



**On Your Marks,
Get Set...**

We fill the equivalent of the Olympic Stadium 4 times over EVERY WEEK with children attending Premier events!

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Introduction

You are beginning an exciting process where you will explore in depth the existing business opportunities at Premier Education Group.

Our aim is to provide you with the information you need to make an informed decision as clearly and simply as possible, which includes introduction to our key staff, directors, banks, accountants, business planning experts and of course like minded people who have already completed this process and can share their experiences.

About Premier

Premier Education Group ("Premier") is the leading provider of physical activity & sports coaching in schools throughout the UK.

Founded in 1999, over 170 franchised and licenses deliver sport, dance and physical activity to thousands of children each week.

As a FULL member of the British Franchise Association (bfa), Premier subscribes to a code of ethics and fairness with our franchisees. To gain full membership, the bfa have approved our agreement, investigated our financial stability and randomly questioned our franchisees regards our business practices.

Premier owns the intellectual property associated with its products and services. This includes trademarks, trade names, key know how and trade secrets for the use of services by end users.



A Premier Model

Franchising and licensing is our chosen route to market, granting individuals the right to operate our model in designated territories across the globe.

Using our reputation, trademarks, contacts and technology, the operational system is detailed in Manuals which are supported by initial and on-going training support and are then implemented by the individual investing into a territory.

The ability to operate a profitable business – franchised, licensed or not - requires a degree of business and management skill and franchisees & licensees (“franchisees”) accept that the creation and operation of any business involves risk.

Premier franchisees are granted a territory and the right to sell to end-users within that territory is granted to only one franchisee. Franchisees sell their products and services to customers in various customer groups including parents, teachers (schools), local education authorities and stakeholders, charities and corporate businesses.

The potential market for each territory is strong, as 90% of UK schools use external providers to supply their sport and physical activity, with many schools using more than one company.

In early 2014, the government announced that primary schools in England will continue to receive £150m per year ring-fenced Sports funding until 2020 – the only ring-fenced budgets schools have.

The potential for your Premier business is:

- Each Primary School has an average of £9,250 ring-fenced subsidy to spend on PE & School Sport guaranteed until 2020.
With an average of 75 primary schools in each franchise territory this equates to nearly £700,000 of funding per territory each year.
- Schools are held to account over how they spend their ring-fenced funding.
- Some of our individual school customers invest in excess of £60,000 per annum on sport and physical activity delivered by our franchisees and their team of Activity Professionals.
- Top performing franchisees operate in over 60% of schools in their territory.
- Additional income is also generated by parent funded community activities, providing a balanced portfolio for a sustainable business.

The demand for physical activity in schools is paramount due to the fact that 22% of children who enter primary school are either overweight or obese, a figure which rises to 33% in year six. These startling facts come from the National child Measurement programme conducted by the National Obesity Observatory 2011/2012.

Successful franchisees find that a balanced portfolio of different activities provided helps build a robust and sustainable business, this includes but is not limited to;

- **Curricular PE Enrichment & Support**
- **Extra Curricular Clubs**
- **Holiday Activities**
- **Sub Contracted delivery**
- **Health & Fitness measurements**

Franchisees are also permitted to sell goods for resale to customers (a list of these items can be viewed in the Products Manual). Franchisees can't sell products of their choice without the express, written consent of Premier, but franchisees are free to set their own selling prices, although Premier may publish recommended retail prices.

Premier supplies product brochures, product information and promotional materials, all of which are intended to aid the franchisee in promoting sales, as well as equipment and supplies used in everyday business activity, such as business cards, stationery and other items of a sales promotional nature. In order to protect the common identity and reputation of the network, franchisees are not permitted to source such supplies themselves.

Franchisees (and their staff) wear identifying clothing while about their business so customers can easily recognise them. The franchisee understands that uniformity is vital to the common identity and reputation of the network; both in terms of franchisees' own appearance, that of their staff and that of their vehicles. Premier is a premium brand within its marketplace and customers expect premium service and appearance from Premier franchisees and their staff.

While franchisees are responsible for finding and winning customers in their territory, Premier may negotiate national or regional account contracts to benefit its franchise network as a whole. Such contracts may include performance criteria including level of service and price which the franchisee is required to comply with. Franchisees are welcome to choose to opt out of such accounts, in which case Premier may instruct other franchisees to service those accounts, or choose to service them centrally. Premier makes no warranty whatsoever regarding the number of any such customers or the quantity of any such business that franchisees may enjoy within their territory.

Franchisees may choose to operate as a sole trader, a partnership or may incorporate as a limited company. Potential franchisees should take professional advice regarding the most suitable legal structure for their franchise.





A Premier Agreement

The initial term of the Premier Sport franchise agreement and the Premier Performing Arts license is five years.

This agreement is renewable according to the process described in the agreement itself. No further franchise or license fee is payable upon renewal, with the exception of an ongoing monthly fee which is applicable for The Golden Mile.

Premier's Franchise and License Agreement is written by Hamilton Pratt, who are Europe's leading specialist franchise, licensing, agency, distribution and brand protection law firm. In the United Kingdom they act for more than 25% of the full members of the British Franchise Association, more than twice as many as any other law firm.

They also work closely with the British Franchise Association helping franchisees and franchisors through the mediation process (For more information about Hamilton Pratt please visit www.hamiltonpratt.com/pages/home)

To comply with your agreement, you must have the franchise agreement reviewed by an independent franchise lawyer - Premier recommends that you use any one of the franchise specialists listed on The British Franchise Association website, www.thebfa.org under the affiliate section.



A package to suit you...

Premier Platinum

The initial franchise investment is
£29,925 + VAT.

Combining
Premier Sport x 2, Premier Performing Arts x2 and
The Golden Mile x2.



(This includes a 50% discount on the second territory compared to investing individually)

The initial investment is an asset owned by the business and can be sold on, so would appear on your companies balance sheet as such.

Premier Gold

The initial franchise investment is
£19,950 + VAT.

Combining
Premier Sport, Premier Performing Arts and
The Golden Mile.



(This includes a 40% discount on Premier Performing Arts compared to investing individually).

Premier Silver

The initial franchise investment is
£14,950 + VAT.

Combining Premier Sport and
The Golden Mile.



Premier Performing Arts

The initial franchise investment is
£7,450 + VAT.

Combining
Dance and Drama.



Over 7 million visits last
Academic year!

Investment

Premier Sport

Franchisees pay a mixture of service fees and commission which helps Premier to continue to enhance and support franchisees in all areas of their business.

Extra-curricular service fee;

This fixed fee applies on all extra-curricular income generated by franchisees. This gives franchisees the ability to deliver as many of these events as they wish without any additional costs, thus increasing the income to commission ratio in the franchisees favour.

- Monthly service fee of £825 + VAT per month
- To assist your growth in the early days, this is discounted by;
 - 66% in Year 1 of the agreement to £275 + VAT
 - 33% in Year 2 of the agreement to £550 + VAT
- Further discounts of 10% are given to franchisees who pay service fees in one annual payment
- In Year 4 onwards, the monthly service fee increases in line with the RPI.

Curricular PE and Community Activities;

Franchisees also organise and deliver curricular PE provision in schools and Community Activities outside of school hours, for which they also pay a 10% commission on this part of their income only.

Management fee;

A further 5% management fee is also paid for the use and upkeep of the Business Management System that Premier has developed for its franchisees. Again this management fee is only on curricular PE provision & community activities.

Premier Performing Arts

There is a monthly management fee which is;

- £500 + VAT per month in Year 4 & 5
- 20% discount in Year 3 of the agreement to £400 + VAT month
- 40% discount in Year 2 of the agreement to £300 + VAT per month
- 66% discount in Year 1 of the agreement to £200 + VAT per month
- A further 10% discount is granted to licensees who pay service fees in one annual payment

Premier does not receive any rebate or direct financial benefit from other suppliers it recommends to its franchisees such as insurance providers, business plan specialists, accountants etc. These suppliers may be encouraged to, for example, sponsor or buy exhibition space at the annual conference or other such events but Premier Sport does not receive any fee based on any business they receive from franchisees.

Premier may, from time to time, offer incentives to franchisees encouraging them to reinvest in to their business.

In addition to the above fees, Premier reserve the right to generate income on mark up on products and may receive rebates from other suppliers of products which the franchisee is authorised to trade with. Any such rebates are advised to the franchisee network from time to time.

Premier does not receive any rebate or direct financial benefit from other suppliers it recommends to its franchisees such as insurance providers, business plan specialists, accountants etc. These suppliers may be encouraged to, for example, sponsor or buy exhibition space at the annual conference or other such events but Premier Sport does not receive any fee based on any business they receive from franchisees.

Earnings

Premier makes no guarantee regarding the level of earnings, profitability and the number of customers or potential customers in any territory. Neither Premier's employees nor its franchisees are authorised to provide any guarantee, warranty or representation whatsoever with regard to any of these matters.

As part of the business planning process, Premier may provide financial templates to help prospective franchisees estimate potential gross profits or potential net earnings, but it must be understood that Premier offers no warranty or guarantee whatsoever as to the accuracy of any financial projections. Such

projections are the responsibility of franchisees in consultation with their professional advisors and theirs alone.

We do, however, share historical average data to aid prospective franchisees in making their financial projections.

The example below is based on turnover figures (i.e. sales invoiced by franchisees to end users excluding VAT) reported to us by our Premier Sport franchisees for the year ended 31st August 2014: The growth figures are like for like from previous year 2013.

Agreement Year	3	4	5+	Overall
Best Turnover	£106,632.00	£289,773.00	£660,044.00	£660,044.00
Average Turnover	£79,938.00	£131,785.00	£188,392.00	£165,528.00
Best Growth	£75,284.00	£95,020.00	£232,131.00	£232,131.00
Best Growth (%)	240%	505%	154%	505%

A franchise with a turnover of over £100,000 would aim to generate a 30% operating profit.

It must be understood that although we have taken great care in preparing the above figures, as they are based on sales numbers reported to us by individual franchisees we cannot warrant their accuracy.

If a potential franchisee is considering buying a territory from an existing franchisee it is the responsibility of the potential franchisee and his

professional advisers to satisfy themselves as to level of turnover, profit, number of customers etc as part of their due diligence process when purchasing the business. Neither Premier nor any of its staff are authorised to make any representation, verbal or written, regarding such matters.

Starter Pack

The initial starter pack is included in the initial fee and includes:

Premier Sport

- Branded sports clothing
- Branded stationery to include Letterheads, business cards & compliments slips
- Branded sports equipment & merchandise
- Branded marketing literature

Premier Performing Arts

- Branded dance clothing
- Initial stock of resource booklets
- IDTA training resources
- Branded kit bag



A Premier Business is your Business

In our experience, success in this franchise business is dependent on the ability to follow the model, the amount of effort invested by the franchisee and the level of customer satisfaction developed by the franchisee.

Having proper financial controls within the business is also vital – but without happy customers generating sales, financial controls are meaningless!

Premier franchisees operate in a competitive marketplace selling a premium product. Successful franchisees differentiate themselves on quality and service rather than aiming to be the cheapest supplier.

To help franchisees with a competitive edge, Premier continually updates and modifies its product offer to ensure that it is competitive within the market.

The journey...

Stage 4:
Induction

Stage 3:
Director Interview

Stage 2:
Business Planning

Stage 1:
The Discovery Day



The Journey Stage 1 - Discovery Day

A detailed presentation about Premier and the industry in which we work, also provides you with an opportunity to meet a member of the Premier team.

At this stage it is common for candidates to have a number of questions about different aspects of the business which we welcome. Our aim is to provide sufficient knowledge in all aspects of what we do in a very informal manner.

If both parties are happy to proceed, candidates will receive an email with the following information;

Premier Sport

- 2 territory options
- A confidentiality agreement, which you will need to personalise and send back to Premier
- A request for a £1500 part refundable deposit.
- £1125 will be refunded to you in the event that either party decides not to proceed. £750 is the total cost of engaging with Franchise Finance (independent business plan provider) in the creation of your business plan with £375 being paid by Premier and £375 by the franchisee.

Premier Performing Arts

- 2 territory options
- A confidentiality agreement, which you will need to personalise and send back to Premier
- A request for a £500 part refundable deposit.
- £250 will be refunded to you in the event that either party decides not to proceed. If you wish to use the services of Franchise Finance then a deposit of £1000 will be required. £750 is the total cost of engaging with Franchise Finance (independent business plan provider) in the creation of your business plan. £250 will be refunded to you in the event that either party decides not to proceed.



Stage 2 - Business Planning

Candidates receive;

- An agreed franchise territory reserved for 8 weeks
- Support to create a comprehensive business & financial plan
- Contact numbers for 3 franchisees and a member of the training team
- A copy of the franchise/license agreement and franchise summary agreement

At this stage, potential franchisees are invited to spend some time with our National Coach Development Officer or a Franchise Champion to participate in a delivery awareness day, which will give an opportunity to see Premier activity professionals / instructors in operation.



Setting Up Your Business

There are 3 different options for setting up your business;

- Sole Trader
- Partnership
- Limited Company

Before incorporating your business it is advisable to consult with a professional for personal advice.

Company name can be anything as long as it doesn't include Premier in the name and as long as it sounds professional. i.e. "JS Sports Coaching Ltd"

Please note you will be using the trading name of Premier in your day to day work and all payments will be made payable to Premier (you will need to advise your bank when opening the account of this so that they can ensure that you have this facility in place).

A national arrangement with an accountancy firm, Accountancy Management Services can help as they offer a full service, handling all necessary accountancy functions. They currently work with the majority of Premier Sport Franchisees and have vast experience of our business and franchisees needs. They can be contacted on 0208 847 2222.

(NB - Premier receive no payment from this introduction which is done purely to assist franchisees).

Insurance

Premier requires minimum levels of Insurance cover with all franchisees. In our experience other insurance policies are not suitable and in some cases may leave franchisees with inappropriate cover, leaving them and their staff exposed to financial and legal implications.

We have two insurers we currently endorse to provide a bespoke policy for our franchisees. Both are physical activity specialists, have many years of experience and are approved providers by the Compass Association.

Public Liability	£5 Million minimum
Product Liability	£5 Million minimum
Employers Liability	£10 Million minimum
Professional Indemnity	£5 Million minimum
Personal Indemnity	£1 Million minimum

For more information about insurance cover and to obtain a quote please contact the following.

Graeme Jolly
LRO Insurance
Telephone: 01603 667818
Mobile: 07887 480898
Email: Graeme@iroinsurance.co.uk

Andrew Fielding
Perkins Slade Insurance
Telephone: 0121 6988155
Email: peg@perkins-slade.com

(NB - Premier receives no payment for this introduction)

Location

The majority of franchisees work from home, although some larger franchisees have offices, but certainly in the early days this is not required. When operating from home it is advisable that the correct working environment is created.

Equipment Needed:

- Desk or table to use as a work area (quiet space)
- Small filing cabinet
- Business telephone line (separate mobile will suffice)
- Computer
- Storage for equipment (garage will suffice)

Banking Facilities

Premier assists the process of setting up bank accounts with the support of Franchise Finance.

- Most banks offer an initial period, usually 12 months, when your account will not have any activity commission charges levied on it (this normally applies to accounts operated with credit balances).
- If you are operating with an overdraft or accessing a loan facility then it is normal practice for you to pay fees for this privilege (always check the interest rates and fees charged).
- Finally your bank manager will have a good understanding of all businesses, large and small and therefore it is important to build a relationship with your bank and to keep them fully advised on the progress of the business.

Please note that if your business requires bank support, then the bank account will normally need to be opened with the bank that has lent the business the money.

We have strong relationships with the main high street banks. You have access to preferential lending from the bank in light of our successful trading history and being a full member of the British Franchise Association (bfa). Typically you can expect the bank to provide up to 70% of your overall investment, with you providing the remaining 30%. Your completed business plan will have all the detailed financial information as requested by a bank to be able to apply for funding. Please be aware that any bank will

take into account your own personal financial position and history before any funding decision is made.

For more information about Franchise Finance please visit www.franchisefinance.ltd.uk

(NB - Premier receives no payment for this - in fact we pay them to help prepare you on your behalf)

Value Added Tax

It is mandatory for each Premier Sport franchisee to be VAT registered to launch and trade with Premier, which is detailed in your franchise agreement. It is not mandatory to be VAT registered to launch and trade if you are solely a Premier Performing Arts licensee.

Every business is liable to pay VAT if turnover in any 12 month period exceeds the VAT threshold (£81,000 – September 2014). This means that 20%* of the TOTAL INCOME RECEIVED has to be paid to Revenue and Customs.

Business to business transactions, (invoicing schools for example), would detail this as an additional charge on any invoice;

**£100 invoice becomes £100 plus 20% Vat (£20)*
 TOTAL DUE = £120**

When selling to the public, (Holiday Courses or OSHL clubs), the price you charge WOULD NORMALLY INCLUDE VAT. It is important therefore that your business includes this in your budget and forecasting.

VAT registered businesses can CLAIM BACK the VAT they spend on taxable supplies. Therefore, nearly everything your business purchases effectively becomes 20%* cheaper than list price, as this is deducted from the money you pay to HM Revenue & Customs each quarter.

We advise you seek professional advice from an accountant who can calculate these charges from the book keeping records you supply.

*Vat levels as at September 2014



Market Research & Strategy

Accurate information about the nature and dynamics of your market place is a key requirement in running any successful business.

Why do you need this;

- To assess the strengths and weaknesses of the competition – and respond accordingly.
- To identify business opportunities.
- To help you prioritize your efforts.
- To assist with pricing decisions.
- To make the most effective use of any marketing material.

With regard to market research we tend to think in terms of market segments and this approach encourages us to develop plans to deal with each segment and to gain customers.

Action Points for completion of your business plan

Please complete the following sections before your Director Interview as this will form the majority of the conversation and what you are questioned on.

Please ensure that you complete the tasks (as described on page 22 & 23) in a comprehensive manner and by doing so you will gain maximum benefits from the actual training.

Competitor Analysis

Knowledge of your competitors helps you to sell your own services better. It enables you to respond to objections from potential clients, and sell the benefits of using your services in comparison to your competitors. Your competitors are those offering the sports coaching services to primary schools within your territory.

As part of the business plan you will need to undertake research with schools within your proposed territory and establish the following information about each school;

- Which activities are currently being delivered?
- What type of activities are being delivered (e.g. after school, before school, during PE lessons)?
- Who is delivering these activities (private organisation, teacher, parent, other)?
- Costs of these services (if any)?
- Which year groups these are aimed at?
- Unique selling points or products that these companies offer versus Premier?

Once you have established who your competitors are, you should try and understand the following facts about them;

- What activities they deliver in schools in your territory?
- Overall professionalism of the company?
- Charges for services?
- Range of sports delivered?
- How much they pay their staff?
- What current opportunities they have?



Staff Recruitment

We spend a great deal of time on the key topic of recruitment within your initial induction training, plus we have a recruitment manual, so don't worry if you need support with this matter. However prior to the induction training it is worth spending some time preparing if you are in a position to do so. You will need to be recruiting staff and in preparation for that, there are a few tasks for you to complete below;

- Identify potential staff members that you may know already.
- Identify places to recruit staff (websites, local papers etc).
- Discuss wage & bonus structure for staff with a Premier representative.
- Identify timescales for recruitment of staff, which should link in with your financial forecast.

Current Franchisee analysis

An important part of the recruitment journey is to talk with current franchisees who will be able to feedback about their experiences of owning a Premier franchise.

In preparation for this dialogue it is suggested that you take some time to prepare a list of specific questions. The franchisees who work within Premier have been through the same process so understand the importance of this task. If you would like to speak with a specific type of franchisee or one who is located close to your territory then please do not hesitate to ask.

Strategy

After completing the induction training you will have an even stronger understanding of the Premier business model. Before training commences, it is required that you put together a basic short term strategy so that you are focused on the tasks in hand with factors to consider as follows;

- Which Post Codes within your territory that you are going to target initially?
- What are you planning to charge for services based upon your due diligence?
- What are you sales targets? (these will link in your financial forecast)
- What is your recruitment plan (how many members of staff and when you would like to recruit them)?
- Which services are you going to focus on and why?

Useful websites

- www.schoolswebdirectory.co.uk
- www.compassassociation.org.uk
- www.thebfa.org
- www.creativesportandleisure.co.uk



Stage 3 - Director Interview

The final stage of the recruitment process is a director interview. At this stage, the candidate is invited to share their business plan and financial forecasts with a Premier Director and a member of the training team. This is our opportunity to assess the competency of the incoming franchisee, the quality and feasibility of the business plan and financial forecasts and a chance for incoming franchisee to share the experiences of the process to date. This interview will usually last around 2 hours after which a decision is taken on the basis of all stages if the candidate is suitable for Premier and is ready to be signed off for induction.

Pre-Induction Tasks

In order to give franchisees a thorough induction in a time effective manner, it is necessary to issue pre induction tasks. It is vital these tasks are completed as the induction is a continuation of these tasks.

Business

- Compile business plan.
- Cash Flow Forecast completed
- Clear projections/targets in place aligned to Cash Flow Forecast.
- Franchise / License agreement signed.
- Golden Mile meeting/telephone call held with Karl Fox.
- Premier Performing Arts meeting/telephone call held with Frankie Worthington
- Office/working area organised.
- Bank account set up.
- Ltd company set up.(if required)
- VAT registered (PS only).
- Download academic calendar for upcoming year.
- Speak with Franchise Champion for your region and confirm dates of upcoming training and/or network meetings.
- Read Business manual.

Delivery

- Attend Delivery Awareness Day.
- Observed 3x Extra Curricular Clubs (ideally from 2 different franchisees).
- Carried out 1x assessment of the above
- Observed 1x curricular session.
- Observed 1x Holiday Club.
- Observed 1x Assembly.
- Gained SOME understanding of the National Curriculum (DfE website).
- Read Premier Education Group's Schemes of Work.
- Read Delivery Manual.

Sales & Products

- Define areas of territory.
- Identify area of territory to target first and why.
- Thoroughly research competitors including products, cost, location.
- Appointment setting company.
- Speak to appointment setting company to arrange telesales calls.
- Read Sales Manual and Product Offer Manual.

Recruitment

- Identify staff requirements and timescales aligned to forecast/targets and role of franchisee (i.e. will franchisee coach initially or not).
- Advertise vacancy (Leisure Jobs/Gumtree etc) if required.
- Identify venue for Recruitment Presentation.
- Deliver Recruitment Presentation (if coach required from day 1).
- Read Recruitment Manual.

Policies & Procedures / BMS

- All paperwork signed and returned to Premier Sport HQ.
- Look at online schools portal
- Complete set tasks on BMS test site.
- Read all above manuals.
- Received Starter Pack.

All Premier Operations Manuals should be read pre induction.

Stage 4 - Induction Training

Induction will usually be completed in 10-15 working days depending on the needs of the incoming franchisee. Depending on circumstance some elements of induction can be delivered by webinar. Induction is a both practical and theory based and can include sports qualifications. Induction will always include the following themes:

- Premier Offer & Product Orientation
- Sales
- Finance
- Marketing
- Recruitment
- Policies & Procedures
- Technological support
- Delivery

Before you get started;

Premier will ensure that you complete the following;

- **DBS Check (previously CRB)**
- **Certificate - Emergency 1st Aid**
- **Certificate - Safeguarding Children & Vulnerable Adults Certificate**

For any individual to be deployed as an activity professional it is compulsory for them to adhere to the Premier Minimum Operating Standards (MOS).

The following core modules will be completed during induction;

Module Name	Duration
Product Orientation; understanding the Premier Education Group products, how they inter link and can be packaged.	1 Day
Sales; how to sell into schools using Sport & Physical Activity as the vehicle to solve problems for head teachers.	1 Day
Finance; making sure everything adds up from VAT numbers to cash flow forecasts.	E-Learning
Delivery; planning, preparation, delivery and assessment of activities in a variety of settings.	2 Days
Recruitment; finding, recruiting and developing the right staff for your business.	E-Learning
Marketing; getting the right product and service to the customer at the right price, in the right place, at the right time with the right people.	Half Day
Policies and Procedures; ensuring consistency in all operational activity including, Health & Safety, legal, employment, industry support and safeguarding.	Half Day
Technological; System functionality, uploading, compliance and business dashboards.	E-Learning
Golden Mile*; Up-selling your offer using Golden Mile to sell additional bundled services to customers.	E-Learning
Child safeguarding	E-Learning

*Premier & Platinum package only

 Sports Qualifications - As part of your Premier Sport induction you also have a place on the following:	Duration
1st 4 Sport – Combined Qualification Exclusive Level 2 Award in Multi-Skills Development in Sports (QCF); Level 2 Certificate in Supporting Learning in Physical Education and School Sport (QCF) and Level 2 Certificate in the Principles and Preparations for Coaching Sport (QCF) Designed and developed exclusively for Premier Education Group in association with 1st4sport.	5 Days
Independent Coach Education; on completion of the course, participants will have an understanding of the landscape of primary PE, and the delivery of a child centred approach to activity. Successful completion leads to a qualification to deliver Cricket, Athletics and Racket Sports.	2 Days
Intermediate Teacher Award - British Gymnastics; content covers the fundamentals of movement through gymnastics.	1 Day
The Chartered Institute of Marketing (CIM) Social Media Training	1 Day

 All franchisees will undertake the Premier core induction modules in addition they will attend the following courses:-	Duration
Arts Award Discover and Explore qualification.	1 Day
1st 4 Sport – Combined Qualification Exclusive Level 2 Award in Multi-Skills Development in Sports (QCF); Level 2 Certificate in Supporting Learning in Physical Education and School Sport (QCF) and Level 2 Certificate in the Principles and Preparations for Coaching Sport (QCF) Designed and developed exclusively for Premier Education Group in association with 1st4sport.	5 Days
Premier Dance Product orientation	E-Learning
Premier Drama Product Orientation	E-Learning
Premier Drama Delivery	1 Day
NDTA Dance in the Curriculum	1 Day
The Chartered Institute of Marketing (CIM) Social Media Training	1 Day

The 1st 4 Sport qualifications will train to the level of Activity Professional on the Capre Register. All courses can be redeemed over a longer period of time and don't have to be completed in the initial induction month; this is at the discretion of the incoming franchisee. It is also possible for these places to be used for existing or incoming staff at any time, how places are to be used and when must be made clear prior to induction taking place.

Core Training

Annually, Premier will announce Core Training dates to support you in continuing to grow and deliver quality in your business. All Core Training is mandatory to attend and its impact is recorded. These sessions are delivered in every franchise network or can be delivered as interactive webinars.

Additionally we will also offer differentiated Core Training which is invitation only and aimed at specific aspects of the business franchisees may need some additional support with.

Accommodation can be arranged by Premier, but the cost is borne by the franchisee.

A Premier induction experience

Further support is provided post induction with all new franchisees assigned to a member of the Premier support team. In the first 3 months of trading new franchisees are heavily supported with the initial focus to ensure that what has been taught during induction is being replicated. All new franchisees receive the following in their first year of trading.

Premier Sport

- Initial sales appointments (typically the first 20 appointments).
- Access to Franchisee Mentor support
- Delivery Support (typically the first 2 HPA days).
- Recruitment process (normally in the format of a presentation).
- Recruitment support (formal interview and/or practical assessment).
- Support day after 6 months with mentor and franchisees that started at same time.
- Regular telephone support.
- Access to franchisee network meetings.
- Premier Sport Core Training Events.
- Premier Sport National Conference.

Thereafter, regular business reviews are conducted by the support team and bespoke guidance offered - the ongoing support offered to franchisees is not limited. Ongoing training provided by Premier Sport is mainly

at no cost to the franchise, although some courses may incur a small administration charge. Franchisees may be required to attend external training (for example, to satisfy minimum operating standards such as having a valid first aid certificate), which may carry a cost.

Premier Performing Arts

- Recruitment support and advice
- Mentor support and guidance
- Director support with initial sales meetings
- Online launch bespoke marketing campaign
- Regular telephone support
- Premier Performing Arts Core Training Events
- Premier Performing Arts National Conference

Golden Mile

- Access to online meeting support and market collateral
- Planning call with Director
- Stakeholder script and presentation
- MP letter introduction
- Base Line measurement resource pack
- Video training resource



Timescales & Checklist

Task	Business Package	Who	Guidelines	Timescale	Date Completed
Attend Conference call with PS & FF	PS	ALL	On receipt of deposit & confidentiality agreement and initial deposit	Now	
Client Input document distributed by Franchise Finance	PS	FF	This will give FF an understanding of your financial situation including monthly income and expenditure	Now	
Business Planning call with BDD	PA	C BDD	Provide understanding of principles of business plan and initial completion	None	
Client input document to be completed & returned by candidate	PS	C	Ensure that you take time with this as failing to disclose information may slow the process	7 Days	
Delivery Awareness day booked	PS PA	PS	This will normally be in Manchester	7 Days	
Director Interview arranged	PS PA	PS	Director Interview will be held at PS HQ	7 Days	
Assumptions sheet and example figures plus financial projections template sent to Candidate	PS PA	FF BDD	Will be individual to your requirements	7 Days	
Contact Franchisees and Training team member	PS PA	C	It is important to prepare a list of questions that will help you with your business planning and give you a realistic understanding of the PS business	7 Days	
Complete Assumptions sheet and financial projections template and return to Franchise Finance / BDD	PS PA	C	Key numbers are indicated on the example assumption sheet, which will be based upon numbers extracted from P current Franchisees. Both PS & FF can assist with this	14 Days	
Contact franchise lawyer to review agreement	PS PA	C	Premier will advise on this - the only lawyer you will not be able to use will be Hamilton Pratt as they represent Premier. Do not try to cut corners here by not paying for this to be reviewed	14 Days	
Director Interview confirmed	PS PA	PS	You will receive an invitation by email	14 Days	
Queries on legal agreement clarified	PS PA	PS	Following feedback from your lawyer present your questions and queries to Premier in the form of an email. Premier will then answer these queries by email and follow up with a phone call	16 Days	
Limited Company set up (if required)	PS PA	C	Franchise Finance and PS will help you with this REF: Setting up your business	17 Days	

Task	Business Package	Who	Guidelines	Timescale	Date Completed
Delivery Awareness Day	PS PA	C	This will give you an insight into how Premier activity professionals and instructors operate.	21 Days	
Complete business plan and send to candidate for sign off	PS PA	FF/BDD	Before completion the Territory and Competitor Analysis need to be emailed by the candidate to Franchise Finance for inclusion as an appendix.		
Director Interview	PS PA	C	This will typically last for 2-3 hours and will involve 2 Directors from PS. The aim of the interview is to present findings through a business plan and financial projections.	None	
Attends bank interview which has been organised by Franchise Finance or Premier	PS PA	C	Decision is normally provided within a week from the meeting.	37 Days	
Signs franchise / license agreement and makes payment	PS PA	C	Franchise / license agreement is signed after the director interview and payment is made within 3 days	44 Days	
Pre Training begins	PS PA	PS	A Training Team member will contact candidate on receipt of the balance of payment of the initial fee.	45 Days	

Key

Franchise Finance = FF

Candidate = C

Premier Performing Arts = PA

Premier Sport = PS

All Parties = ALL

Business Development Director = BDD

Call: +44 (0)1953 499 040
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 @PremEducation  /PremierEducationGroup
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Registered Office: Old Apple Store, Church Road,
Shropham, Attleborough, Norfolk NR17 1EJ
Registered Number 3774725



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