

Polestars Venue Information

Polestars organise events for hen parties on Saturday afternoons across the UK. The biggest part of the business is dance lessons. We offer a wide range of dance classes for hen's as part of their celebrations. From pole dancing and burlesque to Bollywood and belly dancing there is a party for everyone and we need a wide range of venues to perfectly suit our ever growing range of products.

We currently offer classes in over 30 cities across the UK and due to increased demand we are currently searching for more venues in most of these cities.

We are interested in hiring a private function room, dance studio or conference room for our groups. We have a wide variety of group sizes, from 8 to 30 girls and so can use an array of room sizes. All of our classes do require a private room and if you have to pass through the room on the way to the toilets/kitchen/office then this may be a problem.

Polestars started as a pole dancing school, but now, that is only a small part of hen party business. If your floor and ceiling are suitable, we would love to use poles in your venue. The poles can be taken down after classes and stored away but we would need fixtures attached to the ceiling, which of course we would take full responsibility for. However, if the room is not suitable or you are not interested it's not a problem and we can still use your venue for all other classes.

We generally find that it works best with venues that are already open at the times that we require. If you have to open up especially it may not be worth your while. In licensed premises, we don't require a member of bar staff to be in the room during our classes, but a bar open somewhere in the venue is often useful and of course profitable. In unlicensed venues we need our customers to be able to bring some alcohol and plastic glasses in with them which, of course would be tidied away at the end of the class.

Benefits to the venue

Polestars work for you by using your space at times when it is normally unused. Turn your unused room into profit by holding Polestars parties on a Saturday afternoon. We want to work around your existing timetable and can offer slots at your venue that suit your times.

Rent: We are happy to pay rent for the classes and typically pay £20 per hour. We like to pay monthly by invoice, which you can send to abbey@listoflife.com. We do expect you to keep track of bookings and send us an invoice over at the end of the month. During the early stages of working together we understand that we may have to pay in advance on the week of the event which is not a problem. We can pay by BACS, card or cheque.

Drinks / Food sales: As our customers are on hen parties you can usually get a fairly significant drink spend from them and of course, a good welcome and friendly service will encourage the group to stay in your venue. Group sizes are between 10 and 25, averaging out at around 15. Many will be interested in staying for food and drinks after their party. However, if you are able to deliver our **Cocktail Making** parties we can increase your bar take very directly. If you are interested in this please ask us for more information.

Advertising: Each venue gets a page on our website with details about the venue. We have space allocated to advertise special offers that you want to direct at our customers, whether it is food or drink offers or trying to get them to spend the evening at the venue. Take a look at our website at www.polestars.net.

Unique Offering: Polestars is something that your competitors will not be offering, it attracts attention and interest from customers.

Reselling: Many of our venues have existing hen party trade. If you wish to try and sell our parties to your customers we will provide the teacher and we will only charge you £150. We recommend that you sell these parties at around £300 as not to devalue our products and also enabling you to make a sensible profit.

New visitors: All of our customers are girls and once they know your venue it should make it onto their list of venues to visit. Hen customers can also be tempted to stay for drinks / food later or earlier in the day.

Publicity: Polestars attracts good press attention in newspapers, magazines, TV and Radio. Burlesque is a particularly hot topic at the moment and should generate plenty of press.

Our requirements

Booking: We need offer a range of slots to hen party customers and will ring you with a booking request once they have booked with us. We don't expect our venues to be available every Saturday, but would need you to be available reasonably often. Clearly, running hen parties is a seasonal trade and our peak months would be from April to September. During these times we're making a very large amount of bookings and we really need to be able to rely on a booking once it has been made.

Storage: We need to be able to store a large holdall (1.5m x 0.5 m) and 2 poles (if we are using your venue for pole dancing) somewhere in your venue when we are not holding the classes. The poles we use are removable, and will be taken down at the end of every session.

Fittings: If we are running pole dancing classes then we use removable poles. We have two different pole options, one requires a permanent fitting in your ceiling, the other does not. Once we have seen your function room and its ceiling we can have a more detailed discussion with you. We will sign a contract with you to return the ceiling to its original state if the fittings cause any cosmetic damage. For the other classes we do not need to make any changes to your room.

Cleanliness: We need the floor of the function room to be clean. We are happy to give it a quick sweep before the class but if the floor is sticky or has broken glass etc on it we cannot operate a class safely. Of course, we will clear any mess away at the end of a session and always leave the space how we found it.

Insurance: We have £2,000,000 public liability insurance and most of our teachers have their own individual insurance. This covers most eventualities. However you could be held responsible if any problems are caused by the physical state of the venue. Our teachers conduct health and safety checks on venues to try and ensure that none of these problems occur and in 8 years of business we have only had one claim against us.

Bookings: Our admin staff will contact you to make bookings as they come in. We will either make an availability check which is an unconfirmed booking (don't put it in your diary) or a confirmed booking (do put these in your diary). All of our bookings are 2 hours long and we'd need get into the venue at least 15 minutes before our booking starts to give the teacher time to prepare.

Music: Ideally we would like a music system to be available for our teachers; we can bring a portable system with us if necessary.

Contact Details

Office Number: 0207 274 4865 (Mon-Fri 9am-5pm)

Out of hours contact: 07835 989 452 (evenings and weekends)

This phone will have a manager who carries all booking information and company credit cards.

Emails:	Bookings	Hannah@listoflife.com
	General venues issues	Hannah@listoflife.com
	Invoices / Finances	Abbey@listoflife.com

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If Polestars looks like the sort of enterprise you would like to get involved with and your venue meets most if not all of our requirements then please do get in touch.

For more info please visit our website www.polestars.net

Or contact Heath on 020 7274 4865 or email heath@listoflife.com