



# European Football Academy

Making a difference in children's lives through football

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# The Start

## The European Football Academy

In 2013 Nuno Coelho the Academy Director, started to develop the idea of a centralised program in London, one that was focused around a continental style of play, where technical and tactical aspects of the game were emphasised and the approach towards teaching younger players was more individualised and required a higher football IQ.

Over the next two year period Nuno developed and fine-tuned the program, and presented the Academy concept in 2015 to Man Capital, the European Football Academy's main sponsor.

Being absolutely passionate about football, and loving to see a child's smile, have fun and learn through sport, Nuno wanted to provide a program of coaching and learning that values an individual's progress and guides them to be the best they can be within a professional and challenging setting.

This is why our Academy exists, so we can in return give to children football has given to us. We want to inspire children the same way we have been inspired, and be a

## The Vision

The Vision is to provide a unique training program specifically developed for young people that brings together the key aspects of football into a complete system of technical, tactical, psychological and physical development within an exciting and educational atmosphere - we want to give young people the chance to learn from the bottom up, exposing them to the European style of coaching along with the physical and mental development programs centred around the 'complete athlete'.

It is our goal to provide a level of individualisation that helps educate each player about themselves, continually challenging and teaching them through their time at the Academy to improve and learn each and every time

# Who We Are

## The Academy

The Academy is a professional organisation made up of elite coaches and personnel. To be an Academy coach a person must have a professional coaching training badge, from either the UEFA or FA organisation.

Currently the Academy has UEFA A, B and FA Qualified coaches in its ranks and is led by the Academy Director Nuno Coelho. All coaches are First Aid Certified and Safeguarding qualified which must be maintained as a certification to work with our children. All coaches are screened and have current DBS checks carried out by the police to ensure child safety is maximised.

Nutritional Education plays an important part of the Academy and promotes healthy eating and positive habits for children that can be incorporated in to their sporting and everyday life. The nutrition programme is led by our Head of Nutrition Glen Matten(MSc) support is provided via Head of Physical Preparation, Jason St Clair Newman.

Physical Preparation is focused around injury prevention and is led by the Head of Physical Preparation, Jason St Clair Newman who holds a Exercise Science Degree (BPhEd) and Sports Diploma (DipSpSt) with 20+ years of experience in the industry. There is a large emphasis around flexibility, balance and coordination work, posture and the utilisation of correct techniques for strengthening a growing body. Programmes are individualised and advanced based on the ability of the child.

The business is led by the Academy Director Nuno Coelho with support from personnel

## Charter Standard Club

The Charter Standard accreditation is only awarded to clubs and leagues rigorously judged to be well-run and sustainable - and which prioritise child protection, quality coaching and implementation of the Respect programme. The European Football Academy received the award in February 2016, five months after its launch.

Overall, FA Charter Standard status is a clear demonstration to all parents, sponsors and the public, that a club:

- Is well-organised, safe and offers opportunities for all;
- Has FA-Qualified coaches as standard;
- Adheres to FA Respect Policies and Codes of Conduct;
- Prioritises Child Welfare;
- Maintains appropriate levels of discipline.

# OFSTED Registered

The European Football Academy is registered with OFSTED for Childcare Provision.

OFSTED is the Office For Standards in Education, Children's Services and Skills. They Inspect and regulate services that care for children and young people and services providing education and skills for learners of all ages. Their goal is to achieve excellence in education and skills for learners of all ages reporting directly to Parliament and are independent and impartial.

One advantage of being OFSTED registered means parents can apply for Childcare vouchers and tax credits to offset against Academy training fees.

# The Program

Our program consists of two training sessions per week and game or a third training session on the Saturday. We also offer an optional-technique and agility/footwork specific session, where we limit the number of players to focus on specific areas that strengthen's their game and bodies. A Physical preparation program focused on gym training is also offered to players 11 years and older, with an emphasis on injury prevention and the learning of correct exercise technique.

The European Football Academy trains differently, we believe the current style of football being coached at youth level in England needs to be changed and because of this we focus on:

- Individual technique and Constant assessment;
- Tactical knowledge, Game understanding and Decision making;
- Physical development and Healthy lifestyle;
- Mental development, Fair play and Respect for others.

Our player path is progressive, coherent and challenging to allow young players to reach their potential. We aim not only to leverage the FA intent to upgrade the infrastructure and capability of grass-roots football, but also to impact the training and playing style of our players. We utilise a continental European style of football through:

- Tactical Periodisation;
- Concept of the Full-Athlete;
- Wide-ranging approach.

The European Football Academy as a club maintains the belief in training based on tactical periodisation which is developed around, the “logical structure” of the game and revolves around four key moments:

- Offensive organisation;
- Transition from attack to defence;
- Defensive organisation;
- Transition from defence to attack.

# Academy

## Nutrition

One focus of the European Football Academy is to provide children with regular education on healthy eating habits that can be incorporated in to their daily lives. Head Nutritionist Glen Matten (MSc) and Physical Preparation Trainer Jason St Clair Newman (BPhEd) lead the program and bring a wealth of knowledge on ways our Academy children can eat and be healthy.

Quite often it is a child's eating habits that impact not only their sporting activities but also education and life itself. Our aim is to make a difference with our Academy players by providing the tools necessary to be successful in life through educating them about healthy eating habits and the positive impact it has on their everyday lives.

## Injury Prevention

Led by Head of Physical Preparation, Jason St Clair Newman, the players are continually assessed and given guidance as to how to use their body to spend more time on the pitch with a focus on:

- Flexibility;
- Balance and Coordination work;
- Posture;
- Correct techniques for strengthening their body at the appropriate level for their age and ability.

Individualised programs are used to help the player concentrate on their own personal weaknesses and strengths, and Academy players have access to regular training sessions focused around total body development in a supervised gym environment.

Future focus will give players an online instruction video to reinforce and use correct technique outside of these sessions.

# Education

The EFA Educational program is an integral part of the Academy set up. Academy players are held to a high level of expectation on the pitch and it's the aim of the program to keep this consistent in their schooling, both academically and behaviourally. The EFA program communicates through its liaison officer with the schools and parents, continually monitoring and noting each players' progress in these areas to ensure players continue to do their best on and off the pitch. A player's coach is notified when they are falling behind to help guide and be a positive influence, encouraging them to improve at all levels.

## Tournaments, Camps and Professional Club Links

Tournaments and Camps are a regular feature of the Academy program. Beginning with regular half term camps for London children, we run a full week program involving football training and a day trip to a professional club.

The Academy is currently linked to Sporting Clube de Portugal and runs international camps and internships in Lisbon for players, where they are trained by Sporting coaches over the course of the program. Future camps will involve nutritional education lectures and gym sessions involving learning about technique and methods of training. The Academy intends to grow this program by providing privately held camps for schools and clubs and developing further links with professional clubs.

Any parents, schools or clubs interested in our international camps and internships should make contact with our Academy Director, Nuno Coelho, by email or phone.

# European Football Academy Scholarship Program

The European Football Academy has in place a scholarship program that focuses on giving children who show a particular aptitude for football but without the current means to regularly attend our football program, a chance to attend the academy and receive coaching, individual attention and the chance to attend international camps and tournaments with the Academy.

Our scholarship program is centred around player excellence not only in football but in education. It is a funded program whereby a player will receive academy training through internal or external sponsorship. Benefits of each sponsorship are dependent on each individual's circumstances as assessed by the Academy.

The educational aspect of our program plays a key part as we believe in giving a student every opportunity to succeed outside of football along their career path.

Because of this we make it clear that it is NOT A FREE RIDE for children who want to play football, and we require minimum set of standards at school to be maintained in order for a player to remain eligible.

We encourage all schools and individuals to recommend students they believe could thrive within the program by applying through our website or contacting us directly by phone so

# European Football Academy

## School Program

The Academy currently supports schools within central London through its School Program, which provides a range of sports learning through PPA (Planning, Preparation and Assessment) and After School Clubs.

PPA was introduced in 2005 to help relieve pressure on teachers' time allowing them to adequately plan their session structures. This has created an opportunity for the Academy as this time is generally used for add sporting and creative activities to a child's curriculum.

A high-quality physical education curriculum inspires all pupils to succeed and excel in competitive sport and other physically demanding activities. It should provide opportunities for pupils to become physically confident in a way which supports their health and fitness. Opportunities to compete in sport and other activities build character and help to embed values such as fairness and respect.

Our coaches provide a regular structured system of lessons, individualised to a schools specific needs and wants to ensure we work in support of each school's values and goals.

EFA aims to ensure that all pupils:

- Develop competence to excel in a broad range of physical activities;
- Are physically active for sustained periods of time;
- Engage in competitive sports and activities;
- Lead healthy, active lives.

Our coaches are subject to continuous training and professional development.

All our coaches are DBS checked, First Aid and Safeguarding Children trained.

Any School interested in utilising the Academy and our coaches through the School Program, are encouraged to make contact with our Director, Nuno Coelho via phone or email.

# Supporters

Man Capital is the European Football Academy's principle sponsor and supporter.

Man Capital is the Mansour Group's family office, private equity fund and asset management arm.

Man Capital was founded in London in 2010 and is an integral part of the Mansour Group's strategy for future growth. Man Capital's strategy is to invest in companies across multiple sectors and regions, using management and strategic expertise, existing global network and long standing partnerships and relationships with Fortune 500 companies.

Over the years Man Capital has succeeded in adding value through capital and operational expertise; building excellent working relationships with management teams and investing in growth stories.

