



Business Prospectus



For more information visit
www.premier-education.com
Alternatively call +44 (0)1953 499 049



It's nice being able to drive home each day knowing that myself and my team have had a massive influence on the lives of young children.

Premier Sport Franchisee

What a way to invest your time...

Our delivery model combines the ability to be your own boss, the direction and support to lead a team of Activity Professionals whilst giving you the tools needed to develop a business and lifestyle that you control.

More importantly, we have the ability to positively influence young people both in their school environment and beyond.

We are proud that 5 year old children, who enjoyed their first ever taste of school sport with us 15 years ago, are now working with us coaching the next generation and we want this sustainability to continue for many years to come.

“ This is to express my thanks for the after school Premier Sport Club. My daughter is not naturally sporty and it has always been difficult to get her to exercise. However, she wanted to try the club last term so I let her, even though I suspected she would have little aptitude and would not enjoy it. However, I have been both surprised and impressed.

The coach, Tommy, has done an excellent job and Isabel has gained a really positive attitude and has thoroughly enjoyed it. She has keenly participated in every session both last term and this term and definitely wants to do it again if it is offered in the future. Tommy has certainly had a good rapport with the children and we have seen her confidence and interest in exercise grow.”

Mrs Turner, parent

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The success of franchising is well documented – eight out of ten new businesses fail in their first five years, but in franchising, eight out of ten are still in business after five years!

A business model to suit you...

A franchise is essentially a form of business partnership, in this case entered into by the franchisor and an individual (the franchisee).

The franchisee benefits from the experience, training, support, brand, buying power, partnerships and procedures that have already proved to be successful at a minimal entry price.

This means that unlike most business models, franchisees are able to develop a business without large initial investment – this has already been done for them.

We are the only full member of the British Franchise Association (bfa) in our market. This will give you confidence that we subscribe to a professional code of ethics, that franchising experts believe that our agreements are fair and that our franchisees benefit from a credible business opportunity.





We have been supporting start up businesses for over 15 years... and our first 2 franchisees are still with us today.

Karl Fox | North Hertfordshire & East Norfolk

What we do...

We have been providing schools, children, parents and high street brands with innovative physical activity programmes since 1999.

Our network of business owners collectively employs over 700 qualified Activity Professionals and last year our activities received over 4.5 million visits.

Together we deliver in excess of 20,000 events per month and each young person entrusted into our care receives the highest quality coaching and instruction available. We now operate over 100 franchised and 70 licensed territories in all corners of the UK.

- From September 2013 to April 2014 we've had over 5 million visits on our PE, extracurricular sport, dance and holiday time sessions.
- 146,639 hours of curricular PE delivered from September 2013.
- 71,827 hours of extracurricular sport and physical activity from September 2013.
- We've delivered a total of 234,692 hours of curricular PE, extracurricular and holiday time sessions from September 2013 to April 2014.
- We've carried out 770 Ofsted assessments on staff from September 2013, as well as receiving numerous outstanding remarks during school Ofsted inspections.
- Our investment in franchisees plus their staff development this year is over £150,000.

Built on trust...

We are unique in our market, as we evidence the trading history of both ourselves and our network to any serious candidate.

We pride ourselves on being open and transparent and by doing so our business partners share our values, vision and educational ethos.

Committing to running a business is a life changing decision, which is why we support candidates through a due diligence process which ensures they are making an informed decision.

Our robust recruitment method provides candidates with the opportunity to fully explore the opportunity before any formal commitment is made.

As you can imagine, we are fussy who we invite to join our network and by adhering to this ethos we continue to recruit highly talented individuals who wish to take control of their careers.

With professionally accredited, independent, BFA affiliated consultants supporting your business planning and financial forecasting, you can be confident that the excitement and eagerness to own a business is built on solid foundations.

- First organisation of our kind to be awarded the QiSS (Quality in Study Support) Kitemark for quality.
- Founding Partner and original investor in the COMPASS trade association – designed to drive standards in the industry.



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We support candidates through a diligence process which ensures they are making an informed decision.





The government announced that primary schools in England will continue to receive £150m per year ring-fenced sports funding until 2020.

Over 90% of primary schools use external providers to deliver their sport and physical activity.

The opportunity...

In early 2014, the government announced that primary schools in England will continue to receive £150m per year ring-fenced Sports funding until 2020 – the only ring-fenced budgets schools have.

This announcement is a welcome one for schools, parents, and most importantly the children who will ultimately benefit from a long term, sustainable strategy to sport and physical activity.

The potential for your Premier business is:

- Each Primary School has an average of £9,250 to spend.
- Schools will be held to account over how they spend their additional, ring-fenced funding.
- Some of our individual school customers invest in excess of £40,000 per annum on sport and physical activity delivered by our franchisees and their team of Activity Professionals.
- Over 90% of schools use external providers to deliver their sport and physical activity.
- Top performing franchisees operate in over 60% of schools in their territory.
- Additional income is also generated by parent funded activities, providing a balanced portfolio for a sustainable business.



With over 100 franchised territories throughout the UK, Premier Sport is the market leader, a top 500 European franchisor with full membership of the British Franchise Association (bfa).

Being a Premier Sport franchisee is not just about running a successful business, it's an ongoing commitment to being at the forefront of delivering quality physical activity solutions into the communities we serve and inspire.

Many of our Directors and senior management team started as Premier Sport franchisees themselves and continue to work together to develop the Premier Sport brand. We are recruiting franchisees with the drive and ambition to meet the high expectations our customers have grown to expect.

The market leader

- Recognised brand – 15 years of trading history.
- UK's biggest activity provider in schools.
- Delivering sport and physical activity in over 2,000 schools each week.
- Engaging with c.350,000 children each week.
- With 4,500,000 customer visits annually last year.
- On target to achieve 7,500,000 visits in 2014.

Our partnership is a two-way process of learning and communication, ensuring we provide what you need to be successful.

The Premier Sport package includes:

Operational Support

- Unique Business Management System (BMS).
- Exclusive school website portal, providing outstanding resources to deliver an exceptional learning experience.
- Exclusive parent portal to aid customer retention.
- Unique Inspire programme, a ground breaking initiative delivered by our fully qualified Activity Professionals.
- Accredited Training Centre Status to support your staff development.
- National Coach Training & Development Officer support.
- Support and guidance for fit for purpose Apprentice Schemes.
- Automated system for monitoring Minimum Standards of Deployment.
- Innovative and unique programmes.
- Comprehensive operating manuals and training events to support business growth.
- Ofsted Assessors form part of our quality assurance team.
- Bespoke Insurance policy for our franchised businesses.

Sales & Marketing Support

- Online launch plus bespoke marketing campaign.
- PR Launch & ongoing promotion to stakeholders.
- Accompanied sales meetings and specialist mentoring to help grow your business.
- Franchisee mentor support and guidance.
- Marketing literature (Initial stock).
- Business stationery (Initial stock).
- Sport kit.
- Ongoing Social Media & PR driven by HQ.



I've known Premier Sport for a long time. They are very passionate about getting children playing all sorts of sports, which is a very exciting initiative and one that I am fully committed to putting my name behind.

Lawrence Dallaglio OBE | Premier Sport Ambassador

Premier Sport is co-ordinating and supporting a team of highly trained, properly qualified Activity Professionals across the country. This initiative will provide children with a higher quality of sport and PE. It is exactly what has been identified as being required to meet the needs of Local Education Authorities, schools, parents and most importantly of all, children themselves.

Duncan Goodhew MBE
Olympic Gold Medallist | Premier Sport Ambassador



Ambassadors and partners

As the leading sports coaching provider in the UK, Premier Sport enjoy the backing and support from some of the UK's most talented sports people. Our Ambassadors support the work of our franchisees by visiting schools up and down the country, inspiring children to achieve their sporting ambitions as well as teaching them valuable life lessons.

We're very proud and fortunate to have the backing of some of the most recognised people in the world of sport and have strong partnerships with key organisations that help regulate and improve the industry in which we work.

As a founding member of the COMPASS association we continue to strive for excellence in the schools sector and have been actively campaigning to raise the standards of delivery within a school environment for all children.



Case study

Daniel Bloomfield | Ipswich & Maidstone

Former professional footballer Danny Bloomfield owns two of Premier Sport's growing network of franchised territories – he achieved a record a turnover last year and generated nearly £400k worth of business in the first four months of this school year.

The former Norwich City and AFC Bournemouth player runs two different areas in Suffolk and Kent, employing two managers and 40 Activity Professionals.

“ Before I started with Premier it never entered my head I would even run my own business, let alone two successfully. I never dreamt I would do the things I now do as daily routines, and couldn't see myself being in this position without the guidance and support I have received.

It's been tough, stressful, exciting, fun, very educational and just full of highs and lows! I believe my turnover in the first year was about £20k which at the time felt amazing.

Following another successful year we will again be reinvesting in our team of Activity Professionals to ensure the delivery of sport and physical activity in schools improves year on year. Continuity of staff is vital for us, and having a team who feel valued will continue to have huge benefits in the long term. The team is the most important part of the business and this is recognised in the level of investment and support we continue to provide them with. ”



Our projected turnover is between £900,000 and £1,000,000. This has grown steadily over the last few years and is something we are very committed to achieving.

Daniel Bloomfield



Case study

Matt Ewer | Rugby & Nuneaton

After achieving a BA Hons in Philosophy at Nottingham University, Matt embarked on a career in Business Development within the demanding recruitment arena. After a successful period in London, Matt had the opportunity to move back closer to home to work as an Acquisitions Manager for a commercial property company.

Matt has big plans for his business; he was not satisfied with just one franchise so invested into a second, neighbouring territory as he looked for rapid growth, which is why Matt also invested in Premier Performing Arts through the Premier Platinum franchise package.

“ I started with Premier in January 2014 following a long period of due diligence lasting over a year. I met with most of Premier's competitor franchisors as well as considering going it alone. In the end, the passion, professionalism and clear inward investment in the Premier Sport project highlighted by the Inspire programme, Schools Portal and focus of the people I met from Premier made it a clear commercial as well as instinctive decision to go with Premier.

I've not looked back since I started. It is a very competitive market but Premier Sport has a proposition that is head and shoulders above the rest. I've exceeded my most optimistic targets for my first few months. My team of Activity Professionals are making a clear difference to children's lives and having just had my first few feedback meetings with schools it is clear that they are blown away with the service. I wouldn't have been able to achieve this on my own. ”



Included with your Premier Sport franchise is the unique opportunity of growing your business using The Golden Mile physical activity initiative, a key differentiator between your business development strategy and that of any competitors.

The pupil progress measurement that The Golden Mile generates, provides franchisees with the perfect opportunity to build long term partnership with schools until 2020 and beyond. It is an instrumental process in determining and monitoring the fitness level for the entire school life of a child, supporting schools planning of long term physical activity strategies for all children, sporty or not.

With the data compiled by The Golden Mile, you can offer a complete suite of products bespoke to every school. With the School Portal and The Golden Mile website combined, schools can accurately track the progression of the child and impact of the activity, providing a comprehensive report to meet Ofsted requirements.





Case Study
Peter Bennett | Colchester, Essex

Peter Bennett has been with Premier since 2007 when he invested into a Premier Sport franchisee in Colchester, Essex. Since then, Peter has built up a large network of schools in the area and as a result his business has grown significantly over this time. In November 2013, Peter invested in a Golden Mile license as he wanted to expand his business and gain access to new schools within his territory. In January 2014 he also invested in a Premier Performing Arts license. Not only that, he's considering investment into a second Premier Sport franchise territory.

“ We have found The Golden Mile license a great way to work with many schools in my area, new and old. In only 3 months, we've been asked to deliver after school clubs in 6 different schools and are in discussions with 2 others as a direct result of The Golden Mile data.

An important element of The Golden Mile is to ensure that we are in regular contact with the school to ensure they are happy with the programme. Doing this enables us to visit the schools that we don't currently run Premier Sport sessions in and begin creating relationships with them too... ”



The Golden Mile works for franchisees and, as you would expect when dealing with us, we can evidence exactly how well...

To date, The Golden Mile has proved a valuable tool for gaining access to local schools, leveraging Premier Sport business and getting more children active.

Jan Miller



Case Study
Jan Miller | Swindon

After a successful teaching career spanning nearly 20 years, Jan felt that it was time for a change of direction and a new challenge. Having always wanted to develop and manage her own business Jan felt that running a Premier Sport franchise would enable her to use both her extensive teaching experience and her love of sport and fitness.

“ As a new Premier Sport Franchisee, engaging my local MP with The Golden Mile has given a valuable start to my business success.

After arranging a meeting with the South Swindon MP and a councillor with an interest in sport, we have engaged a key local primary school who signed up for the full Golden Mile package.

The local councillor's support has provided me with access to the local Primary school Head Teacher meeting where I will be presenting to all the head teachers in Swindon about this initiative.

This may never have happened without the endorsement from the MP and the Councillor. To date, The Golden Mile has proved a valuable tool for gaining access to local schools, leveraging Premier Sport business and getting more children active. ”





Teenage girls drop out of sport earlier and at a faster rate than boys. Years 8 and 9 are key drop off points for girls.



60% of all primary schools in the UK utilise outside providers for dance, with 45% using providers for music and 29% for drama.



Premier Performing Arts is a fantastic opportunity combining a wealth of resources and USP's, with the established Premier business model.

Delivering dance, drama and music services to schools, children and adults, the offer includes bespoke curriculum programmes, extra-curricular and holiday club activities, elite academy programmes, further education learning and GCSE dance courses.

Our team of dance and educational experts have created a programme unrivalled in the sector, providing an incredible product to offer. As an official supporter of the Arts Awards, all Premier Performing Arts Activity Professionals are fully qualified to deliver and support young people in achieving their Arts Award certification.

With dance increasing in popularity thanks to TV talent shows, this opportunity is particularly useful for overcoming the well documented challenge of engaging and retaining boys and girls into regular physical activity.



The Premier Performing Arts package includes:

Part of Premier Education Group:

- 15 years of trading history.
- UK's biggest activity provider in schools.
- Delivering sport and physical activity in over 2,000 schools each week.
- Engaging with c.350,000 children each week.
- On target to achieve 7,500,000 visits in 2014.
- Peer groups operate in Regional Networks – Supporting each other and promoting best practice.

Operational Support

- Fantastic pupil resource booklets.
- 120 bespoke music tracks to compliment the resource booklets.
- Accredited Training Centre for staff development.
- Support & guidance for fit for purpose Apprentice Schemes.
- Automated system for monitoring Minimum Standards of Deployment.
- Innovative & Unique programmes.
- Comprehensive operating manuals and CPD events to support business growth.
- Unique school website portal providing outstanding resources to deliver an exceptional learning experience.
- Unique parent portal to aid customer retention and spend.
- Ofsted Assessors form part of our quality assurance team.
- Bespoke Insurance policy for our licensees.
- Lesson plans plus schemes of work.

Sales & Marketing Support

- Pupil resource booklets (Initial stock).
- Online launch bespoke marketing campaign.
- PR Launch & ongoing promotion to stakeholders.
- Mentor accompanied sales meetings.
- Mentor support and guidance.
- Access to marketing literature.
- A selection of business stationery.

With your Premier Performing Arts business you will have the support of industry leading expertise.





Case Study

Stuart Hancock | North Peterborough, Grantham, Spalding & Stamford

After a successful 10 year career performing on TV, in theatre and choreographing and directing internationally, Stuart felt that he wanted to settle back home in the UK. Stuart sees himself as a leader and wanted to develop and manage his own business, at the same time using his experience to do something exciting and worthwhile.

“ I had researched other competitors and to my knowledge there were few, if none, that offered curricular packages and resources on such a high level. I knew if things were done correctly I would have a successful business.

After signing my license agreement, the next few weeks were filled with health and physical activity days in schools. To date, I have not had a school say they are not interested. I have schools waiting to start with me in the new academic year with curricular, shows and clubs.

Schools are moving with the times along with their pupils. Performing Arts is so popular in our culture today. Children are influenced by TV shows such as Britain's Got Talent, So You Think You Can Dance and X Factor. Boys dance and even take part in cheerleading. Times have changed and Premier Performing Arts are in tune with both the demands of children and their educational needs. ”



Case Study

Kirstin Macaré | East Norfolk

A young mum of two from Norfolk is combining her passion for the Arts with her dedication to providing high quality dance coaching throughout the community in East Norfolk.

Kirstin's academic background includes a BTEC in Performing Arts and BA HONS in Drama and Theatre Arts. During this time she developed a keen interest in contemporary dance, choreography, performance and workshop leading.

After working with social services, helping young people develop confidence, independence and offering support to those leaving care, she worked as a special educational needs teaching assistant for 4 years. Both of these roles required tremendous knowledge of young people's learning techniques.

Her inspiration to combine her skills has come from first-hand experience of the lack of educational dance coaching within primary education. Being a mother of two primary school children herself, she believes that children and young people's education can be enhanced by using the arts as an enriching and rewarding tool, alongside their current learning preferences.

I have seen and experienced first hand how the arts can be used to enrich and strengthen a child's development and learning.

Kirstin Macaré

“ Fundamentally the reasons for me wanting to invest in a Premier Performing Arts license derives from the passion I have in providing high class delivery of educational work through the arts to children and young people.

Having worked in a variety of settings both educationally and personally, I have seen and experienced first-hand how the arts can be used to enrich and strengthen a child's development of learning. ”

Our proven business options...

It is vital to partner with an organisation that has a mature network of franchisees, demonstrating that the marketplace is sustainable but more importantly, that the franchisor is capable of supporting individuals from all walks of life to build businesses of value and worth.

You are speaking to the best in the business. 42% of our network has been operating for over five years. We operate established support systems based on years of experience, expertise and crucially – investment into franchisee processes.

With your investment you receive an exclusive territory to develop your business within. And because of our size, maturity and attention to detail, we will continue to invest significantly more than any of our competitors to keep you one step ahead.

The results speak for themselves. 67% of our established businesses will generate six figure turnovers this year.

We have three distinct investment opportunities to suit your business needs and preferences:

Premier Sport + Golden Mile £14,950



The established Premier Sport franchise model which includes The Golden Mile – a product which differentiates your business development strategy from that of your competitors.

The proven combination of Premier Sport and The Golden Mile offers a clear solution to not just building a relationship with a single school, but the ability to create impact with a cluster of schools, communities and stake holders.

Premier Platinum £17,950



The ultimate package combining the Premier Sport franchise, The Golden Mile and Premier Performing Arts license.

For additional support, Premier Platinum business owners receive;

Combining the market leading Premier Sport, access to rapid growth through The Golden Mile and Premier Performing Arts offer, all adds up to being the complete activity provider in your local area.

- Ambassador & PR launch.
- Director support with Performing Arts recruitment.
- Bespoke marketing planning and functions performed by Premier HQ.
- Strategic advertising for staff.
- Discount on future expansion into second territories.

Premier Platinum is designed for individuals with a growth mindset who wish to have the best of all worlds. Managing a team who inspire children through PE, physical activity, dance, drama and music activities, whilst creating a fast growth business with high volumes.

Premier Performing Arts £4,950



Premier Performing Arts is an exclusive license opportunity combining a wealth of resources and USP's and the proven Premier business model.

This opportunity is ideal for talented dance professionals looking to gain access into primary and secondary schools, or if you are simply passionate about the arts and want to build a business doing what you love.

Contact via email

Schedule a call

Next steps...

Who are we looking for?

With a long and established history of supporting business owners at all stages of their journey, we have developed a thorough and honest recruitment process which ascertains if this is the right opportunity for both parties to work in partnership.

A wide range of applicants embark on this journey and go on to run successful and profitable businesses with our guidance, but all possess common traits;

- Determined and hard working.
- Enthusiastic and open minded.
- A people person – you will be working with people of all ages and backgrounds on a daily basis.
- Have a passion for sport / dance and for inspiring people to live a more active lifestyle.
- A desire to succeed in business.
- The ability to follow a proven system.
- Have a business growth mindset.
- Excited about managing a team of talented Activity Professionals.
- Ready to have some fun.

Need to know more?

We think it is important that you understand our values and standards, so our Discovery Days offer much more information and are personally hosted by our Business Development Director, Phil Gaffer. Phil is a Qualified Franchise Professional, who is also the current Chair of the Midlands Regional Forum on behalf of the bfa.

We don't use outside agencies to communicate with you throughout your journey, as they may be unable to answer all your important questions and queries. We appreciate and understand the importance of the decision you may be about to make and don't want to pass you off to someone who cannot give you the personal attention you deserve.

Our Discovery Days will help you understand the following questions and much, much more...

To discover more about our business opportunities and franchisee experiences with Premier Education Group please visit our YouTube channel: Premier Education Group

[@PremEducation](#) [/PremierEducationGroup](#)

FAQs

Do I need previous coaching experience or experience running my own business?

No, all you need is your drive and passion for getting children active and to inspire them through sport or dance. As part of the induction course you will participate in accredited qualifications which will enable you to operate and deliver sessions in schools.

Predominately, it will be your team of trained and qualified Activity Professionals delivering on your behalf.

Can you help me source finance for the business?

Yes. We have long and established relationships with the franchise teams at many main high street banks. In light of our successful trading history and being a full member of the British Franchise Association (bfa) you will have access to preferential bank finance packages. Typically, the bank will lend you up to 70% of your overall working capital requirement.

When will I start to generate income?

Your business plan will ensure you are able to draw a regular income, if required, from day one.

Do you help me prepare business plans and financial forecasts?

Yes. A major part of the recruitment process is the completion of your 24 month business plan. You will receive support and guidance from us plus we will appoint an independent bfa affiliated business planning company to help you complete your business plan and financial forecasts.

Can I speak with current franchisees?

Yes of course. You will not only have the opportunity to speak with our network of existing franchisees, you will have the opportunity to observe Activity Professionals delivering sessions as part of the recruitment process.

How do I recruit and manage staff?

You will be given access to our Activity Professional candidate database which holds 1000's of names of people who have applied to work for the Premier Education Group. In addition, a dedicated franchisee mentor is on hand to support you with the recruitment process and beyond.

What initial training do I get?

The initial induction course covers a comprehensive selection of topics including product and orientation, sales, business and finance, delivery, recruitment and marketing. In addition you will attain a selection of accredited external activity qualifications. Upon successful completion of the induction course you will have the knowledge and accreditation to engage and deliver in schools.

How do you support me after I have started?

You can be reassured that we have the support infrastructure in place to ensure that you have the best opportunity to rapidly grow your business and get children active. You will be allocated a franchisee mentor who will accompany you on meetings and be with you throughout. You will be invited to attend core training throughout the year to ensure you are kept up to date with all the exciting developments in terms of delivery and brand. Our central support team are available to you via our online business management system.

What qualifications do I need?

You do not need any formal sporting qualifications prior to joining us. You will receive all the relevant accredited qualifications and certification to operate in schools as part of your induction training.

Contact via email

Schedule a call





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www.premier-education.com

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