



Franchise Prospectus



Welcome to SportsCool

For over 10 years we have invested our lives in making SportsCool the success it has become.

We are justly proud of the excellent reputation we have built together with our dedicated franchise owners. We all enjoy the fruits of success and are constantly looking to expand the SportsCool network to enable others to share in that success.

Yes, it has certainly been hard work, but along with that there has been immense satisfaction in knowing that we have changed the lives of our customers, franchise owners and our staff in very positive ways.

This prospectus will give you some insight into the nature of our business and how you can become involved. We hope you will discern the unique corporate culture that has contributed to our success in a 'person centred' business.

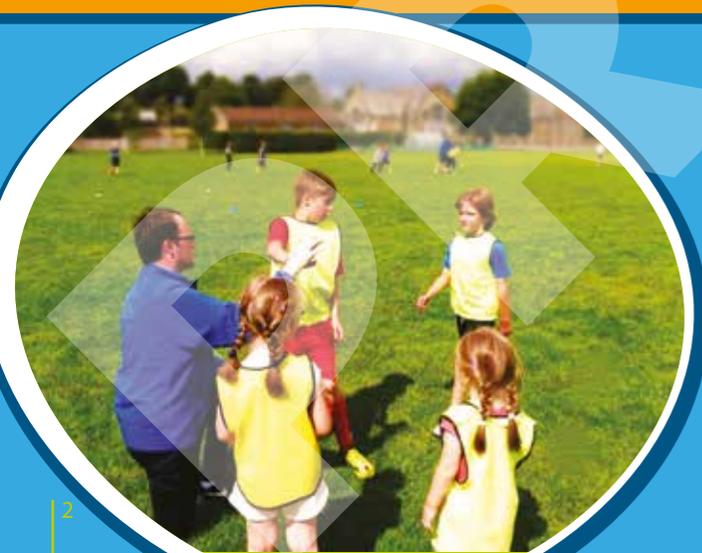


"I sincerely hope that you will become one of our successful franchise owners."

Matt Parker, Director

"The coach is a fantastic leader. The PE here has been lifted to a different level and the teachers and teaching assistants are gaining skills that they did not have before."

K.Sutcliffe, Headteacher



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Our ethos is simple:



Educate

All of our sessions should be educational for the learners we teach. From healthy living, bio-mechanics through to sport specific knowledge. We progress learners knowledge in every session that we run.



Motivate

Children should want to participate in sport. We build our sessions in a way that encourages learners to do just that. From initial confidence building exercises to fun games and interactive competitions.



Participate

Because our sessions are structured in such a way it means we have high numbers of participants. This is great because it is our mission to find a sport for every child that they LOVE... And who knows they may just take it up for the rest of their life or even become elite in their field.

"My child has really enjoyed the club and for the first time around school, he has had a smile on his face. His self esteem and confidence have flourished and this is down to him attending your sessions."

Parent, Haworth Primary School

At SportsCool we believe that sports education is fundamental to a child's development and, for over 10 years, we have been working with Primary Schools to enhance the delivery of curricular, and extra-curricular, Physical Education.

We believe that every child should have the chance to participate, progress and achieve in sporting activities. This in turn has a profound effect on self-esteem, confidence, motivation, physical aptitude and all-round mental and physical health.

SportsCool use positive reward in everything that we do, our sessions raise aspirations, are accessible to all, and, most of all, FUN. As a result we see the learners that we work with blossom into confident, healthy and aspiring individuals.

SportsCool have revolutionised the way that curriculum and non-curriculum sessions are delivered in schools and we continue to do so as the company grows. Our coaches continue to train in new areas of sports education and take part in continual professional development so that we can offer the best experience to the children and teaching staff that we work with.

Why choose a SportsCool franchise?

Thank you for choosing to look at our prospectus and in doing so you obviously share a passion in children in physical activity. Franchising is a great way to make the move into becoming a business owner, with the help from an established company within the industry.

Are you passionate about dance or sport? Do you enjoy working with children and have the drive and passion to succeed in a sports coaching environment? Then working with SportsCool could be just the thing for you! SportsCool are a market leader that work in hundreds of schools across the UK and who continue to grow year on year. We have been doing what we do for over 10 years. Our management team have a wealth of coaching, sport, education and business knowledge.

SportsCool offer fantastic franchise packages across the UK. This unique opportunity gives you the ability to run your own business, do the thing you love and make a career out of it. Our proven package offers all of our franchisees training, support and business development in all areas of running a business. This means you can quickly and easily setup your own coaching company with a guaranteed customer base and income from day 1.



**1500
CLASSES**

**TAUGHT BY
SPORTSCOOL
EVERY WEEK**

**200
HOURS**

**OF PHYSICAL
ACTIVITY CARRIED
OUT BY SPORTSCOOL
LEARNERS
EACH WEEK**

**8400
CHILDREN**

**ACCESS PE
AND SPORT
THROUGH
SPORTSCOOL
EACH DAY**

**UK
GOVERNMENT
FUNDING**

**FOR PRIMARY
PE AND SPORT
OF £320
MILLION FOR
2019/2020**

What do you get for your investment?

Our franchise package offers the franchisee the opportunity to manage their own exclusive area with over 300 Schools, delivering multi-sports and dance. Through these products you can successfully offer Schools a great experience to enhance physical activity in their setting.

“SportsCool hold Franchise Forums for all franchisees to run through some training and also share ideas on how to improve our businesses. I have found that the range of products I can offer to Schools gives me more success as a business, with much valued input from Head Office crucial in the successful delivery of the products. Head Office is on hand 24/7 to answer any queries regarding all issues of business development, from HR to recruitment, to sales.”

Sam, SportsCool Franchisee

**For an investment
of £19,995,
SportsCool will offer
you the following:**

- Proven business model
- Exclusive territory of 300 schools.
- Comprehensive business launch that includes:
 - Guaranteed customers
 - Business plan templates
 - Comprehensive training
 - Specialist insurance
- All necessary equipment
- Marketing materials and support
- On-going legislative and compliance training
- On-going NGB qualification
- Dedicated website / Social media presence

SportsCool deliver our products across many different platforms including:

BEFORE School

DURING School

AFTER School

HOLIDAY Camps

So...what can you earn from your franchise?

We have listed below the potential earning figures we would expect you to achieve in the first three years of business.

Obviously these figures could be exceeded depending on ambition and hard work of the Franchisee. You will be given a more detailed breakdown of the figures when you attend your initial franchise meeting.



*The figures above are a guideline only. These are not guaranteed actual earnings.

"I love having my own business, teaching children and seeing them blossom. I have the perfect lifestyle, and I'm safe in the knowledge that I can get help from SportsCool whenever I need it."
Jade, SportsCool Franchisee.

What are SportsCool looking for in a franchisee?

Our recruitment policy is thorough and honest and we have to make sure the fit is right for all parties, to enable a strong working relationship. If you feel you tick the boxes below then you have the ingredients to become a successful part of the SportsCool network.

- Hard working
- Can-do attitude
- A people person
- A passion for working with children
- A passion for developing physical activity in schools
- The ability to follow a business model
- A strong desire to succeed.
- A willingness to have fun and enjoy your job.

"It's great to know that I can positively engage so many children to become more active in their School day. Through so many different products I can give children a variety of activities to have a go at, and find success."

Helen, SportsCool Franchisee.

The next step...

Congratulations, you have taken the first step on the journey to becoming a business owner. We strongly believe the need to be transparent through the next phase of recruitment, so here is what to do next...

Step 1
Give us a call

This initial chat will help us gauge what you are looking for, whether your area is available, and whether we both feel like we could make a good team.

Step 2
Follow up

A follow up call will be conducted with Roger Grogan to discuss the franchise opportunity in more detail.

Step 3
Discovery day

We will arrange to meet up and lead you through one of our discovery days at our HQ in Lancashire.



Roger Grogan
Business Development Manager

"SportsCool Franchises represent a great opportunity for people who are passionate about sport to get into business. My remit is to take you through the journey and ensure you are growing your business as effectively as possible."

Having helped hundreds of businesses over the years Roger will be on hand to help you with the growth of your franchise.



www.sportscool.org