

Benedict’s Law Training

Pricing Guidance for Hero Makers

The following pricing has been developed as a guide to help you quote consistently and confidently for Benedict’s Law training.

These are ‘from’ prices, not fixed prices. As an independent business owner, you remain responsible for setting your own pricing based on your local market, travel, costs and commercial judgement. For example, instructors working within and around London (inside the M25) may choose to charge more to reflect higher travel costs, parking charges and general operating costs.

Our recommendation is to keep your pricing simple by quoting one price that already includes your travel and delivery costs, rather than adding mileage or other extras afterwards wherever possible. Customers generally appreciate clear, straightforward pricing.

Recommended Pricing (From)

Delivery Option	Duration	From Price	Typical Capacity
Twilight Session	1 Hour	£10 per person + VAT	Minimum 20 delegates
Half-Day	Up to 3 Hours	£576 + VAT	2–3 sessions (up to 120 delegates)
Full-Day	Up to 6 Hours	£795 + VAT	4–5 sessions (up to 200 delegates)

How to Quote

Single Twilight Session

For a single one-hour session, charge from £10 per person, with a minimum booking of 20 delegates. Slide up to £15pp for London areas.

Delegates	Price
20	£200 + VAT
25	£250 + VAT
30	£300 + VAT
40	£400 + VAT

Multiple Consecutive Sessions

Where a school wishes to run multiple one-hour sessions back-to-back on the same visit, we recommend moving to a day rate rather than continuing to charge per delegate.

Number of Sessions	Recommended Price
2–3 consecutive sessions	Half-Day Rate – From £576 + VAT
4–5 consecutive sessions	Full-Day Rate – From £795 + VAT

This provides excellent value for larger schools while making your pricing much easier to explain. This is mapping pricing in line with what you might charge for a 1 day EFAS, whilst also taking into consideration the additional costs you'll incur for delegate certification packs.

A Simple Rule to Remember

One session? → Quote from £10 per person (minimum 20 delegates). Sliding to £15 per person based on location.

Two or three consecutive sessions? → Quote the Half-Day rate.

Four or five consecutive sessions? → Quote the Full-Day rate.

Practical Training Considerations

Unlike many of our standard first aid courses, this one-hour Benedict’s Law session has been specifically designed to allow larger group sizes. Schools would be considering the best approach for their budget.

Final Thought

These prices are intended to help you position yourself confidently and consistently in the market while running a profitable business.

Remember, you are not simply selling an hour of training—you are delivering the confidence, knowledge and practical skills that help schools meet the expectations of Benedict’s Law and ensure staff are prepared to act when it matters most.