LITTLE KICKERS BLACKPOOL FRANCHISE INFORMATION

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#MoreThanJustFootball

Little Kickers started in the UK in 2002. Christine Kelly was living in London at the time and spotted a gap in the market when trying to find pre-school football classes for her son. Child obesity was becoming a hot topic and Christine couldn't believe there weren't pre-school classes to get young children involved in and enjoying sport, so she decided to do it herself.

With a successful career in investment banking rather than football coaching, it was clear she needed to play to her strengths in business and find football and developmental experts who could help her shape the classes.

It was a recipe for success. Christine focused on building a brand around "fun first" making sure she worked with experts in child development as well as FA qualified football coaches. Together they created programmes that would deliver high quality football skills, combined with important pre-school learning concepts such as colour and number recognition, sharing, following instructions and using imagination.

With a network of 2,250 coaches and over 300 franchises in 32 countries, we're now the world's biggest and most successful pre-school football academy and there's plenty more to come. We're constantly enhancing our classes with the help of our experts and we're always happy to hear from people who want to become a franchisee and experience

Little Kickers®



Being a Franchisee at Little Kickers

Franchisees have experience in a wide variety of areas: football coaching, teaching, management consultancy, accountancy, project management, HR management, buying, insurance broking, banking, sales, marketing and engineering.

The common features which unite them are that they are passionate about encouraging pre-school kids to participate in sport, they are friendly, ambitious, motivated and hard-working. It is also important that they are able to operate as part of a team.

Relationships between franchisees are excellent and as a company we feel that far more can be achieved if we help each other rather than we pit our franchisees against each other and push them to compete.

Whilst we encourage people from all backgrounds and with a variety of skills, one critical success factor is the time a franchisee is able to spend on developing and running the Little Kickers business. The main characteristics our most successful franchises seem to share are:

- **Enthusiasm**
- **Strong Communication Skills**
- **Fit and active**
- **Perseverance**
- **Good Administrative Skills**
- **Fun**







Blackpool area coverage

- Blackpool
- Fleetwood
- Lytham
- East Preston

Little Kickers Blackpool

Growth Potential

The area is of considerable size and equally the amount of young families in the area is high. This makes the potential for expansion exciting. It is rare that one of the areas in this location becomes available, but because of the current owners range of circumstances, this exciting opportunity is now available.

New potential growth comes from further class expansion in all key towns, development of:

- **Additional weekend and weekday classes.**

  Demand for new classes in the area is high and more recently for our Little Kicks programme (18 months to 2 1/2 years).

- **Nursery Classes.**

  Due to the nature of our classes that are well known for being creative, educational and most of all fun, there was an ever increasing call for us to run our classes within nurseries and schools. With that incredible demand, we at Little Kickers developed a programme specifically built for nurseries and schools to be rolled out across the country.

- **Birthday Parties.**

  Little Kickers parties are the perfect way of ensuring an additional income and hours for coaches.

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Our classes and our approach

#PlayNotPush

We have four different football classes each tailored to a different age group. However, we have two core beliefs that we take into every session.

Firstly, we believe in something we call “Play not Push”. It means teaching football in a fun, pressure-free environment. We want to give children a positive introduction to sport as a whole, not just football, so they’re more likely to stay healthy and active throughout their lives.

Secondly, we believe football can be educational. Coached in the right way it can stimulate imagination and aid early development skills such as learning colours and numbers, following instructions and playing as a team.

It’s an approach that has bagged us numerous awards and helped us expand globally over the last 18 years. And like all our Kickers, we never stop learning. We’re continually improving and updating our classes, based on feedback and input from child health specialists as well as our network of over 2,250 football coaches worldwide.

Customers can sign up directly from our website at www.littlekickers.co.uk or enrol via the franchisee over the phone.

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Head Office Support, Training and Infrastructure

The Franchise Training Program runs in three modules:

1. **Three days desk-based training for franchisees at one of Little Kickers head offices, or at a location selected by the franchisee. This training covers all aspects of setting up and running a Little Kickers Franchise and includes topics such as: financial management, insurance, finding and training coaches, data protection, health and safety, child protection etc.**

2. **One day telephone training on how to operate the Little Kickers web-based Business System, plus ongoing support via our helpline.**

3. **One day practical training on how to run the Little Kickers activity program etc. In addition, training videos are also available to franchisees so that they can train their coaches from home.**

The infrastructure we now provide is essentially a "business in a box" allowing franchisees to manage almost all aspects of the business via our internet enabled systems:

Our Business IT System

Our bespoke core system allows franchisees to set up their products (classes), venues, prices, timetables etc. Once operational, the business system is task driven, allowing the franchisee to seamlessly manage key aspects of their-day-to-day business, such as enrolments, re- enrolments, transferring children, wait listing, debtor management, management reporting etc.



Customer Facing Website:

All of our franchisees classes are listed real-time on our country specific customer websites, from which customers can get useful information about our company, as well as checking availability and enrolling or re- enrolling in our classes and paying online

Communications Hub:

Our business system is tightly coupled with our email application, which is run for us by Google and gives us not only access to email, but many other applications which allow our franchisees to communicate with each other such as online forums, videos etc

Marketing System:

Our web-to-print marketing system was specifically designed for Little Kickers, and allows us to create professional, customised print materials in minutes. The system is updated regularly with new templates so franchisees' marketing campaigns can continue to evolve.

All of our systems are internet based, providing our franchisees with the flexibility to work from wherever they want to.

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SUMMARY

Little Kickers Blackpool is already an established business, which has been steadily built over the past 14 years.
This successful groundwork enables an incoming franchisee to hit the turf running with classes and coaches already in place and generating a good income.

Current enrolment numbers are 132 children and growing fast, so the potential for increased scope of the business and its growth is both evident, and massive.

The Little Kickers investment package for the Blackpool area is available at £25,000.

Further details given on completion and submission of the Little Kickers Franchising Confidentiality Agreement.

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