

# Discover Premier.



# Welcome to Premier...

## David Batch, CEO



**David founded Premier Sport in 1999 to fill a gap in the market for high quality, branded sports provision for local children, parents and schools. However, in the years since, Premier has evolved into far more than a sports provider. Premier now engage with millions of children every year in everything from sport, dance, drama and health & wellbeing activities. It's an exciting time to join Premier...**

"The greatest achievement at Premier is the level of impact we have had on the children we engage with. I'm incredibly proud that the business I founded back in 1999 has inspired so many to be active and healthy, whether it be the likes of Jack Wilshere who we took on a tour when he was 7, to those that experienced sport and physical activity for the very first time with Premier and have gone on to lead a more active lifestyle since"

"Thanks to Golden Mile, Arts and Wellbeing, our franchisees have more products to develop their business on than ever before, and we are continually looking to expand our portfolio. You don't need a background in sports to be successful. If you have a drive to succeed, a passion for getting children active and can build relationships with customers and your team, I'm confident you have what it takes."

## Duncan Goodhew MBE, Chairman



**Olympic gold medallist and long term Premier ambassador, Duncan Goodhew MBE, recently joined Premier as the organisation's new Chairman. Duncan has been inspiring UK children to lead an active and healthy lifestyle for years. This new role will allow him to join the organisation in a more official capacity, where he will be working closely with the executive team to deliver the ambitious and exciting growth plans.**

"I'm delighted to be new chairman because Premier has shown it can be a leading organisation. It has shown it is leading because it's about doing things better. That's a journey which is always worth being on"

"For me Premier has managed to get into a position where they are looking at the holistic development of young people, how we can help them not just become more physically active but also, more conscious of their diet, how activity can improve their academic attainment, and that's an exciting journey to be on, and a way of making a living as well."

## To get you inspired...



# Why choose a Premier franchise?

If you're reading this prospectus, it's because you're interested in combining your passion for physical activity and making a positive impact on children's lives. Franchising is a great way to make the transition into becoming a business owner and there's some key benefits to owning a Premier franchise:

- ✳ Premier is already an established and recognised brand
- ✳ We have a proven and successful franchise model that we can evidence during the sign-up process
- ✳ We provide comprehensive training and additional ongoing operational support
- ✳ Nationally run marketing campaigns to help drive business within your area
- ✳ Running a franchise helps to alleviate the risk that starting up a new business can incur
- ✳ Premier have excellent relationships with banks and Government schemes for you to access funding
- ✳ Established network of 75 franchisees, across 125+ UK territories
- ✳ **Work for yourself, but not by yourself!**



**“It’s great 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 franchisee

## We're a founding member of ukactive Kids!

We strive for excellence in the schools sector and have been actively campaigning to raise the standards of delivery of physical activity for every child and school, whether we are the deliverer or not. Ukactive Kids explores the public health agenda, growing the resources available to address physical inactivity in children.

It aims to direct focus on pre-schools and school, while also focusing on families and teachers to ensure physical activity is made available to them. Alongside ukactive Kids and a diverse range of stakeholders, we hope to stop the development of 'Generation Inactive' so that our young people can have a brighter and healthier future. Plus – we are the first company to meet ukactive Kids code of practice for quality standard!



## We're a full member of the bfa!

Premier are a full member of the British Franchise Association within the sports franchising sector. When looking to invest in a franchise, you should consider the membership status within the bfa as a sign of professionalism and reputation.

As per the bfa's website... "full members are established franchise businesses with a proven trading and franchising record. They are prepared to have their reputation examined by the bfa, and have an established network of franchisees."

This mark evidences that the Premier franchise model is a successful and profitable, and displays that we are ethical and are transparent in our operations.



# The impact...

Our core purpose is to Educate and Activate the world, and we do this by delivering exceptional opportunities for young people and adults to make the very most of their lives. Helping children become the best versions of themselves through innovative, life changing programmes and initiatives.

Since 1999, we have been providing schools, parents and teachers with innovative physical activity programmes and we are now the UK's number 1 sport and physical activity provider.

Our network of business owners collectively employs over 1,200 qualified Activity Professionals. Together we deliver in excess of 30,000 events per month and each young person entrusted into our care receives the highest quality coaching and instruction available.

The chances are we can't help a child become the best footballer on the planet, but we can 'activate' a desire to get fitter and healthier whilst increasing self belief and looking forward to the future with added confidence.



**“It's great to have the ability to target children who are disengaged and have the flexibility to run a business centred around my family”**

Premier franchisee



**10+ million**  
visits annually.



**7+ million**  
visits on  
curricular provision annually.



**800,000+**  
visits to lunchtime activities annually.



**1.7+ million**  
visits to after school activities annually.

# Why Premier...

**When investing in a business opportunity you want to know it is built on solid foundations and it can demonstrate a history of progression and innovation. As a Premier franchisee business partner, you are safe in the knowledge that you are tapping into our long and successful history of business generation and support, but more importantly, our ability to invest in our future.**

We have been providing schools, children and parents with innovative physical activity programmes and initiatives for over eighteen years. Over this successful period, we have constantly strived to enhance our model by investing in complementary programmes and leading edge technology.

To demonstrate our continued investment into the business model and developing additional income streams for our franchisee business partners; Premier now proudly provides a market leading range of services to schools and communities through not only Premier Sport but, Premier Arts and Premier Wellbeing.

The main driver in everything we do is to focus on the child. By having access to our complementary brands you will be able to deliver the best programmes and solutions, that will help to get children active and elevate your business in the process.



# 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.**

You will need to have a passion for getting children active and the desire to build a long term successful business. Talent follows talent and our business model attracts professionals from a variety of backgrounds with a shared passion, combined with a desire to succeed in business.

We understand that for us to be successful, our network has to be too. This philosophy means our approach is one of support and investment. You invest in us and we invest in you.

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.



# Why we do what we do...

Recent Government research has highlighted the alarming levels of childhood inactivity. Nearly a third of children aged 2 to 15 are overweight or obese, with the younger generation becoming obese earlier and for longer. Did you know the least fit child of a class in 1998, would now be one of the fittest in today's classrooms?

The severity of childhood obesity is evident in the economic costs to the Government. In 2015, more was spent on the treatment of obesity and diabetes than the police, fire department and the judicial system. To support schools, the PE and Sport Premium funding has been introduced to allow headteachers to improve the level of sport, PE and wellbeing of pupils within their schools.

✿ Premier are dedicated to offering children a wide range of physical activities. Whether it's through sport, dance or drama, children have more opportunities to be active with Premier than any other provider. Physical activity can not only help to reduce obesity levels, there is evidence that participation is linked to improved academic performance.



**All pupils will leave primary school physically literate and with the knowledge, skills and motivation necessary to equip them for a healthy lifestyle and lifelong participation in physical activity and sport.**

The vision for PE and Sport Premium funding



**Half of children**

aged 7 failed to meet 60 minutes of daily physical activity recommended by the Chief Medical Officer.



**4 out of 5 boys**

do not reach the recommended level of physical activity daily.



**5 out of 6 girls**

do not reach the recommended level of physical activity daily.



**42%** of inactive children are likely to become sedentary adults.

# Why Premier are a step ahead of the rest...

We understand that it's experiences that will help shape children, making them more confident, outgoing and positive when facing the future. This is a fundamental feature in our delivery in schools – we aim to create positive experiences for all, no matter what age, ability and attainment children may have.

“We are extremely pleased with the way in which Premier has worked with us to allocate the Sport Premium funding across the school in order to deliver outstanding curriculum and extracurricular PE, through a professional development model.”

In achieving the 'OUTSTANDING' rating, **Mrs Julie Stuart, Head Teacher**, heaped special praise on Premier for working alongside her staff to deliver their sport and physical education.



**1,597+**  
Quality Assurance Assessments.



would **recommend Premier** to another school.



said 'Good or Excellent' when asked to rate how well the Premier sessions and activities delivered **met the needs of the range of pupils they work with.**



said that **Premier contributes** to increasing levels of participation in PE and Sport.



said that **Premier contributes** to pupils developing a **healthy lifestyle.**



rated 'Good or Excellent' the extent to which pupils **enjoy and participate, responding positively** to Premier sessions and activities.



said that the **Premier programmes contribute** to improving the quality and breadth of PE and sport provision.



rated 'Good or Excellent' the extent to which the design, delivery, evaluation and tracking of the curriculum programme **ensures impact on pupil outcomes and behaviours.**

# Developing partnerships...



**Jane Hannah is Premier's Partnership Manager. Jane's role is pivotal in helping developing strategic partnerships with key stakeholders within our industry. The relationships that Jane creates have a direct benefit to your franchise...**

"Having spent almost 20 years working in the sports sector, I have built up a network of contacts and wealth of knowledge. Previous roles include local authority sports development, county sport partnership, Sport England and most recently 8 years with the England and Wales Cricket Board.

For you, at a local level, the Partnership role will support you in building links with your County Sport Partnership who play the critical role in supporting primary schools with spending their School Sports Premium funding.

Working at a national level with Governing Bodies of sport, the Partnership role will add to your offer locally. The idea of national Partnerships with sports like British Fencing, British Gymnastics, England Hockey, Badminton England and many more is to ensure the training is fit for purpose, easily accessible and affordable for your Activity Professionals. Once trained and equipped with the relevant tools and resources carrying the local Governing Body badge will carry kudos locally and support you in more delivery in more schools."

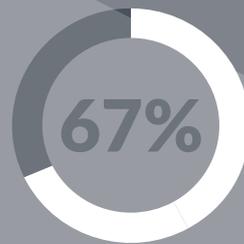


# Our proven business options...

**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.



**67%** of our established businesses will generate a 6 figure turnover this year

# What do I get for my investment?

## Premier Gold

£24,950  
+VAT

Our most popular investment package. Premier Gold includes Premier Sport, Premier Arts and Premier Wellbeing licenses.

Combining the market leading Premier Sport, access to rapid growth through Premier Wellbeing and Premier Arts, all adds up to being the complete provider within your area. This package is ideal for those with a growth mindset who wish to have the best of both worlds - Managing a team whilst creating growth through high volume.

- ✳ Premier Sport
- ✳ Premier Arts
- ✳ Premier Wellbeing
- ✳ Ambassador and PR support
- ✳ 20 pre-made sales appointments
- ✳ Director support with Arts recruitment
- ✳ Bespoke marketing planning and functions performed by HQ
- ✳ Strategic advertising for staff
- ✳ Starter packs with literature, stationery and kit
- ✳ Full induction training and ongoing marketing support
- ✳ Sales visits with Premier mentor

 Premier sport

 Premier arts

 Premier wellbeing

## Premier Platinum

£34,950  
+VAT

Created in response to the increasing demand for a multi-territory opportunity. This is the ultimate package combining two Premier Gold Packages. This is for ambitious individuals who seek an opportunity that matches their unlimited ambition.

The Platinum package comes with 2 x territories. A multi-territory approach maximises speed of growth, earning potential and operational savings!

- ✳ Premier Sport x 2
- ✳ Premier Arts x 2
- ✳ Premier Wellbeing x 2
- ✳ Ambassador and PR support
- ✳ 40 sales appointments
- ✳ Director support with business structure, roles and Arts recruitment
- ✳ Bespoke marketing planning and functions performed by HQ
- ✳ Strategic advertising for staff
- ✳ Discount on future expansion

 Premier sport

 Premier arts

 Premier wellbeing

**Premier has excellent relationships with banks and specialist start up loan lenders for extremely competitive lending rates to help you raise the funds you require to invest in a Premier franchise.**





# Inspiring young people through PE and Sport

Premier Sport is the most popular and recognisable programme that we offer. Working with thousands of schools across the UK, our franchisees can offer more than 50 sport specific activities that are fun, engaging and inspiring. The programme has been developed to include children of all ages and abilities, in competitive and non-competitive environments.

## Premier Sport can be delivered...

BEFORE School

Curricular PE

DURING School

Premier Holiday Camps

AFTER School

Activities available as part of the Premier Sport programme include:

- \* Archery
- \* Basketball
- \* Badminton
- \* Fencing
- \* Gymnastics
- \* Fencing
- \* Football
- \* & more!

1998

2017

The least fit child, in a class of 30 tested in 1998, would be **amongst the five fittest** children in a class of 30 tested today.

This generation is the least active in history!



# What's included in the Premier Sport package?

## 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.
- \* 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.



**“We have found our sports coach to be an asset to our school, she goes above and beyond for the children. She works closely with staff and myself to improve outcomes for our pupils. Premier offer a wide variety of activities to engage all children, increasing their participation and enjoyment in sport.”**

**Michelle Johnson, PE Coordinator**  
Richardson Dees Primary School, Wallsend

## Sales & Marketing Support

- \* Online launch plus bespoke marketing campaign.
- \* 20 sales appointments
- \* 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.





# Engaging young people through creative arts.

Premier Arts is a dance, drama and arts programme that develops creativity both inside and outside of the class room. From running bespoke weekly curriculum programmes, extracurricular clubs and creating school plays to hosting 'showdowns' – Premier Arts allows franchisees to engage with children who may be disengaged with sports.

## Premier Arts can be delivered...

**BEFORE School**

**Curricular Dance & Drama**

**DURING School**

**Premier Holiday Camps**

**AFTER School**

This engaging and energetic programme allows children to learn and develop from activities including:

- ✱ Street Dance
  - ✱ Drama
  - ✱ Contemporary
  - ✱ Arts Awards
  - ✱ Cheerleading
  - ✱ & more!
  - ✱ Musical Theatre
-

# What's included in the Premier Arts package.

## 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.



**“I found the transition from Premier Sport to Premier Arts simple... We'd already been working at a lot of schools and found the majority of our clubs were attended by boys... Therefore, Premier Arts allowed us to meet our target audience of girls, who weren't already coming to our extracurricular clubs”**

Premier franchisee

## 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.





# Hello to a healthier you... with Premier Wellbeing.

Premier Wellbeing focuses on inspiring healthy changes that have a positive impact on the lives of children, parents and teachers. Our initiatives reach toddlers all the way through to adult fitness via one of our healthy lifestyle programmes. With a 'Whole School Approach' to health and wellbeing, Premier helps create healthy environments providing the facts, engaging advice, guidance and inspiring practical, interactive sessions.

Play-Tritition (0-5 years)

Fun-Tritition (5-11 years)

Fit-Tritition (Teachers)

Fit-Tritition (Parents)

The main principles of keeping healthy are fundamental throughout all of our programmes;

-  Eating Well
-  Drinking Well
-  Moving Well
-  Sleeping Well



**Over 1/5**  
of reception children are  
**overweight or obese,**  
as are one third of children in  
Year 6.

## Play-Triton.

Play-Triton sessions are play-based learning sessions supporting young children to begin to understand and make healthy lifestyle choices. They learn about where food comes from and how it can effect their bodies.

Play-Triton allows franchisees to target currently untapped markets in Nurseries and Children Centres.

## Fun-Triton.

Fun-Triton is a classroom based programme that develops food, nutrition and physical activity knowledge in children, as well as cooking skills.

Following the programme children will have the confidence and understanding to make healthy choices and influence and inspire those around them.

## Fit-Triton.

Fit-Triton provides fitness activities for parents and teachers at a time that suits them. Not only can we provide fitness sessions run by qualified instructors, Fit-Triton educates adults on the importance of a healthy lifestyle and offers nutritional advice.

This programme promotes the 'Whole School Approach' to health and wellbeing, creating healthy role models for children and improving the activity levels of adults.



### Only 22%

of children aged between 5-15 years complete 60 minutes of physical activity daily.



### Only 9%

of children aged 2-4 years meet the guideline of three hours of physical activity daily.





## Healthy heroes assemble...

The Golden Mile is a safe, simple and measurable health and physical activity initiative accessible to all age groups regardless of ability. Every pupil can get involved by walking, jogging or running around their Golden Mile track within the safety of the school grounds.

For franchisees, The Golden Mile is the perfect platform product and is often used as a 'foot in the door' with new schools. Through engaging with children through The Golden Mile, you can build a relationship with the school that can lead to increased activity with Premier Sport, Arts and Wellbeing.

Fun

Friendship

Mass participation

Non competitive

Physical development

Social development

Emotional development

Engages the disengaged

Leadership

Improves academic attainment

Increases concentration

Improves behaviour in class



# The Golden Mile is loved by schools for so many reasons...

## It's flexible.

Whatever the weather schools can run The Golden Mile on the playground, school field or in the sports hall, no kit is needed either!

## It's simple.

Before school, during break, lunchtime, after school or even to revitalise pupils during lesson time. The Golden Mile is so simple it can be completed at a time that suits you.

## It's measurable.

Schools receive access to the online Golden Mile portal, personalised to the school, the portal keeps track of all pupils' physical activity data. It enables pupil and class comparisons, the ability to challenge other schools, track the total number of Golden Mile laps and to analyse historical data.

## It's rewarding.

Children clock up miles to reach milestones with the aim to complete 150 miles in an academic year, with certificates available to reward and encourage participation.



The Golden Mile gets

**over 42,000**

children active per month



Enough miles have been completed to **travel around the world**

**253 times!**



# Don't just take our word for it...

## Danny Bloomfield | Multi-territory owner

"Premier has been one of the best decisions I have ever made, as not only am I running a successful business but I am making a real difference to the local communities we serve. Between my five franchises I now have around 70 to 75 staff, and rely totally on the efficiency of my team to make the business a success. This also enables me to have a good work life balance, where I can take my kids to school and never have to miss a sports day."



## Raakhee Morrison | Multi-territory owner | Mother of two

"I started with Premier in 2011. I've always loved sport; I've always believed in sport, as a Mum with two young children of my own, I wanted to own a business that allowed me to combine the two together. I chose to invest in Premier because they have a long established brand and they were doing some great work in the local community already. The best part of my job is that I can pick and choose when I work, based around my children. I have achieved so many things personally and professionally that I could never have imagined."

## Elliot Anderson | Multi-territory owner | Former sports coach

"From starting as a Premier Activity Professional to now running two Premier franchises, the whole support from the network has been key to my success today. The best part of my role is to have full control of your day and not having to do the same 9-5 Monday to Friday. Plus having an impact on other people, helping staff to progress with their careers"



## Stuart Bartles-Smith | Multi-territory owner | Former army officer

"Teaching and instructing is part of the parcel of being in the forces... A Premier franchisee would be a really good fit for military personnel. Before starting with Premier I was an Army Officer and now we have a team of 21 Activity Professionals delivering all brands, Premier Sport, Premier Arts and Premier Wellbeing across three territories.

Working alongside my wife Liz, the business provides us more time to spend with our young family. The best part of running a Premier franchisee is that it gives us time to spend with our children, which is one of the main reasons we got into it in the first place... Now, one of our children is doing Premier Sport and Premier Arts, it's really great to be able to go and see them."

# What next?

You've taken the first step on your journey by enquiring to become a Premier franchise owner and downloading this business prospectus, congratulations! We feel it's important to be transparent about our recruitment process, so below is what's coming up...



## Meet Jody.

Jody is our Business Development Manager and she'll be your point of contact throughout your sign-up journey. If you have any questions at all, don't hesitate to contact her!

**e:** [jmacmillan@premier-education.com](mailto:jmacmillan@premier-education.com)

**p:** 01953 499040



### Step 1

**Let's talk** - This initial chat will help to determine whether we have an area available that suits you and whether we're a good fit for each other.



### Step 2

**Follow up** - Next, you'll then have a call with our Business Development Manager, Jody MacMillan, who will go into more detail about the franchise opportunity



### Step 3

**Let's meet** - You'll be invited to a Discovery Day at Premier HQ in Shropham, Norfolk.

**If we're right for you, and you're right for us, then you will come and meet us! 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 Manager, Jody Macmillan, at our HQ in Shropham, Norfolk.**

As well as more information about who Premier and what we do, the Discovery Day is the perfect opportunity for you to ask as many questions as you can think of and meet some of the team that will be supporting you, including Marketing and Operations Directors. The day is free of charge and at no obligation.



# 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.
- ❄ Positive mindset and can-do attitude.
- ❄ A people person - you will be working with people of all ages and backgrounds on a daily basis.
- ❄ Have a passion for physical activity and inspiring people to live healthy, active lifestyles.
- ❄ 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!

# FAQ's...

## 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.

## Do I get my own area?

Providing your desired area is available, an area will be provided. Our areas are made up of, on average 75 primary schools, with 225 pupils per school.

## 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. 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.

## Do I pay monthly fees?

Yes, these are dependent on the package that you pick and can be discussed on your discovery Day



# Be part of the journey...

Let's Educate and  
Activate the  
World together.



Start your journey...



**Premier, Shropham, Norfolk, NR17 1EJ**

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