

# BEAT BURN FIT<sup>®</sup>



**DRUMBA<sup>®</sup>**

**A FITNESS CLASS  
FEATURING YOUR  
SCHOOL DRUMS  
AND EPIC MUSIC**



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# ABOUT

ADAM ROCKLEY FOUNDER



Upon leaving University, I began delivering music programmes to schools and colleges across the Midlands. By combining the drums with music and movement, I recognised a significant positive impact it brought to my classes. I felt an amazing energy in the room and in 2016 our new fitness concept 'Drumba' was born.

Our high-intensity workout session is based on a mix of popular music whilst learning and playing a custom made drum. Drumba® is a cross curricular class that delivers music and P.E. in one lesson.

Please read on to find out how you can bring this innovative class to your school, staff and pupils.

Best wishes

Adam



# DRUMBA ETHOS



INSPIRE **ALL** CHILDREN WITH **ANY ABILITY**  
TO PARTICIPATE AND HAVE **FUN** IN EXERCISE,  
ENCOURAGING AN **ALL INCLUSIVE** ATTITUDE,  
AND REINFORCING POSITIVE **INDIVIDUAL**  
**DEVELOPMENT** IN BOTH **BODY AND MIND.**





**BEAT  
BURN  
FIT®**

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BURN  
FIT®**



# BENEFITS OF DRUMBA

**A POSITIVE LASTING CHARGE  
OF FEEL GOOD ENERGY**

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**FULL BODY AND MIND  
WORKOUT**

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**IMPROVED  
CO-ORDINATION**

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**PROMOTE TEAM CULTURE**

**BILATERAL LINE /  
FINE MOTOR SKILLS**

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**CROSS LATERAL  
BRAIN DEVELOPMENT**

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**ACCESSIBLE TO ALL AGES  
AND ABILITIES**

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**INCLUSIVITY AND  
INTERVENTION**



# BENEFITS TO YOUR SCHOOL

## **IMPACT**

IMPROVED ACADEMIC PERFORMANCE  
AND INCREASED PE PARTICIPATION RATE

## **WELLBEING**

HAVE A HUGE EFFECT ON YOUR  
CHILDREN'S MENTAL AND PHYSICAL HEALTH

## **PERFORMANCE**

SMASH ALL 5 PE PREMIUM GOVERNMENT TARGETS,  
WITH 30 ACTIVE MINUTES A DAY WITH DRUMBA



# **RESILIENCE**

DEVELOP MENTAL STRENGTH! TRANSFER SKILLS TO OTHER  
AREAS OF THE SCHOOL CURRICULUM

# **DETERMINATION**

NEVER GIVE UP, BUILD ON THEIR POWER  
TO ACHIEVE MORE

# **PERSONAL GROWTH**

DRUMBA IS AN EXPERIENCE THAT CULTIVATES  
SELF-BELIEF, SELF-DISCIPLINE AND SELF-MOTIVATION



# **CONFIDENCE**

DRUMBA IS AN EXPERIENCE THAT REINFORCES  
SELF-AWARENESS, SELF-CONTROL AND SELF-CONFIDENCE

# **TEAM CULTURE**

DRUMBA IS A TEAM AND EVERYONE'S A MEMBER!  
PLAY, MOVE, PERFORM, MAKE MUSIC AND KEEP FIT TOGETHER

# **LEADERSHIP**

CHILDREN CAN BECOME JUNIOR INSTRUCTORS THROUGH LEADING  
CLASSES AND SETTING AN EXAMPLE TO THEIR PEERS





**"ONE OF THE BEST  
SPORTS PROVISIONS  
I HAVE EVER SEEN IN  
SCHOOL"**

*Nicki Biggs  
School Games Organiser, Sutton Road School, Mansfield*



# STATISTICS

20,000 CHILDREN HAVE EXPERIENCED  
DRUMBA TO DATE DURING CURRICULUM TIME

TOTAL CALORIES BURNED PER 30  
MIN SESSION (AVERAGE) KS1 & KS2

150+

20K

D

164

392

WE HAVE PROVIDED DRUMBA TO 150+  
SCHOOLS IN 10 COUNTIES ACROSS THE UK

AVERAGE HEART RATE THROUGHOUT A  
30 MINUTE ROUTINE IN SCHOOL

D

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**"A UNIQUE P.E.  
EXPERIENCE THAT  
KEEPS ALL OF THE  
CHILDREN FIT, ENGAGED  
AND HAVING FUN!"**

*Beatrice Smith  
Willoughby on the Wolds, Leicestershire*



# OPTIONS (1) DRUMBA DAY EVENTS

## EXPERIENCE THE POWER OF DRUMBA®

*Book our in house team to visit your school and deliver classes to your students in 30, 40 or 60 minutes sessions. We offer a half or full day Drumba experience, fun packed music and fitness sessions with all equipment provided. Suitable for classes of 30 plus children from KS1 upwards (always a little extra space for teachers and support staff!) This is a fantastic opportunity for sports / health weeks to encourage and engage children in an alternative activity to traditional sports. We will raise heart rates in every session and leave your entire school with a positive lasting charge of feel good energy.*



OPTION (2)

# DRUMBA CRASH COURSES

***FEEL THE FULL FORCE OF A DRUMBA® COURSE***

*Book our in house team to become regular visitors to your school for either a 6 or 12 week crash course. These are available to schools within an hour travel of our studio based in Nottingham. Crash courses offer students to experience more Drumba routines, the opportunity to build on Drumba skills and for students to achieve Junior Instructor status. This package will impact your schools PE participation rate as well as smashing the 5 PE premium government targets.*



# OPTION (3) UP-SKILL

## LICENCE TO DRUMBA®

*Our Drumba Up-Skilling package is a training program for members of your school team to qualify as Drumba instructors. Up-skilling enables you lease hire equipment to run these sessions live and in person, under our fantastic music and fitness model currently delivered by our in house team across the UK.*

*We provide all the training and resources to run Drumba sessions in your school. Throughout the academic year your team can deliver as many sessions per week as you choose during curriculum time to deliver your music / sports targets and expectations.*

*Updated routines are provided at termly intervals throughout the year, keeping your team and pupils motivated and inspired. You can even award students with Junior Instructor status!*

*By choosing to Up-Skill, you have the freedom to run as many classes as you choose without limits. This could be as part of your curriculum, enrichment clubs and involving the wider community to get active. Just imagine some of your pupils reaching instructor status under our junior training program.*



# OPTION (4) GO VIRTUAL

## **DRUMBA® AT A CLICK OF A BUTTON**

*Our Drumba Virtual Instructor Terminal is a powerful tool for use in your school / education / fitness or leisure facility. The VT is a pre-recorded session which is projected onto a big screen or wall and you can run these sessions without limitation.*

*Our Drumba VT package includes several 30-45 minute Drumba routines to choose from and will give you the same intensity as an in-house instructor session. It will also offer extras such as musical / fitness games or challenges and basic lessons on drumming rudiments that are part of our Drumba day experiences.*

*By purchasing the Virtual Terminal you have the freedom to run classes during curriculum time, during break times / school clubs, even classes involving the community, not forgetting school events such as fund raisers, seasonal concerts and performances, school fairs and fêtes.*

*All you have to do is set up the equipment (quick and easy) and press play.*

*Updated routines and extra material will be supplied at intervals throughout the year to keep the interest and vibe fresh.*



# WHAT YOU'LL NEED TO UP-SKILL OR GO-VIRTUAL

*It's as easy as:*

**1**

## **EQUIPMENT (VERIFIED BY DRUMBA)**

- *Big screen or projection equipment for video playback (Virtual Terminal only).*
- *Audio equipment (purchase available from Drumba if required).*
- *Hall / classroom or gym space suitable for running classes of up to 30 plus participants.*

**2**

## **INITIAL INVESTMENT FOR EQUIPMENT TRAINING AND LICENCE**

- *See price list and order what you need.*
- *Book your team for their training day (full day for Up-Skill, half day for Virtual Terminal).*
- *Book your launch day with us.*
- *Complete and agree to Drumba licence agreement.*

**3**

## **THE LAUNCH DAY INCLUDES**

- *All equipment delivered to your school.*
- *A whole day Drumba experience with two certified Drumba instructors.*
- *Up to 6 sessions run throughout the day.*
- *Tried and tested timetables / schedules for the day available on request.*
- *The 'How To's' for running great Drumba sessions.*
- *Provide the tools you need to maintain the standard for the duration of agreement.*





**"PROFESSIONAL! HIGH  
QUALITY! UNIQUE!  
DRUMBA DELIVERED  
ON EVERY LEVEL"**

*Simon Tuckwell  
St Edmund Campion School, Nottingham*



# HOW WILL DRUMBA® UP-SKILL OR VIRTUAL TERMINAL BENEFIT MY SCHOOL?

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*Run classes on your own terms. Flexible timetables and unlimited sessions.*

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*Contributes to the Chief Medical Officers' guidance of 60 mins per day of Physical Activity.*

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*Effective use of PE and sports premium funding.*

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*Deliver music and sport in one upbeat high energy cross-curricular session.*

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*Get the whole school active including teachers, TA's and support staff etc.*

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*Generate revenue for your school fund by involving the wider community.*



# UP-SKILL TESTIMONIAL

MICHAEL SYDDALL C OF E PRIMARY SCHOOL, NORTH YORKSHIRE

STAFF  
SAID

“

DRUMBA HAS BEEN THE KEY TO UNLOCKING ACTIVITY FOR SOME OF OUR YOUNGER CHILDREN, WITH ONE INDIVIDUAL FOUNDATION STAGE CHILD NOT TAKING PART IN ANY PE LESSONS UNTIL DRUMBA CAME ALONG! THE IMPACT ON OUR CHILDREN'S PHYSICAL FITNESS HAS BEEN STAGGERING! CHILDREN HAVE GONE FROM STRUGGLING TO COMPLETE A 3 MINUTE TRACK BUT NOW CAN COMPLETE 45 MINUTES OF CONSTANT HIGH INTENSITY ACTIVITY. HAVING DRUMBA AT OUR SCHOOL HAS, WITHOUT QUESTION, HUGELY ENHANCED OUR CURRICULUM, STRENGTHENED CHILDREN'S ENGAGEMENT AND RESILIENCE.



# UP-SKILL TESTIMONIAL

MICHAEL SYDDALL C OF E PRIMARY SCHOOL, NORTH YORKSHIRE

**CHILDREN  
SAID**

“

"I LOVED IT. IT WAS SO FUN AND TIRING.  
IT IS PROBABLY ONE OF THE BEST DAYS IN MY LIFE!"

"IT MADE ME FEEL REALLY ENERGETIC AND I LOVED  
THE REALLY QUICK PARTS BECAUSE I FELT IN THE BEAT."

"WE WANT TO DO IT AGAIN VERY SOON."

"THE BEST THING WE'VE DONE IN SCHOOL!"

"IT WAS FUN GETTING TO LEARN A NEW SKILL."



# COULD DRUMBA BE THE HEALTHY HEARTBEAT OF YOUR SCHOOL?

**FOR ENQUIRIES AND INFORMATION OF HOW WE CAN  
IMPLEMENT DRUMBA INTO YOUR SCHOOL PLEASE CONTACT:**

**INFO@DRUMBA.CO.UK**

**01949 829 285**

**DRUMBA.CO.UK**



**@DRUMBA\_LTD**





**DRUMBA®**