

Preston North End (APP)

APP35 Academy Welfare



Welfare Philosophy

Preston North End Football Club are committed to providing an environment in which players can develop in a positive manner in order to reach their potential. PNEFC, understand that to achieve this focus must also be placed on personal development as well as technical. We will recognise individuals in terms of equality and diversity and demonstrate an awareness of the transitional period the players are experiencing.

Taken from Academy Values:

- **Developing a recruitment programme that will attract the best young players by demonstrating a commitment to quality and a caring environment.**
- **Promoting inclusion from parents/guardians/ carers. By regular informing them of developments and creating an environment that they feel confident enough to be part of the player's journey at Preston.**
- **Ensuring players are educated and supported in all aspects of the game, including fitness and conditioning medical, diet and nutrition, thus producing athletes that will cope and thrive with the demands of today's modern game.**

Welfare Strategy

In developing an effective Welfare Strategy Preston North End Football Club recognises the four definitive stages, in terms of personal development, contact time and level of responsibility. The three stages are:

- Foundation Phase U9 - U11
- Youth Development Phase U12 - U16
- Professional Development Phase U17 – U21

At each stage the club will consider 4 areas:

- 1) Parental/Guardian Liaison 2) Personal Development 3) Accommodation 4) Exit Strategy

Every person who works within the Academy has a responsibility towards the welfare of our young players but the main person overall is Andy Livingstone (Safeguarding Officer). His main responsibilities are:

a) Put in place:

- a safeguarding children policy, anti-bullying policy and equality policy
- responsible recruitment processes including the taking up of references and submitting FA CRB checks (getting the right people into the game)

For a more detailed list of responsibilities then please see the job description on page

Foundation Phase U9-U11

Parental/Guardian Liaison:

At this early stage of the player's personal development, the club recognises and acknowledges the vital role the parent/guardian plays in the players development. Regular meetings will focus not only on the player's technical development but also on how his involvement in PNEFC is having on his personal life, for example, education and personal relationships. Parents/Guardians will be encouraged to have an active voice with regards any concerns as well as feeding back positives. We also believe that parents need to be supported and advised as to the Clubs objectives in terms of aspirations and achievements and that our goal is to make the training environment a positive and enjoyable place to be in. Code of conducts will reflect the clubs strategy.

Personal development:

Regular meetings with the players will focus on personal development as well as technical. The club will initiate Individual Learning Plans that reflect on the 'softy' social skills, this will promote awareness within the players of their personal development and relationship with others. This early goal setting will assist the player monitoring his own development, however, the ILP will be age appropriate. Players Code of Conduct will reflect the Strategy.

Accommodation:

Not applicable at this stage.

Exit Strategy:

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The club will implement and develop an exit strategy that is player focus, it will allow feedback to be appropriate and given at the earliest opportunity. Wherever possible the club will provide positive alternative arrangements in terms contacts and appropriate destinations. The club recognises the possible emotive upset these decisions may have on the young player and will do everything in its power to alleviate and negative effects.

Youth Development Stage U12 - U16

Parental/Guardian Liaison:

At this stage of the player's personal development, the club recognises and acknowledges that this is the period when players and their parents are considering futures in terms of employment. Regular meetings will focus not only on the players technical development but also on how his involvement in PNEFC is having on his personal life, for example, education and personal relationships. Parents/Guardians will be encouraged to have an active voice with regards any concerns as well as feeding back positives. We also believe that parents need to be supported and advised as to the Clubs objectives in terms of aspirations and achievements and that our goal is to make the training environment a positive and enjoyable place to be in. Code of conducts will reflect the clubs strategy.

Personal Development

Regular meetings with the players will focus on personal development as well as technical. The club will continue implementing Individual Learning Plans that reflect on the 'softer' social skills, this will promote awareness within the players of their personal development and relationship with others. This early goal setting will assist the player monitoring his own development, and how behaviour away from the club will reflect on the clubs reputation, both negatively and positively, however, the ILP will be age appropriate. More focus will be placed on personal responsibility and relationships with team members and staff. Players Code of Conduct will reflect the Strategy.

Accommodation

Not applicable at this stage

Exit Strategy:

The club will implement and develop an exit strategy that is player focus, it will allow feedback to be appropriate and given at the earliest opportunity. Wherever possible the club will provide positive alternative arrangements in terms contacts and appropriate destinations, the club recognises the possible emotive upset these decisions may have on the young player and will do everything in its power to alleviate and negative effects.

Professional Development Phase U17-U21

Parental/Guardian Liaison:

At this later stage in the player's development, the club will continue to liaise closely with parents and guardians, at the same time recognising that the players cease to become 'children' at the age of 19. The club will endeavour to maintain an open relationship with parent/guardians as well as developing an environment were they feel comfortable and safe to voice any concerns or issues.

Personal development

The club will be aware of the player's social development in terms of relationships and exposure to the media and will be constant in its support and guidance, for example advice on accessing social media networks. At this stage the players are full time employees and as well as increased physical demands being away from the family unit may have a negative effect on the player. The club will strive to create a supportive environment at this time by being aware of their capacity to 'cope' by regular meetings with the player and third parties such as the house managers of the designated accommodation.

The club also recognises that during this period players may 'step' up to the full professional squad and that they will work with different coaching and playing staff as well as being exposed to different challenges such as supporters and expectations. Youth team management will keep staff appraised of the players strengths and areas of development and raise an awareness of any specific needs.

The player's code of conduct will reflect an increase in personal responsibility and will be reviewed and revisited at regular intervals.

Accommodation

The club is fortunate enough to have a designated youth accommodation available. This large house is able to accommodate all youth players and is managed by two 'house' managers. A house code of conduct is implemented and rules regarding, conduct, time keeping, visitors etc is expected to be complied with.

Management will liaise regularly with the house managers regarding any issues and parents will be encourage to visit the house and stay in regular contact.