

Sheffield Wednesday Academy

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Academy

Youth Development in England



- Elite Player Performance Plan (EPPP) – implemented by the Premier League in 2012
- Aim of producing more and better homegrown players
- Categorisation of Academies – Category 1–4
- Funding given to clubs to improve their youth development programme
- Compensation matrix for players moving between clubs
- Increased contact time with players
- Non competitive schoolboy (U9 – U16) games programme
- Multi-disciplinary approach

The FA



- Appointed its first ever technical director in 2012
- Tasked with improving youth development in England
- Coach education
- Creation of the England DNA
- Competitive international programme at every age group between U16 and U21
- Major success at youth level

English Football Culture ??



- 92 professional League clubs
- Some full-time Non-League clubs
- Very competitive
- Physical
- Congested fixture programme
- Manager/coach led
- Fans demand effort, passion and goalmouth action

Mission and Vision of the Academy



Mission:

- To identify, recruit and develop players throughout the phases with the aim of them progressing and becoming first team players for Sheffield Wednesday
- To develop highly qualified, enthusiastic and knowledgeable staff throughout all departments
- To equip young players with the fundamental life skills required to succeed both in and out of the football industry
- To give players/parents a positive life experience at Sheffield Wednesday

Vision:

- To support a successful Senior team that provides an opportunity for home grown talent
- To run an Academy programme which is renowned as one of the leading producers of players in England

SWFC Academy - Departments



SWFC Academy



1st TEAM

Winning Football

SPDP U19-U23

Playing to Win

Players develop an understanding of first team technical and tactical requirements

PROFESSIONAL DEVELOPMENT PHASE U17-U18

Training to Win

Increased focus on tactical understanding and transfer of training into winning match day performances

YOUTH DEVELOPMENT PHASE U15-U16

Training to Compete

Players follow a technique/skill based programme and begin to develop a winning mentality

YOUTH DEVELOPMENT PHASE U12-U14

Training to Train

Players begin to understand how to play in positions and where/when to apply techniques and skills

FOUNDATION PHASE U9-U11

Learning to Love the Game

Players develop ball mastery/movement and co-ordination

Pre-Academy (U6-U8)



- 2/3 training sessions per week
- Small sided games against local teams
- Fun
- Ball mastery, 1v1, 2v2, small sided games
- Motor skill development
- Develop a love for the game and a love for the club
- Recruit from local grassroots clubs

Foundation Phase (U9-U11)



- From U9, players are registered to SWFC
- Focus on developing technique (ball mastery) and movement (physical literacy)
- 1v1, 2v2, overloads/underloads, small sided games
- 3 training sessions per week (evening and weekend), plus a game on a Sunday (5v5/7v7)
- Additional games organised to provide a varied games programme
- Multi sport programme
- Futsal
- Tours and Tournaments
- 12 week reviews, 2 player/parent reviews per season

Youth Development Phase (U12-U14)



- 11v11 introduced at U12
- 3 training sessions per week (evening and weekend), plus a game on a Sunday
- Additional games organised to provide a varied games programme
- Tours and tournaments
- Growth Management Programme
- Bio banding
- Athletic development programme
- 6 week reviews, 2 player/parent reviews per season
- Games filmed, footage used in analysis sessions to aid player learning

Youth Development Phase (U15-U16)



- Hybrid training model (day release from school)
- 5 training sessions per week, plus a game on a Saturday
- Additional games organised if required
- Increasing use of analysis and Sports Science
- Scholarship decision given by December 31st in their U16 season

Professional Development Phase (U18)



- Full time, demanding 2 year scholarship programme
- Introduction to training every day
- Analysis, gym/conditioning, education
- Games programme is competitive – league table and results published
- Play against other Category 2 Academies
- Individual development
- Professional contract decision after 17th birthday and then at any time during 2 year scholarship

Senior Professional Development Phase (U23)



- Young professionals seeking to progress to first team football
- Integration with the 1st team
- Loans
- Games programme against other Category 2 academies

Playing Philosophy Principles



Coaching Philosophy



Our aim at SWFC Academy is to develop confident, creative and skilful players who have a high work ethic, understand the value of having a professional attitude and are able to problem solve.

“Coach the individual within the team”

Creating a positive learning environment is key and will be achieved through the following coach behaviours and characteristics:

- Building rapport
- An honest and fair approach
- Dynamic and positive demeanour
- Promoting a disciplined and inclusive environment
- Praising good behaviour and effort
- Tolerant of mistakes whilst guiding the individual to correct them
- An individualised focus
- Effective communication

Coaching Sessions



Coaching Session Characteristics:

- Aligned with the playing philosophy and Academy coaching programme
- Game realistic, Challenging, Competitive, Fun, Learning element, Inclusive
- Simple is often best!
- Carousel set up as a means of being time efficient
- Train as you play – match tempo
- Incorporate transitions in practices
- Directional practices
- Include GK's where possible to ensure creating and scoring aspect of the game is developed
- Use Positive coach behaviours – encouragement, praise,
- Use your knowledge - technical detail – individualise and offer solutions,
- Coaching style appropriate to the individual/situation
- Interventions – use your time wisely (drink breaks, coaching as a pair), be brief, be bright, be gone,

After a training session a player should be sweating, with a smile on his face and have learnt something