areas outside of your designated times and spaces. We suggest you factor this into your booking by allowing 15 minutes at the beginning and end outside of the advertised start times, if you require changing space.
- Booking services: you must provide a contact number or email address for interested participants. If you would like to take bookings, you must have arrangements in place to do so yourself.

JL SUGGESTIONS ON...

HOW TO GET AND KEEP NEW PARTICIPANTS FOR YOUR CLASS & COURSE:

- **Posters and flyers** – A great way to promote your class is by printing your own posters or flyers (or badges? Or coasters!) and distributing or displaying them.

Try these companies for cheap and easy internet orders:

- Print24 - <http://print24.com/uk/>
- Footprint Workers Cooperative - <http://www.footprinters.co.uk/prices.html>

Or try local printers:

- Absolute Print –
50 Junction Road, Archway, London. N19 5RD
Telephone : 020 72722224

- **Social Media** – Twitter and Facebook: Jacksons Lane Participation department often tweets about events and activities in the borough. Log onto Twitter.com and see @boroughunited to see the kinds of events it promotes. Similarly, on Facebook, follow JacksonsLaneHQ to see what's possible on this medium.
- **List your activities** on the following websites as applicable for your audience:
 - <http://local.mumsnet.com/haringey>
 - <http://www.highgatecalendar.org/>
- **Regular attendance and plugging away:** Ensure that any new customers get the correct information about the class i.e. when they can attend, how much it will be and ensure the class goes ahead each week as it is listed in the programme.
- **Appropriate pay structures:** Allow participants to attend on a drop-in-basis at the beginning, or clearly communicate multiple-week courses. Display this information on your flyers/website/blog etc.
- **Easy to Contact:** Have an easy to find contact number or email address and respond to new queries: By putting your contact details in the JL brochure, you ensure new attendees can reach you and ask any questions they may have. Responding to these in a timely manner further improves the impression for new customers.

Do you have any further questions? If you have a question you'd like to ask, please email Stuart@Jacksonslane.org.uk or ask at reception.