

Information pack for Official Sunshine Educators

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- Sunshine Group UK, Owner -

SunShine[®]
Academy Start-Ups

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Academy Start-Ups

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CHAPTER ONE

Introduction to Sunshine Academy Start-Ups

Introduction to Academy Start - Ups

Sunshine Academy Start-Ups is part of the Sunshine Group, which is a family run business. We place our academies and educators at the centre of everything we do. As an educator, we offer you the systems, tools, resources and support to run your own successful training business. To help propel your career forward like never before.

As a business, we have extensive Hair & Beauty, business and technology experience, and are dedicated to providing the highest standard of training possible. Our role is to provide the infrastructure and support so, you can offer the highest quality training without any of the hassles.

It's like a partnership, where you do the teaching and develop your student base, and we provide all the systems, tools and resource to help you offer the highest quality standards. The only difference is you get to keep all the profits. You only pay a small joining fee (provided you meet our membership criteria) and a small fee for each course - there are no big overheads.

Our role in this relationship is to work hard at developing the best technology systems to ensure training material is current and exceeds minimum industry requirements. However, we offer so much more. We provide your students with valuable tools and resources, unavailable elsewhere. We provide you access to a network of other successful trainers, as well as on-going training on our system, plus other valuable tools and resources. You are not alone - we appreciate the need to support academies and Student alike. It does not end with a course - **it starts with a course.**

CHAPTER TWO

Why you should choose Sunshine Academy Start-Ups

Why you should choose Sunshine Academy Start-Ups

As mentioned in the introduction, not only is it in the interest of the Educator to join **Sunshine Academy Start-Ups** but also in the **Student's** best interest to be trained by an Official Sunshine Educator. Here are the reasons why.

2.1. Student Benefits.

High-quality training standards.

We provide the Manuals, Theory Testing, and Lesson Plan, which provides the framework for the course. All in accordance with the highest standards, which exceed minimum industry requirements and critical accreditation. These are reviewed and updated regularly to remain current and pertinent.

Value for money.

You, the educator, decides what price to charge for courses, not us. However, for competitive reasons, we suggest you charge competitive rates, because then with everything else we offer, over and above what competitors provide, creates enormous value for money in the student's eyes.

Verifiable records.

With the launch of our new system in March 2022, this will provide the student with verifiable records to back up their certificate. As the system is large, we will be launching this in a phased approach.

Post-Training support.

We believe a training course is only the beginning of the student's journey. That's why we think it's important to provide them with further support. Obviously, they can contact you and speak to you, but that's time-consuming, so we believe in helping them by providing as many readily available resources we can, such as:-

Why you should choose Sunshine Academy Start-Ups

Supplementary Training Material.

This involves material they need to know to be successful in their career, such as health and safety, business, legal and other regulatory material. This material is available in PDF, eBook and video formats - free to any student trained by an **Official Sunshine Educator**.

Access to Sunshine Online Courses (SOC)

We encourage our academies to create training materials on their subjects in either PDF, eBook or video format and post them to Sunshine Online Courses (Blog and Magazine). This is available to all of the industry to purchase your content. Also, we have private Facebook Sunshine student support hub, where you will get access to 45+ educators and a private official educator group.

Networking with Professionals

We have established a network of Educators and Students where they can share ideas and views on the industry through Forums and Blogs. The idea behind it is to provide further support from a wider community to help people grow their career and network with like-minded people.

Online courses

In partnership with Sunshine training and Academy Start-ups, we have launched "Sunshine Online Courses". These courses are not just any online courses, they have been put together by our educators and academies along with the Managing Director of the Sunshine Group. There will be courses available for everyone within the Hair & Beauty industry, whether they are a beginner or looking to update skills and enhance their techniques, Sunshine has it covered. These courses have been structured to a high standard.

Why you should choose Sunshine Academy Start-Ups

Certificate / Report Repository

We provide an on-line repository where students can keep all their certificate and reports. A secure, single repository, so nothing gets lost. They just digitise their documents and upload them, with a brief description.

CPD Log

We believe the keeping of Continuous Professional Development (CPD) Logs are important. This view is shared by industry leaders. This log needs to be kept in one secure place. We provide Students, Educators and Academies such a place.

Professional Profile

Students can set up a profile, which they can link to their Certificate Repository and CPD Log to promote themselves to possible employers. They control who gains access to what. Just another useful tool to help students develop their career.

Payment Options

At Sunshine Academy Start-Ups, we have several different payment options available for students and academies.

These include:

- Paying in full
- PayPal Credit
- Sunshine Finance
- Pay As You Learn (PAYL)
- Flexible payment plan with 0% interest for 6 months.
- Klarna

Why you should choose Sunshine Academy Start-Ups

2.2. Educator Benefits

Here are some of the more important reasons to join as an Official Sunshine Educator.

Run your own business.

You run your own business; what we do is provide the critical infrastructure to enable you to do that, hassle-free. However, you may require additional support, which we offer. You decide what support you require, and when you require it. We offer several packages to suit all businesses and budgets. Our **Memberships**, gives you all the tools you need to set up your own academy without having to put the hard graft in as we have done all the hard work on your behalf, You can supplement the membership with additional services as and when required. The additional support services will be available as a pay and go system, alternatively if you require regular guidance and support, you can opt-in for a pay monthly subscription for your additional services. ****Monthly subscriptions discounts will apply****.

Set your own prices.

We provide recommended prices (RRP), but you may charge what you want. We understand pricing varies across the country, and you need the flexibility to charge what's appropriate in your Area. This will help you to remain competitive within your area. Just remember to charge your worth rather than price matching.

Low cost.

Once you have been accepted, by meeting our membership criteria, you pay a small *Joining Fee*, 0% interest payment plans available on joining fee. This membership fee is to set you up on our systems and to get you as an Official Sunshine Educator. You then purchase courses online as and when you have a student. Membership is renewable annually, provided you meet the renewal criteria. You pay a small renewal fee as explained in your trading agreement. That's your only outlay. The renewal fee is also for you to keep your accredited status and to remain as an Official Sunshine Educator.

Why you should choose Sunshine Academy Start-Ups

Part of a trusted and known brand.

You become an official member of a trusted and leading brand in the Hair & Beauty sector. You and your students immediately benefit through this association. We are different to other training providers as we put our academies and students at the forefront of what we do. Sunshine has been built around quality training and high standards.

Use of Sunshine logo and name.

You may use our name and logo to promote your business, giving you a competitive edge. The extent to which you may use our name and logo is restricted and is governed by our Trading Agreement, which you would need to enter with us. Sunshine is trademarked and is copyrighted, so please be sure to read through our document about logo usage.

Hassle-free

A critical part of the training process is to provide approved course content, theory testing, lesson plans, recording and reporting. We provide all this for you, so you need to only focus on practical training and building your business. We remove all the hassle for you. This is our area of specialisation, and we invest heavily in developing and improving it all the time. So, our association provides you with a competitive edge you need within the industry.

Start straight away

You can start offering training services as soon as you have met our membership criteria, paid your Joining Fee and have completed some basic training on our training system.

Why you should choose Sunshine Academy Start-Ups

Support & Training

The ***Sunshine Memberships*** ensure you get the support you need to run your successful business, however, should you need additional support, you can purchase it easily through our website. You decide how much and how little support and guidance you need. You can depend on us to provide you with the support and training, to help you create a profitable training business. You are not on your own. There is great networking opportunities as well. We pride ourselves on training and do interactive online training for educators to ensure your investment is worth while. You will be constantly learning through Sunshine as we are always updating our content as the industry updates.

New Certification Standard

Our new training system allows you to track your students progress throughout the course, giving you more of an competitive edge and allows you to competently pass the students. The certificates will have their own verifiable records, where students, insurance companies and anyone will be able to use the booking reference number on the certificates to show they are verified, the educator/academy is fully accredited and qualified to teach their courses.

Part of an innovative team.

As we mentioned earlier, our area of specialisation is to provide our educators with the infrastructure so you can offer the best training possible. Our new system will change training standards, but that's only the beginning for us. As an educator, you have an innovative team supporting you, which will come up with new and better ways of doing things. Providing you with a greater competitive advantage. We already have a good track record for innovation, even before our new system is launched. We believe this is the perfect foundation for our association, where we focus on what we are good at, and you focus on what you are good at - Teaching. ***What a winning combination!***

Why you should choose Sunshine Academy Start-Ups

Greater Student benefits

We have already shown in the previous section (Student Benefits) that we aren't just interested in supporting the training process, but also providing important and critical post-training support. We lead the field in this respect and know this part of the industry will grow in importance. However, it's now only available to Sunshine students; even more, reason to only be trained by an Official Sunshine Educator.

Training Kits

We are also asked about training kits, we don't supply these for your training courses, however we work closely with big industry brands to ensure we give you as an official Sunshine Educator with Sunshine Group, the best discounts. All the discounts and brands we recommend will be available on your educator portals under discounts codes.

Admin Fees

Our admin fees are for maintenance of our training system, running and upkeep of the system and administrative work for the student such as course content, training materials and certificates.

These are charged as a pay and go system to ensure your not out of pocket, however we have made these competitive so you can still make great profit from each course you sell. The courses are purchasable through Sunshine Training educator login portal.

Face To Face Training

Full day courses are **£60/£50** | Half day courses are **£30**

Remote Learning

Full Day courses are **£45** | Half day courses are **£25**

Diplomas

Available on request

CHAPTER THREE

Membership Criteria

Membership Criteria

3. Membership criteria.

To become a successful Official Educator, you need to have certain characteristics, meet our educational requirements, as well as meet other criteria. We list them below:

Below are the **characteristics** of a good Educator.

- Hard working.
- Drive and passion for the industry.
- A commitment to maintaining and improving industry standards.
- A friendly and caring attitude - prepared to go the extra mile.
- A firm believer in the importance of customer service.
- Willing to help make a difference and show a professional side.
- Working as a team player and regularly interacting on socials.

These are the **educational requirements** to become an Official Educator.

- Be a qualified teacher, If you are not qualified we offer teacher training qualifications (please contact us).
 - Be qualified in the fields you wish to teach.
 - Be experienced in the fields you wish to teach.
- Minimum of 3 years experience in each subject and industry.

These are **further requirements** in becoming an Official Educator.

- Have good ICT and social media skills.
- Have teaching insurance.
- Have the correct facilities to offer training.
 - Know your subject well
- Up to date CPD log, If not we can help with this (please contact us)
 - Have no outstanding CCJs if paying via payment plan.

CHAPTER FOUR

What is expected of an Official Educator

What is expected of an Official Educator

4. What is expected of an Educator.

As an Official Educator, you will run your own training business, but be associated with Sunshine Training, Sunshine Academy Start-Ups and Sunshine Online Courses and other businesses relating to the Sunshine Group, and therefore be entitled to use our name and logo to promote your business. However, there are some standards you will need to abide by in order to stay affiliated with our brand, which includes the following.

Training standards.

A key selling point and advantage to using an Official Sunshine Educator, is that they only conduct training on a one-to-one, or in small groups, where students get personal attention and support. Practical training needs to follow our approved lesson plan. Only in this way can we be assured every student receives the same high standards, this is our standardisation process. With the launch of our new system, all Lesson Plans will be online, as well as all recording and reporting. The issuing of certificates will depend upon you following procedures. We will be launching the new system in a phased approach. Phase one is launched and we await phase two. You can produce a certificate through the new system, However, there are procedures to follow in completing this form, so we know that high standards are being maintained. We will require pictures of training as well, these to be sent via email. You must be satisfied the student is competent in the subject before requesting a certificate. If not, you may request the student submits practical assessments.

We do not believe in issuing certificates just because a student attended a course. If they are not competent, they are not entitled to a certificate. You could devalue the certificate for all those who worked hard at achieving their certification if we don't adhere to standards. In requesting a certificate, you are making a declaration that the student is competent and has followed the lesson plan as set out by the training course.

What is expected of an Official Educator

Educator requirements.

- You may only teach the subjects you are qualified in and have completed at least
 - Three year's experience in that subject.
 - Have valid teacher insurance.
- Have, and maintain a CPD log, which we may view.
 - Sufficient knowledge to teach students.
 - Provide exceptional customer service.

Running your own business.

As you are running your own independent business, we do not stipulate any rules you must follow. It's not our place to do so. However, your own common sense will tell you that you need to use the highest standard in customer care and service to remain competitive. If you want help running your business, we can assist you through many and varied services. You pay for these services as and when you need them. Some of our **Support Services** are listed in this document. Obviously, we want you to be successful and will help as much as we can. Your success is our success.

Use of logo and name

You may use our name and logo (all of which are trademarked) for advertising your services. However, in so doing, you are not to imply or suggest you form part of the Sunshine Group of Companies. You may tell people you are authorised to use our training material and systems to provide your training services, but you are entirely responsible for delivering your service and all associated actions. You are not permitted to enter into any agreements or contracts on our behalf or act as our agent.

What is expected of an Official Educator

Trading Agreement

You will be expected to sign a Trading Agreement setting out the terms under which you may operate. It remains operative for a year unless there are grounds to terminate. It may be renewed each year for an indefinite period, provide you meet the renewal clauses.

Accreditation.

As we training to the highest standard, we also wanted to provide the highest accreditation, therefore the companies we work alongside are, **Professional Beauty Direct, Townergate**, Our international accreditation is with **Qualsafe and Sunshine**. We also work alongside PolicyBee, Insync, Radius, Westminster, Professional Beauty Direct and Townergate UK and Global insurance companies.

Payment Options

At Sunshine Training & Academy Start-Ups, we have several different payment options available for students and educators. These include:

- Paying in full
- PayPal Credit
- Sunshine Finance
- Pay As You Learn (PAYL)
- Flexible payment plan with 0% interest for 6 months.
- Klarna

CHAPTER FIVE

Academy Memberships

Academy Memberships

5. Academy Memberships

We offer the ***Sunshine Memberships*** as we believe these are the ultimate packages you need to kick start your teaching career. Should you need any extra support, please see our ***support services*** for more information.

Have a look at what you get within this package. You can increase this package with any of our ***Support Services***. These memberships suit every business and budget.

These are services you buy as and when needed. Each one is supplied under specific terms and conditions. They are intended to help you run a successful business. Everybody has different needs, so it's best that we allow businesses to pick and choose services they need, rather than we make uninformed decisions for them.

There is a small annual fee of **£250**. This is for upkeep of the system along with the additional websites associated with the ***Sunshine*** Brand. Within this renewal fee you will be expected to update your records when details change and you will need to allow us to review your CPD log, every year. We will be also carrying out Internal Quality Assurance checks to ensure you are complying with our standards.

Academy Memberships

5. Academy Memberships

Sunshine Professional Membership

Joining Fee **£600**

Use of Sunshine Name and Logo	1 hour zoom calls (set up)
Accreditation Certificate	Social Media planner
Sunshine Official Educator Certificate	Ongoing reviews
Unique Educator Code	121 mentoring and support
Set your own Prices	Marketing toolkit
T&C's Template	Trading Agreement
Business eBook	Branded Certificate Template
Access to Official Educator Group	Unique ID Card
	Webpage on Sunshine
	Training Website
	Sunshine T - Shirt

Sunshine Advanced Membership

Joining Fee **£1,600**

Use of Sunshine Name and Logo	2 x 1 hour zoom calls (set up)
Accreditation Certificate	Social Media planner
Sunshine Official Educator Certificate	Ongoing reviews
Unique Educator Code	121 mentoring and support
Set your own Prices	Marketing toolkit
T&C's Template	Trading Agreement
Business eBook	Branded Certificate Template
Access to Official Educator Group	Unique ID Card
Sunshine T-Shirt & Hoodie	Webpage on Sunshine Training Website
	Branded Own 5 page Website

CHAPTER SIX

Support Services

Support Services

6. Support Services.

Here is a partial list of Support Services you can purchase. All provided at reasonable and affordable rates. Our objective is not to make money out of these services, just enough to recover our costs. The idea is to help you build a successful business.

- Merchandise package (T-shirts, Hoodies, ID cards, Aprons etc.)
- Business Materials (business cards, leaflets, posters, backdrops)
 - Policies and procedures documentation.
- Access to additional training resources, including “How to run a course.”
 - Marketing Support.
 - Customised website.
 - Customised Social Media programmes.
 - Monthly paid business programmes.
 - Advertising on website.
- Training Resources (on-line consultation forms, etc.)
 - Training Tutorials
 - 121zoom business coaching
 - Plus much more ...

The list of services is growing daily as we are asked for them, because we believe it important to provide the support to make you successful.

Please ask us for more information on our Support Services, which can be added to any package at any time. Our support services can be paid as you go or you can set up a subscription for more than one support service. We offer several different payment options to make it easy and affordable, please contact us for more information on payment options.

CHAPTER SEVEN

Applying to become an Official Educator

Applying to become an Official Educator

7. Applying to become an Official Educator

In order to be accepted and become an Official Educator for Sunshine Training is to submit, the following documents to us:

- Teaching qualification.
- Fully accredited and approved certificates for the treatments you wish to teach.
 - Teaching insurance.
 - Up to date CPD log.

To be considered as an Official Educator for Sunshine Training, you will need to:

- Fill out our application form.
- Send us your CV. (If you don't have one, brief background on your career)
- Send us your Social media links.
- Provide a picture of yourself, Preferably a selfie.
- Name of business, address and logo.
- Video of your working environment.
- Attend a zoom interview

All the information that you need will be available to you, please ask if any questions.

Thank you for the time taken to read this document.

We will be happy to answer any question you may have prior to applying.

RHIAN KNOWLES

MD of Sunshine Group UK

**Training | Academy | Equipment | Finance | Media | Services |
Academy Start-Ups | Business | Online Courses | Accreditation |**

CHAPTER EIGHT

Academy/Educator Reviews

Academy Reviews

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I joined **Sunshine Training** after completing my **AET Level 3** in adult education with them. During my course I was supported throughout, and it made my decision to join the educator team a very easy one. As a family run business, they are very caring and always there for help and guidance. I therefore started my training academy to offer our courses and have never looked back. My academy “**Totally Polished** “ is growing week by week with their help and advice and it’s amazing how far my business has developed. It hasn’t stopped there; with Sunshine’s encouragement I have now completed my **CET level 4** and have all intentions to progress even further. If you are looking at doing your courses to become an educator and wish to join a welcoming and supportive business, then I can’t recommend them highly enough. What you are waiting for 😊

- **Charlotte Greensill of Totally Polished Training Academy**

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I have been with sunshine for nearly 4 Years. I always knew I wanted to be a teacher and have my own training Academy. Rhian from **Sunshine** contacted me at the perfect time when I was actually searching for someone to branch off. Rhian has helped me from start to finish, anything I need she’s there; she’s thought of everything and the support I receive to help build the academy is brilliant. I’m so happy I’m apart of **Sunshine**. Nothing is ever too much a problem.

- **Kaysha Potter of Pinups Training Academy**

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I'm Maria, and I chose to complete my AET qualification in 2020 with Sunshine hair and beauty training academy after seeing the academy on Facebook. I was very nervous at first as I wanted to make sure I was training with the best possible provider, but my worries were quickly put to rest! Rhian (and Jeremy!) were always on hand to help with any queries I had during my AET qualification, and since becoming a Sunshine educator the support is non-stop and fantastic. Rhian helps you to become the best educator possible and for your own confidence to grow as part of the team and as a solo educator providing high quality training for your students. I'm SO glad I chose Sunshine, and you will be too!!

- **Maria Slade of Rose Nails Training Academy**

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Academy Reviews

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I have been an educator for Sunshine Training academy since Feb 2021 after passing my AET qualification with them. Rhian the owner of Sunshine has been fantastic all the way from me being a student of theirs to becoming an educator for Sunshine. Sunshine Training has allowed me to gain confidence, find students & be able to start my teaching career by being able to have 24/7 support & being provided the training materials to be able to teach my students & earn money. One really great feature is being able to have full control over your bookings, taking payments & providing practical training on days suiting you and the student. You do everything, you just pay to use their materials & use there logo, but you get full support on top of this What I love the most about Sunshine training academy is that there materials & pricing are based on you teaching on 1-2-1 basis or a small group no more than 3. I own a small independent home salon called “Essential Nails and Beauty Training Academy” in Devon & for me this works perfectly. I have recently changed my business name to adding (Academy) because I am independent, I take full control over my administration & I have freedom & because everything is done through me, My name & through my Business.

I would 100% recommend Sunshine Training & I look forward to my future with Sunshine.

- Zara Collingwood of Essential Nails & Beauty Training Academy

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What got me into teaching in the first place... Well, I always found that sharing knowledge or experiences, gave me this sense of gratitude for helping others. So, I started looking into the next step in what I needed to do to start up my own academy, but I needed to find help from those who shared the same values, as myself. This is when I discovered Sunshine... They not only shared the same values, but they have continued to mentor me, into becoming the best I can possibly be for my fellow students. Now being apart of Sunshine Academy has allowed me to grow and share my passion with everyone I meet.

- Stacey Boyden of Stacey's Beauty Studio & Training

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From the start of my journey with sunshine it has been amazing I originally just did my AET level 3 I would never have thought I would be part of this amazing team, from doing my training to becoming an educator for sunshine I had continuous support not just from the owners but from other educators as well.

- Megan Pickstone of Beyond Beauty Salon & Training

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