

Franklyn Athlete Education Programme

Financial Education for Elite and Pathway Athletes

Supporting athletes to make confident financial decisions throughout their sporting careers and beyond.

The Franklyn Athlete Education Programme has been designed specifically to support athletes with these challenges, delivering clear, practical financial education that helps reduce risk, build confidence and support long-term wellbeing.

What We Do

Franklyn delivers a structured series of financial education sessions to senior and pathway athletes, focused on the core areas of financial planning most relevant to elite sport. All sessions are:

- Education-led and non-sales
- Delivered in a clear, athlete-appropriate format
- Designed to reduce financial risk and improve decision making
- Focused on supporting long-term wellbeing and career planning
- Flexible to fit within programme schedules and performance demands

Programme Structure

Option 1: Structured 12-18 Month Programme

A progressive education programme delivered throughout a season or performance cycle.

- Delivered across a 12-18 month timeframe
- Topics aligned with career stage (pathway to senior level)
- Builds progressively
- Integrates easily within athlete welfare and lifestyle programmes

Option 2: Modular Workshop Delivery

Individual sessions delivered based on organisational priorities.

- Selected based on immediate relevance
- Delivered as standalone workshops
- Ideal around major competitions, selection cycles or transition periods

Both programme options can include optional one-to-one Financial Health Check sessions, offering athletes confidential individual guidance alongside the group education programme.



Why Organisations Use This Programme

- Support duty of care and athlete wellbeing
- Reduce financial stress and off-field distraction
- Improve decision making around income, housing and financial planning
- Help athletes prepare realistically for life beyond sport
- Complement existing performance lifestyle and education provision

Supporting Athlete Wellbeing Through Financial Education

By equipping athletes with the right knowledge early in their careers, organisations can help reduce financial stress, support better decision making and ensure athletes are better prepared for the transition beyond competitive sport.

Franklyn works with sports clubs, governing bodies and athlete programmes to deliver flexible education sessions that integrate easily into existing athlete support structures.

If you would like to discuss delivering the Franklyn Athlete Education Programme within your organisation, we would be delighted to speak with you.

Your home may be repossessed if you do not keep up repayments on your mortgage.

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Core Education Sessions

The programme consists of six core sessions covering the financial topics most relevant to athletes.

1

Financial Foundations & Cashflow Management

Understanding income structures, managing irregular earnings, budgeting effectively and building strong financial habits early in a career. Managing prize money, grants, sponsorship income and setting aside tax correctly.

Tax, Income Structures & Funding Streams

Understanding how different income types are taxed, including PAYE income, stipends, grants, prize money, bonuses and sponsorship earnings. When structures such as image rights arrangements may be appropriate and compliant.

2

3

Protection Planning – Injury, Income & Security

Exploring the differences between governing body or club cover and personal protection. Income protection, serious injury cover and safeguarding lifestyle and dependants.

Property, Mortgages & Housing Planning

Guidance on how lenders assess athletes on fixed-term contracts or grant-based income. Planning around relocations, centralised training environments and housing stability during a sporting career.

4

5

Investments & Long-Term Wealth Planning

Introducing the principles of investing, how risk is assessed and how diversified portfolios are built. Why long-term planning is particularly important for short sporting careers.

Life After Sport & Transition Planning

Preparing athletes financially for life beyond sport. Planning for education, second careers, business interests and managing income changes post-competition.

6

Each session typically runs 30–45 minutes and can be adapted for senior squads, Olympic programmes or pathway athletes.