

NEXT LEVEL



SPORTS CAMPS



An active sports specific day camp run by elite coaches you can trust to bring the very best quality training for young athletes

DATES
AVAILABLE SOON



In and around south west wales, keep an eye for dates around your location

+123-456-7890

**Book now to
receive early
bird discount!**

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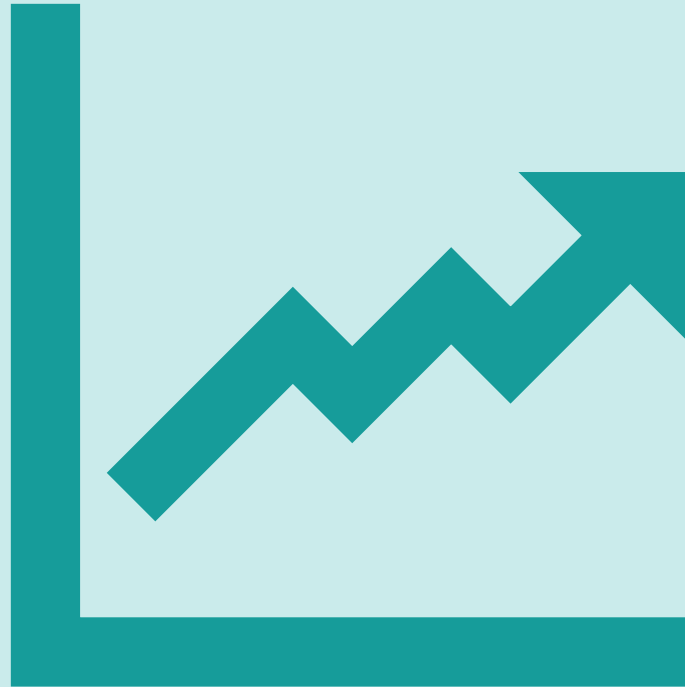




Operational Overview

- The Performance Sports Day Camp is designed to deliver high-quality, structured athletic development sessions in a safe, professionally managed indoor environment. The day will focus on skill development, performance coaching, physical conditioning, and athlete education.
- The operational model prioritises:
 - Athlete safety
 - Structured session delivery
 - Efficient participant flow
 - High coach-to-athlete supervision
 - Professional performance environment

Business Overview



Business Aims

To deliver high quality engaging coaching to all participants.

To create more interest in sports between the younger generation.

To provide a safe, supportive, and inclusive sporting experience.

To develop high performance sporting skills in young athletes.

What we offer?

Elite level coaching in a range of sports

A travelling model that reaches a range of communities across South Wales

Holistic support including education around mindset, teamwork, and healthy living

A safe, inclusive, and professionally managed environment

Skill, technical, and tactical development for young athletes

What needs are being met?

1

Many young athletes lack access to specialist coaching and structured development in a sporting context. (Sport Wales, 2025) As a result, the travelling brand of coaching we offer allows us to reach a larger number of young athletes.

2

Young athletes need psychological, social, and emotional development alongside physical training. (Güllich et.al, 2025) With the camp offering a range of sports, it will help the athletes build confidence, teamwork and leadership in an environment where some may not have tried one of the sports before.

3

Parents need safe, engaging, and purposeful activities for their children. (Children's Commissioner of Wales, 2021) We offer structured, fun, and developmental sessions for young athletes with DBS checked and qualified caches.

Viability

Competitive Landscape – Moderate

- Most competitors offer single-sport camps (football, rugby, gymnastics).
- Very few offer elite-level, multi-sport, travelling provision.

Market Demand – High

- Many areas in South Wales lack access to specialist coaching (Sport Wales , 2025)
- Multi-sport participation is encouraged as a way for athletes to develop skills and even use them in sports they may end up specializing in. (Youth Sport Trust, no date)

Viability Factors

Operational Feasibility

- Schools often welcome external PE support (Estyn, 2024)

Financial Viability

Multiple revenue streams

- Holiday Camps
- Talent development
- Grants

The Welsh government health strategies, support physical activity programs. (Sport Wales, 2026)

Risks and Risk management

KEY RISKS



Travel Costs. Getting to a certain area can often be difficult and expensive.



Competition. Other sports camps in South Wales will be competing with us for participants.

HOW WE COMBAT THEM

- Geographical Clustering. We will bring the camps to different communities each week to lower the amount of travel.
 - Emphasis of Multi-Sport. We will put a major selling point focus on the camp being run around multi-sport and not ring fenced to one or two sports.
- (Güllich et.al, 2025)

Facility and Layout Plan



Required Spaces

Main Sports Hall

- Skill-based drills
- Conditioning circuits
- Performance testing stations

Breakout / Classroom Area

- Tactical workshops
- Video analysis (if applicable)
- Nutrition/performance talks

Reception & Registration Area

- Check-in desk
- Consent verification
- Emergency contact confirmation

Equipment Storage Area

- Secure storage
- Controlled distribution

First Aid Point

- Clearly marked
- Accessible at all times

Changing Rooms & Toilets

Staffing



Camp Director / Operations Manager (1)

- Overall responsibility, Safeguarding lead, Incident management and Schedule control

Head Coach (1)

Oversees coaching delivery, Session quality control and Coach coordination

Coaching Staff

- Recommended ratio:
1 Coach per 8–12 athletes (performance standard)
- For 8 athletes:
- 2 Coaches
- 1 Strength & Conditioning Lead
- 1 Specialist Skills Coach (if sport-specific)

Support Staff (Dual Role as Coach)

- 1 Registration/Admin Officer
- Another member of staff must dual role as First Aider and Safeguarding

Daily Schedule

07:30 – Staff Arrival

- Equipment setup
- Safety inspection
- Staff briefing
- Session run-through
- Risk assessment confirmation

08:30 – Athlete Registration

- Sign-in
- Medical & emergency confirmation
- Group allocation (colour-coded groups)

09:00 – Opening Briefing

- Camp objectives
- Safety briefing
- Code of conduct
- Schedule overview

09:15 – Structured Rotational Sessions

- Athletes rotate in pre-assigned groups every 45–60 minutes:
 - Example Rotation:
 - Dynamic Warm-Up & Movement Mechanics
 - Skill Development Bloc
 - Strength & Power Training
 - Speed & Agility Testing
 - Tactical / Video Workshop

12:30 – Lunch Break

- Supervised
- Hydration monitoring
- Injury checks

13:15 – Afternoon Performance Blocks

- Competitive drills
- Performance challenges
- Data collection (if applicable)

15:30 – Cool Down & Recovery

- Mobility work
- Injury prevention exercises
- Reflection session

16:00 – Camp Debrief & Dismissal

- Athlete feedback
- Performance summary
- Safe parent/guardian collection

16:30 – Staff Debrief & Pack Down

- Equipment audit
- Incident reporting
- Facility reset



Equipment Plan

Core Sports Equipment

- Sport-specific balls/equipment
- Cones & markers
- Agility ladders
- Resistance bands
- Stopwatches
- Whistles

Strength & Conditioning

- Mats
- Dumbbells / kettlebells
- Medicine balls
- Plyometric boxes

Admin and Monitoring

- Registration Forms
- Attendance Register
- Medical Forms
- Incident Report Forms
- Incident Report Forms
- Tablets/Laptops

Health and Safety

- First Aid Kits
- Ice Packs
- PPE
- Emergency Contact List



Athlete Management

Group Allocation

- Colour-coded bibs or wristbands
- Pre-planned rotation schedule
- Printed group sheets for coaches

Sign-In / Sign-Out System

- Controlled check-in desk
- Parent/guardian verification
- Time logged

Attendance Control

- Headcounts at every rotation
- Supervisor verification



Health & Safety Plan

- Full risk assessment completed pre-event
- Normal Operating Procedure provided to staff
- Emergency action plan displayed and understood
- Fire exit routes briefed to staff
- Medical disclosures reviewed
- Hydration breaks scheduled
- Clear injury protocol:
 - Stop activity
 - Assess
 - First aid administered
 - Incident logged
 - Parent informed if necessary



- Health and Safety at Work etc. Act 1974
- Management of Health and Safety at Work Regulations 1999
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 2013
- UK Coaching safeguarding and safe coaching guidance.



Marketing & Sales

Marketing is the process of identifying customer needs and creating value through products or services to satisfy those needs. (CIM)

Marketing focuses on:

- Understanding the target audience
- Creating value
- Building brand awareness
- Positioning in the market
- Long-term relationships

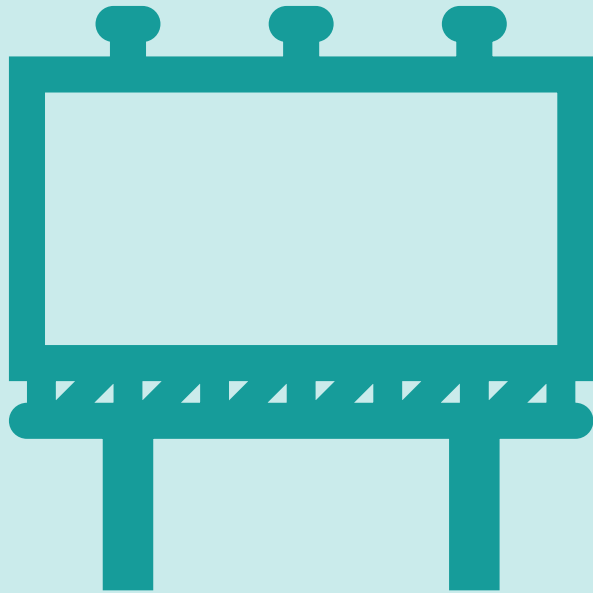
Marketing helps create sales by building awareness, trust, and demand, making customers more likely to purchase after a marketing technique. (“How Great Marketing Drives Sales”) By using targeted marketing techniques, branding, we can build trust with all consumers. By showcasing content, promotions, availability and using testimonials from members, this will create credibility and demand. Creating an increase of interest and will make the public more confident in investing, leading to higher enrolment and consistent sales.

Using social media to generate sales

- Targeted digital marketing to attract athletes and parents
 - Social proof through testimonials from elite performers
 - Social media used to reach audiences effectively
- Social media platforms and why?**
- TikTok & Instagram: To reach a younger audience, aiming more at the participants
 - Facebook: Provide information for parents, groups and local community hubs
 - By using different social networks, we are reaching a wider audience which will help build a platform, increase awareness and generate sales Builds trust(Taylor)



How we can showcase our product to generate a sale



- By doing physical marketing, we can showcase the product physically to the consumer.
- Examples include; visiting local schools and community hubs to present holiday camps in assemblies or lesson environments, this will get young people involved and engaged and if done positively will create a demand for more.
- By partnering with local communities such as school events, fairs and tournaments we can speak to parents and guardians to give out information. By being there physically it gives a friendly face and builds trust.
- Distribute professionally designed flyers and posters around schools, sports clubs, and community centres.
- Use branded merchandise (e.g., banners, leaflets, kit) to increase visibility and create a professional image.
- *School visits and physical marketing will increase visibility, but they may create additional labour, printing, and travel costs unless staff agree to participate voluntarily.*



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A mix of both strategies & The 4P's



- By merging both digital and physical marketing strategies, we can promote and generate sales by offering giveaways of products on social media or on school visits (example. T shirts, water bottle or a day free-branded) (“Principles of Marketing”) with entrees required to follow our social media pages, like the post, and share it to enter. This will boost online engagement while using in-person promotion to drive traffic to our social platforms, helping us grow our audience and boost bookings.
- We have applied the 4Ps of the marketing mix to successfully to promote our sports holiday camp. (openstax)
- Product: We developed a sports camp led by professional coaches, focused on performance development and progression.
- Price: We placed the camp at a level that reflects the status, while potentially offering discounts or giveaways to increase demand and open.
- Place: The camp is delivered in a professional sporting environment, and bookings are made accessible online to make registration simple for parents.
- Promotion: We used a combination of social media marketing (TikTok, Instagram, Facebook), school visits, physical advertising (flyers and posters), and giveaways to build awareness, trust, and audience engagement.

Market Research: Swansea Youth Sport Market



Market research helps identify the demand for youth sport programmes and the potential for a multi-sport camp in Swansea. The research examines local demographics, youth participation in sport, and existing competitors.

Swansea has a strong sporting culture supported by schools, clubs and leisure centres. During school holidays, many parents look for structured activities that keep children active and develop their skills.

Key areas analysed

- Youth population in Swansea
- Demand for organised sport activities
- Existing sports camps and competitors
- Market positioning for a premium sports camp. (Swansea Council, 2025; Sport Wales, 2022)

Target Market

The main target market is children aged 8-14 in Swansea and surrounding areas. This age group is ideal for multi-sport development as children are still building fundamental movement and sport skills.

Key target groups:

Children aged 8-14

- Parents seeking structured holiday activities
- Families interested in sport development
- Schools and local sports clubs

These groups represent the core audience for a youth multi-sport camp. (*Swansea Council, 2025; Sport Wales, 2022*)



Demand for Youth Sport Participation

Sport participation is important for children's physical, mental and social development. Research in the UK and Wales shows that organised sport improves health, wellbeing and confidence in young people.

Activity levels often drop during school holidays, so structured sports camps help children stay active and engaged.

Key benefits:

- Improved health and physical fitness
- Development of teamwork and social skills
- Increased confidence and motivation
- Opportunities to learn new sports. *(Sport Wales, 2022; Welsh Government, 2023)*



Market Opportunity & Sport Participation in Swansea



Key Statistics:

- Swansea has around 30,600 children aged 5–15, representing 12.2% of the population, showing a strong youth market for sports programmes.
- Around 40.6% of children in Swansea participate in organised sport three or more times per week, meaning many young athletes are already involved in sport and may seek further development opportunities.
- Across Wales, 97% of pupils participate in sport at least once per year, showing high engagement in youth physical activity.
- Research shows 93% of pupils want to do more sport, indicating strong demand for additional structured activities outside school.

What this means for our camp:

- Swansea has a large youth population with high participation in sport.
- Many children already involved in clubs may want additional coaching to improve performance and skills.
- During school holidays, parents often look for structured activities that are both developmental and safe.
- A multi-sport elite development camp provides higher-quality coaching and performance training, filling the gap between recreational holiday camps and single-sport academies. (*Swansea Council, 2024; Sport Wales n.d; Sport Wales 2022*)

Competitor Analysis



Several organisations in Swansea offer sports activities for children, particularly during school holidays. These include football academies, leisure centres and community sports clubs.

Main competitors

- Swansea City AFC Soccer Schools
- Freedom Leisure holiday camps
- Local sports clubs and academies

Most programmes focus on single sports or general childcare, rather than structured sport development. This creates an opportunity for a multi-sports camp focused on coaching and skill development. (*Freedom Leisure, 2025; Swansea City AFC, 2025*)

Funding



- We would look to apply for a grant through the Be Active Wales fund, which can allow us to gain £50,000 to cover costs such as facilities and equipment (Sport Wales, 2026).
- We will look for sponsorships to create extra funding for our camps. We will use the sponsorships on our social media posts when we promote our camps to gain attention.
- Our sponsorships cost will range between £100 to £250.

Pricing model



- We are looking to charge each child £50 a day for an 8:30 to 4:30 camp, with each camp having 20 children per session.
- We would look to offer discounts for the first 5 kids booked on at price of £45 with the plan to gain demand for our product.
- We have chosen this price point based on costings on facilities and equipment and prices of other camps across the UK, with sports specific camps being around £50 on average (United Education, 2022).
- Our local competitors charge lower prices per child, such as Swansea city camps at around £25 per day (Swansea City, 2026) and freedom leisure facilities charging between £15 to £25 (Freedom Leisure, 2025).
- We have chosen to charge more than our local competitors because we are offering a more sport specific programme with coaches who will be able to give a more premium service.

Staffing costs



- We would look to pay a main coach £100 a day for our camps.
- We would also pay an assistant coach £70 a day for our camps.
- We decided on these rates based on Sports Society (2021), where they charged between £70 to £120 depending on qualifications.
- $£100 \times 3 \text{ days} \times 3 \text{ locations} = £900 \text{ a week}$
- $£70 \times 3 \text{ days} \times 3 \text{ locations} = £630 \text{ a week}$
- $= £1530 \text{ a week on coaching (3 locations)}$

Facilities Costings



- Olchfa sports Hall- $\text{£}13.50\text{hr} \times 9 = \text{£}121.50 \times 3\text{days} = \text{£}364.50$ (Olchfa, 2026)
- All weather pitch at Phoenix Centre- $\text{£}55\text{hr} \times 9 = \text{£}495 \times 3\text{days} = \text{£}1485$ (Phoenix Centre, 2025)
- CCYD Astro- $\text{£}40\text{hr} \times 9 = \text{£}360 \times 3\text{days} = \text{£}1080$ (CCYD, 2025)
- CCYD sports hall- $\text{£}36\text{hr} \times 9 = \text{£}324 \times 3\text{days} = \text{£}972$ (CCYD, 2025)
- Bae Baglan 4G- $\text{£}60\text{hr} \times 9 = \text{£}540 \times 3\text{days} = \text{£}1620$ (Bae Baglan, 2017)
- Bae Baglan Sports Hall- $\text{£}33\text{hr} \times 9 = \text{£}297 \times 3\text{days} = \text{£}891$ (Bae Baglan, 2017)
- Total= $\text{£}6412.50$ over 3 days at 3 locations

Equipment costings

- We would look to apply for the Be active Wales fund to cover the costs of the equipment needed in the sessions.
- These costs were based on UK retailers such as Decathlon, which we could potentially use when buying the equipment (Decathlon).

Equipment	Quantity	Estimated Cost per Item (£)	Total Cost (£)
Sport-specific balls/equipment	10	15	150
Cones & markers	20	1.50	30
Agility ladders	4	20	80
Resistance bands	10	8	80
Stopwatches	4	10	40
Whistles	4	5	20
Mats	10	15	150
Dumbbells / kettlebells	6	25	150
Medicine balls	6	30	180
Plyometric boxes	3	70	210

Total cost= £1,090

Predicted incomings



- 3 locations x 20 children per session= 60 children per day x 3 days= 180 children per week.
- With our discount offer, 45 children will have the price of £45, 135 children at £50.
- $45 \times £45 = £2025$
- $135 \times £50 = £6750$
- Total incomings (if camps are fully sold)= £8775
- Additional incomings can come from funding via the Be active Wales fund and sponsorships from local businesses.

Sustainability

Item	Amount
Forecast Revenue	£8,775
Total Costs	£7,942.50
Break-even	163 children
Forecast Profit	£832.50

- Outgoings per week
- Staffing- £1530 + £6412.50 facilities = £7942.50

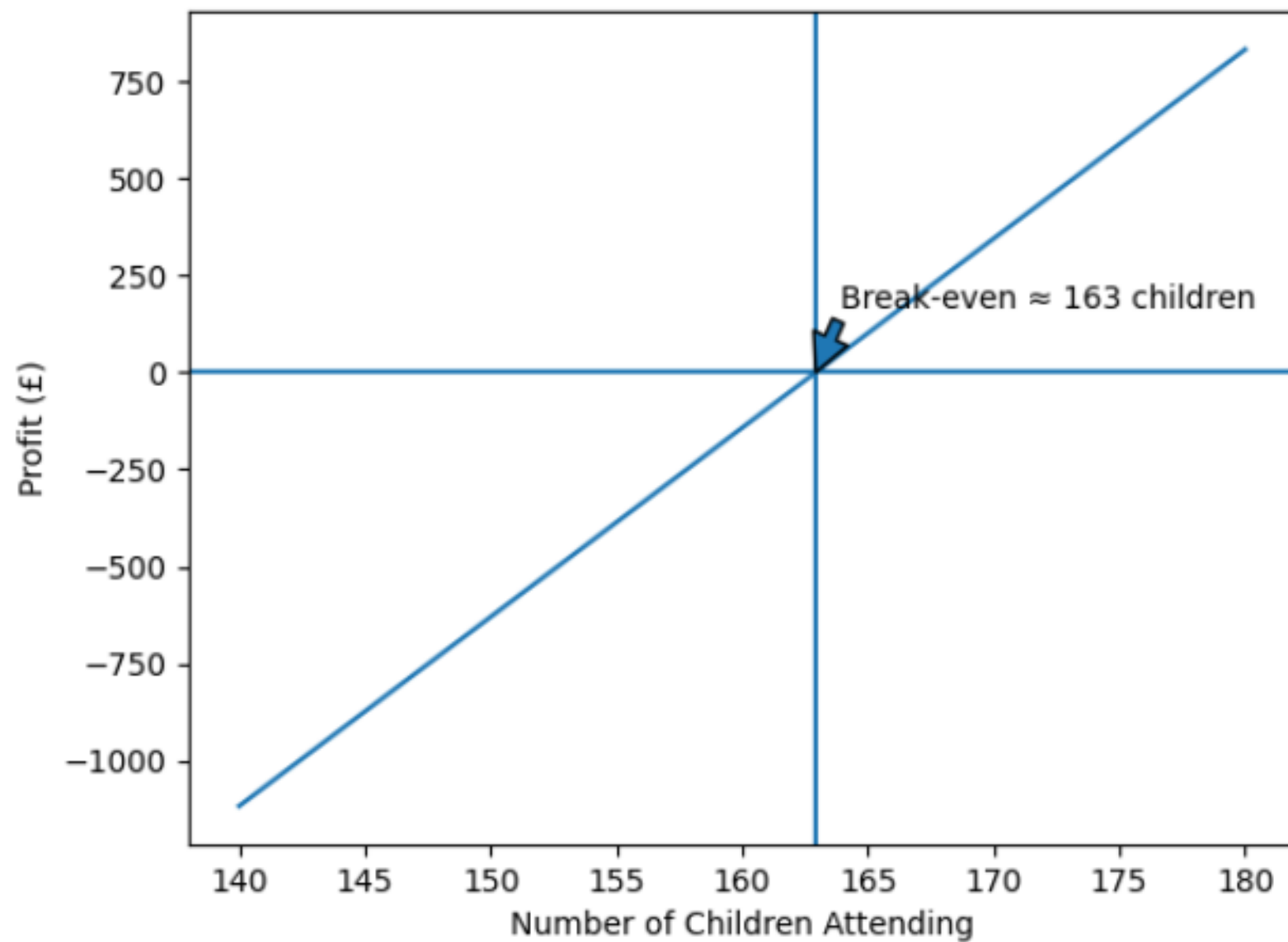
Incomings (Based on camps selling out)= £8775

Average price per children= $8775 \div 180 = £48.75$
per child

To break even= $7942.50 \div 48.75 = 162.9 = 163$
children to break even during the week

Profit (if fully sold)= $£8775 - £7942.50 = £832.50$
per week

Break-even Chart



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