

Discover Premier.



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 elevate 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!

Full Membership of the British Franchise Association is surely a must for anyone investing into a franchise model – and Premier are the ONLY full member in our sector...

Full Membership means your partner company is ethical, professional and most importantly - HAS PROVEN their system is a profitable one. Simply put, it's your best way of ASSURING success...



Why we do what we do...

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.**



Inspiring young people through PE and Sport

Premier Sport works closely with thousands of schools across the country to enrich curriculum PE lessons, deliver fun and engaging extracurricular sessions and most importantly, inspire children to live a healthy life. Below we outline the frameworks for all of our extracurricular programmes - of which we have more than 50 sport specific activities for all ages and abilities.

START Active

STAY Active

PLAY Active

SPORT Active

Curricular

Inspire to Compete

Premier offer complete activity structures to engage all pupils, from those not normally inspired by sport, through to the budding stars of the future.

In addition, our Premier Camps holiday programmes cater for children from the age of 4, to 12. Our Explore & Play (4-7) and Action & Adventure (8-12) programmes help children to develop confidence, creativity, social awareness and self-esteem.

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!



START Active.

START Active clubs offer a fun, healthy and educational start to the day, with children getting active before school.

START Active can be integrated into existing breakfast clubs (or set up as stand alone sessions) to encourage understanding of the connections between exercise, food, nutrition and health. The sessions are multi skills based and are aimed at improving fundamental skills such as balance and co-ordination through fun games and activities. The sessions are not sport/activity specific so encourage those who might avoid competitive sport or activities to take part.

Sessions are designed to meet outcomes agreed in advance, enabling extracurricular activity to contribute to overall school achievement levels.

PLAY Active.

Many children avoid sports because they believe themselves to be 'un-sporty' or because they feel alienated by activities which are focused on win/lose outcomes.

PLAY Active sessions encourage fun-based physical activity rather than traditional sports and place particular emphasis on mutually supportive activities in which children don't feel the risk of 'letting others down' or being the weak link in a team. As an extracurricular programme it can run at any time during the school day – before school, during lunchtime or as an after school club – typically for 60 minutes. By placing the emphasis on inclusion rather than specific sport skills and techniques, children are encouraged to have fun. This in turn improves social skills, self-esteem, balance, co-ordination and physical wellbeing.

SPORT Active.

SPORT Active sessions focus on the development of skill and are available and accessible to all.

Children get active and have fun with friends playing sports they love or may not have tried before. Skills, techniques, rules and regulations of a wide variety of sports are introduced. The opportunity to increase competition exists as Premier can establish new school teams, join school leagues and arrange competitions. After school clubs help schools to reach their Ofsted targets for sport provision whilst developing social skills, attitude, respect and the ability to win and lose gracefully in children!

The pathway to community clubs is a vital part of our process and helps meet Ofsted requirements. We pride ourselves on being a fundamental part of this ongoing journey for children.

STAY Active.

STAY Active clubs keep children active and engaged throughout the day by balancing mental and physical challenges.

Improving social skills and engaging children who may find it difficult to make friends, STAY Active can positively influence playground behaviour and other target areas. Premier Sport is purely a vehicle to develop these skills and improve emotional wellbeing of children at your school. Classroom behaviour is improved and academic performance is stimulated through extracurricular activity.

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.

Premier liaises with local school PE subject leaders, preparing children for competition by introducing rules and skill familiarisation sessions, which gives children the ability to learn and play to rules ethically.

The programme meets the needs of Ofsted and Sport Premium that suggest more emphasis should be placed on competition.





Curricular

Premier Sport works with thousands of schools during curricular time to deliver structured physical activity and sport including gymnastics, net and wall games, striking and fielding games, invasion games and more!

Year round support is available with curriculum enrichment blocks and specialist activity based on your schools' requirements. Confidence, discipline, teamwork, fitness, and more will increase as a result of Premier Sport's provision – it's proven that Premier children are fitter children.

We offer a school led, collaborative partnership model using an online planning framework rather than schemes of work. This ensures that every lesson is differentiated and based on outcomes of the previous lesson, resulting in all pupils making good progress rather than just following a set scheme.

Visit premier-education.com
for more information

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, music and art 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's Activity Professionals are here to engage and inspire your pupils with the arts.

Curricular

START Active

Dance Active

Active Drama

Premier Showdown

Premier Arts provides structured lessons with specific learning outcomes linked with the core curriculum of Maths, English and Science. We are proud to have developed a unique and robust dance and drama curriculum that can easily adapt to the core aims and outcomes of any existing school curriculum.

Through the engaging and energetic extracurricular activities, children can choose from street dance, contemporary, cheerleading, musical theatre, drama, arts award and more.

“Premier Arts have been completely flexible to our curriculum and timetable needs and I wouldn't hesitate to recommend them to others.”

Louise Crawley, PE Coordinator
Rackham CofE Primary School

START Active.

START Active clubs offer a fun, healthy and educational start to the day, with children getting active before school.

START Active can be integrated into existing breakfast clubs to encourage understanding of the connections between exercise, food, nutrition and health. The sessions lead with dance to encourage children to get ready both physically and mentally for the day ahead. Lessons are designed to meet outcomes agreed in advance, enabling extracurricular activity to contribute to overall school achievement levels.

Following physical activity evidence shows that children are alert, engaged and prepared for the day ahead. With children keen to arrive early to participate with friends 80% of schools said 'Premier START Active clubs helped to improve children's attendance at school'.

Dance Active

Using Premier Art's as a vehicle to develop social skills, behaviour, attitude, respect and emotional wellbeing.

Dance Active sessions focus on development of talent and are available and accessible to all. Children get active and have fun with friends experiencing various dance styles they love or may not have tried before. Skills and techniques, of a wide variety of dance styles are introduced. The opportunity to increase competition exists as Premier can establish new performance groups, and arrange competitions. After school clubs help schools to reach their Ofsted targets for sport provision whilst developing social skills, attitude and respect.

All of our instructors maintain links to local performance groups and theatre schools, giving children a route to develop and diversity their skills. Identifying the starts of the future can enable them to get the right support and encouragement at an early age.

Active Drama.

Drama sessions focus on development of talent and are available and accessible to all.

Children get active and have fun with friends experiencing various drama techniques they love or may not have tried before. Premier's Drama club is an excellent way for a budding performer to build confidence, enhance social skills and improve coordination. At the end of each course, all children will have the opportunity to showcase their work to an audience – just like a real actor or actress!

After school clubs help schools to reach their Ofsted targets for sport provision whilst developing social skills, attitude and respect. All of our instructors maintain links to local performance groups and theatre schools, giving children a route to develop and diversity their skills. Identifying the starts of the future can enable them to get the right support and encouragement at an early age.

Premier Showdown.

Premier showdown inspires and engages students in dance and the arts with the opportunity to feel success through competition.

Showdowns are **fun and lively** spectacles with achievement guaranteed no matter what the end result may be. Increased **confidence** and the **ability to win and lose respectfully** are developed. With team and individual opportunities available, showdowns are inclusive for all. An added benefit is that Premier Showdown also meets the needs of Ofsted and Sport Premium that both suggest more emphasis should be placed on competition.

Curricular.

Development is vital in children and Premier Arts focuses on specific areas of dance and/or drama to develop children's talents.

Children will increase in confidence, particularly as they demonstrate their talents to family and friends when audience interaction is introduced – this is a goal to work towards. As a result of the programme, discipline, teamwork and dedication will increase, all of which are successful characteristics.



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-Triton (0-5 years)

Fun-Triton (5-11 years)

Fit-Triton (Teachers)

Fit-Triton (Parents)

Our 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 developed around the principles of EYFS, supporting young children to begin to understand and make healthy lifestyle choices.

Our Play-Triton characters Joe and Emma bring to life a variety of interactive sessions that focus on the key areas of physical, personal, social and emotional development. Lessons are designed to help children explore an abundance of foods, discovering where they come from, which are healthy, and how they will affect your body - including how they give you energy.

Fun-Triton.

Fun-Triton provides a series of fun and inspiring cross curricular (Science D&T, PHSE, Maths and more) lessons for all year groups (KS1 and KS2).

The aim of Fun-Triton is to develop food, nutrition and physical activity knowledge as well as cooking skills. Food science experiments and emotional health lessons will also motivate and empower children and their families too. Following the programme children will have the **confidence and understanding to make healthy choices and influence and inspire those around them.** On top of these great benefits, Premier Wellbeing's programme also supports the new Ofsted requirements for creating an ethos and culture of healthy eating within schools.

Fit-Triton.

Fit-Triton promotes the 'Whole School Approach' to healthy and active living, classes take place at your school and seamlessly fit into everyday life.

Fit-Triton sessions can take place after the school drop off (for **parents**), after the school pick up (for **teachers**) or whenever suits your school - a convenient and flexible fitness activity. With nutritional advice, motivational facts and a friendly, non-competitive environment, Fit-Triton is accessible to all. **Assisting with self improvement, improved body posture and muscle tone - Fit-Triton helps teachers and parents lead the way and set a shining example to children on health and wellbeing.** An extra plus, if you even needed one; by getting involved with Fit-Triton, parents are more likely to engage with the school on other fronts too.



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.**

Keep healthy and active.

Premier's programmes don't just increase knowledge; they develop emotional awareness, determination, motivation to change and encourage family interaction.

Through fun and interactive sessions; food education, all round wellbeing, fitness and the important of family engagement are brought to life. Premier's programmes also support schools in delivering on the health and wellbeing agenda, with the added benefit of improved pupil behaviour, attendance and academic achievement, all culminating from Premier's wellbeing initiatives.

Visit premier-education.com for more information





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. The Golden Mile is all about encouraging everyone to lead a healthy and active lifestyle, not about who is the sportiest or crosses the finish line first. It's engaging, rewarding and thoroughly heart-warming to see disengaged children excelling through sheer determination and self motivation, as is often the case.

Premier's Golden Mile aims to inspire and encourage school communities through physical activity with the focus on fun, rewarding personal achievement and school competition while reinforcing the Department of Health's message that children should engage in regular daily physical activity habits across the week, every week.

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!

How far will you go?

Premier's Golden Mile can get parents involved too – from participating when dropping off or picking up their children at school, to receiving automated emails as their child reaches milestones. Additionally, the Golden Mile is a pupil-led initiative and can empower pupils through allowing them to run the process, as a 'Golden Mile Monitor' they will improve leadership and communication skills as well as developing a sense of responsibility and confidence.

Fundraising for schools is possibly the simplest, quickest and most cost effective way for schools to recoup the initial investment in Premier's Golden Mile or to purchase new sports equipment and provisions. With our unique Golden Mile portal you can see who can achieve the most Golden Miles in a set period, as well as who can raise the most money all with no need for volunteers. With children being 25% more likely to engage in regular physical activity if they are raising funds at the same time there is few better opportunities to get children healthy and active.

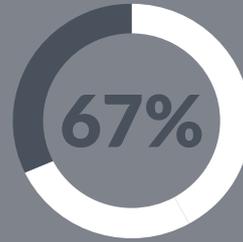


Our proven business options...

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.



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



We're supported by some familiar faces...



Duncan Goodhew MBE

Duncan is one of our founding ambassadors and remains one of the country's most recognisable sportsmen. Duncan is a regular visitor to Premier's schools. *"Developing a healthy interest in sport and exercise can play a crucial part in the future wellbeing of our children. Premier's work provides children with a higher quality of sport and PE."*



Lawrence Dallaglio OBE

An icon and figurehead of rugby, Lawrence is one of Premier's first ambassadors. He is keen to put something back into sport at grassroots level. *"It's only through the provision of well-organised, dedicated coaches throughout the country that we will see our children enjoy playing sport and reach their full potential. This is why I'm 110% behind Premier and its aims."*

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

Nick Shirley | Multi-territory owner | Former professional footballer

"I started the franchise in 2008 with my brother. I had attended an initial meeting with Premier, told my brother about it, and he said 'I'll quit my job and join with you'... And we've never looked back. I don't think there was another company at that time that could compete with Premier. We've moved from strength to strength over the years. I believe Premier is different to other school providers as we have a national framework we adhere to and a really powerful team when it comes to delivery, compliance and networking as a business."



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 do I get for my investment?

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 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 sales appointments
- ✱ Director support with Arts recruitment
- ✱ Bespoke marketing planning and functions performed by HQ
- ✱ Strategic advertising for staff
- ✱ Discount on future expansion



Premier Silver

£14,950^{+VAT}

Premier Silver is our entry level investment package, including Premier Sport and The Golden Mile licenses. Through Sport, you have a proven and successful product offering that schools know and love.

This proven combination offers schools a clear solution to educating and activating their pupils.

- ✱ Premier Sport
- ✱ The Golden Mile



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

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.



We can help...



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