



OUR
FRANCHISE
PITCH

UNLOCK YOUR FULL POTENTIAL WHILE COACHING YOUNG FOOTBALLERS TO UNLOCK THEIRS.

WWW.CPSFOOTBALLACADEMY.CO.UK

WELCOME TO CPS FOOTBALL ACADEMY



OWNED BY A PRO. DESIGNED BY A PRO. **TRAIN LIKE A PRO.**

Thank you for your interest in joining the CPS Football Academy franchise.

At CPS, we specialize in technical development for both outfield players and goalkeepers. Our mission is to enhance young players' abilities at all levels through professional coaching that emphasizes technical skills, game understanding, and a love for football.

We believe every player is unique. That's why we tailor our coaching to individual strengths, fostering technical growth and game knowledge in a fun, hardworking, and supportive environment.

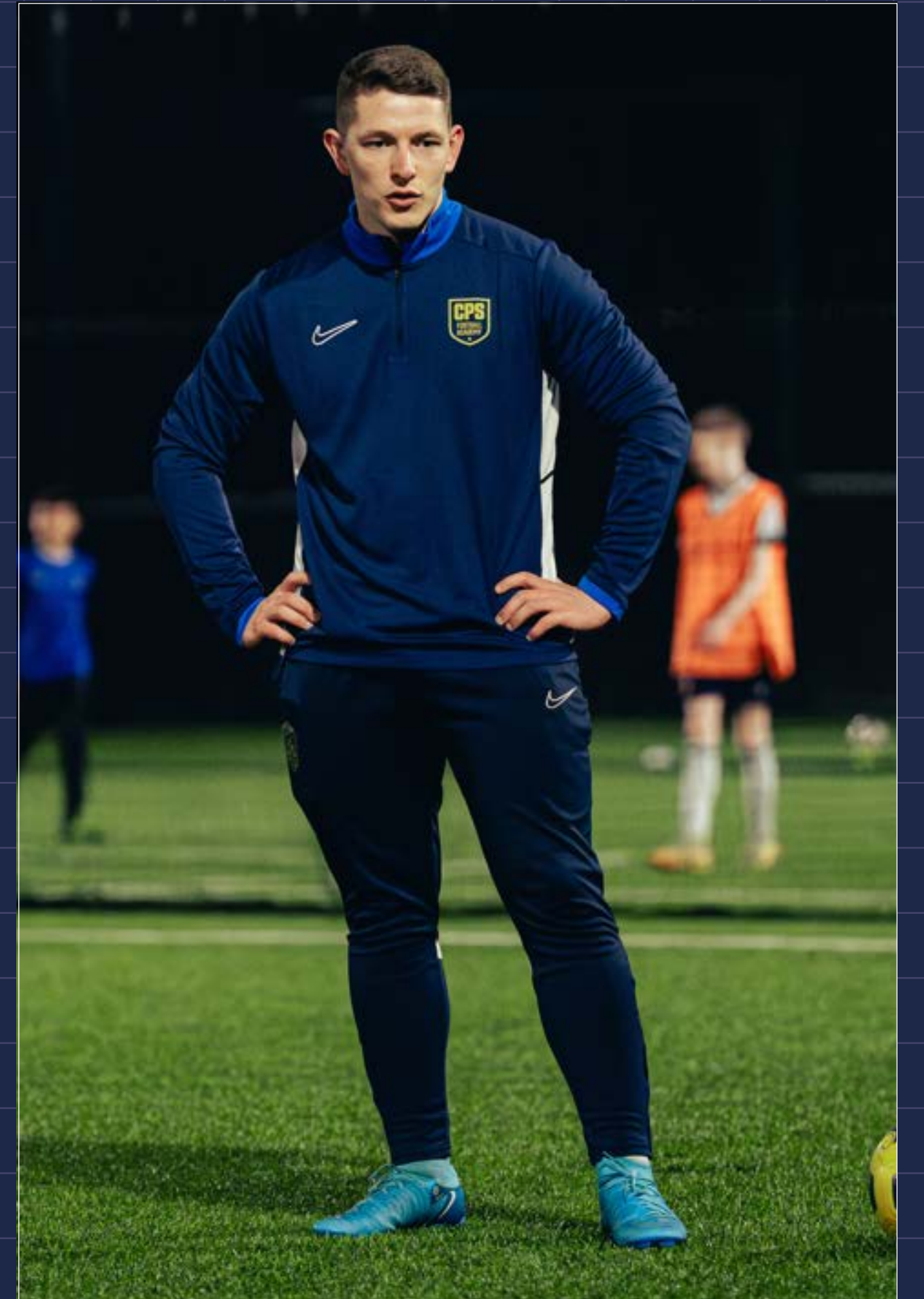
Our academy runs structured, one-hour evening training sessions for both boys and girls aged 5 to 15, with a maximum 10-to-1 player-to-coach ratio ensuring personal attention for each player. We also offer exciting Summer and Easter Camps.

Our weekly sessions are held from September to July at carefully selected sports facilities, CPS creates the ideal environment for players to thrive.



Join us in shaping the next generation of football talent!

EMPOWERING YOUNG PLAYERS



OUR MISSION



**EMPOWERING YOUNG PLAYERS WITH
PROFESSIONAL COACHING IN A
SUPPORTIVE, FUN ENVIRONMENT TO
UNLOCK THEIR FULL POTENTIAL AND MAKE
A POSITIVE IMPACT IN OUR COMMUNITY**

OUR VALUES

THE FOOTBALL ENVIRONMENT

We promote a supportive and enjoyable atmosphere, ensuring a discrimination-free environment upheld by values of respect, hard work and ethical behaviour.

PROFESSIONALISM

We hold ourselves to the highest standards in everything we do, from delivering expertly tailored coaching sessions to fostering trust with players and parents. Our commitment to excellence sets us apart and ensures long-term development for every player.

PLAYER ORIENTED

We promote small group coaching (10:1 player to coach ratio) which is player-centred allowing each player to have more touches on the ball and dedicated time with their coach.

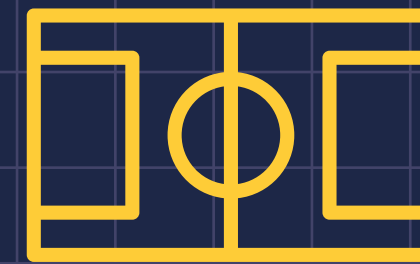


BUSINESS OVERVIEW

WHAT WE DO

We deliver high-quality coaching sessions, focused on developing players technical skills, ball mastery and shooting accuracy. CPS training is designed to ensure measurable improvement while creating a positive, pressure-free experience for every player.

and here's how we do it



TAILORED TRAINING

Players are grouped by age and ability to ensure that their training is specific to their level and needs. Whether they are beginners or advanced players, every child receives the right coaching to help them grow.



FAMILY ATMOSPHERE

We take pride in fostering a welcoming, inclusive environment where players feel supported and encouraged to achieve their best.



PROFESSIONAL DESIGN

Each session follows a structured curriculum, providing targeted training to build competence and confidence.

HOW THE ACADEMY RUNS

1 SIGN-UP PROCESS

Players sign up to the CPS Academy first, where they receive their official kit. This ensures all players look professional and unified, proudly wearing CPS colours.

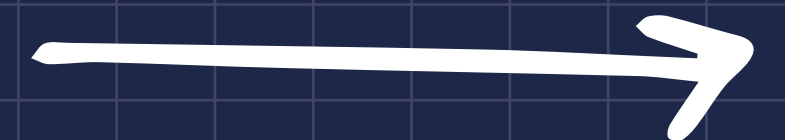
2 SESSIONS

Weekly evening training sessions run from September to July, with a maximum 10-to-1 player-to-coach ratio for personalized attention.

3 CAMPS

Our Summer and Easter Camps offer additional opportunities for players to develop their skills in an exciting, immersive setting.

CPS is committed to developing every player's potential, offering a clear pathway for growth through fun, professional, and targeted football training.



BUT WHAT MAKES US **DIFFERENT?**

Champions in a league of our own - our USPs

PROFESSIONALISM

We approach everything with a professional mindset, giving attention to the details that make a big difference. From our coaching sessions to the player experience, everything is designed to reflect the highest standards. Our programme is built on the expertise of a professional, ensuring quality in every aspect.

CONSISTENCY

Player development takes time, and we are committed to the journey. Our long-term approach ensures that players have the opportunity to grow, refine their skills, and unlock their potential.

COMPREHENSIVE TRAINING

We cater to players of all abilities and our training is for both outfield and goalkeepers, boys & girls, aged 5-15, ensuring that every young athlete receives specialized coaching tailored to their role.

PROVEN GROWTH SYSTEM

Our academy's success is built on a tried-and-tested system that encourages growth through trial sessions. This allows us to consistently bring in new players, ensuring the academy thrives while maintaining a supportive and engaging environment.



OUR **WORLD CLASS** FRANCHISE PACKAGE

MATCHDAY PROGRAMME

In return for your investment in the CPS franchise, you will receive our unrivalled franchise package of initial & ongoing support and guidance, including:

- 5-year franchise term (& rights to renew)
- Your own Franchise territory
- Rights to use the CPS brand, our proven systems & processes
- Comprehensive initial training programme
- Business operating manuals
- Complete technology platform – online system & software suite
- Access to & use of our exclusive Sports Session Planner
- Access to our suppliers & recommended equipment
- Listing on the CPS website & launch marketing plan, inc. social media activity
- Branded training kit for coaches & players
- Ongoing business support and advice – access to our qualified, experienced team



OUR MARKETPLACE

BEAT THE OFFSIDE TRAP

Football is the world's most popular sport, with millions of children and adults playing at all levels across the globe. Its universal appeal ensures a constantly growing demand for high-quality coaching and development programs.

In the UK alone, football is deeply embedded in the culture, with countless grassroots teams and aspiring young players eager to improve their skills. This creates a robust and consistent market for academies like CPS.

WHY THIS MARKET IS IDEAL FOR BUSINESS



Endless Demand: The passion for football never fades, and with each passing year, new children are introduced to the game. This ensures a steady stream of players joining the academy.



Future-Proof Industry: Football's popularity shows no signs of slowing down, making it a reliable market for long-term business growth.



Parental Investment: Parents are increasingly looking for specialized, professional coaching to help their children improve, giving academies like CPS a competitive edge.

With a solid foundation in a thriving market, CPS Football Academy offers a strong business opportunity, backed by a proven system for sustainable growth and success.



WHY JOIN A **FRANCHISE?**

No own goals!

INDEPENDENT BUSINESS

Design & launch your own brand & services

Innovate and develop systems & processes

Make mistakes & experience inevitable teething problems

Learn as you go

Create your own website & marketing from scratch

Build your market & customer base

Build your own support network

Source & secure business finance as a sole trader

CPS FRANCHISE BRAND

Have immediate access to a tried & tested brand & service offering

Use systems & processes that already work

Cut out the mistakes – we've been there, done that!

Our training & support means you are operational from Day 1

Website optimised and marketing strategy in place for you to use

Proven demand, excellent customer feedback

Have the support of the CPS team & franchise network

Source finance as part of a franchise

IS THIS OPPORTUNITY **RIGHT FOR YOU?**

Are you match fit?

DO YOU TICK ALL THE BOXES?

- Background in sports, fitness and football.
- A passion for and knowledge of football coaching
- Experience of or passion for engaging and training young people (youths aged 5 to 15).
- Willingness to work evenings (weekdays).
- Commitment to operating your business on a day-to-day basis, following our proven business model.
- Driven with high energy levels – hardworking, focused and committed.
- A positive attitude to learn and use our technology systems.
- Customer service focused – a true passion for excellent quality-driven service.
- A people-person with the ability to build and maintain relationships.
- Comfortable promoting the business to local sports venues to secure training facilities.
- Ability to recruit & train a small team to assist you deliver training sessions on a 3-4 times per week basis.
- The ability to effectively market and promote CPS to our target market in your local area.
- Excellent communication & organisational skills.

OWN THE PITCH **ON YOUR TERMS**

Here's what you can expect as a franchisee

FLEXIBLE & SCALABLE MODEL:

Run your franchise on evenings and weekends, perfect for balancing with your current job. And as your passion for football grows, our system seamlessly supports a transition into a full-time venture.

PROFIT FROM YOUR PASSION:

Turn what you love into extra income. With CPS, you're not just coaching—you're building a business that lets you share your passion for football while earning rewarding returns.

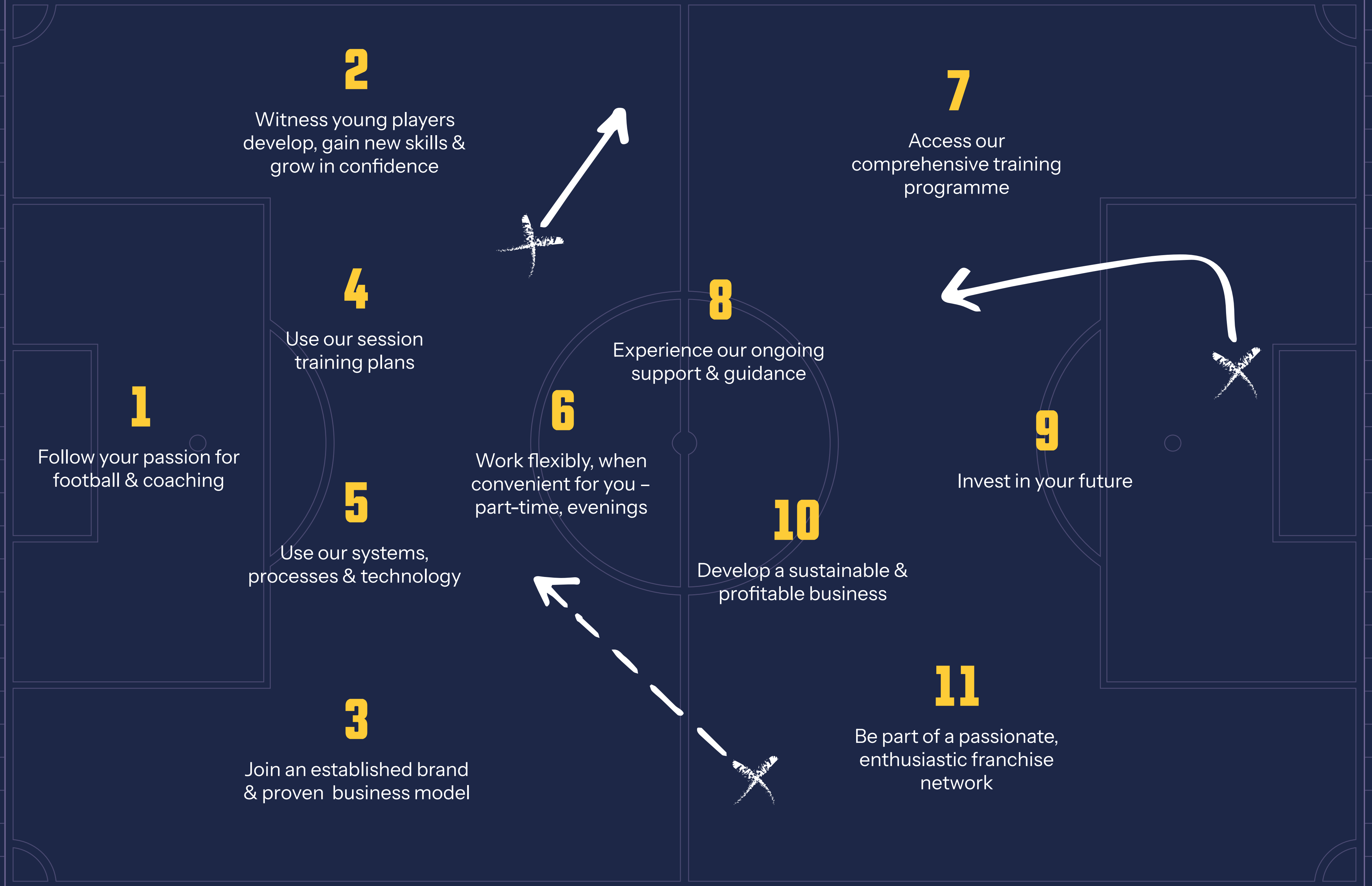
COMPREHENSIVE SUPPORT:

Benefit from our proven systems, continuous training, and a dedicated franchise network. You're never alone on your journey, whether you operate part time or decide to go all in.



WHAT CPS ALLOWS YOU TO DO

The attacking formation...



**THE OPPORTUNITY TO BUILD YOUR
OWN CPS FRANCHISE, IN A PERSONALLY
& FINANCIALLY REWARDING,
FAST-GROWING MARKET.**

INTERESTED IN JOINING?



TO KICK THINGS OFF, CONTACT US WITH YOUR EXPRESSION OF INTEREST:



FRANCHISE@CPSFOOTBALLACADAEMY.CO.UK



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