



“Leading the Way in Sports Coaching...”

**FRANCHISE
PROSPECTUS**



Earn £55k+ pa running your own Sports Coaching Business

“If you would like to run your own Sports Coaching Business then this is the ideal business opportunity for you.

You can also decide how ‘hands on’ or ‘hands off’ you wish to be”

Thank you for requesting this “District Sports” franchise prospectus.

My name is Neil Bond and I am delighted that you have taken the time to investigate this fantastic Sports Coaching Franchise Opportunity.

We have put together an excellent franchise package which will enable you to build your own successful District Sports Coaching Business and earn a sizeable income at the same time. It is very flexible and you can choose to run it independently or look to expand and grow by outsourcing your coaching sessions to outside coaches who will deliver them for you.

As well as providing yourself with a high standard of living you are building a business which can be sold at a later date for a significant sum of money.

District Sports - Brief Overview

District Sports is a sports coaching and management services company which specialises in school and community coaching. This coaching covers multiple sports and is delivered during school time as part of the curriculum, at after school activity clubs, holiday sports schemes, weekend open days, and Children’s sports parties.

Since our launch in 2001 our services have been extensively used in schools (primary and secondary sector) and local communities (e.g. in conjunction with sport specific governing bodies, sports clubs and through parish and district council initiatives), allowing children, male and female of all ages, to access high quality coaching across a range of sporting activities.

Huge demand for our services and products means that we are now in a position to expand our operation further through a franchise network of high performing individuals



Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who are we looking for?

We are looking for hard working individuals with some sports coaching experience that are looking to work full time providing sports coaching training to children.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

If having read through the Prospectus and you believe you have the necessary skills and desire to become a District Sports Franchisee, then I will be delighted to meet you.

Best regards,

Neil Bond & Jamie Roberts

Sports Directors

PS. This really is a once in a lifetime opportunity to transform your life and build a successful business and lifestyle doing something you love.



District Sports
Franchise Prospectus

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Why choose a District Sports Franchise?

Below we have highlighted the main benefits of being a District Sports franchisee which should help you answer the above question.

(1) High income potential and saleable business

As a District Sports franchisee you will have the opportunity to build a successful business and earn a high income, working for yourself, but with the training, support and experience of an established business behind you. The group has a proven business formula which will form the basis on which every franchise operates. Demand for our services is very high and you will have an exclusive area to work within.

The earning potential for a District Sports franchisee can be seen in the earning potential section of this prospectus. You have the opportunity to expand and grow your business by outsourcing some or all of your coaching sessions to outside coaches.

The other great benefit to owning a successful business is that you will have a valuable asset that you can sell in the future. Not only are you earning a high income, you are building a nest egg too.

(2) Exclusive territory

Each franchisee is given an exclusive territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

(3) Credibility and use of company brand

As part of the franchise agreement you get to use the "District Sports" processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.

(4) Training and ongoing support

Ongoing comprehensive training and support will be given to franchisees which combine on the job and office based training.



Support and assistance is continually available to franchisees as part of the franchise offering. See the training section of this prospectus for more details.

Experts from District Sports are in place to support franchisees on a day to day basis. There is also a highly skilled and experienced management team in place to offer support and guidance in the running of the business. Best practice sharing takes place and helps to keep all the District Sports franchisees operating effectively and efficiently.

(5) Assistance with raising finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

(6) Additional products and services to sell

We will also train you in selling additional products and services which will further boost your turnover and profitability.

(7) Proven lead generation

District Sports has a proven business formula for generating leads and business for franchisees. This is arguably the most important part for any franchisee in order to maximise their earning potential.

The key area which covers this is contained within your training and operations manual, maximising earnings which cover target markets, sales activity, lead generation tools and techniques, lead conversion and maximising the amount of money in the deal. This also includes backend income too.

The District Sports website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.



The District Sports Market opportunity

Company background and marketplace

District Sports is a sports coaching and management services company which specialises in school and community coaching. This coaching covers multiple sports and is delivered during school time as part of the curriculum, at after school activity clubs, holiday sports schemes, weekend open days, and Children's sports parties.

Since our launch in 2001 our services have been extensively used in schools (primary and secondary sector) and local communities (e.g. in conjunction with sport specific governing bodies, sports clubs and through parish and district council initiatives), allowing children, male and female of all ages, to access high quality coaching across a range of sporting activities.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. **Huge demand for our services and products** means that we are now in a position to expand our operation further through a franchise network of high performing individuals

Professional and Quality Service

District Sports are a professional business and a first class quality service is essential to advance sports development throughout the UK.

All coaches employed by District Sports have to adhere to the following criteria:

- Coaching qualification with a sports National Governing Body
- Insurance cover
- Police checked for child safety
- Coaching references
- Child Protection course trained

District Sports - products and services

We offer a range of Sports Coaching Products and Services which include:

- School Curriculum and PPA Cover
- After School Clubs
- Holiday Sports Schemes
- Weekend Open Days
- Sports Parties

Our core sports include football (boys and girls), tag rugby, cricket, netball, hockey, mini tennis, athletics (track/field) and basketball.

Our specialist sports include gymnastics (tumbling and acrobatic), dodgeball, break dance, street dance, tri-golf and circus skills.



Why franchising?

Franchising is a fantastic way to start and run your own business – it provides you with an opportunity to earn a high income but with the support and backup of the franchisor behind you.

A franchise reduces the risk of failure

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough – before the money runs out. 80% of new businesses starting today will fail within the first five years.

With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will also stop you making the same mistakes that they have made during their trading life.

And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the strong relationships that they have developed over the years.

Other franchise benefits

As we said right at the beginning of this section, a franchise provides the opportunity to earn a high income working for yourself but with the training, support and experience of an established business behind you.

You are selling an established product or service with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help with raising finance if required.



The training process and ongoing support

District Sports have spent several months developing their comprehensive franchisee training programme and operations manual.

It has been designed to take somebody with some Sports Coaching training or experience and give them the required skills and knowledge to operate their own District Sports Franchise.

Initial training

The initial training takes place over five days at District Sports. The training covers the following areas:

- (1) District Sports Product and Service Overview
- (2) District Sports Product and Service Training
- (3) District Sports overview and the market place
- (4) Setting up your District Sports business
- (5) Running your District Sports business
- (6) Sales and marketing for your District Sports business
- (7) Maximising income for you District Sports business.
- (8) Administration for your District Sports business
- (9) Reporting for your District Sports business
- (10) On the job training for your District Sports business

This training gives you sufficient knowledge to confidently begin trading as District Sports within your exclusive territory.

Ongoing bespoke training

Once you have had your initial training from District Sports it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training to go over anything again.

We are committed to the success of all our franchisees and feel that our training, support and backup are key features of our franchise offering.

Ongoing support

As mentioned above ongoing training is available at any time. District Sports also provides comprehensive telephone and e-mail support too. This ensures you are never left on your own and support is available whenever you need it.



**District Sports Franchise
Earning Potential**

The potential earning figures for a District Sports franchisee can be seen below.

You have the opportunity to run the business just by yourself or whether to expand by bringing in outside coaches to run some or all of your coaching sessions.

Based on actual figures, the potential earning power for a District Sports can be seen below.

Running the Business On Your Own

YEAR	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4	TURNOVER	PROFIT
1	£4,750	£9,600	£9,000	£2,000	£25,350	£24,350
2	£9,500	£19,200	£10,500	£2,800	£42,000	£41,000
3	£14,250	£19,200	£12,000	£4,000	£49,450	£48,450
4	£19,000	£19,200	£13,500	£6,000	£57,700	£56,700
5	£23,750	£19,200	£15,000	£8,000	£65,950	£64,950

Running the Business with Outsourcing Coaching Work

YEAR	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4	TURNOVER	PROFIT
1	£6,650	£19,200	£9,000	£2,000	£36,850	£32,310
2	£13,300	£38,400	£10,500	£2,800	£65,000	£56,920
3	£19,950	£48,000	£12,000	£4,000	£83,850	£72,330
4	£26,600	£48,000	£13,500	£6,000	£94,100	£81,340
5	£33,250	£48,000	£15,000	£8,000	£104,250	£90,350

District Sports Net Profits

- The above income figures include turnover gained from 4 different coaching products per school year. Profits exclude equipment & merchandise purchases, but include general business expenses (eg. Traveling, postage, advertising, telephone etc).

* These figures are potential earning figures. No guarantee of actual earnings can be given.



The Franchise Package

The cost of the District Sports Franchise is £6,995 (+vat)

NB. All VAT is reclaimable

The District Sports franchise includes the following:

- Full training which is both office based and on the job. This covers all aspects of running a District Sports franchise.
- Trading under the District Sports brand name.
- An exclusive territory for you to trade in.
- Permanent ongoing head office support in all aspects of running your District Sports business.
- Complete start-up package – including stationary and sales literature.
- District Sports Polo shirt
- Sports and Equipment Package
- Full training – on our company, operations, products and all aspects of running your own District Sports franchise.
- Operations and resource manual.
- A dedicated & integrated web presence and e-mail.
- 1000 letterheads
- 1000 envelopes

Ongoing fees

- There is an ongoing fee of 10% of turnover, payable quarterly. This covers all your ongoing Head Office Support.



Next steps

Who are we looking for to join us at District Sports?

We are looking for hard working individuals with some Sports Coaching Experience who are looking to work full time providing sports coaching training to children.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none. The characteristics we are looking for are as follows:

- Some Sports Coaching Experience
- Hard working
- Ambitious
- Professional
- Good at dealing with people
- Attention to detail and committed to customer service
- Looking to build a valuable business

Taking your application further

If having read through the prospectus you believe you have the necessary skills and desire to become a District Sports franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view the District Sports operation first hand.

Please fill in the brief form on the next page or do it online at the District Sports Franchise website at www.Districtsportsfranchise.co.uk The quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Neil Bond
District Sports Ltd
The Hill Centre
Upton upon Severn
Worcestershire
WR8 OEN

Alternatively please ring Neil Bond on 01684 592363. You can also e-mail him at neilbond@dsportsservices.co.uk

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :