

# Preston North End (APP)

## Aims & Ethos of the Academy



**Preston North End Football Club aims to educate and prepare players for excellence in football through the implementation of a well defined coaching and education programme which will provide the holistic development of each individual player.**

**Some of these individuals will progress to play as professional players for Preston North End Football Club first team but the aim will also be to improve each and every player who attends the Academy to not only improve as a player but as a person.**

Preston North End football Club academy will provide a challenging learning environment designed to encourage the development of technical skills and game understanding.

The coaching and education programme will involve work around the four corners of the Long Term Player Development Model of the Football Association i.e. Technical, Physical, Psychological and Social.

The coaching and education programme will be designed to offer age appropriate learning strategies.

All staff will be suitably qualified as coaches, trained in Safeguarding Children & Emergency Aid and will have undertaken an FA CRB Unit Enhanced Disclosure.

All staff will demonstrate a professional but friendly approach to ensure children and young people receive a positive coaching experience which supports the development of their football, personal and life skills.

All staff and players will be expected to maintain a disciplined approach towards training and match play.

All staff will be expected to offer positive, structured feedback to players and parents at regular intervals in accordance with the Youth Rules.

Part of the football philosophy of Preston North End Football Club Academy is our commitment to safeguarding and promoting the welfare of young players. We expect all staff, volunteers, parents/carers, young players, any partner agencies or any commissioned service providers to share this commitment.

The way in which the Academy builds a successful youth team is by ensuring that we have the right people in the staff team. The process for this is outlined in the Academy recruitment policy. Ensuring staff and volunteers are safely recruited, are well trained, understand their roles, responsibilities and the importance of working ethically with young players will create the safe environment where our young players can develop to their full potential. Preston North End Football Club Academy do this by having Safeguarding arrangements in place following The Football League Guidance.

