

Football League Youth Development February 2009

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The Football League

1883 - 2009

History

- ***The Football League**, also known as the **Coca-Cola Football League** , is a league competition featuring professional football clubs from England and Wales.*
- *The Football League was founded in 1888 by William McGregor, originally with 12 member clubs. Steady growth and the addition of more divisions meant that by 1950 the League had 92 clubs.*
- *It is the oldest such competition in world football and was the top level football league in England from its foundation in the 19th century until 1992, when the top 22 clubs split away to form the FA Premier League.*

History

- *In 1992, in a step to maximise their revenue, the leading members of the Football League broke away to form their own competition, the FA Premier League, which was renamed in 2007 as the Premier League.*
- *Since 1995 The Football League has had 72 clubs evenly divided into three divisions, which are currently known as The Championship, League One, and League Two.*
- *Promotion and relegation between these divisions is a central feature of the League and is further extended to allow the top Championship clubs to exchange places with the lowest placed clubs in the Premier League,*
- *Although primarily a competition for English clubs, two clubs from Wales also take part (three prior to the relegation of Wrexham in 2008).*

History

- *The Football League is also the name of the governing body of the league competition and this body also organises two knockout cup competitions, the Football League Cup and the Football League Trophy.*
- *The Football League organises the Football League Play-off Finals, that are held at the end of the season at the new Wembley Stadium.*
- *The Championship final carries one of the biggest prizes in sport, promotion to the Premier League that is worth over £50 million to the winning team.*

History

- Since 1998 The Football League responsibilities have included the organisation and support to its 72 member Clubs with regards to Youth Development, via the Academy and Centre of Excellence system.
- *Prior to 1998, most Football League clubs did run some form of development football for schoolboys. The players could be recruited and then registered from the age of 14 and the boys usually played their games through their Clubs, schools and some local football programmes.*
- *One of the first steps to “specialise” the coaching programmes was introduced by The FA who operated the National School of Excellence at Lilleshall for selected “talented” players. The school operated from 1984 to 1999.*

History

Statements

- *The FA's National School of Excellence is to be closed in two years' time following recommendations from the new technical director Howard Wilkinson, who wants the centre to be replaced with academies at leading clubs.*
- *"It's because the school has been such a great success that we have decided the time is right to change the system. The new proposals will reach and benefit more youngsters,"*
- *"Lilleshall has taught us a lot, we could not have initiated the academy schemes without it acting as the pilot. The National School has done a great job but its sample of boys is too small."*
- *Sol Campbell, Andy Cole, Nicky Barmby , Michael Owen, Jamie Carraghar*

Birth of the Academy & Centre of Excellence

- The game's future, from a domestic point of view as well as from the perspective of a successful England senior side, depends upon ensuring that the best young players are given every opportunity to fulfill their talent and potential.
- *In 1998 the Charter for Quality was produced by The FA (Howard Wilkinson)*
- *Premier League and The Football League were given the opportunity to operate a Youth Development programme. (A UEFA requirement to enter UEFA competitions)*
- *In 1998 Youth Development was handed to the respective League Clubs and with the guidance of the FA's Charter for Quality, separate criteria was set by the governing bodies; The Football Association (FA), The Premier League (PL) and The Football League (FL).*

Birth of the Academy & Centre of Excellence

- *It was not envisaged that so many professional clubs would take up the opportunity*
- *Football League now have 22 Academy Clubs and 46 Centre of Excellence Clubs.*
- *The remaining 4 FL clubs enter Under 18 age group teams in the FL Youth Alliance League.*
- *A significant change was to be the age groups that the players would be allowed to register with a professional club – that age was lowered to 8 years of age.*
- *In most parts of Europe this is still 14 years of age as previously seen in England. Registered meant that the player had to be trained by that club and play in organised Academy and Centre of Excellence games programmes.*

Birth of the Academy & Centre of Excellence

- *The numbers were to rise significantly with clubs registering between 110 to 130 schoolboy players and varies according to each clubs recruitment philosophy.*
- *The Registration Department at the respective Leagues hold all registrations and are logged onto the “Extranet” (database) by both departments.*
- *To be registered meant that there were compensation rites if a player wanted to leave or another club wanted to register that player.*
- *All coaching is free, no fees are asked from the boys.*

Finance and Club's Funding

- *All Football League Clubs are given the opportunity to operate a Youth Development programme and receive additional financial support.*
- *The Funding Partners have varied during the first 10 years but now consist of The Football Association and The Premier League.*
- *The Football League Clubs also invest their own money*
- *For the first 10 years it was £138,000 but now each club can receive up to £180,000.*
- *To receive this entire amount the club will have to meet additional criteria.*

Finance and Club's Funding

- *With the level of Grant Aid distributed to clubs each season being raised from just under £10 million to £13 million - comes increased financial accountability.*
- *This important responsibility falls to the Business Manager who has the authority to withdraw funding in instances where clubs fail to meet their award conditions.*
- *Football League Clubs also invest their own money into Youth Development.*
- *The estimated overall figure for Football League's Youth Development programme for the 72 clubs is approximately £40 million per annum.*

Criteria and The Rules

- *Specific criteria was set as to the requirements of operating an Academy or a Centre of Excellence:*

There are 134 Rules plus 4 Appendices

- *Definition and Interpretation*
- *Operation of Academies, Centres of Excellence and Satellites*
- *Licensing of Football Academies and Centres of Excellence*
- *Monitoring of Football Academies, Centres of Excellence and Satellites*
- *Facilities and Accommodation*
- *Staff Requirements*
- *Trials*
- *Registration of Players*

Criteria and The Rules

- *End of Season Procedure*
- *Registration of Players*
- *End of Season Procedure*
- *Termination of Youth Player Registration*
- *Scholarships / Apprenticeships*
- *Approaches by and to Clubs*
- *Inducements*
- *Compensation*
- *Learning Programme*
- *Educational Requirements*
- *Relationship with schools*

Criteria and The Rules

- *Coaching Requirements*
- *Games Programme*
- *Youth Players Welfare*
- *Communications with Parents*
- *Code of Conduct*
- *Development Centres*
- *Discipline*
- *Transitional Provisions*

Appendices

- *Medical Staff*
- *Medical Requirements*
- *Football League Child Protection Policy*

Rules re. Monitoring of Football Academies, Centres of Excellence and Satellites

- 27. The League will monitor Football Academies, Centres of Excellence and Satellites operated by Clubs to ensure compliance with these Rules and will, in particular, procure that each is visited at least 3 times each season by a person appointed for that purpose by The League. Such person shall have access to all records kept in accordance with the requirements of these Rules.
- 28 At least twice each season such person will present to The League, to the Club concerned, and at its request, to The Football Association, a written report on visits made.
- 29. As soon as practical after the end of the season, such person will present to the Football Association, The Football League and the Club, a written annual report on each football Academy, Centre of Excellence and Satellite operated by Clubs.

Aims and objectives

The overall aim of the monitoring system is to ensure compliance is being met by all clubs and to raise standards.

Through the two Leagues monitoring systems all clubs are being pushed to raise their standards each season and not just to sit back. Convincing the staff is not a problem, vision by senior personnel / management is usually the people we have to convince.

Football League Youth Development Staff

- *Youth Development Business Manager*
- *Head of Player Development / Regional Officer Midlands*
- *Youth Co-ordinator*
- *Regional Officer North and West*
- *Regional Officer North and East*
- *Regional Officer South and West*
- *Regional Officer North and East*

Football League Departments

Additionally to this the Football League has separate departments who work with and advise the Youth Development staff.

- *Player Registrations*
- *Fixtures and match officials*
- *Safeguarding Children*
- *Data and player information*
- *Human Recourses (HR)*

Reporting

- *4 Regional Officers have 15 clubs each and the Midlands Officer has 8 to monitor.*
- *Each club will have a minimum of 6 visits each season that consist of;*
- *Action Plan visit at the start of the season*
- *Technical Visit for the Apprentice players (16-19)*
- *Technical Visit for the schoolboys (8-16)*
- *Match Observation for the Apprentice players (16-19)*
- *Match Observation for the schoolboys (8-16)*
- *Business Audit for the whole programme*
- *Each visit generates a report culminating in an Annual Report*

Key areas of monitoring

- *Staffing and the engagement of the appropriately qualified staff*
- *Facilities*
- *Technical Programmes*
- *Games Programmes within the Youth Development systems.*

Staffing

22 Academies and 46 Centres of Excellence

- *1200 Technical staff*
- *400 Medical staff*
- *80 Sports Scientists (conditioning staff, psychologists, analysts)*
- *50 Welfare Officers*
- *30 Education Officers (for Schoolboys and Apprentice players)*
- *60 Administrators*

Technical Staff Qualifications

- *Full-time coaching staff, Academy Manager or Heads of Youth, have to be a minimum UEFA A (Level 4) qualified before they are allowed to take the appointment*
- *Minimum qualifications required to coach part time in an Academy or Centre of Excellence are to hold:*
 - *UEFA B (Level 3) Licence*
 - *Up-to date Continual Professional Development (CPD)*
 - *Emergency Aid qualification (updated every 3 years)*
 - *Self Certification Form*
 - *Safeguarding Children certification (updated every 3 years)*
 - *Completed a FA CRB check*

Football League Youth Developers Wish List

Academy Manager / Head of Youth

FT Assistant 9-11 FT Assistant 12-19 Recruitment Officer

FT / PT Administrator

2 coaches per age group. 2 x GK Coaches E & W Officer

FT Physiotherapist PT Physiotherapists FT Sports Scientist

Psychologist Video Technician Kit Man Laundry Food

Facilities

- *There are separate and different requirements to be hold an Academy Licence or a Centre of Excellence Licence.*
- *To hold a Centre of Excellence Licence the club must have separate facilities that include;*
- *A coaching area of a size considered by the Board to be appropriate for the number of players registered*
- *Adequate changing, washing and toilet facilities for such a number of players*
- *A separate treatment room*
- *Speedy access to medical assistance*

Academy Facilities

- *Appropriately sized grass pitches (3-6)*
- *1 Indoor artificial pitch (60 x 40 yards)*
- *1 Outdoor artificial pitch*
- *Private medical treatment and examination rooms*
- *Changing provisions to accommodate the number of players in the coaching and games programmes*
- *Separate washing and toilet facilities for home and visiting teams*
- *Separate washing and toilet facilities for match officials*
- *Separate washing and toilet facilities for staff*
- *Study Area*
- *Parents Lounge*
- *Computerised registration of players*
- *E-mail and internet links to The Football Association and The Football League*

Technical Programmes

- *Through the monitoring process, in-service training, the sharing of good practice and the FA CPD programmes, clubs have been kept up to date with new initiatives that are being introduced around the world.*
- *The FA have promoted the 4 Corners of player development and if we look at the staffing lists and see the make-up of the teams delivering the technical, physical, psychological and social aspects of the players development you will see the clubs are implementing CHANGE*

Requirements

- *Clubs are required to have; a plan – syllabus- technical guidelines – philosophy*
- *Coaches need to plan and record their sessions*
- *Qualified staff to deliver sessions*
- *Qualified specialist staff to deliver sessions*
- *Appropriate number of sessions delivered weekly*
- *Coach to player ratio needs to be not more than 1:10*

New Initiatives

- *Introduce new staff (eg Technical Development Coach)*
- *Video analysis of players and coaches*
- *Skills DVD's*
- *Players record / assessment books*
- *Players diaries*
- *Homework programmes (skills & physical)*

The Games Programme

- *Academy Games Programme is overseen by the Premier League*
- *Centre of Excellence Games Programme is overseen by The Football League*
- *The respective games programmes include clubs from both leagues but each league monitors their member clubs and share any poor practice / compliance issues raised by these monitoring visits.*
- *In the Football Leagues Youth Development there are over 8000 boys registered at any one time.*

The Games Programme

- *Academy Games Programmes are organised and overseen by The Premier League*
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The Schoolboy Games Programme

- *In the Football League Youth Development programme there are over 8000 boys registered at any one time.*
- *The Football League arrange fixtures for the following age groups;*
Schoolboy: Under 9, 10, 11, 12, 13, 14, 15, 16.
- *Most clubs, Academy and Centre of Excellence, will run one schoolboy team in all age groups registering about 16 players in each age group. Some clubs run joint age groups in the under 15 / 16 age bands.*

The Schoolboy Games Programme

- *Under 9 – 11 age groups play 8 v 8*
- *They are allowed and encouraged to organise other games*
- *4 v 4, 5 v 5 or other development games*
- *Under 12 – 16 age groups play 11 v 11*
- *Festivals are encouraged and some are arranged by The Leagues*
- *Some Clubs will travel abroad for a tournament*

Apprentice / Scholars Games Programme

- *At school leaving age (under 16 age group) the elite players in that age group will be offered the opportunity to complete a 2-year Apprenticeship with their respective clubs.*
- *There are two distinctive sides to the Apprentice programme, Technical and Education.*
- *The technical side is monitored by the Football League's Youth Development system.*
- *The Apprentice's education programme is administered and overseen by Football League Education (LFE). www.lfe.org.uk*
- *At the end of the two year apprenticeship the successful boys are offered a professional contract, although this may be offered at any time after their seventeenth birthday.*
- *In either case they are encouraged to complete their education programme.*

The Future

- Professional Contract
- *The boys have arrived?????*
- *Or has life only just started??????*
- The boys are now handed to the Professional game, a game that is seeing CHANGE.
- Managers are under more pressure and given less time to succeed
- The young players now need to be given the TIME and the OPPORTUNITY to develop in order for the Clubs and National Team to reap the rewards on the investment that has already been made by the professional game.

Thank you for your patience