



International Master Franchise Prospectus



The leading sports coaching
company in the UK

For more information visit
premiersport.org/international
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or email suzie@premiersport.org

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

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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 and sport programmes since 1999.

Our network of business owners collectively employs nearly 800 qualified sports coaches and last school year, our activities received over 4.5 million visits.

Now we deliver in excess of 20,000 events each month and each young person entrusted into our care receives the highest quality coaching and instruction available.

Each franchised territory employs a team of fully qualified coaches to deliver a wide and diverse range of over 20 sporting activities and disciplines. As a franchisee and business owner you will be given the knowledge, training and support to drive and develop your business across multiple revenue streams;

School and Early Years services

- Curricular delivery
- Out of school hours learning

Community offer

- School holiday activities
- Birthday parties & Early Years clubs



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

Being a Premier Sport international 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 community and inspiring generations of school children across your country.

Many of our Directors and senior management team started as Premier Sport franchisees themselves and continue 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.

- Recognised brand – 15 years of trading history.
- UK's biggest activity provider in schools.
- Delivering sport and physical activity in over 2,400 schools each week.
- Engaging with c.350,000 children each week.
- On target to achieve 7,500,000 visits in 2014.

We are exceptionally proud of our continued success in the UK and are particularly excited at the potential reach our proven franchise system has in the hands of our international franchise partners.

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



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 | Former England Rugby Captain & World cup winner

Our UK model 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.
- Accredited Training Centre Status to support your staff development.
- Training & Development Officer support.
- Support and guidance for fit for purpose Apprenticeship 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.





Included with your Premier Sport master franchise license 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 competitors.

The pupil progress measurement that The Golden Mile online tools generate, provides our franchisees with the perfect opportunity to build long-term partnership with schools. 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, your franchisees 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 any government requirements.



A simple, rewarding, measurable physical activity initiative accessible to all age groups and abilities.



80% of schools said:
“Premier Sport Start Active clubs helped to improve children’s attendance”

Inspire to Achieve

The Inspire to Achieve programme has four pillars which differentiate and enhance learning.

It is designed to be inclusive, with complete activity structures to engage all pupils, from those not normally inspired by sport, through to the budding stars of the future.

START Active

START Active clubs are designed to be stimulating yet not over stimulating, ensuring that children are awake and ‘alert’ rather than hot and sweaty! The aim is to engage body and mind, fully preparing children for the day ahead whilst being alert for their first lesson.

STAY Active

STAY Active clubs are multi skill and physical activity sessions rather than sport specific. This helps to engage a wider reach of children in structured, fun physical activity.

PLAY Active

PLAY Active clubs are designed to engage disengaged children as well as providing further opportunities for them to be physically active through fun sessions. They are not sport specific and by withdrawing any element of competition, allay any fears of peer pressure. Children are encouraged to celebrate simply taking part in the hope of building self confidence and encouraging them to become more physically active in the future.

SPORT Active

SPORT Active programme typically run in 60 minute sessions after school. SPORT Active introduces the skills, techniques, rules and regulations of a wide variety of sports and activities, from basketball to gymnastics, football and many more.



The Inspire Programme

The Inspire Programme is a groundbreaking initiative from Premier Sport to schools.

The Programme offers schools tailor made suites of sport and activity options which are targeted towards achieving curriculum outcomes, based on our experience over the past 14 years and the expertise of our educational consultants. It is designed to be inclusive, with complete activity structures to engage all pupils, from those not normally inspired by sport, through to the budding stars of the future.

The Inspire Programme brings PE into each level of the curriculum, from pre-school right through to adult and community sport. Our aim at Key Stage 1 and 2 is to lay the foundations for a life long journey of learning opportunities through sport.

Inspire to Compete

The Inspire to Compete programme offers inclusive opportunities to ‘inspire’ children to engage in sport and physical activities with the opportunity to feel success through competition.

The programme aims to increase child confidence and to develop the ability to win and lose respectfully. Inspire to Compete prepares children for competition by introducing rules and skill familiarisation sessions prior to the event which gives children the ability to learn and play to rules ethically.



International opportunities with Premier Sport

Through hard work and a united belief in our goals, we have developed a nationally recognised brand with a leading reputation in both the education and franchise industry sectors.

Our business processes and franchise systems have been developed, refined and proven over almost 15 years and are easily transferable to other countries making the Premier Sport Master Franchise and Regional Developer concept an extremely attractive franchise proposition for the right international business partner.

“Physical activity is a fundamental building block of children’s present and future health and the school is an indispensable forum to initiate and maintain physically active living among children.”

World Health Organisation

It’s hard to imagine a government or educational establishment anywhere in the world that would disagree with the above sentiment, however the approach taken towards improving the provision of sport for school children differs from country to country.

After just 3 months, one franchisee surpassed his business plan forecast and reached his 12 months target within just 12 weeks.

“Whether the need is in the school curriculum, offering ‘door step’ sports coaching around the school day or providing a valuable resource for parents who want their child to be active in school holidays – we have industry leading products to suit.”

Daniel Bloomfield, Premier Sport sub-franchisee

It is incumbent upon government agencies to:

- embrace physical education as a means to fulfil a fundamental human right, and serve as an avenue for freedom of expression;
- include physical education as an integral part of schooling;
- provide physical education for every child;
- provide continuous learning opportunities throughout formal schooling;
- provide financial support sufficient to enable the intended learning; and
- assess achievement of physical education content standards to determine mastery.

International Council for Health, Physical Education, Recreation, Sport, and Dance (ICHPER•SD) in collaboration with United Nations Educational, Scientific, and Cultural Organization (UNESCO)

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





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!

What is a Master Franchise?

Master Franchising involves the granting of rights by the Franchisor (Premier Sport), to the Master Franchisee (you), to operate the brand within a specified country or region and the opportunity for the Master Franchisee to then franchise to others within that territory.

With the back up and support of the Franchisor's head office team and proven systems, you will be required to develop the brand in your country or region, using your local knowledge, contacts and business experience to successfully grow your business through franchising to others in accordance with a pre-agreed development schedule.

Master Franchisees have the potential to generate multiple revenue streams through the profits generated from:

- Their own managed outlets.
- The sale of franchises to others.
- The monthly management royalties generated within their franchise network.
- Sponsorship Opportunities.
- Corporate partnerships.
- Central Contracts.
- Sales of supporting goods and services to franchisees.

For the right business partners, this is an attractive business proposition, with the potential of an excellent return on investment.

How does an Area Developer License work?

Area Developer Licensing gives the right to develop a country or region to an individual, company or organisation, allowing it to develop its own managed franchise outlets in line with a pre-agreed development schedule.

This route to market is ideally suited to those who wish to establish a small network of their own outlets throughout a smaller designated area



Support and Training

As part of the Master Franchise package Premier Sport provide our Master Franchisees with training and support in 2 distinct areas:

- Provision of sports training and education to school children as provided by your franchisees – in other words, the Premier Sport Delivery model.
- The tools required to help you to select, train and develop your franchisees and network – in other words, the Premier Sport Franchise model.

An intensive period of training is delivered in the UK with classroom and practical training sessions at the Premier Sport Global Head Office and training Academy and on location at franchisee owned and operated classes.

This also includes full training for you and your key support staff on:

- Premier Sport's bespoke Business Management System Software.
- Development of School and Parent Website Portals.
- Premier Sport's unique Inspire Programme.
- Various Accreditation Programmes for your franchisees and their support staff.
- All Premier Sport course content and teaching methods.
- Sales and Marketing.
- Franchisee Mentor Support.
- Social Media.
- Parent and Teacher relations.
- How to set up your own territory pilot operation.

Once the Master Franchise business is established, visits and regular communication from key members of the UK management team will assist with the initial launch of, as well as the on-going growth and development of your master franchise business.

Responsibilities of International Franchise Partners

As a Master Franchisee, you must firstly operate your own pilot franchise within your country or region and, upon successful operation of this pilot, have the ability to operate further franchises, award franchises to others and develop multiple franchises within the dedicated country or region.

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. It will be the responsibility of the Master Franchisee at all times, to maintain the brand standards and reputation of integrity in order to replicate the same degree of support in each assigned territory.

Investment

- A Premier Sport Master Franchise agreement offers the opportunity for a company or individual to purchase the rights to operate their own managed operations as well as sub-franchise the Premier Sport brand and business concept within a specified region.
- As a Master Franchisee, you will pay an upfront Initial Master Franchise Fee for the rights to operate in your designated country or territory.

You will generate revenues from:

- Profits from your company owned operations.
- Sales of franchises to others in your territory.
- Sponsorship income.
- Corporate income.
- Central Contracts.
- Sales of supporting goods and services to franchisees
- Master Franchisees will require sufficient working capital to invest in the initial Master Franchise license as well as the resource to set up your head office operations and build and promote the Premier Sport brand and your franchise network in your region.



Premiersport.org

The Territories...

Premier Sport is offering Regional or Country Developer and Master Franchises to the best qualified candidates in each operating region.

License fees will vary and will be based on the specifics of each region and the market potential therein.

Premier Sport is proud to consider applications from all countries. As part of our recruitment process, we will be asking all candidates to prepare a business plan which has been researched and validated by you based on the market conditions in your country.

Next steps...

As we have demonstrated conclusively in the UK, Premier Sport has the streamlined business systems and training and support structures in place to create a hugely successful franchise operation that not only creates wealth and enormous satisfaction for both franchisor and franchisee, but also provides an invaluable service to generations of children that enriches their lives in incredibly positive ways.

If you would like to replicate this incredible success in your own country and would like further information or to arrange an informal conversation, then please contact **Suzie McCafferty on suzie@premiersport.org or call our international recruitment hotline +44 131 664 1218 or +44 7793 054 233**



www.premiersport.org

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 Premier Sport

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