

*nurturing potential*



## **Important Information for Individuals Considering Engagement as a Stress Free Associate**

The information enclosed in this document summarises some of the frequently asked and key points individuals need to be aware of before engaging with the Stress-Free brand.

All points form part of the legally binding Terms & Conditions that must be signed and exchanged before engagement commences a full draft copy of the Terms & Conditions are available on request. Further questions may be forwarded to [hello@bestressfree.co.uk](mailto:hello@bestressfree.co.uk)

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### Introduction and Welcome

Thank you for your interest in the Stress Free brand, and taking time to read this information.

This document is written to answer the common questions asked when individuals would like to know more about working in association with the Stress-Free brand, and in particular Stress-Free-Kids. By reading this, you will be like those already engaging with us and have a passion to support young people to realise their true potential.

I, my Directors, and the current team of Associates are really excited at the potential which has already been developed with the Stress Free brand through Stress-Free-Kids, and the huge potential yet to be realised. There are many individuals providing coaching support in education, you may be one of them, however there are not many making a concerted and collaborative approach that is being developed and realised with the Stress Free brand.

The growth of Stress Free has happened by chance, with individuals finding out about what I do, how I've gone about it, and asking if they can be part of it, for which I'm extremely grateful. As a result there is no hard sell, it's either right for you or not. My advice is that if you have any doubts about what you read or hear, then further personal consideration is needed.

I trust that the information contained herein is of interest and supports you in making your decision of whether to proceed. Should you wish to know more, or have a conversation, please request a copy of the [Application Form](#) for Associate Engagement to provide further details of your background and skills you would bring to the Associate team and those you would coach. Assuming all is in order, a date and time will then be arranged for you to talk with one of our Directors or appropriate member of the Associate team.

We look forward to hearing from you.

Kind Regards,

Dale Rockell MA, MCMI, LCH Dip  
Managing Director & Founder  
28<sup>th</sup> September 2008



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### Disclaimer

Stress-Free-Kids and Stress Free are the brands and Intellectual Property of Dale C. Rockell Ltd. Only Associates authorised by Dale C. Rockell Ltd and its Directors, by way of legally binding Terms & Conditions signed by both parties, may market themselves and provide the programme. This document does not constitute all of the terms by which an Associate will be engaged, nor does it constitute a legally binding agreement and is provided for information purposes only. Some content may be subject to change without prior notice.

## Frequently Asked Questions & Important Points to Consider

### 1. Where did Stress Free originate?

Stress-Free-Kids was officially launched and piloted in April 2007 with Waltham Holy Cross Junior School, Waltham Abbey. Founder Dale Rockell worked with Year 6 pupils (Ages 10-11) one day per week to provide coaching in life skills development. This continued, one day per week, for the whole of the 2007/08 academic year, again with Year 6 pupils.

Stress-Free-Kids was developed to give young people the head start so many of us wish we'd had during our own education, providing a view of the bigger picture and ability to look ahead, while encouraging the development of personal and social skills.

*"...you have taken complex situations and taken them right back to basics..."*  
Stress Free Associate

### 2. How do you know there is demand for Stress-Free?

Stress-Free-Kids was developed to fully complement the requirements of schools and colleges to meet Government initiatives and agendas for personal and social development. These initiatives are referred to as;

- a. **PSHE** – Personal, Social, Health and Economics
- b. **SEAL** – Social & Emotional Aspects of Learning
- c. **Every Child Matters Agenda** – a reaction to the Victoria Climbié death that has five strands; Be Safe, Be Healthy, Enjoy & Achieve, Positive Contribution to Society & Economic Well-Being.
- d. **Citizenship** – understanding the systems and processes of the world
- e. **PeLTS** – Personal, Learning & Thinking Skills (Secondary Curriculum)

As a result of Dale's success in schools we have been asked by Teachers, Parents and Business to provide back to basics coaching support, hence the reference to 'Stress Free', with the adage that it is '*for everyone*'.

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### **3. Why don't Schools deliver these requirements?**

Schools do have, and will develop lesson plans for these subjects, and will be assessed by OFSTED on their outcomes. Common feedback to Dale, and as witnessed in the press, demonstrates that there is a lack of skills and motivation for these subjects, which have to be delivered from the heart and related to personal experience, increasing the impact that traditional teaching methods will achieve, and where the coaching is perfectly suited. Schools are also encouraged to find suitable partners to meet these objectives.

### **4. What about the long-term feasibility of coaching in Schools?**

We fully expect the Government as it currently stands, to announce that coaching should be made available throughout the education sector, and it is understood that these discussions are already taking place at a senior level.

### **5. What is the legal status of a Stress-Free Associate?**

The current business model means Stress-Free Associates retain self-employed status and we actively encourage this for all concerned, therefore you must ensure you remain aware of Inland Revenue guidelines to ensure self-employed status is maintained, for example IR35, and that you are not wholly reliant upon Stress-Free for income, with sufficient evidence of other sources. As the business grows, employment may be considered for Coaches in appropriate circumstances, although at this time, employment is not a consideration of the Directors.

### **6. Who will I be legally engaging with?**

As a Stress-Free Associate you will be engaged by Dale C. Rockell Ltd, the legal owner of the Stress Free brand including all ©Copyright and Intellectual Property. All Rights are Reserved.

### **7. How does Stress Free association differ to other Coach training?**

Stress Free association is not about training you and then leaving you to go and do your own thing. We are building a national team that will work together and have direct contact with Head Office and the Directors at all times, including mentoring. Co-ordination and collaboration is required to develop a professional approach and for one collective voice to be in discussion with Schools, Local Authorities and Government.

### **8. What are the backgrounds of those becoming Stress Free Associates?**

Stress Free is attracting individuals from a variety of backgrounds, some trained as coaches, some with significant experience of working with young people. The common factor is that everyone is passionate about giving young people the head start that is not provided elsewhere, and believes that the Stress-Free material and business plans are going to make a difference. Personal backgrounds include;

- a. Corporate
- b. Teaching (with in excess of 100 years experience showing interest to date)
- c. Military (24 years with resettlement training in coaching)

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- d. Senior Police Personnel
- e. Psychology educated individuals
- f. Emotional Intelligence
- g. NLP Practitioners
- h. Life Coaches

**9. Where are Associates and interested parties currently located?**

Herts, Beds, Luton, Colchester, North London, Surrey, Southend, West Midlands, Oxford

**10. How are the Stress Free sessions structured?**

The Stress Free sessions provide a session heading, objective, guidance and ideas to develop personal understanding based on Dale's experience. The sessions have been described as "non-prescriptive" and therefore provide a flexible approach to your skills as a coach and mentor to be yourself and make the session relevant to your audience. This is a major factor in gaining the trust of those you work with.

**11. What is the investment for becoming a Stress Free Associate?**

We have been realistic with the investment of becoming an Associate however we also know that as the team builds, contracts are negotiated and demand starts to outstrip resources, more and more value is being added for those wishing to work with the brand. The Associate investment fee is currently £2,000, and will be reviewed as business and value provided increase. VAT will be chargeable on all Dale C. Rockell Ltd fees invoiced from 1<sup>st</sup> November 2008

**12. What do I get for my investment fee?**

- a. The Stress Free Coaching File containing a minimum of 38 sessions, coaching notes and worksheets, personally developed and written by Dale Rockell, with plans for further development.
- b. First 100 Stress Free business cards
- c. A supply of 100 tri-fold promotional leaflets
- d. Personal " *firstname.lastname@beststressfree.co.uk*" email address
- e. Back office support including the central 0870 telephone number
- f. Two days compulsory training (undertaken over a weekend dates to be advised)
- g. Coaching & Mentoring support from the Directors and more experienced Associates
- h. Enhanced C.R.B. application process if a current document is not held, or upon first renewal (3 years after date of issue of current document). Subsequent C.R.B. renewal costs are to be met directly by the Associate at the appropriate rate.
- i. Ongoing marketing & brand development
- j. Ongoing development of session materials
- k. Ongoing national marketing which will develop localised demand
- l. Localised marketing activity support and access to the Directors to support meetings, presentations and negotiations (subject to availability and other commitments)

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- m. Materials to support current strategic partnerships and niche activity (see further comments on strategic partnerships)
- n. Invoicing and credit control management
- o. Central co-ordination of national activity and compliance to ensure professionalism at all levels

### **13. What is the objective of the Terms & Conditions for Engagement?**

Copyright© exists on all Stress Free materials and programme content. The Terms and Conditions have been compiled to thoroughly protect the Stress Free Intellectual Property for all stakeholders including Dale C. Rockell and approved Associates. Any breach of these Terms will be subject to immediate cessation of any agreement and legal action undertaken where appropriate.

### **14. What is expected of me as a Stress-Free Associate?**

The Stress Free brand is reliant upon two factors; the ongoing development and strategic work of the Directors and third party partners, and the promotional activity undertaken by Associates, often in partnership with central support, including but not exclusive to;

- a. supporting any national, regional and local activity
- b. remaining aware of your obligation and status as self-employed within any current Inland Revenue guidelines, and obtain professional advice in relation to this
- c. ensure Professional Indemnity and Personal Liability Insurance must be held and maintained by all Associates and a copy of the providers Certificate forwarded to Dale C. Rockell Ltd upon the annual renewal.
- d. Provision of Stress Free may not be sub-contracted to third party, nor must any substitution take place in the absence of an approved Associate by and individual who is not a Stress Free Approved Associate.
- e. All Associates will be obliged to complete an Application Form, be prepared to undertake a formal interview, by telephone or in person, where required, attend formal training and exchange signed copies of the 'Terms & Conditions of Engagement' prior to commencing work with the Stress Free brand.
- f. All Associates must obtain, or hold a current Enhanced C.R.B. (Criminal Record Bureau) Disclosure before working with the Stress-Free brand. Terms & Conditions are accepted only upon the satisfactory fulfilment of this requirement. Dale C. Rockell Ltd adheres to the C.R.B. Policy which is available upon request, and will oversee the application process for anyone who does not hold a current Disclosure.

### **15. Target Market**

Stress-Free-Kids & Stress Free can be utilised in all organisations where group work is requested. For the purpose of the Associate and Principle fee sharing agreement this is applied to the following for UK national coverage:

- a. State Schools
- b. Private Schools
- c. Third Party Support Organisations (ie, Education Business Partnerships, Referral and Behavioural Units)

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d. Extended Schools Services (post and after school clubs)  
Community projects, Youth Work and parental requests for Stress-Free-Kids one-to-one coaching outside of school where the school is engaging the service, or personal coaching, are NOT subject to the fee sharing arrangement, except where the support of Dale C. Rockell Ltd is required or sought. Associates may use the wording "Stress Free Approved Associate" but must market their services under their own practice or company name, and provide materials to this effect.

### **16. How will work be found for me as a Stress-Free Associate?**

Creating opportunities for Stress Free is a joint effort between Dale C. Rockell Ltd and the Associate. In line with self-employed status Associates are expected to contribute towards the success of the brand, regardless of whether they can fulfill demand, the stronger the brand the better the retention of existing business and acquisition of new. Terms & Conditions detail examples of marketing activity, including national and regional conferences and exhibitions, of which Associate participation will be expected.

In addition, local marketing will be supported by Dale C. Rockell Ltd as far as is practical and reasonable, with guidance for meetings and negotiation, mailings and event organisation. There is a financial incentive for business acquired through Associate driven activity.

### **17. How will I be allocated work?**

There are a number of factors to be considered when allocating or offering work to an Associate, remembering that lessons will be learnt while the business grows:

- a. first come, first served when demand is established in a geographic location
- b. demand is established directly by Associate contacts/activity
- c. Associate cannot commit to business required and is therefore referred to another Associate.

At these early stages it's very much a 'chicken and egg' situation of do you engage Associates first or create demand? It is expected within 2 years that we will be engaging Associates due to demand for Stress Free support.

### **18. How many Stress-Free Associates will there be in my area?**

This depends upon the resources required to adequately meet demand, remaining mindful of individual commitments, Inland Revenue guidelines, the geographic size of your Local Authorities and the demand generated.

### **19. Am I guaranteed work as a Stress-Free Associate?**

No. For the reasons stated previously, particularly at the early stages of business growth. It's back to 'chicken and egg' scenario and Associate support required in generating interest. Also refer to point 24 which will be a consideration of how much income may be generated.

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## 20. How much will I be paid for undertaking Stress Free work?

In addition to the initial Associate investment, the Stress Free coaching fees are divided between Dale C. Rockell Ltd and the Associate as follows:

Business generated through Dale C. Rockell Ltd activity:

**65% Assoc : 35% DCR Ltd**

Business generated through Associate initiated activity, contact or direct enquiry:

**70% Assoc : 30% DCR Ltd**

Minimum daily and half day rates are available upon request however rates are dependent upon the type of school, work undertaken and frequency.

## 21. Invoicing

When engaging with Stress Free support the agreement is with Dale C. Rockell Ltd of which the Associate is a representative. The benefit for the Associate is that Dale C. Rockell Ltd undertakes invoicing, credit control and cash flow management. Therefore invoices to Stress Free clients are triggered by an invoice from the Associate to Dale C. Rockell Ltd for their time at the agreed rate, shown as a percentage of the agreed client rate. Dale C. Rockell Ltd will then invoice the client.

This structure ensures that should an Associate be unavailable for any period of time, the client will deal directly with Dale C. Rockell Ltd for an appropriate temporary or replacement resource to maintain consistency and frequency of service, and allows Dale C. Rockell Ltd to undertake client satisfaction surveys to ensure quality of service and Associate effectiveness.

## 22. What other investment would an Associate need to make?

Keep in mind that current engagement means that Associates retain self-employed status, and therefore we have to remain aware of Inland Revenue guidelines. For this reason Associates are expected to acquire necessary materials which may include, but not be exclusive to the following;

- a. Materials for undertaking the sessions (approx investment £100-150), including basics such as stationery, for example: Coloured pencils (6 sets), A4 Card, Pencils, Ballpoint Pens, Flip chart pads, Post it notes, Safety scissors, Glue sticks, Rubbers
- b. Printing and provision of individual worksheets for each session
- c. Provision of personal student/participant files/folders
- d. Replenishment of Stress-Free business cards and promotional materials which will be acquired through Dale C. Rockell Ltd for consistency of quality

Full details are provided within and upon completion of the Terms & Conditions, however it is suffice to say that Dale has established Stress Free on a near zero budget, therefore we aim to maintain low costs and will provide guidance on what and where materials have been acquired previously. Any decision to deviate from this advice is purely the decision of the individual for which Dale C. Rockell Ltd do not accept any responsibility or liability.

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### **23. What might Schools ask for?**

This will vary greatly from a one-off day, one day per term, one day per week, one day per week for a term to daily support. Flexibility is a USP of Stress Free and we aim to meet the needs of the client rather than prescribe a one-size fits all solution.

### **24. What about my own services that I might offer schools?**

Stress Free allows each Associate to be themselves and use the tools and content they feel necessary to develop the understanding of those they coach. What must be avoided is the promotion of two individual services to the same audience – for example two offerings for young people. As a Stress Free Associate it is assumed and will be clarified during discussions that you wish to engage with and use the Stress Free brand to engage with young people while utilising your own skills with the session structures. To promote other services would confuse and dilute the Stress Free brand. Alternatively, if you already coach adults, including teachers and parents under your own business this is to be made clear with Dale C. Rockell Ltd and the client, and will be discussed before client agreements are implemented.

Some want to use the Stress Free brand to increase coaching, others to supplement current activities, for example Stress-Free-Kids.

### **25. Does Stress-Free only apply to the education sector?**

No. We promote that Stress Free applies to young people and all adults, with the sessions easily adaptable to an audience of any age, hence the major marketing and branding activity which has been undertaken.

### **26. Do you have any strategic partnerships?**

Alcohol Risk Factor has Home Office approval and Dale C. Rockell Ltd are in discussion about partnership to provide Associate support to deliver the material, relevant to ages 14 and up, in various locations, providing a niche to demonstrate coaching and that can be complemented by Stress-Free material.

Young Leaders Academies develop the leadership potential of boys, ages 8-13 from Afro-Caribbean backgrounds.

Barnfield Studio School, supporting the first UK Government funded Studio School providing business and enterprise studies to ages 14-16 (Yrs 10 & 11). Support commenced September 2008, and works in partnership with Barnfield to develop highly effective coaching and mentoring to develop student personal and social skills through group and personal one-to-one sessions.

We are also looking at cross-town collaborations to support consortiums and learning partnerships formed by local schools.

Other partnerships proposals are currently under discussion and will be advised to Associates when appropriate. Suffice to say that each opportunity is created to benefit everyone involved with the Stress Free brand.

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**27. What are the Directors long-term plans?**

The first of our long-term plans have now been implemented with a new look and "Stress Free" logo, and currently pending is the transition to the "www.beststressfree.co.uk" domain name and development of marketing material to increase the utilisation of the Stress Free coaching support throughout the UK

We also aim to develop international interest, particularly that of the US, with discussions during the next two years regarding an appropriate platform and approach.

**28. How many Directors do you have?**

We currently have 3 (three) Directors, with Dale Rockell as Managing Director and overseeing current business development.

**29. Are you planning to sell the business once established?**

No. All of the Directors are involved with this business because we adamantly believe in supporting young people to make the most of what they have to offer life and relish the opportunities that will come their way. We want to make a difference and are in this for the long-term.

We believe that we offer something that no other coaching organisation is currently able to do with direct contact with all of our Associates we aim to be in a position to truly support any initiative to place a Coach in all UK schools, backed by a highly professional organisation.

**September 2008**

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