



Advanced Centre Agreement

1. Advanced Centre Expectations

Our advanced centre is for players who are excelling at club level. Our aim is to provide a bridge gap between grassroots football and professional academies. Whilst we do not promise or guarantee the opportunity for any player, we do have a list of contacts that we use if we deem a player ready to trial with a professional academy. The advanced centre is a significant step up from our Development Centre with regards to player led standards but also what to expect from us to help train, develop and prepare players wishing to enter higher level football. Below are some of the differences between centres and expectations of us.

- All sessions are planned and delivered based around our very own curriculum. We are one of very few independent academies to have their own curriculum to be approved by a county FA.
- Our coaching team are fully qualified, ranging from FA to Uefa A licenced, and receive half termly in house CPD.
- As part of the advanced centre, players will occasionally be invited to play in matches and/or tournaments. **PLEASE NOTE THAT THIS IS NOT PART OF OUR TRAINING SERVICE AND IS AN ADDED EXTRA. PLAYERS WILL BE SELECTED BY THE COACHING TEAM BASED ON A VARIETY OF CRITERIA AND MATCHES SHOULD NOT BE AN EXPECTATION.**
- To increase development from within, player led standards, recognition and other factors, 1 player each half term will be selected for 'Player Of The Term' also known as Captain. They will be selected and awarded an armband based on topic success, attendance, development on personal targets and many other areas. It is possible for a player to win this multiple times as this is selected on merit to aid psychological development, something that is key for any player wishing to move into professional or higher-level football.
- Personalised player reports will be created at the end of terms 3 and 6 for all players that have attended a minimum of 6 weeks (this is to allow an appropriate length of time for assessment)
- All matches are recorded for coaches to review and aid reports. Matches are also made available for parents to watch back.
- As an advanced centre, players are expected to maintain a certain playing level or risk losing their place. Whilst Mid-Season and End of Season reports are provided, private conversations will be held with parents if our coaches have any concerns and a fair period given for players to get back to their high playing levels.

2. Player Expectations

As places are limited and offered via a successful trial, players also have expectations if they are to remain in our advanced centre.

- As an academy dedicated to developing young footballers, we must stress the importance of attendance. Should players regularly miss training sessions we may need to review whether to move the player to our development centre. By not training consistently it not only stifles the development of the individual but also the group, as regular lower numbers mean coaches planning is impacted and there are less numbers to offer competitiveness and realism to match scenarios.
- In addition to attendance, a lot of information can be given at the beginning of sessions as well as activities to prepare the body physically and technically but also set a high tempo for the remainder of the session. Players that are regularly late have struggled to keep up with the tempo or miss vital information for their development. Please aim to arrive on time.
- Where possible we try to arrange fixtures on a Friday (time and space allowing). In these instances we will not pre warn players, therefore, full kit should be worn to all sessions. If kit is missing, we may not include players in the match.

3. Parent Expectations

By registering your child with us you are entrusting our coaching philosophy and methodology to help them develop. We may ask parents to stop attending, or worst case, remove the player in the event of consistent inappropriate parent behaviour and conduct.

- Parents/spectators should not be coaching. We may be recognising weaknesses or adding to strengths of players and additional input without knowing what is being asked of the player by our coach can cause confusion and conflict.
- Questioning our coaches is undermining and can damage the reputation of our delivery. If there are any issues or concerns, we advise sending an email to request a phone call as this allows time for emotions to pass and a productive conversation to take place.
- Discussing other players in the session should not be taking place. This can be damaging for the player and also cause altercations with other parents/spectators.
- We encourage you to be positive throughout the sessions but also enjoy watching your child have fun whilst developing as a person and a footballer whilst making new friendships.

