

Sports Plus Scheme

Franchise Brochure for 2020

9.7% Management Fee

£14,997 + VAT

200 School Territory*



Established 2001

Family Business

Bespoke Training

Sports Coaching • Physical Education • School Sport

Welcome from the Sports Plus Family

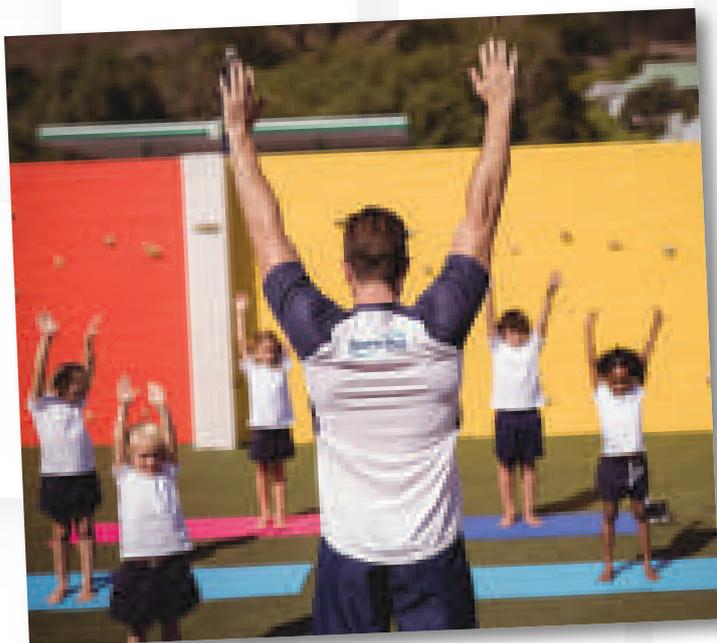
You may already know what Sports Plus Scheme stands for by the strong reputation we have built over the past 19 years. This is why we want likeminded franchisees to continue the fantastic work we do and create long lasting positive effects on children all over the UK.

We are where we are today because of our commitment to the highest standards we provide to all of our clients, coupled with the drive and passion of all Sports Plus staff - it's in our DNA!

A franchise with Sports Plus Scheme requires a strict process and must be the right fit for us and also for you. However, we are here to make sure our business succeeds and that means that if you have the right credentials, we will make sure you do to!

We can offer you an unparalleled opportunity to make a superb living doing what you love to do, our values and ethos depends on it. We will supply you with the turn-key sports coaching business and bespoke training to maximise the potential of a Sports Plus franchise. It is a 'recipe for success' so that all you have to do is supply the drive and ambition.

There has never been a better time to join the Sports Plus family.



The Story of Our Success

It's our relentless attention to detail that makes us unique and the reason that so many of our clients recommend us to others. It's the foundation that underpins our winning formula and our recipe for success.

Our company was founded in 2001 and since then we have invested and improved our products and services to widen our offerings to schools. To meet the growing demand for our services, Chief Executive and founder, Andy Mulligan, decided in 2009 to begin franchising the successful Sports Plus network. Since then we have worked tirelessly to fine tune our business model and create a smooth transition for you from potential franchisee to a key part of the Sports Plus family.



You will be following a proven formula for success. Our more recent success has led to us moving our head office to a high street location to further prove our commitment to maintaining a presence in the local community. Sports Plus is a national company with local values. The business also boasts an executive box at Aston Villa FC which we often use to conduct interviews and promote the Sports Plus brand to enhance our strong working relationships.



Becoming a Sports Plus Franchisee

You have already taken the first step on an exciting journey to becoming a Sports Plus Franchisee by reading this brochure. So, what to do next?

Sports Plus
Scheme
Franchise
Brochure 2020

Contact Our
Franchise
Development
Team

Book onto Our
Upcoming
Discovery Days

Meet
The Team

Locate Your
Perfect
Territory

Begin Your
Tailored
Training and
Support Model

Sports Plus
Scheme

Support & Training

We at Sports Plus are a leader in our sector for high quality sports coaching & Physical Education support to Schools, working with hundreds of Primary Schools across the UK with a huge network of partners and sports coaches. We have a proven model developed over many years, it's one that can repeat successful results again and again...and it can be yours too!

During your training phase of the Sports Plus journey you will spend time with our Franchise Development Team. We will prepare you to hit the ground running on day one, allowing you to begin your Sports Plus franchise with confidence.

- ▶ How the business model works - and how it will work for you
- ▶ Sales support - How to sell the Sports Plus package within the current market
- ▶ Specific recruitment techniques for the industry
- ▶ Coaching delivery and session ideas - 'the Sports Plus way'
- ▶ Administration and marketing support

You will also get the opportunity to spend time with our current franchisees to learn even more about the day to day operations of a Sports Plus franchise. Our franchisees are always happy to help share their wisdom and experiences to make you even more prepared to make your business a success.



The Next Steps

The next steps are simple. If you are interested in being part of our growing family, then our Franchise Development team are here to assist with any queries or questions you may have.

- ▶ **Discovery Days:** We host multiple discovery days throughout the year to allow prospective franchisees to learn more about what Sports Plus can offer. The days predominately take place at our head office location, giving you a chance to meet our head office team and soak up the Sports Plus atmosphere. The days are critical to building a relationship with each other and will set the tone for a successful Sports Plus franchise.
- ▶ **Getting to Know the Team:** It is no secret that we are only looking for the best individuals to drive their Sports Plus franchise to success. We will also ensure that you also have the peace of mind that Sports Plus is the perfect fit for you too. Our franchise model relies on a close working relationship between all of the Sports Plus family, so to create a perfect synergy between us there will be ample time for you to meet the team and discover more about what Sports Plus can do for you.
- ▶ **Securing Your Territory:** Although we are a growing business, we still have fantastic territories around the UK available. When you contact our Franchise Development Team they will begin work finding out what the best area for you is, and you will have an exclusive option to 'lockdown' your preferred territory.

**Why Not Get
In Touch Today?**

Additional Revenue

Not only does Sports Plus provide a fantastic platform to grow a successful business within PE & School Sport, we also offer the opportunity to get involved with J7 Sports and Trophies. As a J7 associate you'll be able to access a lucrative additional revenue stream through trophy and equipment sales. Our current franchisees have noticed a sizeable difference when accessing additional revenue through J7 and the business opportunities that have arisen from the association.

As always, full support and training will be provided to any franchisee wanting to expand their business and add J7 Sports and Trophies.

**Contact Our Franchise Team
for Further Information**

01922 453322

franchise@sportsplusscheme.com



What Makes Us Unique



- ▶ Industry leading **Family Business** at the forefront of the sector **Since 2001**
- ▶ **Bespoke Training Package** individually designed to suit your requirements - only the best will do!
- ▶ **Primary PE Passport App** - a fantastic USP for you to gain clients and increase turnover
- ▶ Hand pick your **perfect territory** with the help of our dedicated **Franchise Development team**
- ▶ Wide and diverse range of **Products and Services** that are developed year on year



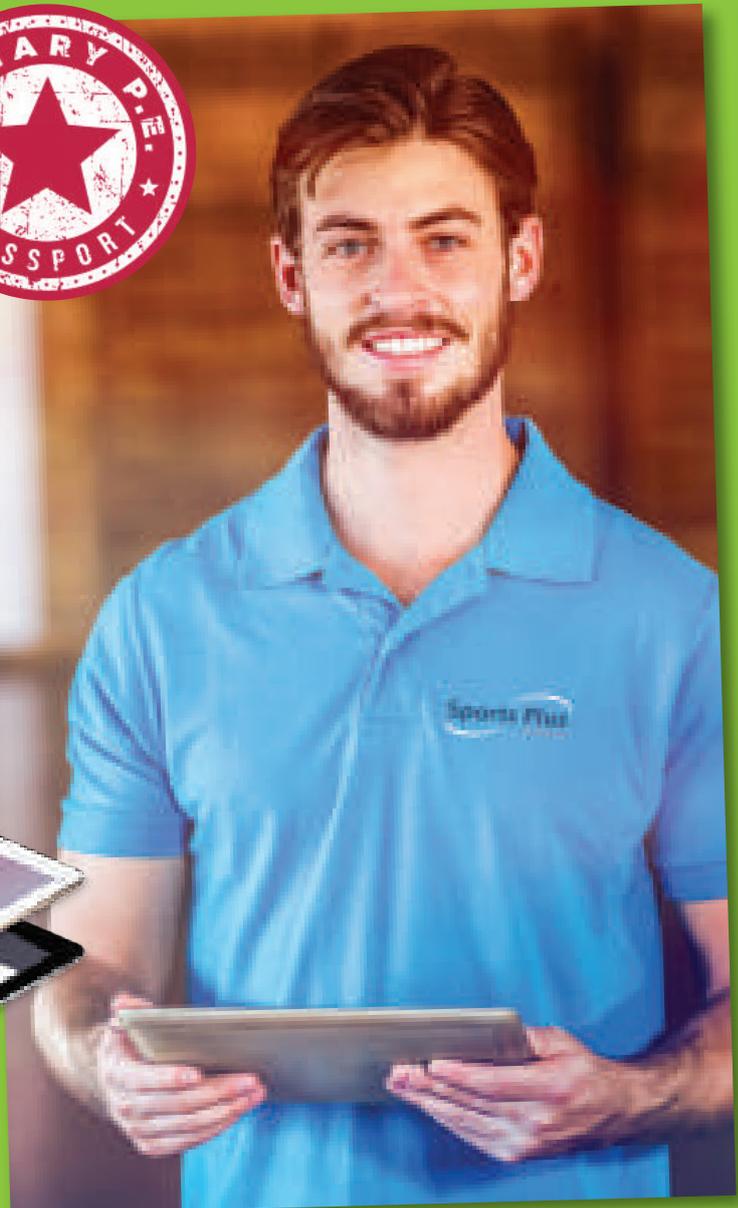
Primary PE Passport

As a Sports Plus franchisee you will be able to offer the 'complete package' to schools within your territory. We know how important it is to deliver enjoyable, active and high quality sessions to all of our clients whilst also being able to assess and track childrens' progress.



The Primary PE Passport App allows Sports Plus franchisees to measure the impact of their sessions and provide objective and formative assessments of pupils, a huge selling point to schools within your territory. Additionally, it will allow your coaches to watch informative videos and diagrams of sample sessions specifically designed to suit the national curriculum. Each session is coupled with clear and progressive learning objectives to support the delivery of our excellent range of products.

The exclusive App is one of many tools you can use to increase turnover and set your Sports Plus franchise apart from competitors.



Franchise Package

- ▶ Internal and external training packages
- ▶ Business associate of afPE - the only representative PE association in the UK
- ▶ Operations Manual - covering all aspects of the Sports Plus business model
- ▶ HR & Office support - assistance with staff contracts, confidentiality agreements etc.
- ▶ Public Liability Insurance & Professional Indemnity Insurance
- ▶ Access to a database of Prospective Coaches for Your Territory
- ▶ Proven marketing materials - school portfolios, leaflets, letterheads, templates, national show coverage and online advertising support
- ▶ Stationary pack with compliment slips, business cards and promotional products
- ▶ Website and email set up, online booking systems and web page listings
- ▶ Branded Sports Plus Scheme kit and clothing
- ▶ Social Media advertising and on going support

and so much more

The franchise fee of £14,997* guarantees you a large territory of approximately 200 schools. A territory of this size allows a franchisee to grow their business organically and make themselves an established brand within their territory.

Ashley Field - West London

When I moved to West London I started my own business and soon realised what a hard industry it is to break into. So, when the opportunity came up to work with Sports Plus I jumped at the chance, and my business is going from strength to strength. With the support given to me in areas I require development, it has grown my confidence to develop a successful franchise. I'm looking at a bright future and it's all down to my decision to join Sports Plus Scheme.



Sam Andrews - Bristol & Gloucestershire

Growing a franchise with Sports Plus has allowed me to work in the industry I am passionate about whilst also allowing me to run my own business. Being able to work closely with the franchise development staff at head office gives us a huge advantage. They've helped my business grow by supporting with things such as recruitment, school referrals and keeping up to date with current staff information, allowing me to focus on growing my business. It's the perfect balance of owning a business with the safety net of a proven franchise model to follow.



*Plus VAT



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the
family
business
practice

1st4sport
Qualifications

 **Business Associate**
of the Association for Physical Education