



# Develop your own sports coaching business



**Primary School Sport • Physical Education Support**



# Have you always dreamed of a future in sport?

## Introduction



**Andy Mulligan**  
Founder & CEO

Hello, I'm Andy Mulligan and like most children in the UK, I wanted a career in football, sport or both. Did you know that being a sportsperson is the top career aspiration of UK children aged 7-11? Some achieve their ambition, and I did coaching sports from when I was fourteen years old. Then I decided to set up my own, highly successful sports coaching business in 2001, aged 19, growing it to more than 100 schools and 150 coaches and we can help you do the same.

### **I achieved my ambition I can help you achieve yours**

Using our business experience, guidance, and systems we can set up your own franchise business, as part of the growing Sports Plus franchise network, that means you can make a healthy living from your love of sports. You'll be doing the work you love and passing on your love of sport to thousands of children in your area, boosting their physical and mental well-being, and who knows – perhaps helping create the sports stars of the future.

### **Set up your own local sports coaching business**

Now is a good time to set up a Sports Plus franchise, because the Government plans new funding worth over £600 million to help boost sport and activities both inside and outside school hours. In addition, another £57

million is being provided to open more sport facilities. Many schools choose to spend their extra funds on buying in sports coaching and Physical Education lessons from private suppliers – such as Sports Plus. Source: [sportengland.org](http://sportengland.org)

### **I'm interested! Tell me more**

I founded Sports Plus as a family business in 2001. It's a franchise business, which means we work closely with you help starting and scaling your own sports coaching business. We are always looking for active, ambitious people like you, who want to run their own sports business. You'll be offering sports packages, sports parties and after school clubs to local primary schools and parents, giving local children the opportunity to take part in over 25 different sports and activities. We'd love to hear from you.



# Join a brand with integrity

## What we believe

We are a proud family company. We believe in family – yours, ours and the family of children we coach.

We believe that all children deserve high quality physical education that lays the basis for better physical and mental health for life. Schools are mandated to provide this and are offered funding to achieve it.

We believe that as a Sports Plus franchisee YOU can provide this. You bring your coaching skills, and we'll supply the business support to help you meet the demand from schools, while transforming children's lives - and yours.

## Our Values

**We Are  
Role Models**

**To Go The  
Extra Mile**

**To Stay  
Professional**

**Always Be  
Trustworthy**

**Honest &  
Reliable**

## Our Aims

**To promote and improve the health and fitness of all children**

**To offer bespoke programmes with a high-quality service**

**To Provide a range of fun sports and activities to all children**



# The sports coaching market

## Local children and their schools need your skills

The demand for sports coaching in schools, and in the holidays, has never been higher – and the government is funding schools to expand sports and PE lessons.

There are seven million children aged five to 15 in England alone. Of those over half are not doing the recommended daily amount of exercise (at least 60 minutes), (Sport England).

Over £600 million is to be made available across 2023-25 to schools specifically to expand and improve their delivery of PE and sports lessons.

Schools will be expected to deliver a minimum of two hours of curriculum PE a week and HAF funding is being boosted to give more children access to holiday activities.

Many schools prefer to use their allocated funds to outsource PE and sports teaching to professional providers of sports coaching – such as Sports Plus.

Many parents want to provide children with more opportunities for organised sports and activities in the holidays – the kind of activities that Sports Plus franchisees provide through holiday sports camps.

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## The Market – and what makes our coaches different

There are other sports coaching businesses, and some are franchises. There are over 20,000 primary schools in the United Kingdom, so there is enough scope for plenty of coaching providers, but at Sports Plus we think we are a bit different.

Other providers specialise in specific types of coaching such as football or rugby, we offer coaching in over 25 different sports activities. We are testing activities promoting mindfulness as we know that participation in all kinds of physical activity boosts mental and physical wellbeing



# The Franchise Market

## Why get into the sports business with a franchise?

You could set up a sports coaching business on your own or it might be worth considering a Sports Plus franchise – and you stand a better chance of being successful.

### Here's why:

- **A proven formula.**

A franchise is a business you start, following the model of a business that is already a proven success. Sports Plus has been operating since 2001 and has a growing franchise network, so we have the knowledge you need.

- **A 'business in a box.'**

When you invest in a Sports Plus franchise, we provide everything you need to set up your own business, with initial training.

- **Well-established business model.**

There are more than 950 franchises in the UK, including big names like McDonalds, Snap-on Tools, and PureGym, plus many more businesses you never realised were franchises. Sports Plus is a successful franchise too.

- **Increased chances of success.**

Over two-thirds of franchised units that have been running for five years or more report being either quite or highly profitable, and 60% franchise units turn over £250,000. (Source: British Franchise Association/NatWest report).

- **Lower risk. Failure rates for franchises remain very low.**

Less than 1% a year close due to commercial failure. In comparison, 20% of all start-ups fail in their first year of business, and 60% won't make it past three years. (Source: British Franchise Association/NatWest report).

- **You will not be on your own.**

As a franchisee you will have the support and advice of Andy Mulligan and continued training from the support office team. You will also be part of the Sports Plus franchisee network, who help each other out with advice and support.







# Why choose Sports Plus?

Your hard work combined with our business expertise and systems, means your business is more likely to succeed.

We know what works and provide you with the business blueprint.

## From coach to business owner

Sports Plus solves the problem of turning sports coaching into a business that earns you real money. Typically coaching is a job for students, or people still living at home. Sadly, lots of talented coaches give up the career for a job that pays more – but delivers far less satisfaction – Sports Plus solves that problem.

With a Sports Plus franchise you can use your passion for sport to build a business that pays enough to make it a rewarding and lucrative career and the ability to build a business with coaches working for you.

We know the formula for a successful sports coaching business – we've been providing sports coaching since 2001.

We know what it takes to turn a passion for sports coaching into a successful and growing business. Sports Plus CEO Andy Mulligan, a women's football manager and a sports coach, understands how freelance coaches can set up as successful business owners.

Your Sports Plus franchise area covers over 200 schools, which gives plenty of potential to establish and expand your business – and we show

you in how to approach and sell your services to them.

We are not just about football (as much as we love it!). We offer coaching in over 25 different sports and activities. Schools like that, because it helps make sport and fitness more accessible to a wider range of children.

You get full training from the start in setting up and running your business, including marketing and business launch.

Sports Plus offers ongoing support to its franchisees, including help with recruiting coaches to deliver your services, software to support you with paperwork and reports back to schools, and ongoing extra mentoring for you to train your coaches.

You get access to all our experience and skills, and those of our existing team of franchisees.

You can call us or them for help and advice on any aspect of your business – or just for a chat with someone who knows what it's like to be a Sports Plus franchisee.

*"With Sports Plus, what you see is what you get. We pride ourselves on our straightforward approach, honesty and transparency."*

**Andy Mulligan,**  
Chief Executive



# How to – franchise package

## How to make sport coaching your business and join the team

The Sports Plus Scheme Franchise Package is £20,000 plus VAT.

This is the package designed to give you all the support you need to get your business going fast. We supply you with the training, technology, equipment and know-how you need, plus a lot more.

You will need to have another £20,000 in capital to get you started and see you through your first year. There is monthly management support fee of 10% of your turnover to help you with ongoing business, marketing and mentoring support.

Remember that you are setting up your business with support from an experienced team, so you can set up faster, with less challenges and stand a better chance of success than as an independent coach.

### Training

Three days of classroom training at our support office then two days of practical field training, with one of our existing franchisees.

We train you to market your services to local schools, how to manage your business, how to publicise your activities and how best to manage your business finances.

We provide a Train the Trainer programme for your team of coaches, and training in any other skills required to offer coaching in our huge range of sports and activities.

We provide annual training to all our franchisees.

### Support

Termly support meetings, quarterly online meetings and an annual business planning session.

*"We have franchisees who first came to work as coaches, usually aged under 20. They are franchisees with us now. If you are not sure about taking the plunge as a Sports Plus franchisee immediately, consider working for us as a coach first."*

**Andy Mulligan,**  
Chief Executive







# Our franchise package

**This gives you everything you need to get started, including:**

Your own exclusive territory covers at least 200 primary schools.

Business planning and help with funding

Set of your limited company and VAT registration

Marketing materials starter pack

Your own microsite on the main Sports Plus Scheme website

Public relations launch – spread the news about your service

Human resources support for the first year

Stationery pack

Start-up sports equipment

Uniform Kit

Public liability insurance for your first year

Set up on social media platforms

Two email addresses, free for your first year

Zoho Customer Relationship Management software for your first year

Access to our Franchise Operations Videos

Payment platform set up with Stripe software

Association for Physical Education Business Associate Membership

Aston Villa FC open day events for you to invite your business contacts to the first year





# Your next steps

## Like what you see?

Here's how to take the next step towards becoming a Sports Plus franchisee.

We would love to meet you if you share our commitment to improving the provision of sports for children, and the ambition to run your own successful coaching business.

Naturally we are selective when choosing our franchisees and you may well have many of the skills and capabilities we look for.

Running a business requires teamwork and leadership – just like playing in, or captaining, a team.

### We look for:

Good organisation and communication skills. Run your own coaching service? Organised a sports league? Captained a team? This is the kind of experience we are looking for.

Belief in the services you will be selling. Belief in the team is an important factor in winning in sport – and it's the same in business. Your belief, plus the Sports Plus reputation, experience and training make selling your services easier.

Dedication to following the Sports Plus business system. Following our tried-and-tested system makes it smarter to achieve business success – just as successful sports players follow the rules of the game.

Dedication, drive, determination, and resilience: the qualities you need to win at sports help you win in business.

Experience in sports or activities coaching. This is highly desirable as you will be leading and inspiring your coaching team.

If you have all this, get in touch to find out if there might be a fit

### Our steps

Book an initial phone or video call to find out more about each other

### Booking

Talk to some of our franchisees to find out more about the successes and challenges of running your own franchise

Come along to the Support office in Lichfield to meet in person and find out more about what we offer and whether we could work together to start your sports coaching business.

*"Your coaching experience, plus our business expertise, is a great combination. Together we can build a business."  
Andy Mulligan, Sports Plus Chief Executive.  
"We are not a chain, and not a corporation. We are a hands-on family business and we see our network of franchisees as a branch of the family too."*

**Andy Mulligan,  
Chief Executive**



## Our franchisees say...

*"The Sports Plus training really broadens your offering to schools. It sends coaches on courses so they can deliver whatever a school wants. If they need a basketball coach who can also coach gymnastics, Sports Plus will train the coach to deliver both."*

*I had been coaching for 17 years before I started my franchise with Sports Plus. The help, business support and advice I get from Andy has been invaluable. I now have 25 sports coaches of my own, providing sports coaching in local schools and offering holiday clubs. Now's a great time to be doing this, as the Government is offering funds to schools to boost sports provision."*

**Ben Leeson, Sports Plus Franchisee**  
Birmingham, Sandwell, Coventry & Solihull

*"Joining SPS as a franchisee means saving time and money. The buying power of SPS means you pay less for marketing materials, equipment and kit, and they provide the safeguarding and behaviour policies that schools need from suppliers. If I was working on my own, I would have had to spend time and funds on those things myself, when I could have been delivering services that make money."*

*My turnover this academic year will exceed £300,000. That's much more than I could ever have earned as a sports coach."*

*Many of the schools we work with appreciate the quality and experience of our coaching staff and service."*

**Ashley Field, Sports Plus Franchisee**  
West London & Surrey

*"As a franchisee I can call on Andy for advice whenever I need it, and head office helps by supplying with things like safeguarding policies and marketing. If I was in business alone, those things would require more work for me. As a franchisee I get more time to concentrate on developing my business."*

*Our service is not just about physical sports coaching. Our team includes coaches who go into classrooms as mentors, working alongside teachers. Many children respect people in tracksuits, because they associate them with sports stars as role models."*

**Craig Webb, Sports Plus Franchisee**  
Birmingham, Sandwell, Coventry & Solihull

*"It's not just about working in schools term time. We run sports and activities camps in the school holidays, complete with free healthy lunches. Our coaches also give friendly advice to parents about healthy living for them and their children, and about how a healthy diet helps with all kinds of things, including sports."*

*The Sports Plus franchise delivers a career in the sports sector – and you will earn more running the franchise than you ever could as a freelance coach."*

**Luke Peniket, Sports Plus Franchisee**  
Walsall, Wolverhampton & Dudley





# Lets get started...

We cover the full PE curriculum with a range of sports and activities for all ages and abilities. The more we can provide, the more opportunities your pupils have to enjoy and excel in at least one sport or activity.

## Our Activities A-Z

Archery	Cheerleading	Hockey	Rugby	Street Dance
Athletics	Cricket	Lacrosse	Scooter Hockey	Soft Tennis
Basketball	Dodgeball	Multi-sports	Skipping	Tri-Golf
Bench Ball	Football	Netball	Softball	Ultimate Frisbee
Breakdance	Gymnastics	Rounders	Speed Stacking	Volleyball

Our local knowledge and community links allow us to signpost children and parents to sports clubs and teams within your area.

## To Discover More Please Contact us

### Sports Plus Scheme Support Office

Ground Floor Office Suites  
Charter House, Swan Road  
Lichfield WS13 6QZ

**01922 453322**

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[sportspusscheme.com](http://sportspusscheme.com)