

Coaching Sliding Scale

Updated January 2024

PERO and Project Zanana place a strong emphasis on honest and transparent operational practices, see more: <https://www.pero.world/ethos>

PERO and Project Zanana are run on a community-orientated model where paid client work supports community and creative projects.

Paid coaching clients of all backgrounds support low-cost or free Zanana Coaching whilst balancing Veronique's business and personal needs.

Zanana Coaching is for the community of Black, Asian, Mixed Heritage and People of Colour. Those on the Blue and Red tier are helping to pay it forward to those with less access/equity on the other tiers.

Use the descriptors below to decide which level is appropriate for you - you will not be required to show any proof - all we ask is that you are honest.

Tiers	Price per session	Who is this tier for?	Notes
Green	£0	Specifically for Black, Asian, Mixed Heritage and People of Colour creatives and artists in Scotland.	Limited spaces available through open calls opportunities. Sign up to the newsletter to be the first to hear when it reopens.
Pink	£15	Specifically for Black, Asian, Mixed Heritage and People of Colour based in the UK.	You would describe your financial situation as: <ul style="list-style-type: none">• You frequently stress about meeting basic needs* and don't always achieve them.• You frequently stress about meeting basic needs* but still regularly achieve them.
Red	£30	Specifically for Black, Asian, Mixed Heritage and People of Colour based in the UK.	You would describe your financial situation as:

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			<ul style="list-style-type: none"> I am comfortably able to meet all of my basic needs*
Blue	£65	For any community	<p>You would describe your financial situation as:</p> <ul style="list-style-type: none"> You have an expendable income** and are able to afford some luxuries (eating out, shopping, vacations etc.) and have savings
			Your costs are being covered by your organisation as part of your professional development (PDP/CLPL/CPD)
			Your costs are being covered as part of a funding application/grant/bursary

Helpful definitions:

- *Basic needs include food, housing, transport
- **Expendable income might mean you are able to buy a tea or coffee at a café, go to the movies or a concert, buy new clothes, books and similar items each month.