



CHARTER STANDARD – PLAYER DEVELOPMENT SCHEME

The Charter Standard Player Development Scheme (PDS) replaces the Boys Charter Standard Player Development Centre, which has run for the previous 4 years. The PDS will operate under the same ethos as the Development Centre but aim to have a greater impact on player development across the County – through accommodating children with wider ability levels across more age groups – whilst maintaining the high standards previously set.

The PDS is one of many projects that the WFA Development Team work on to develop grassroots football within Worcestershire. However, as this particular project focuses on ‘Player Development’ it attracts the largest interest and with that comes a number of questions. Therefore to assist in answering those questions and to give further detail on the Scheme, this document has been put together for (your) general information.

OBJECTIVES OF THE SCHEME

The aims of the Scheme are threefold;

1. To develop players technically and challenge them on the 4 principles of player development with a view to improving their game by 5, 10, 15% +.

4 Principles of Player Development

- Technical Ability
 - Decision Making (problem solving)
 - Game Understanding
 - Fundamentals (agility, balance, co-ordination)
2. To develop players collectively as a team and squad, enhancing their understanding of the game (roles & responsibilities) with a view to developing their social skills.
 3. To further develop the knowledge and understanding of grassroots football coaches.

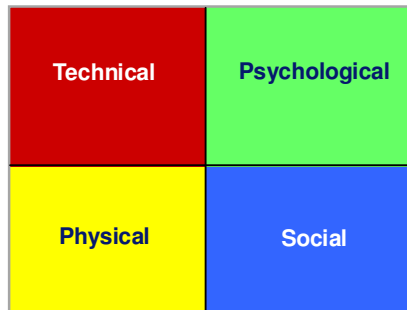
ACHIEVING THE OBJECTIVES

Ultimately the Scheme aims to achieve its objectives by delivering a high quality age-specific coaching programme within an appropriate learning environment, developing the players as individuals & collectively as a team; from which on looking coaches can learn.

Player Development – A five week programme will be devised based on the learning needs of the players with input coming from the Charter Standard team coach, WFA coaching staff, but most importantly the players themselves, after all it is their game.

Various coaching methods will be used by the WFA coaching staff to provoke thought and address the 4 principles of player development. These range from individual ball manipulation work and skill based practices to small sided games and team building exercises, which simultaneously should challenge the player(s) on all four corners of the Long Term Player Development (LTPD) Model – Technical, Physical, Psychological and Social.

LTPD 4 Corner Model



The final ingredient to developing the players effectively is exposing them to the appropriate environment - The WFA coaching staff will create a learning environment that allows the players to; interact, ask questions, take risks, make mistakes, problem solve and, above all, think for themselves - *whilst* enjoying the beautiful game.

'An effective coach allows the player time to self correct mistakes before providing necessary coaching input. This presents the player with the opportunity to put it right and think for themselves, before the coach gives relevant guidance to avoid the development of poor technique'.

Coach Development – More often than not, a football player receives their first influx of football tuition from a 'volunteer' grassroots coach. It is therefore crucial that all grassroots coaches have the appropriate knowledge and coaching tools to make them effective in their role, because they will provide the learning foundations on football to many players and influence (shape) their initial understanding of the game from the outset, which arguably makes them the most important coach along the player pathway.

Creating frequent and accessible opportunities for coaches to learn is the key and this Scheme adds to the WFA's existing comprehensive coach education programme, after all the development of the coach plays a key part in the development of the player(s).

How? The coach(es) from each team involved in the programme will have the opportunity to enter the astroturf pitch and observe the coaching sessions up close, which provides **(a)** an ideal opportunity to develop new ideas from the sessions delivered and **(b)** the luxury of standing back and seeing how the players respond **i.e.** what makes them tick.

Throughout the course of the programme the WFA coach will be open to discussion with the team coach(es), prior and post session, providing a rationale to explain why certain coaching methods are used.

Involving the coaches in this learning process is crucial and it is hoped that this will further develop their knowledge and understanding (on the 4 principles of player development) as well as provide them with new ideas, which can be taken back into the natural team environment and reproduced, providing some longevity to the development of the players.

'The best coaches allow themselves to learn' - better your coaching to better your players.

WFA COACHING STAFF

The Scheme runs in accordance with the FA Centre of Excellence criteria and therefore the coaching sessions are led by coaches holding a minimum of an FA Level 3 coaching qualification (UEFA 'B' Licence), with assistant coaches holding a minimum of an FA Level 2. Furthermore, lead coaches have undertaken various modules from the new Age Appropriate Coaching Courses launched by The FA.

PDS coaching staff are overseen by an FA Regional Coach Development Manager and all hold valid child protection & emergency aid qualifications, with each coach completing an FA CRB Check.

Lead coaches are provided with the opportunity to coach within the Scheme following approval of a written application form (inc. production of valid certificates) and the delivery of a practical coaching session.

All lead coaches that are active within the Scheme have a wealth of experience working with grassroots players, with some coaches boasting experience of working at professional academies.

ELIGIBILITY

Every team matters, but this Scheme is exclusively for teams from Charter Standard Accredited Clubs to apply, as part of the benefits package. It may be seen that we are penalising teams from clubs that do not hold the Charter Standard Mark, however, its worth pointing out that **any** youth club can apply to become Charter Standard and players have the freedom of **choice** to decide which club they join i.e. Charter Standard Accredited or not. Also, as it currently stands, the majority of Worcestershire Youth Affiliated Clubs hold the Accreditation, which means that the majority of clubs can exercise the right to apply to the Scheme.

Through making the Scheme available to accredited club teams only we are practising what we preach in promoting the two priorities of youth football which are 'Child Welfare' & 'Player Development'.

VENUE

Where appropriate facilities are available, the PDS will rotate venues across the County. However, for the forthcoming pilot (September to December 2010) the PDS will be based on the 3rd Generation Artificial Pitch at Pershore High School, Station Road, Pershore, Worcs, WR10 2BX.

Finally, the WFA acknowledges that the format of the PDS (i.e. five week coaching programme) may pose a logistical dilemma to teams where they have an existing facility booking in place. However these are the parameters the WFA has to work within and this is the subsequent offer available, whilst maintaining a realistic time frame to meet the objectives of the Scheme. Therefore, with all things considered (logistics included) if your team feels they could benefit from the Scheme then we would welcome your application.

Interested? If your team fulfils the criteria and would like to apply to the Scheme, please complete the PDS application form and return to the Worcestershire Football Association.

Should you require any more information regarding the Charter Standard Player Development Scheme then please contact Matt Jones (Football Development Officer) using the details below.