

Full of beans

CHILDREN'S FITNESS
& SPORTS COACHING

FRANCHISE PROSPECTUS

No other sports coaching company offers such a wide variety of programmes delivering multiple income streams



Primary &
Secondary Schools



Early
Years



Community
Classes



Holiday
Clubs



Children's
Parties

www.fullofbeansfitness.co.uk

WELCOME TO FULL OF BEANS



Full of beans

CHILDREN'S FITNESS
& SPORTS COACHING

Full of Beans was incorporated in 2008 by Nicky Adams who was a sports coach, who felt strongly that by providing positive experiences in fundamentals and sports skills to children this would then build the foundations to build **confidence, motivation** and **skills** to enjoy a lifelong involvement in sport.

The company has a desire to make a real difference in the lives of children, aiming to show them that exercise and sport can be **fun!**

By offering high quality, fun, health related exercise and sports coaching in a variety of settings the team hope to **inspire, engage** and **empower** children to make a difference in their young lives which will then last a lifetime.

The rising levels of obesity in children is very concerning. Our sessions include "healthy lifestyle messages" as well as exercise and sport and our aim is to reach as many children as possible in order to have a positive impact on the health in our communities.

The team has expanded due to demand for services as the reputation for **quality** and **passion** has been recognised throughout the current trading area.

WHAT DO WE DO?

We deliver high quality health related exercise and sports coaching to children of all ages.

Our aim is **“to increase participation, raise standards, inspire, engage and empower every child we work with”**.

Some examples of the sports we offer:

Multi-skills	Cheerleading	Mini Olympics
Basketball	Gymnastics	Dodgeball
Football	Athletics	Zumba
Tennis	Handball	Rounders
Taekwondo	Cricket	Netball
Musical Theatre	Dance (leg Street, Hip Hop, Commercial & Varied)	

WHERE?

We are employed in both the private and public sector in areas such as:

- Nurseries
- Pre-schools
- Children’s Centres
- Community centres
- Primary schools
- Secondary schools
- Breakfast, lunch time and After school clubs
- Children’s Parties
- Holiday Clubs
- CPD training for staff

We pride ourselves on aiming to make lessons fun, engaging and adaptable to meet the needs of all the children in our groups. We are constantly developing the programmes we deliver to provide sessions to suit individual needs.

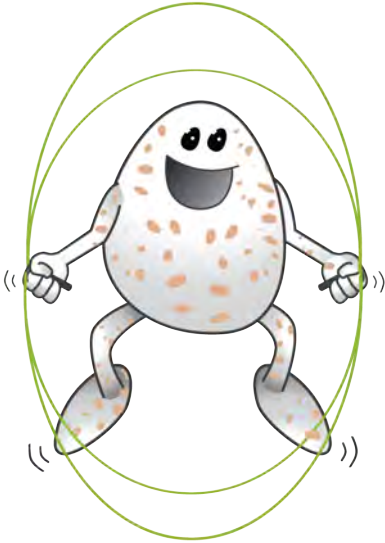
We have a strict PE policy and follow “Outcomes of High Quality PE and Sport” documentation and “Teachers Standards” and always aim to achieve “Outstanding” using OFSTED assessment principles.

We are also equipped to offer schools a holistic, all-year round programme, accessible to all covering a range of sports and activities.



“Full of Beans bounced into our pre-school, with a smiling face and an ever-changing, child-friendly fitness programme. The children adore the coaches and look forward to their visits.”

THE MARKET



Like adults, children need exercise too. Most children need at least an hour of physical activity each day. Regular exercise helps children to:

- Feel less stressed
- Feel better about themselves
- Feel more ready to learn at school
- Keep a healthy weight
- Build and keep healthy bones muscles and joints
- Sleep better at night
- Grow in confidence
- Develop skills and control
- Develop their thinking and decision making
- Increases their desire to improve
- Develops stamina, suppleness and strength
- Enjoy sport

Britain is now one of the most obese nations in Europe. Over 23% of our 4-5 year olds are now overweight or obese as well as over 33% of our 10-11 year olds. Encouraging and supporting behaviour changes in individuals and families to achieve public health outcomes is central to the government agenda. Front line practitioners play a critical role in raising behavioural issues, providing good information and signposting people to local community services.

Local councils are responsible for working with other organisations to improve the health of children living in their area. They are required to focus on encouraging people to eat more healthily and become more active.

There are approximately 22,000 state maintained primary schools alone in the UK with around 6 million children attending these schools. Pupil numbers are set to rise by almost 18% by 2020. This coupled with the alarming obesity statistics means that there is a real need for Full Of Beans in each county.

In April 2013, the government announced new funding of £150m for PE and Sport. This is to be used to improve quality and breadth of PE and Sport provision. A typical school will receive £9,250 annually. Schools will often use this to bring in specialist sports coaches to deliver PE or to train up their staff to improve the quality of PE in their schools.

“Thank you ever so much for an absolutely fantastic party!!! The girls were amazing. They put so much effort into making Joes day very special”

WHY US?

No other company offers such a wide variety of programmes delivering multiple income streams. Our programme includes community classes, early years, primary school (including F2, KS1 and KS2), secondary schools plus holiday clubs and parties.

Our first class products and brand are easily recognised and we are currently a market leader in our area of trading.

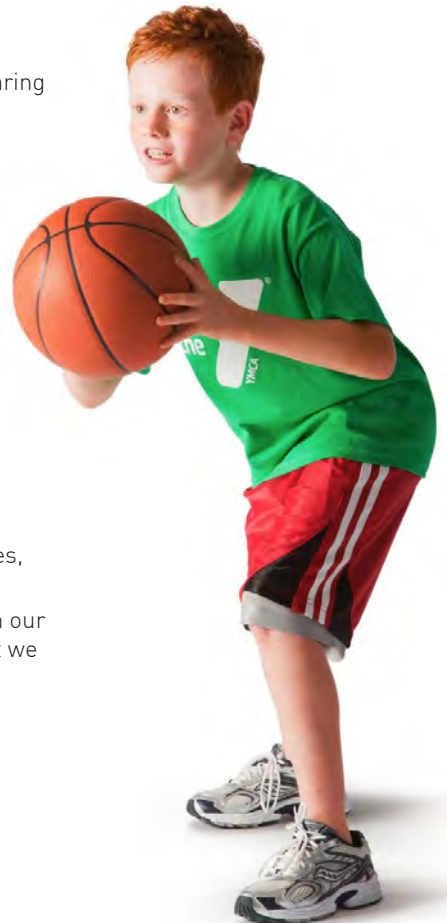
Our business model has been tried and tested and demonstrated a profitable sustainable business.

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We only work with dedicated, qualified and experienced staff who offer a high quality service and although professional, we are a caring team who offer a personal service.

- We offer a diverse range of services to a large target market bringing in multiple income streams
- Great business opportunity in a growing market
- Low overheads and the business can be run from home
- Fun and extremely rewarding business
- We are a positive team who put the children first in all we do
- Excellent operational standards
- Full support from an established team and business
- Established brand
- High retention rate with the settings we work in
- Large operational territory area of your choice
- Through continual improvement our brand continually evolves, adapts and changes in order to be successful
- We supply regular research including specific feedback from our Headteacher advisors, ensuring what we are offering is what we know they are looking for
- We encourage franchisees to take on an active, creative and innovative role
- Discounts on future expansion into second territories
- Become part of fun and fabulous Full of Beans team!

“Full of Beans provide variety, diversity of exciting activities and superb coaching, which focuses on specific skills. Our pupils are challenged and in very good hands!”



FRANCHISE PACKAGE

“My 4 year old lacked co-ordination, physical confidence and didn’t enjoy any sports, so I started taking her to Full of Beans classes. The transformation has been miraculous and my little girl now loves exercise! I cannot recommend Full of Beans highly enough, and most importantly, neither can my little one”

Our franchise package is a must for individuals wanting to offer a wide range of sports and performing arts services to their whole community. No other sports coaching company offers such a wide variety of programmes delivering multiple income streams including:



**Primary Schools & Secondary Schools
(curriculum and before/after school clubs)**



Early Years



Community classes



Holiday clubs



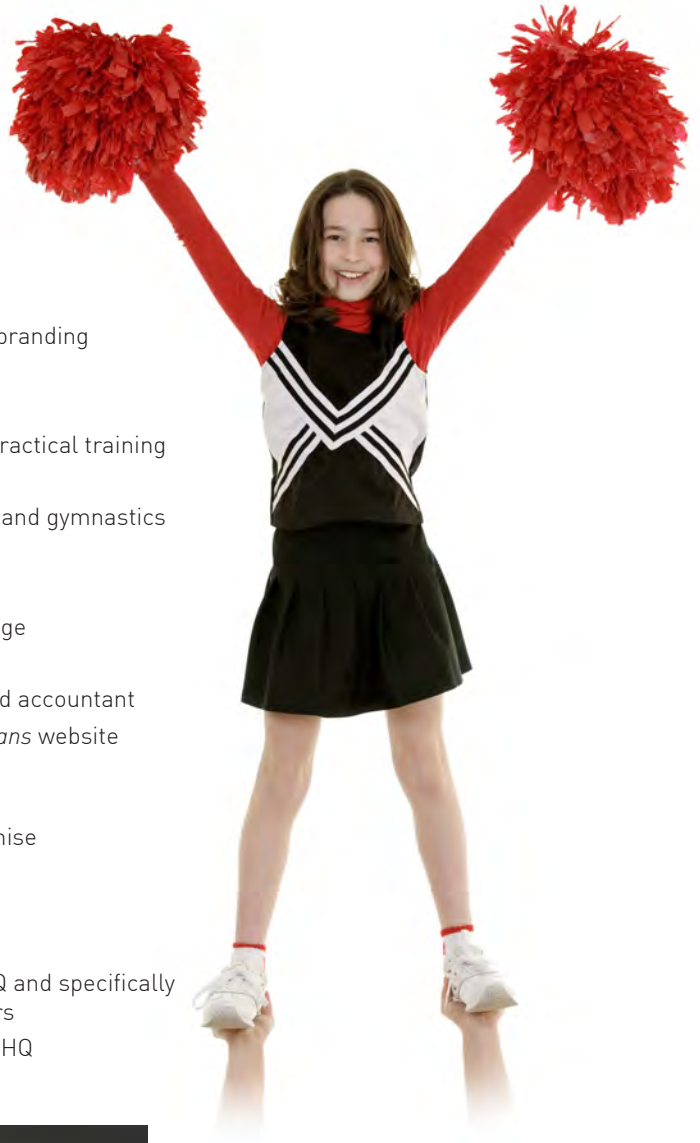
Parties

**Franchise Cost:
£9,900**



OUR FRANCHISE PACKAGE

- Rights to use the *Full of Beans* logo and branding
- Operational manual (on loan)
- Large exclusive territory
- 5 days of comprehensive business and practical training
- Business plan development
- Over 350 lesson plans for games, dance and gymnastics
- Business stationery
- Branded uniform
- Comprehensive sports equipment package
- Marketing and launch package
- 30 mins business review with a chartered accountant
- Self-contained area within the *Full of Beans* website plus email address
- DBS certificate
- Mentor support for the life of your franchise
- National PR and marketing campaigns
- Innovative and unique programmes
- On-going support and advice from HQ
- Regular market research provided by HQ and specifically from our group of advisory Head teachers
- On-going social media and PR driven by HQ



“Just to say, I was so impressed with the club last night. I cant believe how much they learnt in one session! The coach is fab too! I really enjoyed it, never mind the kids!”

FINANCIAL ILLUSTRATIONS



“Full of Beans provide high quality PPA sport and PE throughout the whole school from F2 to Year 6. Their links with the PCT and SSCO’s make us confident that our children receive high quality coaching and we continue to be impressed with the thoroughness of their planning and delivery”

Individual franchise earnings are very much dependent on effort, personality and hours worked. We will provide interested parties with information about our financial details to enable them to make an informed decision.

Earning Potential

- Delivering 6 sessions a day yourself and 3 birthday parties at the weekend for 39 weeks
Projected Income £59,085
- As above but with you managing the business and another coach delivering
Projected Income £35,568
- As above with you managing the business with 2 coaches delivering for you
Projected Income £65,208

This does not include any income from holiday clubs and community clubs. This is purely for 39 weeks of term time work plus 39 weeks of birthday parties (which is conservative, as parties are all year round).

Disclaimer: These figures are for the purpose of illustration only and are not intended as a guarantee. They are based upon the performance of our existing business and profit very much depends upon the efforts of each franchise owner.

OUR IDEAL CANDIDATE

Whether you are a parent looking to improve your home life or a graduate who has a passion for fitness, a Full Of Beans franchise could be for you.

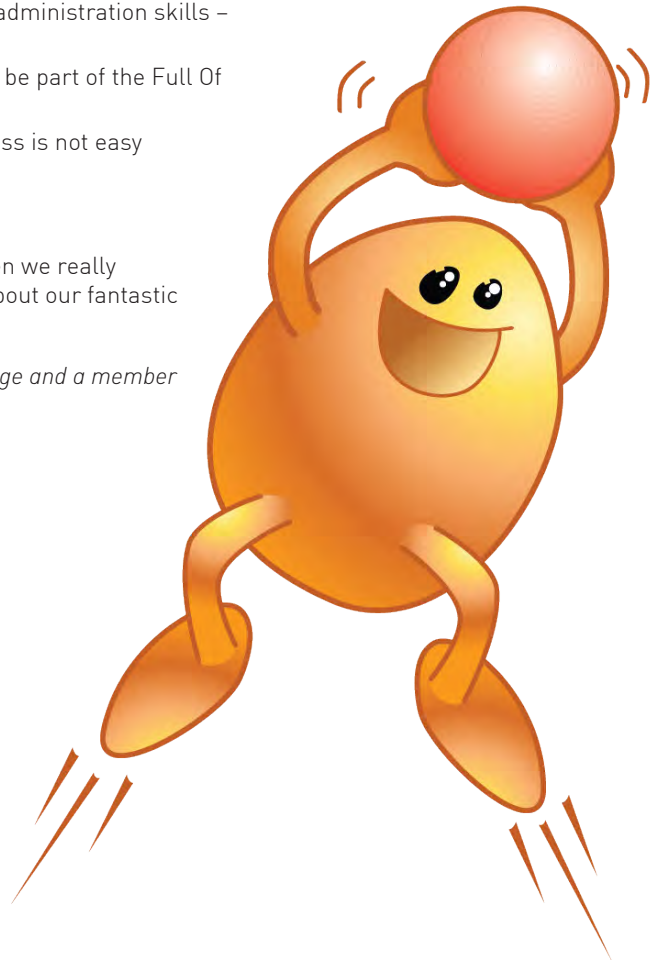
We are looking for hard working people who are:

- enthusiastic and have a real passion for what they do
- interested in working with children and young adults
- interested in sports, health and fitness
- physically fit and active
- self-motivated and driven
- energetic, outgoing creative and organised
- with a background teaching dance or sports (not essential)
- strong communicators and with good administration skills – attention to detail is important
- willing to work to a proven system and be part of the Full Of Beans team
- determined – running your own business is not easy
- able to motivate others in your team
- ready to have fun!

If you feel you have the above attributes then we really would love to speak to you in more detail about our fantastic franchise opportunity.

Please fill in our application form over the page and a member of our team will be in touch with you shortly.

“My son, Jonathan, has been attending Full of Beans regularly for nearly two years and has come on in confidence so much since starting. He practises new skills he has learned and then tells everyone where he learnt to do it!





ENQUIRY FORM

If you are interested in finding out more, please complete and submit this enquiry form. On receipt we will assess your suitability and any applicants who meet our criteria will be invited for an initial meeting where we can run through some more information with you. We don't use outside agencies to communicate with you as we appreciate and understand the importance of the decision you may be about to make.

This form will be treated in the strictest of confidence and in no way puts you under any obligation.

NAME

EMAIL

TELEPHONE

ADDRESS

POSTCODE

DATE OF BIRTH

CURRENT EMPLOYMENT

EMPLOYED SELF-EMPLOYED UNEMPLOYED

PLEASE GIVE DETAILS

ARE YOU BUSINESS OWNER?

YES NO

IF YES, PLEASE GIVE DETAILS

EVER RUN A FRANCHISE?

YES NO

IF YES, PLEASE GIVE DETAILS

WHICH AREA OF THE UK DO YOU
HAVE A PREFERENCE FOR?

FIRST CHOICE:

SECOND CHOICE:

WILL A PARTNER BE INVOLVED?

WHAT LIQUID FUNDS DO YOU HAVE AVAILABLE?

←£10,000 £10-25,000 →£25,000

WHAT ARE YOUR AREAS OF EXPERTISE?

Management Sales
 Administration Finance
 Sport Delivery Other

IF *OTHER* - PLEASE STATE

CURRENT SALARY

EARNING EXPECTATIONS

WHAT ATTRACTS YOU TO OUR
FRANCHISE OPPORTUNITY?

HAVE YOU EVER DELIVERED A SPORTS
RELATED CLASS TO CHILDREN?
IF YES, PLEASE GIVE INFORMATION

I confirm that the information I have provided is to the best of my knowledge

SIGNATURE:

DATE:

Please return with a CV to: Nicky Adams, Full of Beans Fitness (Franchising) Ltd,
2 Stonehey Drive, West Kirby, Wirral, CH48 2HS. Email: franchise@fullofbeansfitness.co.uk



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