



20<sup>th</sup> August 2010

Dear Club Member / Secretary,

**RE: WFA Charter Standard Player Development Scheme (PDS)**

I am pleased to enclose details on the WFA Charter Standard Player Development Scheme (PDS).

The PDS, which will undergo a pilot from September to December 2010, replaces the Boys Charter Standard Player Development Centre which has run for the previous 4 years.

The PDS will run under the same ethos as the PDC but in a different format (i.e. not exclusive to the most talented players) inviting teams (U7's – U18's) from within Charter Standard Clubs to apply.

Delivering the PDS in this format increases the likelihood of a greater impact on player development across the County achieved through accommodating children with wider ability levels across more age groups, after all it's about **the players**, and regardless of their starting level we want to make them better and assist grassroots coaches to further develop in the process.

Also, the format of the PDS should take less time to administer compared to that of the PDC (no formal assessments), which will enable the PDS staff to focus on 'delivery' as well as freeing up more time for my colleagues and I to fulfill other football development priorities as detailed in our County Strategy.

I would be most grateful if you could forward these details onto club coaches & managers - to assist you in promoting, this correspondence has been sent via e-mail (where we have a valid e-mail address) and details have also been posted on the County FA website – [www.worcestershirefa.com/development](http://www.worcestershirefa.com/development).

Finally, I hope that preparations for the forthcoming season are proceeding well, if my colleagues and I can be of any assistance then please do not hesitate to contact us.

Kind regards,

*M. Jones*

**Matt Jones**  
**Football Development Officer**