



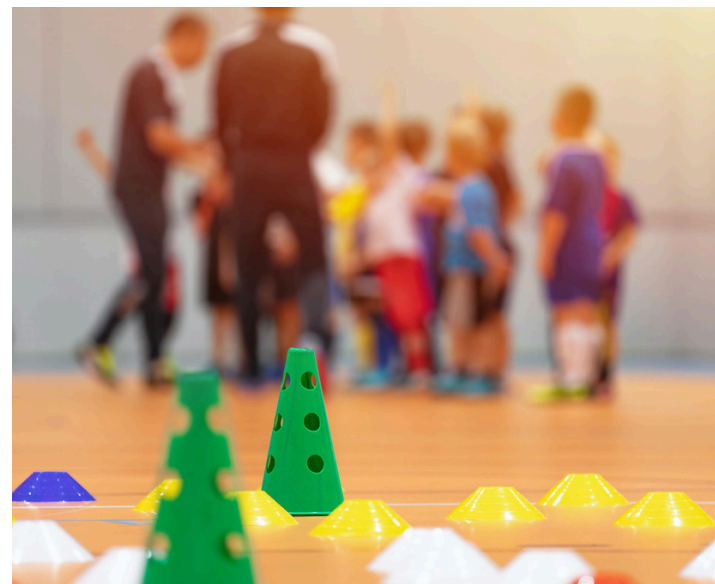
# BE YOUR OWN BOSS

Join our growing team of franchisees

Become part of the Primary Sports Stars Group and take the next steps in your **sports coaching career** by owning your very own sports coaching company

[www.primarysportsstarsgroup.co.uk](http://www.primarysportsstarsgroup.co.uk)

 [info@primarysportsstarscambridge.co.uk](mailto:info@primarysportsstarscambridge.co.uk)





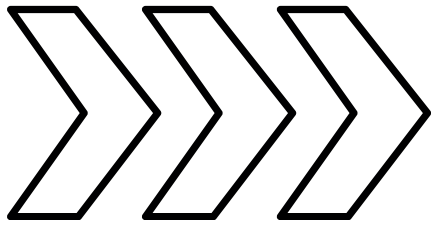
**Invest in your future with a  
Primary Sports Stars franchise**

**£4995.00**

With an initial investment of just £4995.00 the Primary Sports Stars Group are excited to give talented sports coaches the tools and systems to run their own sports coaching business

**Take the next steps in your coaching career  
today by emailing your CV to...**

**[info@primarysportststarscambridge.co.uk](mailto:info@primarysportststarscambridge.co.uk)**



**A series of different revenue streams enable you to run your franchise the way you want to**

**Extra-curricular clubs - £32,760.00pa**

**Holiday camps - £8,000.00pa**

**Birthday parties - £4,500.00pa**

**Curricular PE - £24,960.00pa**

**Our business model allows you to run your franchise full time or part time meaning the transition into your new career is a smooth one that is decided by you.**

**You can run a successful PSS franchise working 2 hours a day whilst earning £40,000 a year!**





# Primary Sports Stars Group

# Your Investment

## Costs

Initial investment to buy  
the franchise - £4995.00

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11% of gross annual turn over -  
This is your franchise fee

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£15.00 per month system fee  
+ 2.5% per booking (stripe)

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£30.00 a month  
marketing fee

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Initial one off purchase of  
sports coaching equipment  
£200.00

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## What you get

Fully functioning website  
with booking system and  
large territory

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Compliance, making sure  
you have all the t's  
crossed and i's dotted

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Uniform and lanyards

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Marketing material so you  
can start liaising with schools  
straight away

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On-going support and business  
evolution

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Using our business in a box method you will have everything you  
need to start talking to schools, booking in your clubs and earning  
money right away



# FAQ

1. **How much is a Primary Sports Stars Group Franchise?**
2. **What do I get?**
3. **How long does it take to get started?**
4. **When can I expect to start earning?**
5. **When will I see a return on my investment?**
6. **Who is the ideal person to run a franchise?**
7. **What do I do next?**
8. **What If I can't afford the investment level?**
9. **How are current franchisees doing?**

**Get In Touch!**



# ANSWERS

- 1. No hidden fees - £4995.00 and then 11% of Gross annual turnover**
- 2. Everything you need to start straight away from a website to booking systems, compliance and more**
- 3. Roughly 4/6 weeks from initial meeting to your first day**
- 4. As soon as you get your first club on board you will start earning**
- 5. With 5 after-school clubs (5 hours a week coaching) you will earn back your investment in 2-3 months whilst earning £400-£800 per week**
- 6. Sports coaches or teachers that want to take control, earn more and work less**
- 7. Book an initial phone call to see if we would be the ideal option for you**
- 8. Don't worry, you can get a business start up loan using our business plan template**
- 9. We have part time franchisees earning £16k a year and full time earning £40-60k a year**

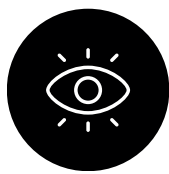
# Primary Sports Stars Group

OUR JOURNEY SO FAR...



## 2016 – Foundations

After two years of working as a solo sports coach Luke developed the Primary Sports Stars brand! It's purpose? To deliver high quality sports provision to schools across Cambridgeshire



## 2020 – Growth

The next four years saw steady growth from a “one man band” to a team of 10 sports coaches, five full time and five part time, working across 8 schools. A reputation for quality and consistency was being built



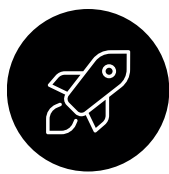
## 2021 – Opportunity

We set up the “Primary Sports Stars Group” giving opportunities to sports coaches wanting to further their careers and be financially rewarded for their hard work and effort whilst owning their own sports coaching company



## 2024 – Progress

Six franchises are now in operation. Four covering Cambridge, one in Bedford and one in Loughborough collectively working across 30 schools. We are so incredibly proud of our team and all of their hard work



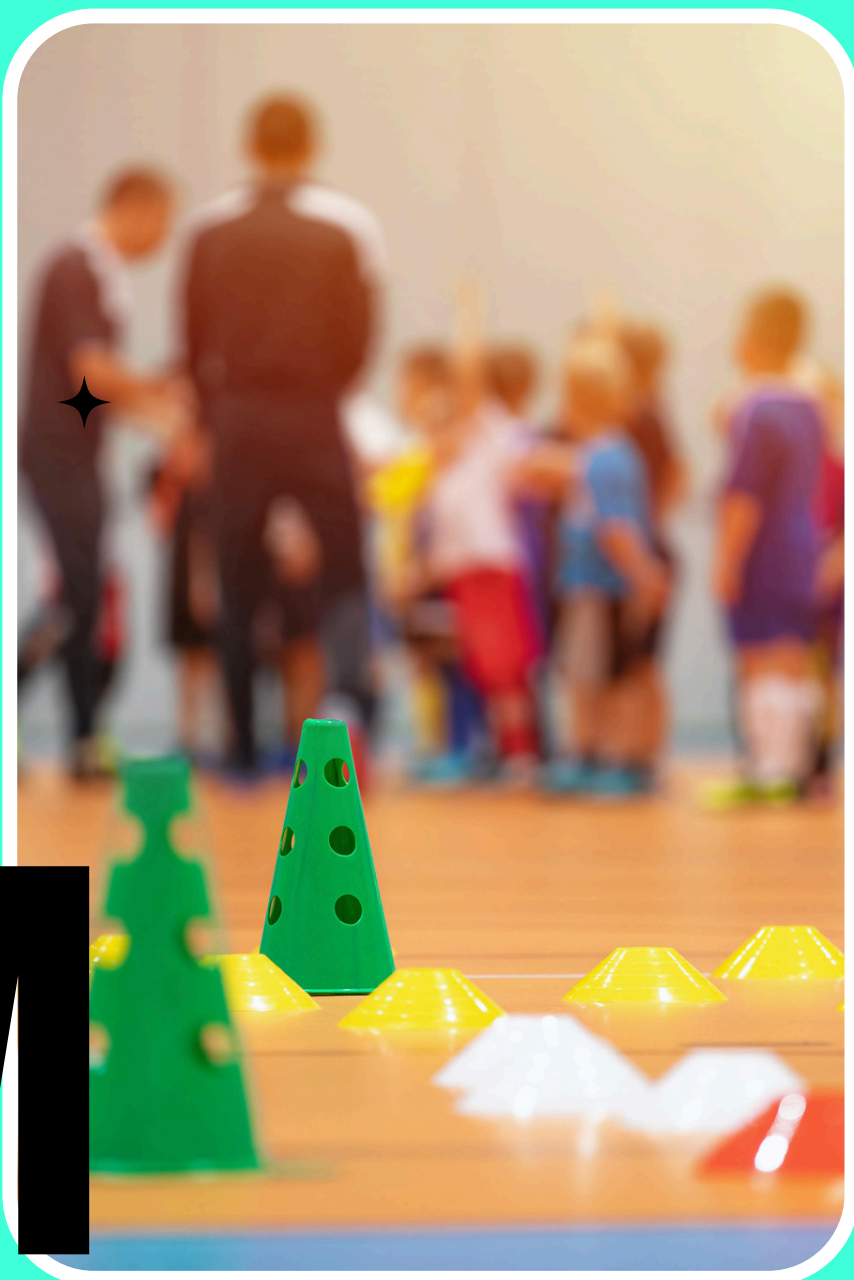
## 2025 – Future

Where are we going next? Our proven franchise model is available to like minded sports coaches with drive passion and enthusiasm. In 2026 we are partnering with a franchise sales team to grow our network to a minimum of ten franchises...the future is bright!





# JOIN OUR TEAM



## Who are we looking for...

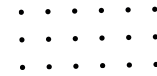
Great sports coaches that are looking to move away from employment at a current sports coaching company

Sports coaches that are fed up of long hours and low pay

PE Teachers that have had enough of the 9-5 rat race

University graduates that have specialised in Physical Education or Sports Coaching

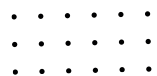
Sports enthusiasts looking for a part time role they can enjoy



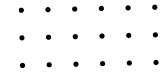
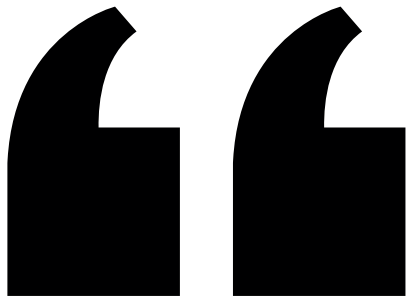
**By owning this franchise, I have had complete control over my working week, allowing me to work as much or as little as I needed and gave me the freedom to speak to schools and offer a more personable service to them.**

**Providing each school with the sports provision they require individually, rather than a blanket approach. Building these relationships with schools is part of the challenge, but ultimately the children are at the forefront of everything we do at PSS, giving them the high quality, positive and enjoyable PE experiences drives everything we do, whether that is through our lessons or through any of the extra-curricular clubs we offer. This work ethic is crucial for all current and any future PSS coaches.**

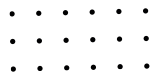
**This past year has seen my workload increase and in turn my earnings have increased as a result, this allowed my franchise to employ its first coach with his timetable ever increasing as the year has progressed. This allowed us to offer more clubs and opportunities within schools and run more of our successful out of school time camps.**



**Primary Sports Stars Testimonial - Kieran, one of our franchise owners in Cambridge**



**Waiting for Testimonial to come back**



**Primary Sports Stars Testimonial – Hannah, one of our franchise owners in Bedford**