



# Partnership Guide

## Your Route to Independence



**Independent  
Partnership**

**Driving  
Instructor Partnership**

# Welcome

## Company Overview

**Empathetic Driving School** was founded by Becky Seaton and has become a trusted name within the learner driver and driving instructor training industry. With friendly, patient instructors and trainers, Empathetic Driving School caters to all levels and abilities.

Now with an expanded management team, the driving school goes from strength to strength, delivering outstanding driving lessons and training throughout the UK.

## Mission Statement

Raising the standard of Driving Instructor business and training support within the driving instructor industry. Delivering value in a fairness in all we do.

## Challenging the Status Quo

An industry first. Our package delivers your own branded business with the all the background support and benefits of a franchise.

Following your initial 24 months, you can continue with our full support, drop to a bespoke level of support that suits you, or leave us to continue without our support, owning your own established brand and website. A truly unique package, promoting excellence, value, and fairness.

## Vision

To support independent driving instructors across the UK, developing their businesses and reaching their full potential, delivering the highest quality driver training at the highest lesson rates.

## Company Values

To invest in people by offering high-quality training. Promoting personal development for all who are willing to work for it in a fair and supportive environment. To promote excellent business practices throughout the Empathetic Driving School Independent Partnership network.

## Growing Your Own Brand

We saw a gap in the market for a different way of supporting driving instructors, one that nobody else offers, fair and far better value than the old-fashioned franchise model. One where we help and support you to grow your own brand, where you benefit from your hard work and not someone else. You are not a franchisee, you are an Empathetic Driving School Independent Partner with your own driving school, branding, and website producing your own pupils. Following the success of our award-winning driving school, we have a real team atmosphere within the business that sets us apart from other companies. We are better equipped than ever to support our Independent Partners. A business run by ADIs for ADIs delivering a unique opportunity.

## Passionate About Teaching

Here at **Empathetic Driving School** we're passionate about teaching people to drive and are good at it too. We've worked hard to build a reputable and professional brand that people recognise and trust. As an independent partner you will be provided with all the tools and support you need to create a highly profitable and successful driving school. It is important to us that as we grow we retain the same values and high-quality service we have always delivered. We have put together an outstanding independent partnership package which will give you the opportunity to build your own successful driving school business and earn a great income. If you think you would like to be a part of our Independent Partnership network, safe in the knowledge that you'll have access to award-winning support, then read on.



**Becky Seaton**  
Director

# The Market



In 2012 there were over 47,000 driving instructors in the UK. At present we have only 39,000 with many those instructors either working part time or have moved on to teach other licence categories. Business is booming and showing no signs of slowing down.

## **Award-Winning Brand**

As the Empathetic Driving School Independent Partnership expands, we are looking for motivated individuals wanting to join a progressive quality network that believes in a supportive working environment. Our business model is based on quality, from our driving instructor training to the support our instructors receive, to the driving lessons our partners deliver.



# Why Choose the Independent Partnership?

Choosing the Empathetic Driving School Independent Partnership is a fantastic way to start and run your own driving school. Our partnership gives individuals the ability to get into business on their own, but not alone. With the help and support of an already established and proven business model, the risk of the business start-up process is significantly reduced, and the chance of success increased. Whilst there are no guarantees in business, here are a few good reasons why an Empathetic Driving School Independent Partnership is the right choice for you.

## Be Your Own Boss

Many people dream of starting their own driving school; with the Empathetic Driving School Independent Partnership you can make this a reality. Feeling safe in the knowledge that you have your independence with the security of the Empathetic Driving School team behind you.

## Increase Your Earning Potential

With an Empathetic Driving School Independent Partnership you will be well on the way to being your own boss as well as increasing your earning potential. Full time instructors can earn well over £40,000 per annum after costs. And for those wishing to grow their driving school further, we have extensive experience within our team, people who have grown their driving school from a one-man operation into thriving regional franchises with over 30 instructors. So, trusted advice is only a call away.

## A Higher Success Rate

Empathetic Driving School is an award-winning brand. So, we know what it takes to create a brand people trust. We will work with you to design your logo, brand, social media and website to give you the credibility and confidence to outperform your competitors.

## Proven Business Model

New businesses are prone to failure. You can avoid costly mistakes, be satisfied that our business formula works and have a ready-made professional image – real keys to success. Empathetic Driving School has a unique Independent Partnership package that allows you to plug into support from our experienced team as well as benefiting from your own branded business.



## Expert Guidance and Support

The Empathetic Driving School team will support you every step of the way. From help with your business and teaching practices to simply being a shoulder to lean on if you're having an issue with pupils, you'll be in safe hands. We'll equip you with the confidence and credibility to quickly establish yourself in your chosen area. Our nurturing and ongoing support will guide you through every stage as your business grows.

## On-going Training and Support

As part of the Empathetic Driving School network you can take advantage of our knowledge and expertise. The driving school sector is fast changing, and you can rest assured we will keep you up to date with any legislative or policy changes. You will be mentored by our experienced team who can guide and assist you as you embark in your new venture, giving tips, knowledge, and recommendations whenever you need them.

## Marketing and Sales Expertise

We know that 80% of your pupil enquiries come through your cutting-edge website (even recommendations). By knowing where your business comes from you can effectively target pupils in your local area. We will show you how, when and where we target your marketing, so you can build up your diary and maximise your earning potential. You will have access to a whole range of marketing materials with your own strong brand identity, immediately giving you a professional and credible image.

# What You Get from Us

## Overview

It is the responsibility of Empathetic Driving School Independent Partnership to uphold the high standards required to help you grow a successful modern and progressive driving school. We will do this with guidance and training in a supportive environment.

## Branding

Empathetic Driving School Independent Partnership will work with you and design your own full branding document, including Logos, brand colours and website mock up. Any advertising you do can include your brand name and logos.

## Partnership Training

Empathetic Driving School Independent Partnership will give you an initial one-day online induction, training you in how to run a successful Empathetic Driving School Independent Partnership, promote your business and grow your business brand.

## Website

Empathetic Driving School Independent Partnership will provide you with your own brand website. Your website will have all the information your clients need. Lesson packages and pricing, office contact details, your details including mobile telephone number, email address and social media pages.

## Phone Reception Service

Empathetic Driving School Independent Partnership will provide a phone reception service, your clients will be able to call the reception service to provisionally book, leave messages and call back requests which will be sent directly to you by email meaning you never miss a call.

## Website Updates

Empathetic Driving School Independent Partnership will make any requested updates to your webpage. This includes images, price changes and special offers.

## Website Hosting

Your monthly website hosting is included in your Empathetic Driving School Independent Partnership package.

## Social Media

Empathetic Driving School Independent Partnership will set up your own branded social media package. Should you already have accounts you wish to use, we will rebrand them for you.

## Top Box

Empathetic Driving School Independent Partnership will supply you with your own branded top box.

## Stationary Pack

Empathetic Driving School Independent Partnership will supply you with all the stationary artwork you need. The pack will be supplied to you in digital format. The pack includes:

- Business cards
- Leaflets



## Instructor and Digital Diary App

Your digital diary app is included in your Empathetic Driving School Independent Partnership package. Manage lessons, take payments, pupil progress, business finances, reflective logs, and pupil details.

## Online Training and Resources

Empathetic Driving School Independent Partnership package includes access to Virtual Driving Instructor Pro, online theory training and practical driving resources for your pupils to run alongside their driving lessons. This is FREE online theory and practical test training resources for your pupils to use for homework and practising for their theory test.

## Pupil Referral Service

Empathetic Driving School Independent Partnership will send you pupil referrals generated through our network of websites. We do not guarantee set numbers of pupil referrals, this should be seen as support to bolster your pupil numbers.

## Social Media Marketing

We run social media campaigns in your area sending customers direct to your website where they can book lessons with you.

## Four Weeks a Year Free!

You receive four weeks a year free. We do this by only charging you for four weeks per month throughout the year meaning you only pay for 48 weeks instead of 52.

## On-going Partnership Guidance and Advice

Once you are up and running, Empathetic Driving School Independent Partnership will be available to give you ongoing advice and guidance to help you run and grow your business.

## Partnership Meetings and Training

Partnership meetings held online every eight weeks. This is a great opportunity to get together with fellow partners and the management to discuss your business, gain advice and help to grow your business. Speakers and CPD training may be included on some occasions.



## Training Personal Development

Empathetic Driving School Independent Partnership includes selected online CPD courses. We will also keep you informed of any other training courses being made available.

## Membership of the ADINJC

Empathetic Driving School Independent Partnership are a member organisation of the ADINJC (Approved Driving Instructors National Joint Council). As an instructor it is important that you are a member of a national association that can support you if you have any problems or issues with the DVSA for example. Their monthly newsletter will keep you informed of any changes within the industry and keep you up to date with the latest rules and regulations. There are many other benefits like subsidised training courses and the biggest driving instructor expo in the country. Empathetic Driving School Independent Partnership being a member organisation of the ADINJC allows our instructors to join the ADINJC for half price.

# How Much Can You Earn?

Part Time	Semi Part Time	Full Time
<b>20 Hours</b> Per Week	<b>25 Hours</b> Per Week	<b>40 Hours</b> Per Week
<b>£20,500.00</b> Per Annum	<b>£28,375.00</b> Per Annum	<b>£52,000.00</b> Per Annum
<b>£1,708.00</b> Per Month	<b>£2,364.00</b> Per Month	<b>£4,333.00</b> Per Month
<b>£410.00</b> Per Week	<b>£567.50</b> Per Week	<b>£1,040.00</b> Per Week

## Important Notes:

- Figures quoted are what you will earn after all your costs have been deducted. Costs deducted are your partnership fees, vehicle, fuel, insurance, and mobile phone.
- All figures above are based on driving lessons @ £35 per hour.
- Calculations are based on 50 weeks per annum.
- All figures are for demonstration purposes only.

# Testimonials

"I need to shout out Becky Seaton. From the minute I reached out and asked her if I could observe one of her lessons back in February she has literally be on the end of the phone whenever I've needed it replying with voice notes at all hours of the day and honestly couldn't do enough for me. Her passion and enthusiasm for training really shines through and some of the in car training stuff she has shown me has been invaluable. I look forward to putting it into practice as an ADI now, thanks Becky."

**Alex Gallery**

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"I'd like to thank Becky so so much! She has really helped me over the last month with her fabulous courses and her ask Becky nights and all her zoom calls and messages I sent her, to which ALL have been so very helpful and definitely helped me pass! Nothing was too much trouble for her. I couldn't have done it without her. She has so much knowledge and she gave me lots of support and great advice. I will certainly be doing more training with her for my CPD. Thanks Becky Seaton you are a star!"

**Judith Lockhart**

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"Thank you Becky Seaton for all your guidance and help. You are amazing person who is always available if you stuck, if you feel alone or if you have any question, she always reply and put you at ease."

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"I have been a silent member but it's time to announce that I passed my ADI part 3! It's been quite a journey. Honestly this group is absolutely amazing and a big thank you to Becky Seaton for sharing her valuable tips and ideas."

**Shireen Begum Islam**

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"Thank you to Becky for all the useful content and to Becky for such fantastic zoom workshops and 1 to 1 in car training. Practice certainly pays off."

**Ila Ray**

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"I attended the Questioning Techniques workshop and honestly, Becky, you are an absolute diamond. You are the epitome of client centred - you truly walk the walk!"

**Jenny Armfield**



## Testimonials

“I’d like to give a massive thanks to Becky Seaton for her time today, on taking me on some Part 2 training! It focused not only on 'how to pass the test', but more importantly how it interlinks with both Parts 1 & 3, and ultimately how to become a better instructor. After driving for 35 years I'd picked up some habits that were the norm to me; but with her guidance, we established a safer more relaxed drive.”

**Chris Noble**

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“Becky really helped me think outside the box with CPD. She put her own spin on the things I was asking. She explains things in such a simple and easy way, even a child could understand it.”

**Lee Walker**



# Price

## How much?

Visit our [website](#) for more information.

## When?

- Payments made monthly.

# Set Up Timescales

Set up time scales can vary depending on your circumstances and availability. A schedule will be agreed at the beginning of the set-up process. It is vital you make yourself available for agreed meetings and respond promptly to any communication we make to avoid delays in launching your business.

# What We Need from You

- You need to be a Trainee or Qualified Driving Instructor.
- Be clean, with a smart personal appearance.
- Have desire, drive and enthusiasm to build your business.
- Have a calm, friendly and professional client-centred teaching approach.

# What Next?

Call us or visit our website to book an online meeting, we look forward to hearing from you.

Tel - 03300 554279

Email – [becky@empathetic.co.uk](mailto:becky@empathetic.co.uk)

Web – [www.empathetic.co.uk](http://www.empathetic.co.uk)