



THE BRITISH SCHOOL OF EXCELLENCE

The Graceful Art of Afternoon Tea

TRADITION, ETIQUETTE & THE ART OF HOSPITALITY

Licensed Partner Prospectus

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prospectus

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i THE OPPORTUNITY

One of Britain's most elegant rituals, *delivered under your name in your area*

The Graceful Art of Afternoon Tea is The British School of Excellence's programme in the history, customs and correct etiquette of a cherished British tradition — taught with warmth, and never as a list of rigid rules.

From Anna, the 7th Duchess of Bedford, to the order of service, tea etiquette, table manners, dress codes, invitations and thank-you notes, it covers the whole occasion.

As a Licensed Partner, you become authorised to deliver the programme to your own clients, in your own setting, with the full curriculum, materials, brand and support of The British School of Excellence behind you.

You bring the relationships and the local knowledge. We provide the programme, prepare you to deliver it, and stay alongside you as you grow.



*Afternoon Tea is not a museum piece.
It is a living tradition, and a joyful one.*

WHO IT SUITS

1 Etiquette and finishing consultants

2 Protocol and image consultants

3 Hospitality, hotel and events professionals

4 Educators, coaches and trainers

5 Learning and development professionals

6 Hotels, tearooms and private venues



THE OPPORTUNITY, CONTINUED

Build Afternoon Tea *into your own business*

A living tradition

Hotels and tearooms keep reinventing Afternoon Tea with new menus and seasonal teas, so guests keep coming back.

A younger audience

Research points to renewed interest among younger adults, with many now enjoying Afternoon Tea at home.¹

A global draw

International guests and visitors want to understand the customs behind one of Britain's best-loved traditions.

More than a curriculum — a professionally developed programme you can build around the clients you already know.

As a Licensed Partner, you can develop opportunities with private clients, hotels, venues, schools, corporate teams and international visitors within the terms of your licence.

POSSIBLE DELIVERY FORMATS

- Private and small-group Afternoon Tea classes
- Hosted experiences with hotels and tearooms
- Live online group sessions
- School, finishing and young adult programmes
- Corporate hospitality and client-facing preparation
- Etiquette for international guests and visitors
- Celebrations, birthdays and private events

VENUES

Team up with hotels, tearooms and private venues to add an etiquette-led experience to their Afternoon Tea.

SEASONAL

Mother's Day, Valentine's Day, summer garden parties, Christmas and Afternoon Tea Week all give natural reasons to host.

REPEAT CLIENTS

Gift experiences, celebrations and follow-on etiquette programmes help you build long-term client relationships.

¹ JING Tea survey of 2,000 UK adults, conducted with OnePoll; reported by Vanessa L Facenda, "The resurgence of Afternoon Tea experience in the UK", Tea & Coffee Trade Journal, 8 December 2022. teaandcoffee.net



Two parts. *One graceful afternoon.*

Each part stands complete in itself — together they take your clients from the story of Afternoon Tea to the thank-you note that follows it.

I

PART ONE

The Tea Table

The origins of Afternoon Tea, how it differs from High Tea, the set-up and order of service, and serving, stirring and drinking tea.

II

PART TWO

The Graceful Guest

The milk debate, table manners and conversation, dress codes and presentation, and invitations and thank-you notes.



I

PART ONE

The Tea Table

The story, the setting and the service — and the quiet confidence of knowing exactly how Afternoon Tea unfolds.

From the Duchess of Bedford *to the perfect cup*

01 The Origins of Afternoon Tea

Anna, the 7th Duchess of Bedford, and a cherished British tradition.

How a light afternoon meal became one of Britain's best-loved social occasions, and why its story still charms guests today.

02 Afternoon Tea or High Tea?

The important difference, and why the terms are not interchangeable.

A distinction that guests, hosts and venues often confuse — explained clearly, with its history.

03 The Set-Up and Order of Service

Sandwiches and savouries, scones with jam and cream, then cakes and sweet treats.

Reading the tiered stand, the three courses in their proper order, and approaching each with ease.

04 Serving, Stirring and Drinking Tea

Teacup, saucer and teaspoon; milk, sugar and lemon with ease.

Pouring, holding the cup and saucer, stirring quietly and resting the teaspoon — the small details that show real polish.



*Participants leave knowing how the afternoon unfolds —
and free simply to enjoy it.*

PART ONE, CONTINUED

05 What Your Clients Gain

The outcomes partners can promise from the first part.

HISTORY

The origins of Afternoon Tea and why it differs from High Tea.

SERVICE

The three-course order of service, and approaching each course with ease.

TEA ETIQUETTE

Cups, saucers, teaspoons, milk, sugar and lemon — handled with elegance.

06 Where It Is Enjoyed

The occasions your clients will meet.

HOTELS &
TEAROOMS

The traditional setting, where the order of service and presentation are at their most formal.

PRIVATE HOMES

Hosting Afternoon Tea with confidence, from laying the table to welcoming guests.

GARDEN PARTIES

Outdoor occasions with their own customs of dress, pace and presentation.



IN CLASS

Highly *practical*

Every skill is practised at a laid tea table: reading the stand, pouring and holding the cup, and moving gracefully from sandwiches to scones to cakes.



II

PART TWO

The Graceful Guest

How a guest carries the tradition into company — the conversation, the dress and the courtesies before and after.

From the first pour *to the thank-you note*

01 The Milk Debate

The history behind milk-first or milk-after, handled gracefully today.

A favourite talking point, explained with its history, so clients can enjoy the debate without anxiety.

02 Table Manners and Conversation

How to sit, speak, listen and engage naturally and warmly.

Posture, table presence and conversation that includes everyone — the qualities that make a guest easy company.

03 Dress Codes and Presentation

Garden parties, private homes, traditional hotels and formal venues.

Dressing appropriately for each setting, and presenting oneself with quiet assurance.

04 Invitations and Thank-You Notes

Tasteful invitations, RSVP expectations and thoughtful thank-you messages.

The written courtesies that frame the occasion, from the first invitation to the note that follows.



*The finest manners at the tea table are the ones
nobody notices.*

PART TWO, CONTINUED

05 What Your Clients Gain

The outcomes partners can promise from the second part.

PRESENCE

Posture, table presence and warm, appropriate conversation.

DRESS

Dressing with confidence for each setting, from garden party to grand hotel.

WRITTEN ETIQUETTE

Invitations, RSVPs and thank-you notes written with grace.

06 Tradition, Kept Current

Respect for custom, without stiffness.

THE BRITISH
CUSTOM

The programme teaches traditional British Afternoon Tea, so clients always know what is expected.

DEBATES, NOT
RULES

Questions such as milk first or after are explained with their history, never used to make a guest feel wrong.

THE GUEST FIRST

Dietary needs, accessibility and the comfort of every guest always come before form.



TO CLOSE

A host's *confidence*

Clients also learn to host Afternoon Tea themselves: laying the table, ordering the tiers and making every guest feel welcome.

How Afternoon Tea *is taught*

One method, trained into every partner — practical, reassuring and never stiff.

01 Demonstrating at the Table

The why before the how — consideration, not rules for their own sake.

Table demonstrations at a fully laid tea table

Each convention introduced with the courtesy behind it

Complete actions shown, from pouring to the saucer

Facilitator scripts and teaching notes for every topic

02 Practising Skills

Every skill is practised, not just described.

Role-play scenarios for guests and hosts

Real-life Afternoon Tea scenarios and checklists

Discussion prompts and questions answered

Gentle, individual feedback from the facilitator

03 Adapting to Every Audience

The same standard, adjusted to the room.

YOUNG ADULTS

School, finishing and young adult programmes.

CORPORATE

Corporate hospitality and client-facing preparation.

INTERNATIONAL

International guests and visitors discovering a British tradition.

SETTING

In person at a laid tea table, at a partner hotel or tearoom, or live online.

*Nothing is taught as a trick. Every convention
is explained by the courtesy behind it.*

Everything you need *to deliver with confidence*

The complete programme, the preparation to teach it and the brand to present it — so you can focus on your clients.

01 Complete Curriculum The complete Afternoon Tea curriculum, with learning objectives for each topic.	02 Programme Leader's Manual Session plans and timings, facilitator scripts and teaching notes.	03 Demonstrations & Scenarios Table demonstrations, role-play scenarios, discussion prompts and Q&A guidance.
04 Client Course Notes Professionally designed course notes and selected digital resources.	05 Guides & Templates Order-of-service and table-setting guides, and invitation and thank-you note templates.	06 Certificates Issued to every participant by The British School of Excellence.
07 Partner Identity Licensed Partner designation, partner badge and approved brand assets.	08 Onboarding & Support Partner onboarding, delivery guidance and programme updates during your licence.	09 Marketing & Listing Marketing resources and your listing on thebritishschoolofexcellence.com.

*You bring the relationships and the local knowledge.
We stay alongside you as you grow.*

WHAT PARTNERS RECEIVE, CONTINUED

A recognised identity, *from day one*



Every Licensed Partner receives an approved identity, backed by the educational standards, reputation and international work of The British School of Excellence.

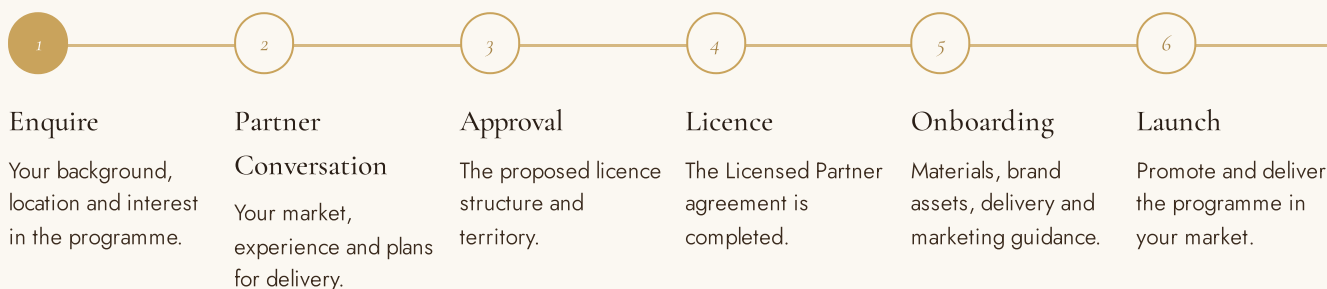
It gives you a professional presence with clients, hotels, schools and organisations, while keeping consistency across the partner network.

YOUR IDENTITY MAY INCLUDE

- | | | | |
|---|---|---|----------------------------|
| 1 | Licensed Partner designation | 2 | Approved partner badge |
| 3 | Partner verification details | 4 | Approved logo assets |
| 5 | Professional email signature | 6 | Partner marketing identity |
| 7 | Listing on The British School of Excellence website | | |

A recognised programme. A professional identity. Your own local presence.

From first conversation to your first class



Annual licence Your right to deliver continues while your licence remains active and the annual terms are met.

Territory Agreed individually according to your market, location and proposed delivery model.

Materials Course notes, teaching resources and brand assets remain part of the licensed programme.

Your business You build and manage your own client and venue relationships within the licence structure.

Standards Partners maintain the teaching, presentation and professional standards of The British School of Excellence.

Licence terms Licence and renewal terms are discussed during your partner consultation and confirmed before any agreement is signed.

Local requirements Partners are responsible for insurance, data protection, venue and food-service arrangements, safeguarding where working with young people, and any other legal or professional requirements in their territory.

THE STANDARD PARTNERS CARRY

*The curriculum, teaching structure and programme identity are already in place —
your role is to bring the programme to life in your own market.*



viii NEXT STEPS

Present the programme *in your area*

We are looking for professionals who share our commitment to grace, hospitality and confident social presence.

You do not need to create the curriculum or materials yourself. You do need the professionalism, commitment and local relationships to represent the programme to a high standard. Tell us about yourself, where you are based and why you would like to bring The Graceful Art of Afternoon Tea to your market.

BOOK A CALL

ENQUIRE NOW

WEBSITE

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Partner opportunities are subject to application, approval and licence agreement.