

# GBSport

# BUSINESS

# ESSENTIALS



# G N I N A R T

**DURATION:** 4 hours

**THIS COURSE IS FOR:** Sports coaches; clients who use coaching services; administrators responsible for supporting coaches or running a coaching programme; club committee members responsible for the coaching programme at their club/centre.

**COST:** £30 including VAT

**APPROVED FOR LICENCE CREDITS:** Yes - Lawn Tennis Association (4 credits) & England Squash (approved course)

## COURSE CONTENT

This four hour course provides an essential guide to the legal and financial requirements when running a successful coaching programme, with particular reference to the following key areas:

### SELF-EMPLOYMENT STATUS

It is a little known fact that a coach cannot just declare themselves as self-employed. Revenue & Customs lay down strict guidelines for self-employment that can be a minefield for the coach and client/club, and financially disastrous for both should the taxman subsequently declare the coach to be employed rather than self-employed.

This section of the course details the essential concepts that need to be understood and addressed – substitution, control of the work and financial risk – and how to make a self-employment relationship work practically for the benefit of both the coach and the club and to the satisfaction of the taxman. It also takes delegates through a sample contract that outlines how to define a robust self-employment working relationship, checked and verified with Revenue & Customs and an independent employment law expert.

## LEGAL STATUS

The vast majority of sports coaches set themselves up as sole traders without knowing the pros and cons of forming a limited company as an alternative. This section details the advantages and disadvantages of being a Sole Trader, Partnership, Limited Company and Limited Liability Partnership, and how the status of the coach can impact on the client using the services of that coach.

## VAT

The VAT regulations relating to delivery of coaching lessons are complex and the penalties for getting this wrong can be severe, particularly for the client/club. Level of turnover, employment status, the type of coaching – all of these are factors in whether VAT should be charged. This course details the rules and regulations and works through practical examples. It also details how to minimise the VAT bill if VAT has to be applied and how to best introduce any necessary increase in fees to your customer base.

## HEALTH & SAFETY

Health & Safety regulations are more and more restrictive in terms of what you should and shouldn't do on and off court. Our increasingly litigious society means that there is an ever increasing likelihood of being sued if you or a member of your team is negligent and causes an accident where someone is injured. It should be noted that all insurance cover places a requirement for the client/coach to take 'reasonable care' when running coaching lessons but what does this actually mean in practice?

We outline the types of insurance coach and client need to have in place, which ones are legally required (particularly if the programme uses volunteers, helpers and/or work experience personnel). We detail the child protection issues surrounding working with children and young adults (including the requirements of the new Vetting and Barring Scheme) and how to ensure you comply with the stringent CRB requirements for all members of the coaching team.

## BUILDING A TEAM

Should you employ or self-employ other coaches to grow the coaching team? Do you have the choice? This section outlines the issues relating to taking on other coaches to expand your programme, including employment status, insurance considerations, protecting yourself against the poaching of clients and child protection issues.

## ACCOUNTING ESSENTIALS

There are strict guidelines on what records a small business needs to maintain. This section details the requirements, how these can best be achieved, and why it is important to ensure you keep accurate records and know the profitability of each element of your programme. It also outlines the allowable expenses you can (and can't) claim for - this information could save you from a hefty tax bill and penalties!

## MARKETING BASICS

What are the essential elements you must put in place to market your programme successfully and develop a unique 'brand'? This section of the course introduces the concept of successful marketing – why appearance/behaviour matters, how to price your sessions and services, and how to develop an effective and cost efficient marketing campaign.

## COMPUTERISING YOUR PROGRAMME

A computer can considerably ease the administrative burden of running a coaching programme. We detail the options available and show you how it can be done on a tight budget.

## COURSE TUTOR

The course tutor is Mike Lynch, Chief Executive Officer of GBSport. Mike has an unrivalled background in delivering coaching specific business advice to sports coaches, administrators and governing body representatives, having done so since 2006 in a wide variety of sports in Britain.

Mike is also a Level 4 qualified tennis coach who has worked at both performance and development level and has considerable personal experience and expertise in running a coaching programme.

## RESOURCES

All delegates on the course receive a FREE hard copy of our COACH HANDBOOK 2010 and a FREE CDROM containing relevant contracts, forms, rules and regulations, copies of sample insurance policies, free software and copies of the sample contracts featured on the course.

# GBSport

## HOW TO BOOK

The BUSINESS ESSENTIALS course provides the coaching programme coach/administrator with essential information that they need to know to ensure they do not fall foul of the taxman and to ensure they maximise the potential of their coaching programme.

The cost of the course is just £30 including VAT and is being delivered at various venues throughout Britain between July and December 2010. A full list of venues can be viewed on our web site at [www.gbsport.org.uk](http://www.gbsport.org.uk). You can book your place by calling the GBSport National Office on 01952 201657 or email us at [training@gbsport.org.uk](mailto:training@gbsport.org.uk) for further details. We accept payment by credit/debit card or cheque and written confirmation will be sent to you once your place has been booked.

## ABOUT US

GBSport is a national sports consultancy specialising in business training and support for those working and volunteering in sport.

We produce specialist computer software and web sites for the sports industry, including a dedicated coaching programme administration package called CoachServe that automates much of the administration involved in running a coaching business.

We also run other courses for sport on a wide range of subjects including Marketing, Computer Basics and Team Management. We can also tailor a course for your team at your venue and we provide one to one consultancy and training - call us to discuss your requirements.



**GBSport**  
**01952 201657**

Suite E, Stafford Park 4, Telford TF3 3BA

GB  
N  
N  
N  
A  
R  
T