

sports
Xtra

PASSION
EDUCATE
INSPIRE
ACTIVATE



Franchise Prospectus



Children and sport – a happy and healthy combination

Thank you for your interest in Sports Xtra which I believe you will find is a unique franchise opportunity. When I started the company in 2002 I knew there was definitely a need for the services that Sports Xtra now provides and this has certainly proved to be the case!

In these days of fast food, computer games and cable TV, children are spending more and more time indoors; often in isolation. Childhood obesity is a growing problem and the number of children suffering from depression and low self-esteem is worrying.

Sports Xtra is an organisation which aims to make participation in sport and physical activity an enjoyable experience for **all** young people – helping them to become confident, active and full of energy.

Over the last nine years we have developed an innovative and profitable business model which our support team can help you to develop in your own community. With the recent change in Government policy and specifically the school sport landscape as well as the Olympics next year in 2012, there has never been a better time to get involved in this rapidly growing sector. Since launching the first pilot franchises in 2008, our network has expanded rapidly and we now have over 30 franchisees operating across the UK, employing several hundred staff and impacting tens of thousands of children every day.

If Sports Xtra is something that inspires and excites you, I would be delighted to discuss the opportunity with you further.



Gareth Lippiatt
Founder of Sports Xtra



The Sports Xtra Concept

Our business is all about delivering high quality provision and increasing participation. It is about encouraging children to have fun, take part, learn new skills and fulfil their potential. When managed well, sport breeds confidence in children of all abilities and from all backgrounds. It nurtures core skills like teamwork, respect, discipline and fair play and provides opportunities to mix with all types of people.

Sports Xtra was founded in 2002; delivering a high quality sports provision for schools and private individuals. It exists to promote sport and the benefits it brings to young people.

The core business is sports development and health promotion, both of which have traditionally been delivered by the voluntary and public sectors, however recent shifts in government policy have created a huge marketplace for a national brand to establish itself as a leading provider.

The following values are at the heart of all Sports Xtra activity;

- To encourage children who have little or no experience of sport to take part
- To ensure that these children have a positive experience – developing their skills and increasing their confidence
- Encouraging children to try hard and be the best that they can be
- Providing high quality coaching within a safe and supportive environment
- Working with local clubs to integrate children into regular competitive sport

Sports Xtra believes that sport has a central role in an active and healthy lifestyle which is obviously important for children as they grow up.

All Sports Xtra programmes are designed to reflect these values and promote a positive approach to sport within a structured learning environment.

The company's mission is that every child who attends a Sports Xtra activity will leave having enjoyed themselves, learnt new skills, made new friends and definitely feeling good about themselves.



The market for sports development

Our health, and that of our children, is a priority for a large percentage of the UK population. Such public concern, as well as increased media interest and government funding, has seen a surge in the growth of this sector in recent years.

Sports Development has traditionally relied upon the voluntary and public sectors; however, the increasing number of professional coaches is a clear indication of how this marketplace is rapidly expanding. For example, almost 90 % of primary schools have used professional coaches as part of their sports provision.

Private sector sports development has been a revelation in an industry that is desperate to introduce a new level of professionalism, having traditionally relied on volunteers and networks of clubs. Sports Xtra are leading a new way forward with a fresh and innovative approach and we are currently in the fortunate situation of being the only people 'who do what we do'.

With the UK hosting the 2012 Olympic and Paralympic Games, and the media spotlight on childhood obesity, the growth of the sports marketplace continues to rapidly accelerate. As a result, there is a need for a good quality provider to deliver excellent sports services to the children's market.

Recent research is also beginning to underline the importance of exercise on school behaviour and performance. Studies prove that exercise has a positive impact not just on children's health, but on their behaviour and concentration.

The sports provision market in the UK is rapidly expanding and Sports Xtra is ideally positioned to win school contracts and provide services directly to parents as a private operator.

Following the change in government policy, PE and school sport is currently in a transition period and Sports Xtra are at the forefront in terms for re-defining the industry landscape. As founder members of the trade association COMPASS, we have significantly influenced policy, quality assurance benchmarks and workforce developments to enhance the professionalism and integrity of a huge industry which has created over 23,000 new jobs since the recession started. There are currently dozens of small operators that have emerged over recent years since the increases in funding for increasing participation were made available. As the market consolidates, Sports Xtra will continue to strengthen its place as a market leader both corporately and locally through a rapidly expanding network of franchisees.

Our background

Sports Xtra was founded by Gareth Lippiatt in 2002. A Loughborough PE & Sports Science graduate, Gareth gained experience of the Health & Fitness Industry with Tweedpark Leisure before working in sports development firstly in the USA and then back in the UK.

The NHS currently spend £2 billion per year (£3,000 every second!) on obesity-related diseases that are entirely preventable. This is a vast problem in a nation of which 27 million of us don't do the recommended 30 minutes of physical activity three times a week and 14 million of us do nothing at all. Initiating widespread behavioural and cultural change is a huge challenge however the government has targeted schools and children under the age of 11, by which time lifetime habits have already been formed. Sports Xtra have the expertise and experience in working with this market and are already making a genuine difference across the UK.

These professional quality standards and a commitment to best practice have resulted in Sports Xtra establishing itself throughout the East of England as a respected provider.

Moving forward with franchising

After spending almost six years perfecting the Sports Xtra concept, the Directors were ready to develop Sports Xtra into a national brand. After talking to successful franchise business owners and professionals, they decided that Franchising was the perfect way to do this. Sports Xtra (Franchising) Ltd has been formed to enable the successful development of the business across the UK.

Sports Xtra believes that developing a franchise network will enable the company to develop the infrastructure and resources of a national company, yet with the benefit of the local contacts and knowledge that Franchisees bring.

With the London 2012 Olympics on the horizon to further fuel an already buoyant and expanding market, the aim is for Sports Xtra to establish itself as the market leader in this sector.

The Sports Xtra Kit-bag

When you buy a Sports Xtra Franchise, you get everything you need to kick-off your business immediately.

Your franchise package will include:

- Territory sole rights and the rights to use the Sports Xtra brand
- Complete set of Business Manuals covering every aspect of the Sports Xtra business
- Training – at our head office and in your own territory. Training never stops!
- IT Solution – including web page, email address, intranet access and business templates
- Stationery – a complete suite including letterheads, compliment slips, business cards & customer contracts
- Marketing materials – including brochures, leaflets and advertising templates
- Coaching equipment and lesson plans
- Merchandise – for re-sale
- Business development support and key introductions in your territory
- Assistance with the initial recruitment, training and deployment of coaches





Ongoing Support:

Like all good coaches, the Sports Xtra team will always be on the side-lines, providing you with advice, support and encouragement, including:

- Ongoing training – making sure you stay on top of your game
- School and local authority contract selling assistance
- Help-line facility for advice on all aspects of the complete business method
- Website management and development, including an intranet facility
- Regular visits in order to provide an opportunity for review, analysis, advice and guidance on your business
- National marketing and PR initiatives to keep the message fresh
- Group meetings that will bring Franchisees together to exchange ideas and further business development
- Professional Business Consultancy to help keep you on track

From sales and marketing to financial management, you will have a comprehensive business format to follow. You will have the reassurance of a turn-key package of business systems and procedures that will enable you to get started straight away. A comprehensive marketing package will help you launch and promote your business and the Sports Xtra training and franchise management team will be there to support you all the way.

You never need to feel isolated. There is always someone to share ideas with and ask for advice.

Would you like to be on the Sports Xtra team?

You don't need to have prior experience of the sports and leisure industry to become a Sports Xtra Franchisee but you should have a strong commitment to providing exceptional service, have good management skills and, most of all, enjoy working in a quality focused, lively and fun environment.

As a Sports Xtra Franchisee your job will be to manage and develop your business, recruit and train quality sports coaches, maintain the high professional standards that have been set and to maximise the Sports Xtra opportunity in your respective territory.

In many sports, teamwork is critical. It is definitely critical to Sports Xtra. Rather than being a sole trader and potentially isolated, you will be part of a team. Sports Xtra will be aiming for the same goal as you – business success.

Are you aiming for sporting success?

By now, hopefully you think that Sports Xtra could be the franchise opportunity you've been searching for.

But before you contact us, please take a couple of minutes to answer the following questions.

- Do you enjoy sport and believe in the difference it can make to a young person's life?
- Are you prepared to go out and market the Sports Xtra proposition to both schools and parents?
- Do you enjoy working with children, teachers and parents?
- Do you have a genuine desire to provide excellent customer service – all day, everyday?
- Are you prepared to work hard to make your business a success – including weekends and evenings?
- Are you excited by the prospect of being part of the Sports Xtra team?
- Are you willing to operate your new business according to our full business format system?
- Are you ambitious and committed to your own success?

If you've answered yes to all of these questions then we DEFINITELY want to speak to you as soon as possible.

Please complete the enclosed Preliminary Enquiry Form and return it to us. We'll contact you as soon as possible to arrange a time to meet so that we can explain our business in greater detail.

Sports Xtra is not like any other franchise out there. We really believe that involvement in sport can transform a child's life. Being part of the Sports Xtra team could transform yours!



Preliminary Enquiry Form

This questionnaire is for general information and will be used initially in assessing your suitability to own a Sports Xtra Franchise. It will be treated in the strictest of confidence and does not place you under any obligation whatsoever. Further information will be required should a mutual interest develop.

Name:

Email:

Home Tel:

Mobile:

Address:

.....

Post Code:

Date of Birth:

General Health:

What is your current employment position? Employed Un-Employed Self-Employed

If employed, please give details:

Do you currently own a business? Yes No

If yes, what type?

Have you ever run a franchise business? Yes No

If yes, what type?

Which part of the UK do you have a preference for?

First Choice: Second Choice:

Will a partner be involved in your proposed new business? Yes No

What liquid funds do you have available: <£10,000 £10-25,000 >£25,000

What are your areas of expertise? Management Sales Administration Finance

Other - Please state:

What attracts you to the Sports Xtra Franchise?

.....

.....

I confirm that the information that I have provided is to the best of my knowledge true and complete, and I give my approval to you carrying out a credit reference check.

Signed:

Date:

Please return this form to:

Franchise Enquiries, Sports Xtra (Franchising) Ltd,
The BTC, Bessemer Drive, Stevenage,
Hertfordshire, SG1 2DX



Testimonials

Territory: West Hertfordshire

Launch Date: Sep 10



Matt Burns

I think what separates Sports Xtra from its competitors is its diverse product range and facility allowing on-line bookings. Schools are definitely attracted by clubs and sports they have not come across before, as they realise that traditional sports, such as football, face limits to the audience they appeal to. Activities like fencing or spy school however, attract a wide cross-section of children in a school and these clubs have generated high numbers for me. Our on-line booking facility gives parents the option to book on clubs and holiday camps in a 'one-stop-shop' and takes some of the administrative burden away from the school secretaries.

We are entering a transitional period for school sports provision, with the old system of funding rapidly changing. From my dealings with schools and the bodies that work with them, I am confident that the provision of clubs and holiday camps will stay on schools and parents' agenda, even if it means parents having to contribute more to make the clubs viable. I think that parents understand the importance of sports clubs and benefit from the childcare element they provide. I think this mindset will only strengthen as will head towards an Olympic year.

Territory: Croydon & Sutton

Launch Date: Sept 09

We started the Croydon and Sutton franchise in September 2009 and since then we have worked with over 20 schools providing a wide range of services. The help and support from Head Office has been great, and although they are very busy across the network and can be difficult to pin down at times, the advice has always helped move us in the right direction. Following everything as faithfully as we can we have pretty much matched the initial projections in our business plans and broke even fairly early on, we are now earning a wage from it and am expecting to make a very nice living after another school year.

The job itself is varied and interesting, a lot of office based sales, translating to sales meetings across the area. Travelling around and dropping in on the coaches to check in on them and actually seeing what they are delivering makes it all worthwhile. I know you can make money in many different ways, but there is something genuinely heart-warming seeing one of "your" coaches running a really good session and all the children are happy and motivated. Quite often in the summer camps I used to drop in and help out for half a day as it is great fun and also opens your eyes to the actual day-to-day challenges the coaches face.

As with any business there have been some downs as well as the ups, but it is all heading in the right direction and we are very excited about the future.



Chantal Bourdais
& Matt Cross

Family failed by council to receive £20k

by Gareth Davies

A STANDARD of schooling has ordered Croydon Council to pay a family £20,000 for "failing" a child with learning difficulties.

The local government ombudsman - the government's "complaint watchdog" - has ruled that a boy was unnecessarily placed on the child protection register because of a lack of communication between the education and social services departments.

In his report published last Thursday, Jerry White said the "Oakland" family, whose name has been changed for legal reasons, contacted social services three times between June 2004 and December 2005.

They were asking for help with their teenage son, "William", who has Asperger's Syndrome and attention deficit and hyperactivity disorder (ADHD).

The boy had become increasingly aggressive to his younger sister, "Abbie", who was found to be self-harming.

The council assessed his special educational needs and in October 2005 closed the case because they believed the situation had improved.

However, a social worker recommended the 15-year-old needed a residential school placement, and identified a school outside London.



ACCUSED OF FAILING:

Croydon Council, based at Taberner House, has to pay £20,000 compensation to the family of a child with learning difficulties.

But the council's educational and social services department did not agree to fund the move.

The former decided his educational needs could be met within the borough and the latter felt his social care needs were insufficient to justify the placement.

However, in April 2006, William and his sister were placed on the child protection register after it was decided they were a danger to themselves and others.

Essentially, the 15-year-old was placed in a residential school, but could not settle and became involved

with alcohol and drugs, before assaulting a member of staff, forcing his family to withdraw him.

Soon after, the teenager dropped out of full-time education and was regularly in trouble with the police.

He was placed in supported housing in February 2008 in Croydon but the family said this did not succeed as his needs were not met.

Last week the ombudsman found the council guilty of maladministration for failing to properly assess and meet the family's needs.

Mr White said: "It seems to me that education and social care professionals did not work together effectively, either with one another or health care officials... to ensure that not only William's needs but those of his parents and siblings were met."

The ombudsman went on to say that if it were not for the council's "service failure," the children may never have been placed on the at risk register.

He ordered the council to apologise to the family and pay them £20,000.

Dave Hill, Croydon Council's children's services director, said: "This unfortunate case stands out as an isolated instance where, some time ago, we got it wrong. The process has been addressed. We have apologised and lessons have been learned."

Rules decided on roadside tributes

THE council has drawn up a policy for roadside tributes left to victims of car crashes and crime.

A report presented to the cabinet at the Town Hall last Monday said the council understood the need for temporary tributes to be placed at the scene of a death.

But the report said different problems arose if relatives wanted to put up a permanent memorial.

Cabinet member for safety and cohesion Cllr Greta Barwell said: "We are trying to strike a balance between the feelings of relatives and the views of residents who do not want a permanent reminder."

Cllr Barwell made it plain there would be no action to remove any temporary memorial before the funeral of a victim.

After a funeral, following consultation with the relatives through the police family liaison officer, the temporary tributes would be taken away.

The council says permanent memorials are unlikely to be approved unless there are exceptional circumstances.

But the policy does indicate that planting a tree or buying a bench in a nearby park could be acceptable.

Look mum, no hands!



THE HIGH LIFE: Nikita Kasperovik, nine, in action

Photo No: CDFM20090909 by Paul Marjoni

YOUNGSTERS at a Shirley school went up in the world last Friday.

The pupils from Spring Park Primary School in Bridle Road scaled new heights when they tackled a 29-foot climbing wall as part of a fundraising event at the school.

It was organised through sports

development company Sports Xtra, which promotes skill and confidence in children by ensuring they obtain a positive experience through sport.

Pupils were sponsored for their climbs.

The money is still coming in and will eventually go towards new playground

equipment at the school. Head teacher Sue Hine said: "It was a great day and very exciting to see our pupils showing such bravery."

"We were very proud of them."

"Some of the teachers attempted the climb - although we weren't nearly as brave as the children!"

MAXIMUM RHYTHM 'N' BLUES

ALAN PRICE SET AT THE NIGHT OF THE FLAMINGO

FEATURING **ZOOT MONEY** AND **BOBBY TENCH** WITH SPECIAL GUESTS **CHRIS FARLOWE** AND **MAGGIE BELL**

CROYDON

Friday 9 October 8pm **Fairfield** .co.uk
0208 688 9291



Sports Xtra (Franchising) Ltd, The BTC, Bessemer Drive,
Stevenage, Hertfordshire, SG1 2DX

T: 08453 716 121 E: info@sports-xtra.com W: www.sports-xtra.com

Sports Xtra (Franchising) Ltd registered in England and Wales No: 6601975.
Registered office as above.

Copyright © 2008 Sports Xtra (Franchising) Ltd. All rights reserved.



www.sports-xtra.com