

# SHOWTIME ACADEMY



# THE SHOWTIME ACADEMY

West End production team Darren Lord and Tony Story developed the Showtime Academy into a fully working project during 1998, and opened their first class at the BBC Centre in Elstree, Hertfordshire. The Academy's success was soon evident and twelve more classes opened throughout the South East and East Anglia. In 2004 Star EFX Limited sold the Academies to concentrate on their production business. Darren was reluctant to break the bond he had with the Shepperton Academy in Surrey and bought this himself, operating it through his other production company, 1640 Productions Limited. With his own plans for expansion the Academy has now developed into an Arts Centre, and in 2008 relocated to Sunbury on Thames. Each Academy is run with the same aim and objective – to provide each Academy student with quality tuition and vocational training, equipping them with valuable skills in preparation for a possible career in show-business and the Performing Arts. The Showtime Academy welcomes applications from all budding superstars between the ages of 8 – 17 years old. Students are taught the main disciplines of performing arts – song and vocal techniques, dance and movement, stagecraft and confidence building skills. At different times during the year students are able to achieve a predetermined goal of a public performance of their work. Class sizes are strictly limited to ensure that each student benefits from the highest degree of personal coaching.



## TERM TIME

Each Showtime Academy operates a standard 13-week term, usually running concurrently with school term time. The main difference is that the academy continues through half-term. All Academies break normal classes for summer holidays. Some offer summer workshops and special add-on summer courses, depending on location and demand. Showtime Academy classes run for three hours, generally on Friday, Saturday or Sunday. The covering letter with this pack will give precise details of your local Academy's training days, opening hours and term fees.

## OUR TEACHING STANDARDS

Most Academies operate with two professional coaching staff, plus team leaders and assistants. It is company policy for all prospective tutors to agree to enhanced police checks to ensure their suitability for working with children. References and relevant qualifications are thoroughly checked. Many of our tutors and staff are performers in their own right, with many years professional experience in the field of entertainment and theatre production. Darren is also a licensed chaperone and operates the company with a very thorough Child Protection Policy.



# STANDARDS & DRESS CODE



By the very nature of the fact that Performing Arts is a 'discipline', the Showtime Academies are run within an environment where a high level of discipline is achieved, whilst carefully maintaining the fun aspect of learning and development of a students abilities. Our emphasis is placed on learning, and each term staff will be aiming to achieve a predetermined goal, whether this be completion of a show, or working towards improving the students performing arts skills. The Academy should not be confused with a Youth Club and every student must want to come to the Academy through their own choice. In the interest of all, it is a policy that students who cause constant disruption to others may find themselves subject to disciplinary

action. This can include suspension or in extreme cases, expulsion. Each Academy operates a dress code that is designed to encourage and promote team spirit and eliminate possible elitism amongst students. Our Standard uniform includes a age related leotard, black jazz shoes & black jazz pants. All are available from class tutors. In the interest of safety and security, long hair must be tied back with a black hair band, and no form of jewellery is allowed to be worn during classes.

## EXAMINATIONS

The Showtime Academy project is based around practical performance. At the end of each term, students are given the opportunity to demonstrate their course-work by putting on a show for parents & the public. With Darren's extensive West End background, every effort is put in to providing students with the most up-to-date resources for their productions. 1640 Productions Limited fully endorse qualification based tuition. However, they feel that the 'live feedback' from an audience is valuable for self confidence and development. Students with genuine aptitude for a particular discipline are positively encouraged to seek and maintain further examination based private tuition in addition to the Academy coaching.



## PROFESSIONAL EXPERIENCE

The Showtime Academy prides itself on the unique opportunities it can offer the students. Every child's progress and behavior is assessed during term time. At the discretion of the tutors and company directors, an Academy student may be offered the chance to further their experience by being invited to join the principal cast of a 1640 Productions West End variety spectacular. The 1640 Productions team regularly stage large-scale



variety shows at world-class venues, including the legendary London Palladium, Her Majesty's Theatre and Theatre Royal, Drury Lane. All Showtime Academies are offered regular opportunities to perform together as a troupe both locally and in 1640 Productions West End variety shows. Details of certain students are also provided to Casting Directors for both film and television opportunities.

**Showtime Academy**  
**1640 Productions Limited**  
**1st Floor, Venture House**  
**6 Silver Court, Watchmead**  
**Welwyn Garden City**  
**Hertfordshire**  
**AL7 1TS**

**Tel: 01707 246247**  
**Fax: 08456 122061**  
**E-mail: [info@1640productions.com](mailto:info@1640productions.com)**  
**Web: [www.1640productions.com](http://www.1640productions.com)**



**Branches at:**  
**Norwich**  
**Finchampstead**  
**Great Yarmouth**  
**Sunbury on Thames**  
**Welwyn Garden City**

Dear Parent,

Thank you for your enquiry regarding the Showtime Academy in either Finchampstead, Wokingham or Sunbury on Thames, Middlesex. Most of the information you need should be in the information pack enclosed, however, please do not hesitate to call me on 01707 246256 during office hours if you have aspect of the Academy that you wish to discuss personally.

The Academy policy is to limit the overall size of a class, to ensure the highest level of personal attention to our students. We currently offer the following classes:

09.00 – 10.00	Showtime Academy Weenies for 5 to 7 year olds
10.00 – 13.00	Showtime Academy for 8 to 17 year olds

Our fees outlined on the following page. If you wish your child to join us, please complete the application form and return it to the above office as soon as possible. Students already on a waiting list will be offered any available places first. We also remind potential students and their families that we are a Showtime Academy and therefore focus on performing arts, with an emphasis on stage productions. We are not a youth club!

Once again, thanks for your interest in the Showtime Academy.

Sincerely,

Darren Lord  
Managing Director

Showtime Academy is run by 1640 Productions Limited  
Director: Darren Lord

# Fees

## SHOWTIME ACADEMY:

Based on a full 13-week term, three hours tuition per class.

### Full payment at commencement of 13-week term - cash or cheque:

	5-7 yrs	8-17yrs
Single Child:	<b>£ 69.00</b>	<b>£205.00</b>
Second Child from same household:	<b>£ 58.00</b>	<b>£172.00</b>

### Two Installment Option – cash or cheque:

Single Child:		
1 <sup>st</sup> week of term:	£ 34.50	£105.00
5 <sup>th</sup> week of term:	£ 34.50	£100.00
Total:	<b>£ 69.00</b>	<b>£205.00</b>

Second child from same household:

1 <sup>st</sup> week of term:	£ 29.00	£ 86.00
5 <sup>th</sup> week of term:	£ 29.00	£ 86.00
Total:	<b>£ 58.00</b>	<b>£172.00</b>

## NEW STUDENTS

If a student joins after term has commenced, the balance of the first-term fee is adjusted accordingly to reflect a pro-rata figure of the full term fee.

### CREDIT / DEBIT CARD PAYMENT:

Payment of fees can also be made by Credit Card, Debit Card. To pay by credit card contact the office.

### SHOWTIME ACADEMY STANDING ORDER:

Fees can now be paid by monthly Standing Order. To pay by standing order contact the office.

EXAMPLE: 8-17 yrs single child fee: £51.25 per month  
(based on three full terms\*)

EXAMPLE: Two 8-17yrs from same household fee: £94.25 per month  
(based on three full terms\*)

\* Terms and conditions supplied upon application

## Cheques should be made payable to: 1640 Productions Limited

Local office Address: 1640 Productions Limited, 1st Floor, Venture House, 6 Silver Court,  
Watchmead, Welwyn Garden City, Hertfordshire, AL7 1TS. Telephone 01707 246247

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**1640 Productions Limited**  
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### **STUDENT APPLICATION FORM**

To ensure accuracy, parents are advised to fill in this form on behalf of the student. Please provide fullest details as possible. The section on alternative contact numbers is of particular importance. It is designed to allow staff to alert an alternative family member in the case of an emergency arising with the student. All information given on this form will be treated in strictest confidence.

Showtime Academy location		Name of Class	
Students full name		Age	Date of birth
Students full home address including postcode			
Home telephone number		Email address:	
Parents / legal guardians name(s)			
Parents / legal guardians mobile or alternative telephone number(s)			
Parents / legal guardians address if different from above			
Please provide the name, address and telephone number of an alternative contact in case of emergency			
Please provide fullest details of any allergies or on-going medical condition, in particular nut allergies and asthma. Include details of medication and doctors name and telephone number			

**RELEVANT EXPERIENCE AND STUDENT PROFILE**

Although previous experience in performing arts is not necessary for inclusion in the Academy, completing this section provides the Academy tutors with a basic individual personal profile. This assists staff in assessing student’s current capabilities, and provides a reference for initial grouping and possible potential. Please use a separate sheet if there is not enough space.

Current academic school attended

Please give brief details of any academic qualifications or achievements to date

Please give details of any other relevant performing experience or classes attended, including dance, singing, drama coaching etc.

Please give details of grades achieved

Use this space to list additional hobbies or interests

1640 Entertainments periodically provides casting directors with Academy student’s details for consideration for parts in films, T.V. & commercials, or photographic assignments. A commission is charged for any contracted paid work arising from this introduction service. Please indicate below whether you wish your child to be included in this scheme.

\* **Yes / No** I do / do not give consent for my child’s details to be passed to casting directors and agencies. \* Delete as appropriate

**AGREEMENT**

I / We wish to enrol the child named overleaf into the Showtime Academy run by 1640 Productions Limited.  
I / We agree to pay all term fees on time, and undertake to give at least six weeks written notice before leaving.

**SIGNED:** Parent / Legal Guardian **DATED:**

Return the completed application form to:  
**1640 Productions Limited, 1st Floor, Venture House,  
6 Silver Court, Watchmead, Welwyn Garden City, Hertfordshire, AL7 1TS**  
Upon receipt of your application you will be contacted to discuss class availability.

# SHOWTIME ACADEMY

is owned and run by  
**1640 Productions Limited.**

**Director: Darren Lord**

**1640 Productions Limited  
1st Floor, Venture House  
6 Silver Court, Watchmead  
Welwyn Garden City  
Hertfordshire  
AL7 1TS**

**1640 Productions offer equal opportunities  
to all individuals who want to perform.**

*'Proud to be promoting tomorrow's talent today'*

**Call: 01707 246 247**

**[www.1640productions.com](http://www.1640productions.com)**

