



# Ready to be an MVP?

**Become a franchisee and earn  
while teaching through sport**

**EDSTART**



# WHAT IS EDSTART?

**Helping children everywhere  
improve their fitness**

Every child deserves an Edstart. We believe sport can help them grow, have fun, and learn valuable life skills.

Edstart Sports Coaching has been supporting schools in PE since 2007 – and our aim is to create positive attitudes towards physical activity for everyone.

Becoming an Edstart franchisee is your chance to build a profitable business through your passion for sport...



# Your golden opportunity

## Turn your hobby into a lucrative career

If you love sport and want to run your own business, Edstart Sports Coaching is for you. With:

- Low set up costs
- High profit margins
- Fun, physically active work
- A chance to do something meaningful

You'll learn to deliver fun, high quality school sessions using our planning and assessment materials. With high earning potential and a proven track record, we give our franchisees all the know-how and resources to make their business a success.

You'll also get the chance to extend into after school clubs, holiday clubs, evening and weekend clubs. So what are you waiting for?

Give your new career an Edstart!



# The big benefits

## How Edstart can help you

### Shortcut to success

By following a proven system that creates uncapped growth and profits, franchising is like a business in a box. Get training, security and full support from our experts.

### Proven to win

Our tried and tested systems are designed to boost your productivity and increase sales. We'll teach you how to identify your target markets, generate leads, convert them into paying clients and maximise your profits from day one.

### Your own turf

You'll get your own local territory, giving you the opportunity to build a sizeable business and maximise your full potential. Only you will be able to operate and market where you work.

### A winning team

You'll be working with our unbeatable network of sporting expertise and educational excellence.

### Multiple income streams

The bulk of our work is curriculum PE and after school clubs - with the option to deliver holiday clubs, weekend clubs, birthday parties and anywhere sports coaching is welcome.

### Earning potential

In your first three years, you can expect to earn:

Year 1 £25,974  
Year 2 £47,823  
Year 3 £56,341

These figures are conservative. With a little hard graft and ambition, the sky is the limit!

We will provide you with a full breakdown of the figures at your franchise meeting.\*

\*Please note that figures are potential earning figures, and no guarantee of actual earnings can be given.



# A stellar package



## The perfect startup

Your franchise package will include:

- Trading under the Edstart brand name
- An exclusive territory for you to trade in
- Full training on our company, operations and services
- In-depth advice on running your own franchise
- Permanent on-going support
- Incentivised tier system to help maximise earnings
- Earn while you learn with support from other local franchisees
- Access to the Edstart Sports ambassadors
- Kids4Kids awards
- All Edstart specific programmes
- JagTag delivery licence (where available)
- British Gymnastics delivery licence  
- (additional charge applies)
- UK Active Strategic Partner
- Plus your complete starter pack, with:
  - Stationary and marketing materials
  - Your own web page and email
  - Sports equipment and uniforms
  - Risk assessment templates
  - Policies
  - Operations manual

# Building a winning team

We're proud to be part of an unbeatable network of sporting expertise and educational excellence.



British  
Gymnastics



**WF**  
Will Ferry  
Soccer Schools

Leadership  
Skills  
Foundation



## Giving every gymnast the chance to shine

Our exciting new partnership with British Gymnastics allows us to deliver their fun packed programme Rise Gymnastics, that provides a progressive journey through recreational gymnastics. This partnership allows us to create opportunities for staff to become qualified to deliver gymnastics in primary schools.

### Quality performances

This collaboration creates new pathways and opportunities, linking children from school programmes to community clubs. Developing reassurance for schools and parents that our gymnastics delivery will be quality assured, creating the highest standards, ensuring a safe and structured lesson delivery.

## RISE Gymnastics

**One programme.  
Three phases.**

Taking gymnasts on a journey through recreational gymnastics, giving all gymnasts a well rounded experience from the very start.



Helping children to progress and achieve at their own pace whilst exploring through play.



An exciting immersive gymnastics programme that uses innovative designs and exciting activities to introduce children to gymnastics in a way they'll really enjoy.



For experienced, ambitious gymnasts which can also lead to festivals, competitions and discipline specific National Development Plans.



## **Edstart are proud to partner with the NFL Jacksonville Jaguars – introducing JagTag**

JagTag is a simple yet explosively fun version of American Football for all abilities. Children can learn basic throwing, catching, evading and defending skills, while playing a great new game.

As a franchisee, you have the exclusive opportunity to purchase an official JagTag licence where available in addition to our core services.

### **Let's play JagTag!**

- Offer students something outside the mainstream
- Easy to learn the basics – tough to master
- Inclusive and works for all ages and abilities
- Learn to work as a team and think tactically

# **Touchdown with JagTag**



## Training and support

Starting a new business always carries a risk, depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

When you franchise with us, your risk is reduced – because you're buying our expertise, without making the same costly mistakes we did on our way to coaching success.

At Edstart, we're 100% committed to you – to providing an excellent service, exceptionally high standards, and a professional approach.

## Lifelong learning

After your initial training, the fun doesn't stop there. On-going bespoke training and refresher courses are available if you need them – as well as a chance to gain **nationally recognised qualifications**.

Whenever you need us, get in touch on the phone or by email - you are never left on your own and support is available whenever you need it.

### Training programme

Designed to ensure that you run your business efficiently.

Your initial training will include:

- Business Operations
- Policies/ risk assessments
- Essential qualifications
- Online marketing support systems
- Booking systems and website link
- Financial training
- Recruitment
- Sales
- Marketing
- Starting your Edstart
- Annual company conference
- Time management/prioritisation and focus training
- Key staff meetings
- School visits and coach observations
- Further training provided if needed



With every play, we're behind you

# Are you fit for our team?

**Discover your next steps  
to sport coaching success**

## Who are we looking for?

We're looking for honest, reliable coaches with:

- Keen interest in sports
- Belief in professional, quality service
- Sporting and relevant qualifications
- Enthusiasm to run your own business
- Great people skills
- Computer capability
- Able to work hard for yourself
- Driven, can-do attitude
- Willingness to work with children

But most importantly... the inspiration to make sport FUN, for everyone.

**Let's talk sport. Let's talk business.**

Got any questions? We'll answer any queries you may have regarding the franchise - and then arrange for you to come and meet our team! We can't wait.

**Scan the QR code to apply online now  
or call us on 0300 303 4414**



## **CAA accredited - Gold standard**

**Giving schools and parents  
peace of mind**

The Children's Activities Association is the only independent, national accreditation in the children's UK activity sector - giving schools, pupils and parents the reassurance they deserve.

We are proud to have undergone rigorous examination (covering compliance, training, customer service, programme and delivery) and have been awarded the GOLD standard.

As an Edstart franchisee, you will also gain full accredited member status - offering discounts on products like insurance and HR from partner organisations.

# Ready to join our team?

If you're feeling inspired by the power of sport, there's a huge range of opportunities ready and waiting.

## Edstart directors

Ash Greenhalgh & Adam Rowles

## Become a franchisee

Contact us at [enquiries@edstart.org.uk](mailto:enquiries@edstart.org.uk)  
or call 03300 433 542

**EDSTART**  
SPORTS COACHING



[edstart.org.uk](http://edstart.org.uk)