

The Student Enterprise Programme

THE HATCHERY

COMPANY PROFILE

Jessica Elliott, Director of Dancing After School, has been in the Hatchery since October 2009.

Dancing After School is a unique dance company, which provides extra-curricular dance clubs in schools throughout the UK. One of the main focuses of the company is to enhance Dance Education, assisting schools with the delivery of the Dance National Curriculum.

The inspiration for Dancing After School came from Jess' lifelong passion for dance, having instructed in several primary schools across London and Kent. She aims to teach children and young people across London, about the benefits of dance. This business will allow her to reach out to thousands of children, inspiring them to achieve their full potential.

Jess needed to learn more about business financing and basic accounting and how to network strategically, just some of the aspects The Student Enterprise Programme has been able to assist her with. Jess won the London Met Business Plan competition, which awarded her with £2500 cash and £2500 in-kind support from London Met's business incubator, Accelerator. Jess has since been put in touch with a fantastic business mentor who helps her to concentrate on the strategic side of her business. Through The Student Enterprise Programme, she has been provided with office space in the Hatchery, complete with phone line, internet connection and storage space.



DANCING AFTER SCHOOL

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