



Premier Sport

Franchisee Prospectus

premiersport.org

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In 2011, Premier Sport delivered over 70,000 hours of curriculum PE, with 2.1 million participants

Premier Sport an introduction...

Premier Sport is the market leader in sports coach franchising. We operate over 90 franchised areas throughout the UK and in 2012 Premier Sport gained full membership with the British Franchise Association (BFA)

Being a Premier Sport franchisee is not just about running a successful business, it's an ongoing commitment to the communities in which they serve and inspire.

Since 1999 Premier Sport has been at the forefront of delivering quality physical activity and sport provision in local communities. Our proven business model delivers on expectations.

Some individual Premier Sport franchisees achieve higher turnover figures than some franchisors within the same sector.

We are unique in that 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.

From the start of the recruitment cycle to the end is a two-way process of learning and communication to ensure that Premier Sport is right for you and you are right for Premier Sport.

“Sport has never been as big as it is today – and neither have the opportunities within it. We have spent years developing the systems and procedures needed for franchisees to be successful in this market place, and that drive to improve continues every day”

David Batch
Chief Executive | Premier Sport



“I would definitely recommend Premier Sport and franchising to people looking for a business. I really enjoy it. Being my own boss, the money, working in sport and being a role model for children in the area.”

Gareth Simpson

Franchisee | Cambridge and Newmarket Areas

what is franchising?

A franchise is essentially a form of business partnership, entered into in this case by Premier Sport 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 to the franchisor at a minimal entry price.

This means that unlike most business models, a franchisee is able to develop a business based on a successful model without heavy investment – as this has already been done for them!

In return an ongoing commission is given to the franchisor which helps the model evolve further.

The franchisor has the benefit of working with groups of people who tend to be more motivated and passionate than employees, as they have an interest in the success of the territory – it is their business!

In 2012, Premier Sport gained full membership with the British Franchise Association (BFA) and joins a select few franchisors carrying this accreditation.



what we do...

Premier Sport offers schools, local authorities and local communities solutions to their physical activity and sports coaching requirements.

Each franchised territory employs a team of fully qualified Physical Activity Advisors 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.

Our franchisee revenue streams are:

- **School and Early Years services**
 - Curricular delivery
 - Out of school hours learning
- **Community offer**
 - School holiday activities
 - Birthday parties & Early Years clubs
- **The Golden Mile** – A majority owned subsidiary of Premier Sport and additional revenue stream for franchisees.

you will be given the knowledge, training & support to drive and develop your business



the potential...

- Over 90% of schools use external providers to deliver their sport and physical activity.
- A typical franchise territory has 18,000 potential customers.
- Top performing franchisees operate in over 60% of their potential market.
- Some schools within the network spend in excess of £20,000 per annum on sport and physical activity.
- Some of our franchise territories generate revenue in excess of £300,000 per annum.
- Chief medical officers state that inactivity is a bigger threat to our children's health than obesity.





investing in your future

What is my biggest investment to becoming a Premier Sport franchisee?

Your biggest investment will be your commitment, time, hard work and desire to succeed.

What is the Premier Sport franchise fee?

The initial franchise fee is £9,950. There are also ongoing commissions and fees on certain products and services.

I have part of the franchise fee, how do I raise the remainder?

Because of the proven track record of Premier Sport, new franchisees can typically access between 50% and 70% of the total investment required from a bank or appropriate lender.

What do I receive for my investment?

For this investment you are allocated a set territory and receive an extensive induction package including sales, product, and delivery awareness training.

You will also receive a comprehensive marketing package, sports qualifications and business support.

When will I start to generate income?

The business plan Premier Sport helps you create will ensure you are able to pay yourself a regular wage from day one.

91% of Head Teachers said Premier Sport offered an outstanding to good overall service to their school!

a formidable starting eleven...

Premier Sport are proud to have the support and backing of some of the most talented and successful people in both sport and business.

Our Ambassadors support the work of Premier Sport by visiting schools up and down the country, inspiring children to achieve their sporting ambitions as well as teaching them valuable life lessons.

Premier Sport's team includes:

- England Rugby Union legend, **Lawrence Dallaglio OBE**
- Olympic Gold Medallist, **Duncan Goodhew MBE**
- Former Gt Britain Rugby League Captain, **Paul Sculthorpe**
- Olympic Silver Medallist, **Wendy Sly**

- Olympic Paralympian, **Daniel Nobbs**
- Leicester and England Cricketer, **Paul Nixon**
- England Badminton Star, **Donna Kellogg MBE**
- Former chief of EMAP & Chairman of HMV, **Sir Robin Miller**
- Former British Franchise Association Chairman & successful franchisor, **Mel Lusty**
- Premier Sport CEO and founder, **David Batch**
- British Franchise Association Regional Chairman for the Midlands, **Jonathan Mills**

Plus many more enthusiastic, motivated & hard-working individuals.

In January 2012 Premier Sport, backed by the Dept of Health pledged £150,000 worth of sport and physical activity provision to local communities.



"It's only through the provision of well organised, dedicated coaches throughout the country that we'll see our children enjoy playing sport and reaching their full potential, regardless of their level, which is why I'm 110% behind Premier Sport and its aims."

Lawrence Dallaglio OBE
England Rugby Union legend & Premier Sport Ambassador



“Developing a healthy interest in sport and exercise can play a crucial part in the future wellbeing of our children. Premier Sport co-ordinates and supports a team of highly trained, properly qualified coaches across the country. Their work provides children with a higher quality of sport and PE. It’s 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 and Premier Sport Ambassador



our partners

Premier Sport have worked with some of the most recognised global organisations and brands. These partnerships add value and raise the profile of Premier Sport and its franchisees at a national level.

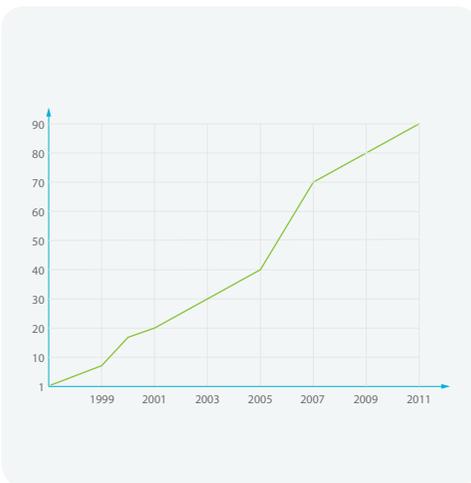
- **Chewits**
- **Tesco**
- **ASDA**
- **Lloyds TSB**
- **Kelloggs**
- **Robinsons Fruit Shoot**
- **The Dame Kelly Holmes Legacy Trust**
- **The Golden Mile**
- **COMPASS (Community of Providers of Physical Activity and School Sport)**
- **Change 4**
- **Yazoo**



our history

Premier Sport was founded in 1999, filling a gap in the market for high quality, branded sports provision for local children, parents and schools.

Since then, we have developed the largest support network for franchisees in the industry. This includes specialists in Educational Advice, Operations, Training, Marketing, HR, Compliance, Business Development, Graphic Design and Web Development.



Who we are:

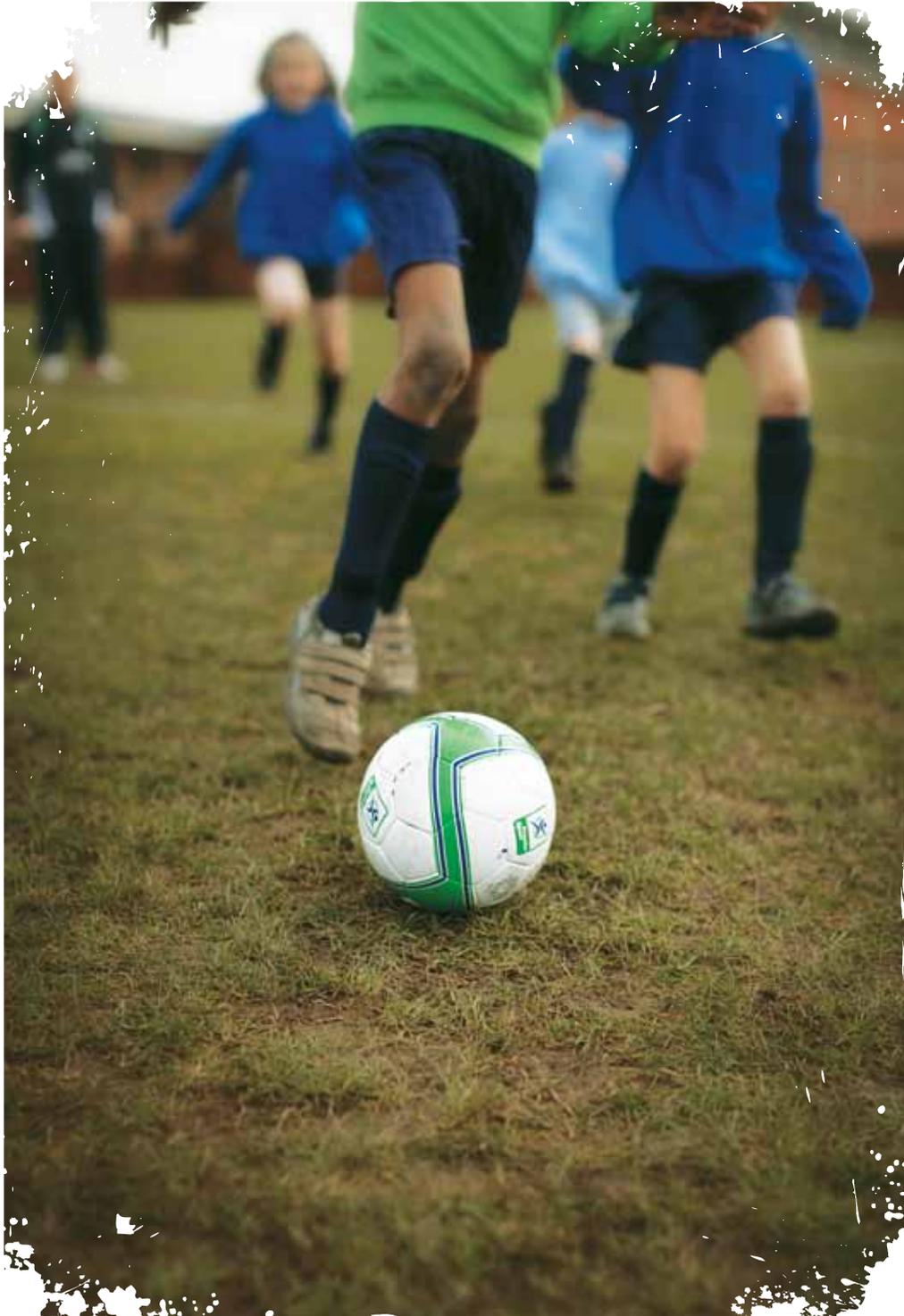
- Market leader in the delivery of Physical Activity & sport within UK primary schools.
- We have been engaging young people in sport for over 12 years.
- We have a network of c.500 NGB qualified coaches.
- We deliver sport and physical activity in over 2,000 schools each week.
- We teach c.150,000 children each week.
- We have c.5,000,000 customer visits annually.

Since 1999, the number of franchised territories has risen to over 90, with more current applications for franchises than ever before.

"I would recommend this opportunity to anyone, there is a great support network using a tried and tested model made successful by many franchisees with a wealth of experience, plus Premier Sport are constantly investing to develop our businesses and brand"

Gavin Winter
Franchisee | Staffordshire & Stoke-on-Trent Areas





standards to aspire to...

We have long believed that to be successful and deliver on customer expectations we should do things better!

And that's why...

- We are the first franchisors in the sector to hold a full British Franchise Association membership.
- We were the first organisation of its kind to be awarded the prestigious QiSS kite mark for quality.
- Introduced the leading quality control measures and levels of qualification going beyond industry requirements.
- Supported and became a founding member of COMPASS, a trade association representing and promoting the interests of providers in schools and communities.
- Developed an unrivaled Customer Relationship Management system to support and drive franchisee business.

91.2% of schools said; “Premier Sport offered an outstanding to good overall service to their school.”

support every step of the way

From your initial application to being a long term Premier Sport franchisee, you will receive hands-on guidance from our unparalleled support structure.

We pride ourselves on the levels of service and expertise we offer our franchisees. Our national network will assist you with recruitment, access to vital information, perform due diligence and point you in the right direction to ensure you reap the rewards of running a successful business.

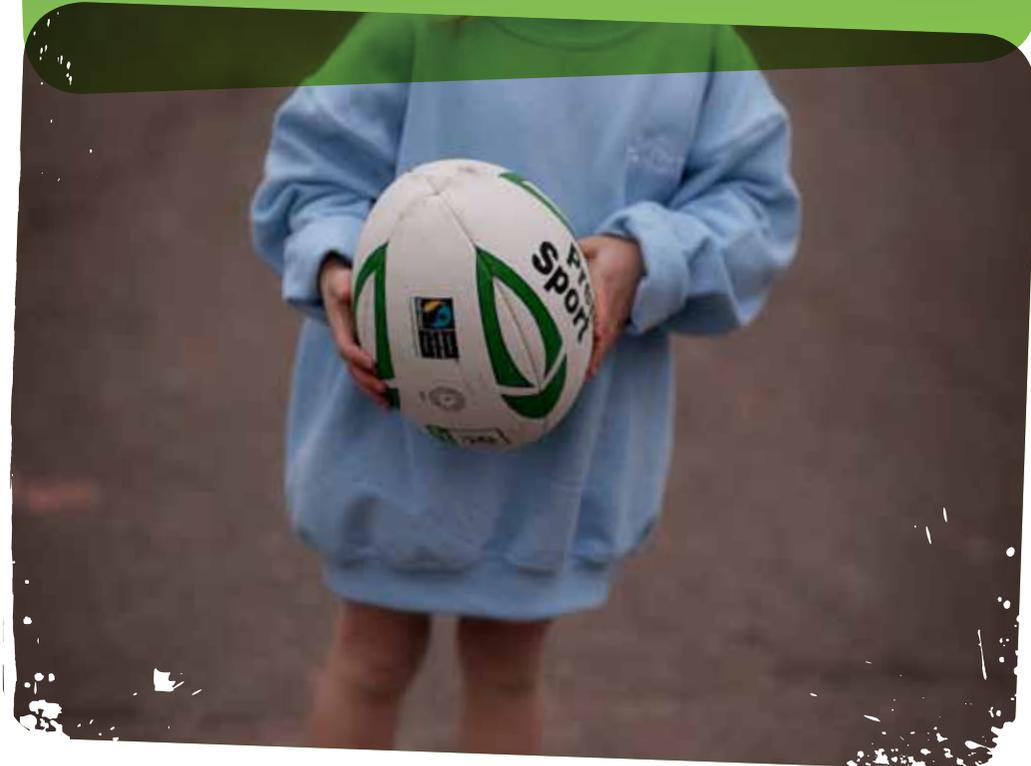
Despite this support you will be your own boss, working the hours that suit you, managing your own staff whilst developing your business.

You are in business
for yourself –
not by yourself.



Before I started with Premier it never entered my head I would even run my own business, let alone three, 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."

Daniel Bloomfield
Franchisee | Norfolk, Suffolk and Kent Area



case study 01

Ben Eshelby Franchisee | Winner of the 2011 Newcomer of the Year Award

Ben, 21, first heard about Premier Sport through a friend at their local Job Centre. After taking an interest he became a candidate for the Future Jobs Fund (FJF) and at the age of 20, got a job as a coach for a franchise in the Leicestershire area.

"When I first went to my local Job Centre in Stamford, they mentioned the possibilities with Premier Sport. I read the literature and I was impressed straight away. I then looked at their website and I knew it was the job for me."

Ben opened his own franchise in January 2011. He currently delivers nineteen extra curricular and 5 half days of curricular coaching events a week, over the Rutland, Leicestershire and Nottinghamshire areas.

"Working with children is my dream job and teaching them sport just makes it all the more worthwhile. I decided to start my franchise with Premier Sport because it's such a well run organisation, giving you all the help and support you need when starting a new business. Seeing the business grow by employing a dedicated team of coaches is really exciting, whilst I also enjoy generating new business by building relationships with schools and head teachers."

It's been hard work, but I have enjoyed the challenge of meeting head teachers and generating new business within their schools.

The toughest part at the start was recruiting coaches, but once I found the right coaches it all started falling into place. Winning Franchisee newcomer of the year made all the hard work worthwhile".

case study 02

Raakhee Morrison Franchisee | Bushey, Watford, Stanmore Harrow, Rickmansworth and Northwood areas

Hertfordshire Mum of two Raakhee Morrison decided to join Premier Sport after ten years working for HBOS. Raakhee launched her franchisee in May 2011 fulfilling her dream of running her own business and working with children.

In the short time Raakhee has been trading she has already set up thirteen extra-curricular clubs across eight local schools and exceeded her financial targets. Raakhee's team has delivered a variety of activities including Athletics, Kwik Cricket, Gymnastics, Racket Sports, Basketball, Street Dance, Netball and Fencing.

"I have always wanted to run my own business especially after having my children but I was always nervous about starting a business from scratch on my own, so a franchise seemed like the natural thing to go for.

I just love what I am doing now with my career and this is the first time I have felt this way, even though I put in long hours it does not feel like 'work' but more of a passion.

Also being able to work from home, having the opportunity of working around my sons and my husband, I feel very lucky to have that option.

I would absolutely recommend Premier Sport to people looking to go into business. You don't have the hassle of starting a new business, the product is ready to sell so that's half the battle.

Premier Sport has extremely high standards which the company prides itself in. And that's how it should be especially when you are working with children."

"Premier Sport is a very well organised, professional company and I would certainly recommend that anybody interested in owning their own sports coaching business should consider talking to one of our team."



"The professionalism of Premier Sport and drive of their staff and ultimately the support that you receive to run a business has been fantastic."



case study 03

Ian Wilkes Franchisee | Cheshire area

Ian Wilkes 45 from Cheshire had spent 25 years working in the Banking Industry before deciding to follow his dream and set up his own business.

Father of three Ian left his job as Director of Commercial banking where he managed a team of over 40, in delivering quality services to medium sized businesses. He now runs a successful franchise in the Cheshire region.

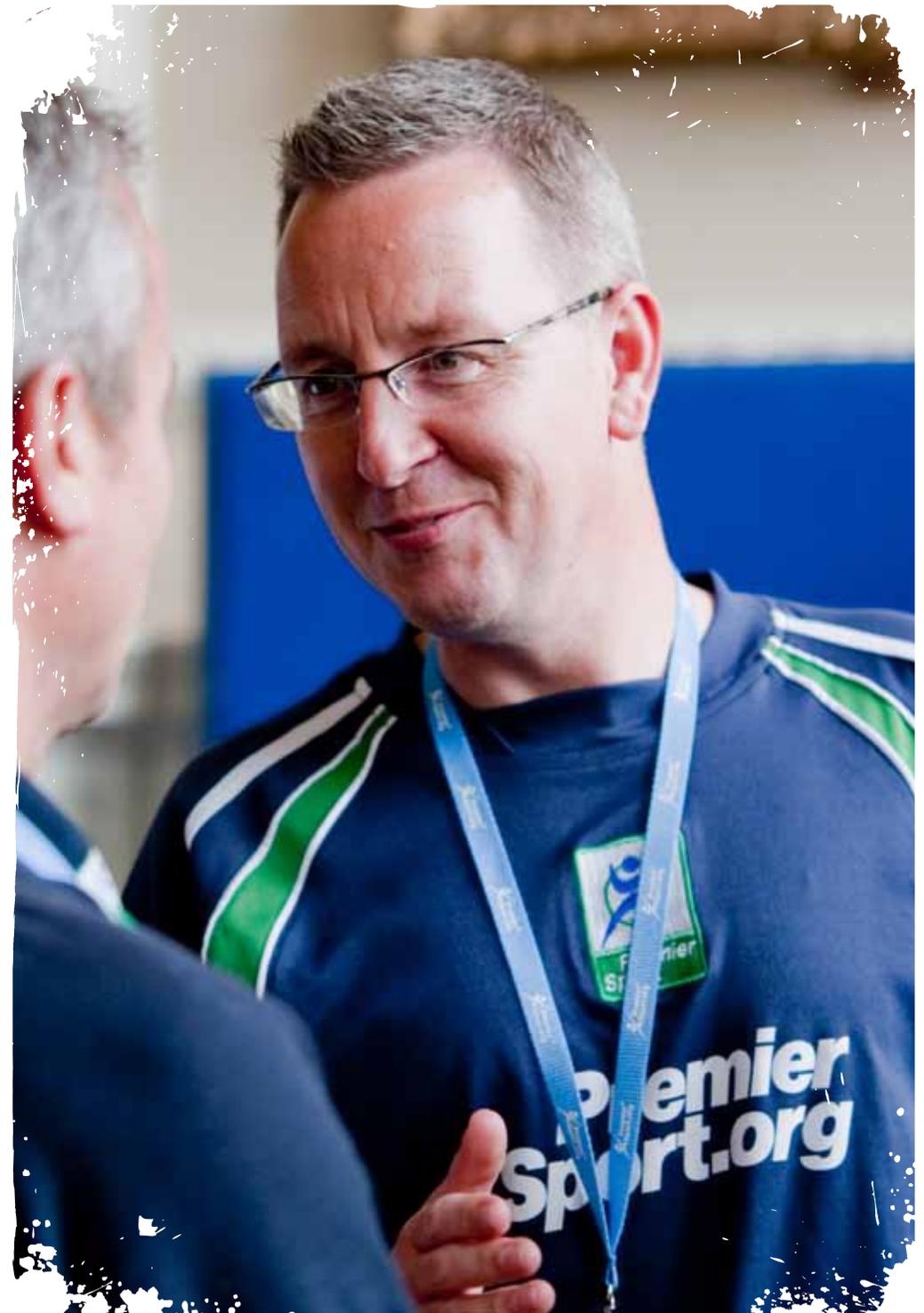
"I'd long harboured a desire to work for myself and so, when the bank kindly offered me voluntary redundancy I jumped at the chance.

Having considered setting up on my own, I looked into the franchise option and decided that this was probably the better route – freedom of my own business but with central support from the franchisor. I looked at a couple of franchise options but decided that Premier Sport were best suited to help me make a success of it.

"I have always been a huge sports fan and love to watch as much as I can. I had coached junior football and rugby for several years before moving to Premier Sport."



Sport offers children so much more than just technical skills to play a game. Communication skills, teamwork, understanding of others strengths and weaknesses, respect, learning how to win and how to accept defeat are key life skills that sport can bring. In addition, of course, if children enjoy sport they are more likely to continue playing sport, or at least keep active, in their adult life and this is great for their health and physical wellbeing."





“Premier have been consistently professional and reliable in all their dealings with the school, especially in respect of essential paperwork such as CRB checks and quality assurance. The coaches receive scrupulous training, as evidenced by the quality of lessons taught. The most positive impact is that our provider is considered by staff and pupils alike to be an integral part of the school team, and as such has been amenable and adaptable across a whole range of circumstances.”

Sue Stott
Assistant Head Teacher, Millfields Church of England Primary School

is Premier Sport right for me?

We have a long and successful history of recruiting franchisees, our experience and thorough, honest recruitment process will highlight if this opportunity is the right choice for you and for us.

A wide range of applicants join our recruitment process and go on to run successful and profitable franchises. Do you have the skill set to become a Premier Sport franchisee?

- 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 and for inspiring people to live a more active lifestyle.
- A desire to succeed in business.
- The ability to follow a proven system.





what next?

To find out more about Premier Sport and the franchising opportunities, please contact our Business Development Director Jonathan Mills at jmills@premiersport.org or contact **01953 499049**

Premier Sport

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