

**TOTAL
SPORTS**
COACHING



**REACH
YOUR
POTENTIAL**

**Total Sports Coaching
Franchisee Information**

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THIS IS TOTAL SPORTS COACHING



Join us to reach your potential

When I set up TSC in 2011, it was to help young football players in the local area to achieve their dreams of becoming a professional. I wanted TSC to be the reason that East Kent was looked at as a hotbed of footballing talent. In the decade since then we have expanded our horizons and now work in a variety of sports, coaching players of all ages, abilities and interest levels. But ultimately, we still have the same ambition, to help everyone reach their own individual potential.

For some that potential may be becoming a professional in their chosen sport, for others it may just be giving them the confidence to join in a sport with a group or their peers. Its not just about the people who join our sessions, its about our staff reaching their potential, the business reaching its potential and helping our franchisees reach theirs.

Investing in a TSC franchise is an investment in you reaching your own potential.

It will give you the opportunity to have a career in sport, whilst running your own business and being responsible for your own earning

potential. By franchising with TSC you will unlock the potential of running a specialist academy in a sport you are passionate about, as well as through a multi-sport schools programme. By running a specialist academy as well as schools programme, this unlocks a higher earning potential than other coaching franchises offer.

We are now reaching a new stage of our business; we are constantly improving and our franchise network is a huge part of that.

The experience we have gained over the years is helping everyone within our network, but as a team we are constantly pushing ourselves and each other to improve.

It is an exciting time to be involved with TSC and please read through this booklet to see everything we have on offer to you. If you think you are the right fit and you have the high levels of ambition required to become a TSC franchisee, we look forward to hearing from you.

Seb Tidey
Founder & Managing Director

MISSION



Our Vision

Our vision is to be the countries biggest provider of sports pathways. Through our education, community and elite programmes, we aim to create an environment where anyone can access experts in the sporting field, with the aim of helping people reach their own individual potential.

Mission Statement

"USING SPORTS COACHING TO HELP CHILDREN'S PERSONAL DEVELOPMENT, ENCOURAGING A HEALTHY AND ACTIVE LIFESTYLE".

Education

Our work in various educational settings uses a values based coaching model to help develop the whole person, not just their sporting ability. Our 4 core values of **respect, excellence, attitude and responsibility** run through the whole company. It is what we want from our staff, our franchisees and what we want to develop in anyone that attends our sessions. We develop this through sport in a variety of ways, helping to develop these attributes will help prepare children with life skills that will help them be successful. Our curriculum showcases a variety of ways this can be done with all children whilst also developing their sporting ability.

Community

Working in the community allows us to reach a wide variety of individuals and to give them access to sport. Our community programmes are based around people of all ages who want to turn up and play sport, the sessions are focused around fun and participation and can be based on any sport that appeals to your community.

Our community sessions starts at 18 months with our popular tots sessions, follow by toddlers sessions for 3 to 6 year olds, with provision for all age groups through to adulthood and for people who are retired. These sessions allow you to create a business than runs throughout the day, evenings and through the weekends.

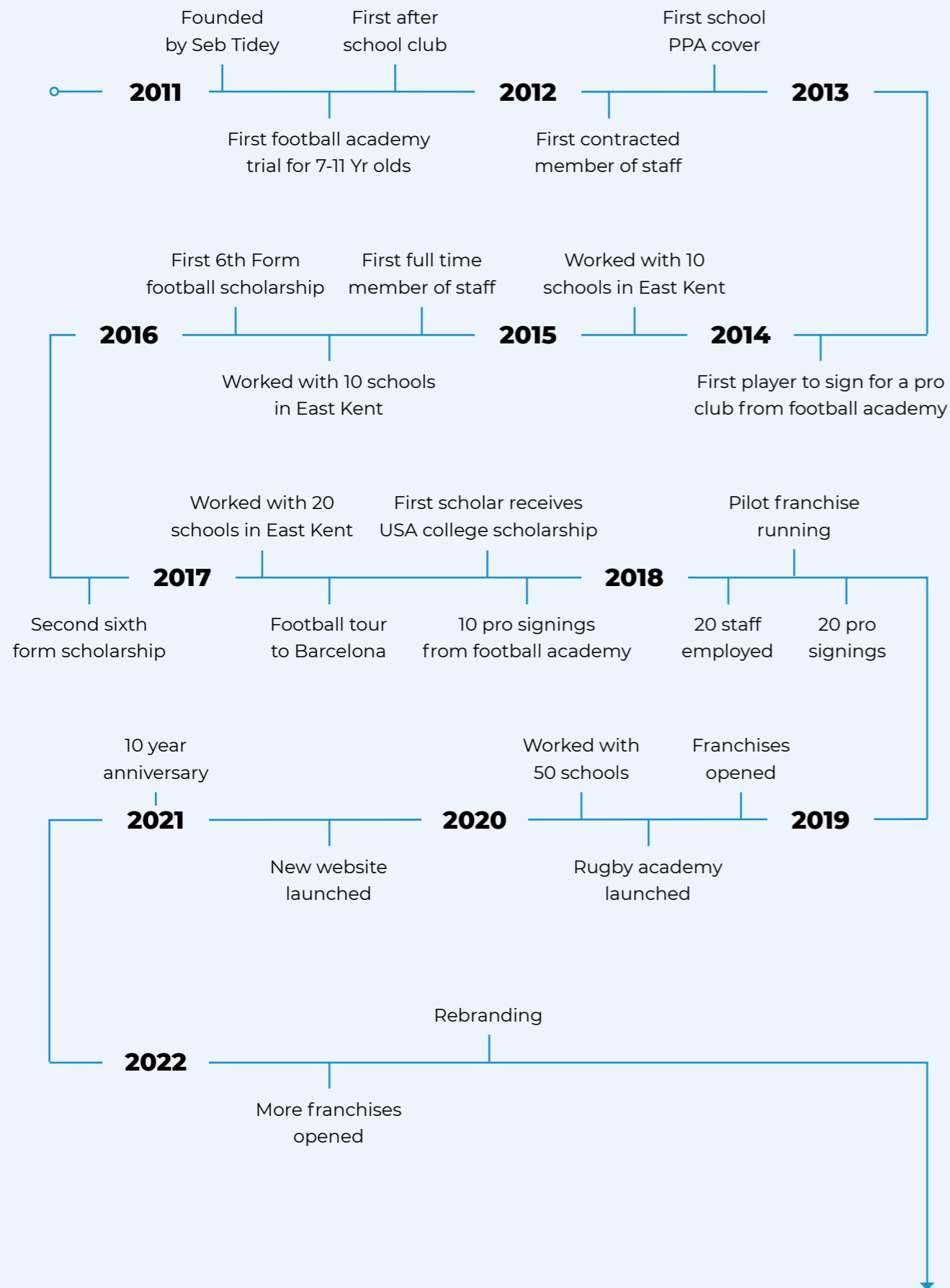
Elite

Our Elite programmes are for people who want to receive more specialist coaching in their chosen sport. Our Elite programmes include our football and rugby academies which are run by expert coaches in their specific sports. If you have a specialist sport you can use your skillset to run more focused sessions that allow you to pursue your sporting passion as well as help others reach their potential in the specific sport.

Our aim is to get every player who attends our sessions to their own individual potential. For some this may be playing at a professional club, for others it may be playing semi-professional, district or county sports.

Our elite programmes include our academy sessions, 1-2-1 and small group coaching sessions as well as our Sixth form scholarships.

HISTORY



OUR SERVICES



ESTABLISHED FOR
10+ YEARS

WORKING WITH
50+ SCHOOLS

PROVIDING PROGRAMMES FOR
1,000'S

Working with TSC

One of the main reasons we are so successful as a company is that your target market is so wide ranging. We differ from other franchises by giving you access to a variety of services in our Elite, Education and Community sections. This allows you to run your business throughout the week and weekends with the variety of services that you can offer.

A lot of your business will be in schools, working with children from 3 to 19 years old, delivering multi-sports curriculum sessions, lunchtime clubs and after school clubs.

Community sessions, to increase participation levels of any sport, can be held at community facilities and be open to any age group, with sessions for children, adults and senior citizens.

Our Elite sessions then offer specialist coaching for those who are more serious about their development in a specific sport.

By having access to these 3 sections you can adapt your strategy to suit your area's needs and the demands of the local population. You aren't reliant on one service to help make your franchise a success, you can have a flexible approach to growing your business in your territory.

Community

- Tots (18 months - 3 years)
- Toddlers (3 - 6 years)
- Juniors (7 - 9 years)
- Holiday Camps
- Walking Football
- Birthday Parties

TOTAL SPORTS COACHING



Education

- PPA Cover
- After School Clubs
- Lunch Clubs
- Supply Cover

Elite

- Football Academy
- Rugby Academy
- Alternative Academies
- Futsal
- 1-2-1 Sessions

YOUR INVESTMENT

A minimum investment of £5,500 gives you:



Licences

Licenses to our education, community and elite programmes and services as part of our well respected brand.



Operations guides

Access to TSC operations guides, operating systems, website and business management systems.



Your own exclusive territory

No other TSC operations will be able to work in your area.



TSC business models

Access to the TSC business, marketing, recruitment and sales models.



Training & support

Training on all areas of the business and help with your business planning. Ongoing support, training and CPD.



TSC curriculum

Access to our curriculums and coaching plans

WHY FRANCHISE WITH US?

Established relationships

If you have a passion for helping people reach their potential through sport, TSC will allow you to do that as a full-time job. You will be in charge of your own business and boosting your own earnings.

One of the main reasons we have been successful as a company is the quality of the relationships that we have built. This is with the children we work with and their parents, the schools we work in and with our excellent staff. Ultimately, we are successful if our franchisees are successful, we work to make sure all our franchisees have the best chance of getting what they want out of their business. You will gain access to the brands and their excellent reputations.



Proven business method

TSC has a proven business method to help make your franchise a success. This includes our operations guides and running systems. You will have access on our recruitment, marketing and sales models. The TSC website will detail your sessions and take all your bookings for you.

Along the way you will have many challenges, we will be here to support you through it with our experience and knowledge.

There are many skilled coaches in the industry who don't believe they have the skillset to run a business, but our job is to help you with that and provide you with everything you need to run your business successfully.

BUSINESS OPERATIONS WE HELP WITH



Finances

Our guides walk you through how to invoice and collect payments, our website acts as a central booking system that will collect payments and distribute them to you. Our reports also help you analyse the profitability of each service you offer in the business.

Human Resources

We help you with recruitment and employing staff including how to advertise, interview and hire people. We have template staff contracts as well as detailed instructions and guides on how to pay your staff and organise pensions. We have ongoing HR support to deal with any staffing issues that you may encounter.

Marketing

Marketing is a huge part of each franchise, you will be supported in all your marketing from head office. As well as this you will receive a number of marketing materials already pre-designed to a high standard to use as physical marketing as well as for your online social media channels.

Policies and Safeguarding

You will be provided with all the appropriate policies you need and these are regularly updated to make sure you are protected whilst running your business. As well as this we have safeguarding processes and procedures in place for yourself and your staff.

Merchandise & Kit

We source and provide staff kit as well as kit for people attending your sessions. As well as this we organise all merchandise for our franchisees, each franchise benefits from our bulk buying power which means we can source all our merchandise at discounted prices.

Customer Service

We have systems in place that gathers all your feedback for you and then our guides will help you to deal with any customer service issues that you have.

TRAINING & SUPPORT

All the help you need

All TSC franchisees will receive extensive initial and ongoing training to help their business run efficiently and achieve growth. Training is delivered by people who have themselves successfully grown and developed TSC businesses. As well as this you will benefit from the extensive knowledge and experience of the other franchisees in the network.

Your initial 5-day training programme will cover everything you need to launch your business and help to implement a bespoke launch strategy for your area. You will be guided through the TSC operational systems as well as the models for marketing, recruitment, and sales.



Initial Training

Your **initial 5 days of training** will prepare you to launch your franchise. The start of the training will introduce you to the company values and mission, whilst explaining the company procedures and systems. You will then move on to how to operate your franchise during the phase of training.

Finally you will work with the franchise manager to put into place your launch plan and **everything you need to get off the ground.**

Business Growth Days

Throughout the year the franchise network comes together to run business growth days. This uses the power of the franchise network to **share ideas and best practice** on how to grow and maintain your TSC franchise. This is one of the huge benefits of having a franchise network as we work together to improve our own and each other's businesses.

Courses & Webinars

There will be regular courses and webinars held to **help each franchise develop their staff and the running of the business.** By utilising the franchise network, we organise our own courses for TSC staff to attend so they can **gain new qualifications.** Webinars help each franchise improve not only their service delivery, but also how to improve the running of their business processes.

Regular Meetings

You will have regular meetings with your franchise manager, many of these will be **1 to 1 visits** to your franchise area for **face to face guidance.** As well as this you will also have regular phone and video meetings to help you with the development of your franchise.

Annual Franchise Conference

Each year we hold a franchise conference for all our franchisees. This will keep everyone up to date on progressions that we are making as a franchise network, introduce new programmes and run activities and workshops which will help all franchisees develop their business.

BUSINESS SYSTEMS

During our growth as a business it has been important that we developed the background running of the business as well as our services. Over the years we have adapted our systems to ensure the smooth running of the business. Franchisees benefit from the experience that we have in the background operations of the business that we are constantly improving.

Website

As a TSC franchise you will benefit from the use of the company website. The website allows you to up date your sessions in real time and they will be automatically added to our booking system. The website is developed and maintained from head office saving you the work needed to maintain a fully functional website.

Processes

We have detailed and step by step processes for each part of the business. All you will need to do it follow a simple flowchart that will help you to run your business with ease. As your franchise grows these flowcharts will also allow you to delegate your work to your own staff to free up your time.

Reporting

Analysing everything going on in your franchise will allow you to measure what areas are helping you to be successful, as well as this you will be able to improve all areas of the running of your business. You will have access to TSC's extensive reporting system to help with the analysis of your franchise.

Booking system

Our booking system runs through our website and will allow your customers to book your sessions. You'll receive all bookings as soon as they are made and your registers will automatically update with all booking details, saving you hours of time manually filling out spreadsheets.

Communication

Communication is key to connecting our franchise network. Our communication system allows for efficient communication between the head office and all franchisees. As well as this, our communication system links with a variety of other programmes and emails to help all franchisees in the smooth running of their business.



CASE STUDIES



Craig: Swale District

Craig owns our Swale Franchise and has run the district for nearly two years, in his first year he has a turnover of over £60,000 and is still growing the business in his area.

“I got involved through TSC as a coach for 2/3 years down in the Thanet area where I became a head coach. After experience of coaching with school sports partnerships and as an academy coach at Gillingham Football Club. In my time coaching I completed a number of courses with the main ones being my degree in Physical Education and Physical Activity as well as gaining my UEFA B licence.

The best part of franchising with TSC was that I was able to do what I love closer to home and to be able to run a business in doing so made it even better. It feels good to run your own business as you can have your own perspective on how you want things to run, the type of people you want to work for you and the relationships you create with schools and the community.

In the next 5 years I would like to hopefully be on my way to becoming the biggest provider of Physical Activity and Physical Education in Swale, as well as having an established staff team which has a positive reputation in both schools and the community.

The benefits are having a lot of things set up and ready for you to use straight away, there isn't much that you need to create to be able to run the business which saves you time that can spent on growing the business. Along with the clear guides on how to run sessions, create new sessions and so on.”

Tom: Canterbury District

Tom runs the Canterbury area of our franchise and has run this area for nearly 2 years, the area is growing steadily as Tom creates more links and partnerships with schools. I first heard about TSC through a friend who was already working for them and I wanted to get in to football/sports coaching. After a few years of working with TSC I decided to invest in a franchise in my local area.

Running your own business gives you a sense of independence and allows you to be in charge of your hours. You have control over what you want to do and any work you do is for the benefit of your business.

One of the benefits of franchising with TSC is knowing that support is there for you.

I have never run a business before, so this is a new venture for me but everything you need is available. Session ideas, how to run payroll, the lot. Everything is there for you and you have support when you need it. Knowing that TSC conduct themselves in a professional manner and offer customers quality be that in terms of session content, business advice

Want to hear what our franchisees have to say?

Visit tiscoaching.co.uk/franchising and watch the interviews.



FINANCIALS

WHAT WE LOOK FOR

At TSC we want to be the best, therefore we want to recruit the best franchisees. We are successful because we make you successful.

Qualified

Our franchisees must have a coaching qualification and experience in coaching.

Passionate

You must have a passion for developing people through sport and helping people reach their own individual potential

Aspirational

We are looking for people who are aspirational and always set high standards.

Organised

Franchisees must be organised, have a great work ethic and be able to take responsibility.

Positive

We want people with a positive attitude, who will be able to recruit, manage, develop and lead their staff.

Personable

You must be able to build relationships with people, this will include schools, staff, parents, children and other franchisees.

Team Player

As well as all this, you must be a team player. Our franchisees are a network who help each other develop, by sharing ideas and strategies we push each other on to higher levels.

EARNING POTENTIAL

Low Level Franchise

When franchises first start out they will typically run at a low level whilst they become established in their first few years. This usually involves the franchisor taking a more hands on role in the delivery of the programmes whilst training start to eventually take charge of them. This breakdown only includes the Total Sports Coaching brand and doesn't include a specialist academy.

Operating profit

£31,532

Operating margin

47%

Income	Average Session Per Week	Annual Income
PPA	4	£18,720
After School Clubs	10	£23,760
Break & Lunch Clubs	8	£6,120
Nursery Programmes	3	£2,700
Total sessions per year		
Holiday Programmes	51	£15,300
Birthday Parties	10	£1,000

Gross Annual Revenue **£67,600**

Expenses	Annual Cost
Staffing	£18,688
Venues & Transport	£4,530
Training & Equipment	£1,400
Accountancy Fees	£400
Other	£2,600
Management Service Fee	£8,450

Total Costs **£36,068**

STAGE 2 EARNING POTENTIAL

Medium Level Franchise

Once the franchise has been running for a few years the Franchisor should have started to train head coaches to be able to run sessions. The franchisor can then spend more time on the business rather than in the business to stimulate more growth.

Operating profit

£62,232.50

Operating margin

43%

Income	Average Session Per Week	Annual Income
PPA	8	£37,440
After School Clubs	25	£59,400
Break & Lunch Clubs	15	£11,700
Nursery Programmes	5	£4,500
Total sessions per year		
Holiday Programmes	100	£30,000
Birthday Parties	15	£1,500

Gross Annual Revenue **£144,540**

Expenses	Annual Cost
Staffing	£50,640
Venues & Transport	£7,000
Training & Equipment	£2,300
Accountancy Fees	£700
Other	£3,600
Management Service Fee	£18,067.50

Total Costs **£82,307.50**

STAGE 3 EARNING POTENTIAL

High Level Franchise

A high level franchise is achieved when the Franchisor has grown to the point that they spend the majority of the time managing the business rather than working in it. You will have a reliable coaching team delivering the services and at this point be potentially looking at operations start to assist with the running of the business.

Operating profit

£75,104

Operating margin

37%

Income	Average Session Per Week	Annual Income
PPA	12	£56,160
After School Clubs	85	£83,160
Break & Lunch Clubs	23	£17,820
Nursery Programmes	7	£6,300
Total sessions per year		
Holiday Programmes	120	£36,000
Birthday Parties	20	£2,000

Gross Annual Revenue **£201,440**

Expenses	Annual Cost
Staffing	£83,456
Venues & Transport	£8,600
Training & Equipment	£3,500
Accountancy Fees	£1,000
Other	£4,600
Management Service Fee	£25,180

Total Costs **£126,336**

NEXT STEPS

Fill out our application form at tsoaching.co.uk/franchising

Fill in our form to send over our details and register your interest.

We will call you

Our franchisee manager will call to answer any questions you may have.

Information sharing

We will share with you more in-depth information about the franchise.

Full application

You will fill in a full application detailing the area you wish to buy a licence for.

Discovery day

You will attend a discovery day to see how the business runs, meet TSC staff and franchisors.

Finalise

If all parties are happy, the franchise purchase will be formalised.

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**www.tscoaching.co.uk
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