

# conference news

## Creating a Lasting Legacy...

The 2012 conference was the biggest in our history, with more franchisees, coaches, exhibitors and guests than ever before attending from all corners of the UK.

We would like to take this opportunity, on behalf of everyone at Premier Sport, to thank all franchisees and coaches who attended for your hard work and dedication, both during the task and throughout the academic year as a whole.

The format for this year's conference differed to previous years and our CEO

David Batch, gives his opinion in his comments below.

We will also share some feedback from our recent questionnaire and provide details of all our exhibitors to enable you to follow up any discussions instigated at Warwick.

Congratulations to our three award winners, **Andrew Mellors, Adam Kempton and Neil Hetherington**, who won Franchisee of the Year, Newcomer of the Year and Coach of the Year respectively.

## 2012 Award Winners



### Franchisee of the Year

The biggest and most prestigious award, Franchisee of the Year, went to Andrew Mellors for his outstanding performance over the past 12 months.

#### Well done Andrew!

Andrew is pictured accepting his award from former Manchester United star Lee Sharpe.



### Congratulations Team Believe!

We would like to congratulate the members of Team Believe, the winners of our inaugural conference task.

Every single team should be commended for their efforts - your presentations to our panel of experts were very impressive.

### Foreword by David Batch



**As my 9 month old daughter crawled toward the fire place, mesmerised by the illuminating glow of the jumping, crackling flame, I picked her up and moved her to**

**safety, placing some baby toys in her hands in an attempt to distract her from her goal.**

She wasn't happy and began to scream, attempting to wriggle from the safety of my arms back toward this illuminating, hypnotic wonder.

It struck me that it will be some time, probably 3 years or more, before she is able to understand the consequence of allowing her to do what she craved.

There is a quicker way of learning the lesson, but by allowing her to get closer to the fire she would have been burned. Worse than that, the damage caused could be irreversible and that is not something I would want to happen.

I realised at that time that learning doesn't always happen immediately and, probably like you, many things that I have learnt throughout my personal and business life are things that I now know retrospectively. 'If only I knew then what I know now', is a phrase often used.

Shortly after our conference, whilst for the fourth time listening to an audio book by Robert Kiyosaki, author of one of the top selling book series of all time 'Rich Dad, Poor Dad', I heard him describe a real life incident at one of his training events.

*'I ask delegates at my conferences to play a game. I do this because playing a game is the quickest way to gain feedback and learn the lessons - similar to how life teaches you.'*

*'Some delegates enjoy it, others hate it and many completely miss the point. Once a lady even left half way through stating she did not come here for this!'*

Since the conference, I have spoken with a couple of franchisees and personally offered to critique their business plans moving forward. One of them text to say, *'Starting to make sense why I am writing this. No point having ideas if I don't plan HOW to achieve them.'*

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I have also seen a lot of really varied and often contradictory feedback from franchisees regarding the conference, such as:

**Q - Did you enjoy the task?**

**A - NO.**

**Q - What did you learn from the task?**

**A - Absolutely nothing, I arrived to hear ideas I could put into my business but left with nothing.**

**Q - Do you currently have a business plan in place?**

**A - NO.**

**Q - Has the conference inspired you to write / update one?**

**A - YES, I realise that I need to know more about xyz...**

This kind of reaction isn't wrong and certainly isn't to be laughed at. It is part of the learning process that many people are going through and relates to the two real life stories that I began this piece with.

**1. Learning doesn't always happen immediately. Sometimes it is only WHEN YOU DO KNOW, you realise that YOU DIDN'T in the first place! Like my daughter with the fire.**

In time, I am sure many franchisees will reflect on the times when they ran a business in the absence of a GOOD plan, and like me laugh at how they managed to!

If this exercise avoids franchisees businesses falling into the fire because they now PLAN what and how they will evolve, then this Right First Time approach will have saved them being burned, and in some cases, irreversible damage to their business.

**2. Playing a game can give instant feedback.**

The purpose of the conference was not to put on an enjoyable show. To put this into context, are we Teaching or Coaching?

It is similar to delivering a lesson in a school, are schools happy with staff who keep the kids busy and happy or do they want their pupils to be educated?

Some participants thought the task restricted their chance to network with peers, **others said it gave them their best opportunity to network with peers.**

Some participants said they didn't get the chance to see exhibitors, **others made it a vital part of the research that went into their plan.**

Some participants said they didn't have time, **others planned, delegated and coordinated a team so that they did, even going beyond the set hours if required.**

Using the same term as Robert Kiyosaki, missing the point was 'doing a task'. Those that benefitted immediately, or even those that WILL benefit after reflection, will realise that the traits needed in this game are the elements required to run a good business.

Those missing the point may think that underperformance in the game, means that they DON'T or CAN'T run a good business. Those that do get the point and LEARN, will realise that the game merely highlights areas of their business where they may have strengths, AND areas of their business where they may have weaknesses.

So the million dollar question, whether you loved or hated the game is **'What have you LEARNED about you and your business?'**

### Do you need to:

- Create a new plan?
- Develop a marketing strategy and monitor trends?
- Compare these trends with previous performance and others in the network?
- Update your recruitment and retention strategy and compare with others?
- Understand and monitor your financial position and trends?
- Compare these trends with previous performance and others in the network?

Remember, once a DETAILED plan is completed with clear performance indicators, you will very easily be in a position to deliver what you desire. You turn a dream into a strategy and drastically increase your chances of achieving them.

To help, if requested I will personally critique each and every plan that you develop. I WILL NOT WRITE IT FOR YOU or TELL YOU WHAT TO PUT IN IT, but will ask questions that you may not have yet answered (i.e. haven't yet thought HOW you will achieve it).

Immediately after one presentation, I commented to some team members that if they implemented that plan in the real world, they would achieve their brief of doubling their turnover.

Unbeknown to me, this was the team that eventually won the game, rated by experts who invest and write business plans for a living.

Their plan was precise, strategic and used **fact and evidence** which demonstrated their understanding of their business... does yours?



## Newcomer of the Year

Congratulations to Adam Kempton who won the coveted 'Newcomer of the Year' Award at our recent awards ceremony.

Adam has consistently inspired schools and children in his region and has attracted on average 90 children per day to his Chewits Sports Courses.

Adam is pictured accepting his award from Melvin Lusty.



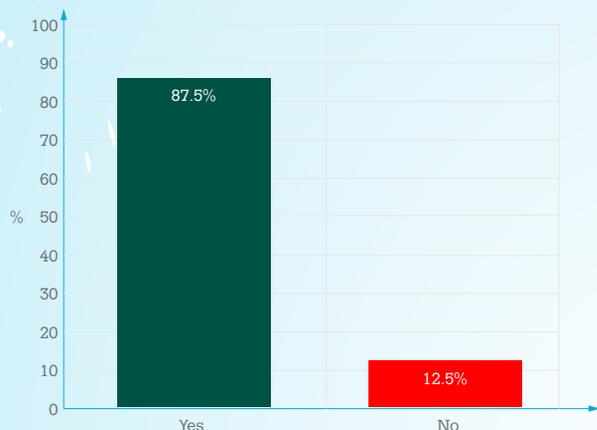
## Coach of the Year

Well done Neil Hetherington, who was recently named Premier Sport Coach of the Year!

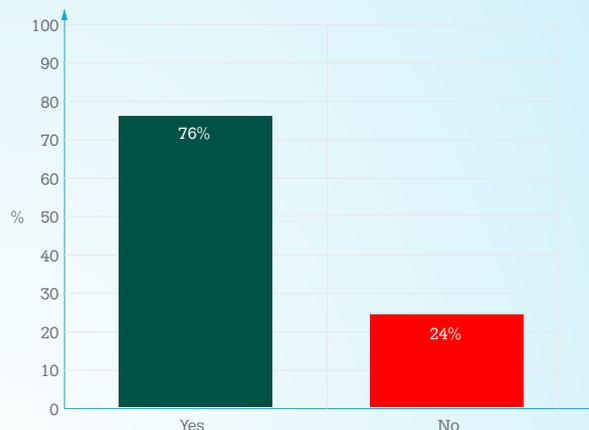
Here is what one school had to say about Neil:

**"We are very happy with the service we receive from Premier Sport during curriculum time and as after school club providers. Our Premier Sport coach, Neil Hetherington, takes on a large role within PE at our school as well as our after school clubs. He works with other teachers within the school to give them advice on teaching their own PE lessons."**

**Q. Has the conference inspired you to write a business plan?**



**Q. Will you use what you learned at the conference to improve your existing business plan?**



## Our panel of industry experts...

We were fortunate to have a panel of industry experts with extensive experience in franchising. Presenting to this panel was a fantastic opportunity but we understand that it was also a very daunting proposition so we were incredibly impressed with the calibre of your presentations. Being able to stand in front of an audience and articulate the benefits of your services is a valuable skill (one which may be needed for a group of head teachers for instance), and you did not disappoint. The quality of presentations from all four teams was excellent.

Certain members of our panel review and evaluate business plans on a weekly basis so their feedback, positive or negative, has great value.

**Sir Robin Miller** is a former chief executive and chairman of EMAP and, more recently, a former chairman of high street giant HMV. He has held and still holds many executive and non-executive positions (including Channel 4), and received a knighthood in the June 2003 Queen's Birthday Honours list.

**Melvin Lusty** has enjoyed a long and successful career in franchising which includes a period as Chairman of the BFA board, as well as Chairman of the Quality Standards Committee. His history in franchising includes the purchase of Rainbow International as well as investing in and working with a number of leading franchise companies including Chemex.

**Yvonne Gandy** is a former teacher, senior leader, advisor and OFSTED inspector. Already working for the Association of Physical Education, the Youth Sport Trust, Sports Coach UK, and Sport England amongst others, Yvonne brings with her a wealth of experience. She also works with the national College of School Leadership (NCSL) as an accredited national leadership facilitator, leadership coach and graduation board chairperson for colleague's assessment in their readiness for headship.

**Chris Roberts** began his career at NatWest and after completing his professional qualifications became an Associate of the Institute of Bankers in 1980. He has specialised in the franchise market since 2004 and is now the co-owner of Franchise Finance.



**Jordan Samuel Fleming (above)** is the founder of Designate, an international strategic marketing consultancy that specialises in developing and implementing marketing strategies. His work at Designate focuses on marketing strategy and he has a particularly strong ability to spot new opportunities for clients.

**Rob Wakefield** represents Babcock International Group, one of the UK's leading Apprenticeship and technical training providers. Babcock works with a broad range of organisations to identify their individual training needs and develop a skilled and well-trained workforce.

## Conference Q & A

**Q. What's the single most important thing you learned at the conference?**

A. Planning is crucial to a successful business.

A. To plan ahead more effectively

A. The importance of a good business plan and how to apply it successfully.

A. To follow a business plan

## Conference exhibitors...



### AMS Accountancy

Premier Sport's accountants of choice have helped many clients to make informed business decisions and they can help you too.

**T:** 020 8847 2222 or **E:** [contact@amsoffice.co.uk](mailto:contact@amsoffice.co.uk)



### The British Franchise Association

Premier Sport is a full member of The British Franchise Association, the only voluntary self-regulatory body for the UK franchise industry with a standards-based approach to membership.

[www.thebfa.org](http://www.thebfa.org)



### Change4Life

Premier Sport is proud to support Change4Life, a high profile initiative supported by the Department of Health to improve children's diets and levels of activity.

[www.change4life.icnetwork.co.uk](http://www.change4life.icnetwork.co.uk)



### COMPASS

Premier Sport is a founding member of COMPASS, the Community of Providers of Physical Activity and Sports.

[www.compassassociation.org.uk](http://www.compassassociation.org.uk)



### Create Development

Create Development provides solutions to accelerate learning and has a network of trainers that deliver nationally and internationally.

[www.createdevelopment.co.uk](http://www.createdevelopment.co.uk)



### Dianamics Limited

Bill Vickers and Maryam Herin are leading practitioners in the theory and application of lean and six sigma techniques that improve business performance.

[www.dianamics.com](http://www.dianamics.com)



### The Federation of Small Businesses (FSB)

The FSB is the UK's largest campaigning pressure group, promoting and protecting the interests of the self-employed and owners of small firms. Learn how a membership could help your business.

[www.fsb.org.uk](http://www.fsb.org.uk)



### Feathers and Fletchings

Feathers and Fletchings works closely with the governing body for the sport of archery in the UK and the benchmark training provider for archery activities.

[www.feathersandfletchings.co.uk](http://www.feathersandfletchings.co.uk)



### Global Games

Are you looking for a competitive advantage? Something that will really help you stand out from the crowd? If so, be sure to visit the Global Games stand to find out about the latest inflatable sports equipment.

[www.globalgamesports.com](http://www.globalgamesports.com)



### Independent Coach Education

Independent Coach Education provides a range of high quality services including coach training and career development.

[www.independentcoacheducation.co.uk](http://www.independentcoacheducation.co.uk)



## Leisure Jobs

Leisure Jobs attracts more than 300,000 active jobseekers every month. Premier Sport has negotiated a discounted rate with this leading online job board for your recruitment campaigns.  
[www.leisurejobs.com](http://www.leisurejobs.com)



## Letterbox Consultancy

Letterbox Consultancy is the leading agency for planning, targeting and buying door drop marketing.  
[www.letterboxconsultancy.com](http://www.letterboxconsultancy.com)



## Maudesport

Maudesport has achieved Premier Sport 'preferred supplier' status as a provider of high quality and great value leisure and sport equipment.  
[www.maudesport.com](http://www.maudesport.com)



## Printing.com

Come and find out about our innovative new online 'drag and drop' printing facility and how it could benefit your business.  
[www.printing.com](http://www.printing.com)



## Quality in Study Support (QISS)

Premier Sport is the first company in our industry to achieve the prestigious QISS kitemark for Quality in Study Support.  
[www.canterbury.ac.uk/education/quality-in-study-support](http://www.canterbury.ac.uk/education/quality-in-study-support)



## SkillsActive

SkillsActive is an officially recognised and licensed organisation that sets best quality standards for skills, offers effective training solutions and facilitates career development in sport.  
[www.skillsactive.com](http://www.skillsactive.com)



Smith & Henderson

## Smith & Henderson

Smith & Henderson run franchisee satisfaction programmes and specialise in helping reputable franchisors to improve franchisee support, recruitment and network performance.  
[www.smithhenderson.com](http://www.smithhenderson.com)



## Sports Coach UK

Sports Coach UK is a registered charity that helps its partners to recruit, develop and retain the coaches they need to achieve their sports participation and performance goals.  
[www.sportscoachuk.org](http://www.sportscoachuk.org)



## Sports Leaders UK

Sports Leaders UK assists over 150,000 young people every year to give them the skills, advice and confidence they need to provide sporting opportunities to their neighbourhood.  
[www.sportsleaders.org](http://www.sportsleaders.org)



## TIME Associates

Glenn Hoy and his team at TIME Associates are best known to Premier Sport as providers of appointments with schools. Glenn has also assisted us with sales and marketing training and mentoring.  
[www.timeassociates.net](http://www.timeassociates.net)



## Worldwide Sports Insurance

WWSI are specialist sports insurance brokers - visit [www.wwsi.co.uk](http://www.wwsi.co.uk) to find out more.