



# REAL FOOTBALL

## YOUTH DEVELOPMENT

AN OFFICIAL NEWSLETTER OF THE FOOTBALL LEAGUE

### LEAGUE SECURES YOUTH DEVELOPMENT FUNDING PACKAGE

The Football League has reached agreement with the Football Association, FA Premier League and Football Foundation on a one-season funding package for The League's successful Youth Development programme. The new package will provide £9.65m of grant funding for clubs.

The new agreement enables League clubs to apply immediately for a first quarter grant of up to £34,500, with a maximum grant of £138,000 per club available for the season as a whole.

Football League Chief Operating Officer, Andy Williamson said: 'This funding will give clubs the opportunity to continue the outstanding work they do discovering, coaching and educating the local football stars of the future and, on their behalf,

I would like to thank the Football Association, FA Premier League and Football Foundation for their contributions.

'In addition to this grant funding, League clubs invest £23m per season of their own money on Youth Development programmes, which demonstrates the scale of commitment being made by League clubs to developing young players at a local level.

'However, it is not just the clubs themselves that benefit, as increasingly home-grown Football League players are making an impact in representative football at all age levels.'

The Football League has also joined forces with the Football Association and FA Premier League to launch a wide ranging review of youth development in English football.



Home-grown talent: Crewe's Nicky Maynard and Brighton's Joel Lynch (both 19) in action.

### LEAGUE BOLSTERS YOUTH DEVELOPMENT TEAM

The Football League has announced two senior appointments within its Youth Development department, which oversees the footballing and educational development of more than 8,000 talented young players at 69 of The League's 72 clubs.

Joining The League to head up the department as Youth Development Business Manager is Jim Briden, formerly Senior Project Manager for Sport England, for whom he oversaw the administration and management of The League's Youth Development programme.

Commenting on his new position, which he took up in June, Briden said: 'I am really looking forward to the challenge of working with The Football League and continuing to develop and promote the excellent

work already being undertaken by our clubs. I will be endeavouring to assist them in maximising the funding opportunities available, to enable them to produce the next generation of professional players.'

Additionally, The League has promoted former Wolverhampton Wanderers manager Graham Hawkins to the position of Head of Player Development.

Hawkins commented: 'After six years as a monitor in The Football League's Youth Development programme I am very honoured and privileged to be appointed Head of Player Development in the newly restructured department.

'I look forward to helping clubs maintain the progress they have made in the area of Youth Development in recent seasons.'



Head of Player Development, Graham Hawkins (left) and Youth Development Business Manager, Jim Briden (right)



**WOLVES' YOUNG CUBS  
SET TO MAKE THEIR MARK**  
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THE FOOTBALL LEAGUE  
**YOUTH DEVELOPMENT**

# WOLVES' YOUNG CUBS SET TO MAKE THEIR MARK

**When not just one but two former international managers give the nod of approval to your Academy set-up, you know you must be working on the right tracks.**

At Wolves each of the club's last two managers, Glenn Hoddle and the current incumbent Mick McCarthy – ex-England and Republic of Ireland respectively – have made good use of the club's Academy graduates at first team level.

Both have also, to the delight of Academy Manager Chris Evans, praised the quality of the youngsters coming through the system of the Coca-Cola Championship club.

Evans says: 'Glenn stated in the press that although he'd managed at Tottenham, Chelsea and Southampton, he was working with the best group of young players he'd ever been involved with when he was here.

**'The Academy's greatest challenge is to provide the manager with options at first team level and if we can do that, we are doing our job.'**

*Chris Evans, Academy Manager*

'Mick has said some nice things too, and there's nothing more pleasing than seeing opportunities being given to young players who've been developed by the club.

'The Academy's greatest challenge is to provide the manager with options at first team level and if we can do that, we are doing our job.

'So it was great that, in the first few weeks of the season, Mick gave debuts to four players – Daniel Jones, Mark Little, Lewis Govern and Carl Ikeme – all of whom came through the Academy system.'

This recent quartet of debutants follows a long line of youngsters

who have come off the Wolves Academy conveyor belt to play not only first team but also international football and, in some cases, to swell the Molineux coffers through the transfer market.

The £5million summer sale of central defender Joleon Lescott to Everton was, however, just as indicative of the tighter financial regime currently being experienced at the club as it was of the talent coming through the ranks.

With the club's Premiership parachute payments ending after two years out of the top-flight, Wolves have had to revise their priorities accordingly.

Evans notes: 'The board of directors have this year made it quite public that the way forward for Wolves is to have a balance of home-grown players and players who can be brought into the club for reasonable fees.



'Mick McCarthy has embraced that and we now have a first team squad where over 50 per cent of the players have come through the Academy.

'But the Academy is not judged on first team results or on winning pots and pans at youth level – it's judged on the players it develops for the football club and, I'm proud to say, we've got a good record in that respect.'

Evans also takes great pride in the Academy headquarters at Wolves' splendid new training



(top right) Former Wolves star Joleon Lescott in action.

(left) Daniel Jones enjoying life in the first team.

(below left) Stars of the Future, the players and staff of Wolves Academy.

ground, an £8million development opened last November and incorporating many Academy-specific facilities including an impressive educational area.

'For me,' he says, 'education is paramount and at Wolves we give it equal credence to football. We've got our own in-house study centre so we don't need external providers, and we've got lads who achieve highly in terms of academics.

'As everyone knows, there's a high fall-out rate in football and we try to ensure that as well as giving our youngsters the best possible football training they also get the best possible education for life outside the game.'

Evans and his Academy team also try to ensure that the fall-out rate is as low as possible in order to keep Wolves supplied with a steady stream of quality footballers.

The directors want that, so does the first team manager and so too, says Evans, do the fans. 'At a supporters' forum we held at Molineux,' he reveals, 'the fans made it crystal clear that they want to see home-grown players in their team – and the Academy aims to give the fans what they want!'



## LFE LAUNCHES EDUCATIONAL INCENTIVES PACKAGE



League Football Education (LFE) Chief Executive Alan Sykes, speaking at regional club meetings at Huddersfield, Leicester and Oxford, has outlined a new range of financial incentives on offer to all Football League clubs participating in the Apprenticeship in Sporting Excellence (ASE) programme. The payments are as follows:

- Club full ASE framework achievement payments of £1,000 per apprentice
- Apprentice full ASE framework achievement payment of £250
- Development Fund payment of up to £3,000 per club
- Contribution to apprentice allowances increased to £35 per week
- Various additional support for clubs in delivery of the NVQ

LFE has launched the incentives to reward good practice, as well as providing more stability for Youth Development programmes. However, in introducing these changes the Board of LFE was also determined to reward clubs that provide a committed, supportive and successful environment for apprentices.

The first club to receive a Development Fund grant were Wrexham and the money has been used to purchase a polar heart rate monitor team system for use by the club's apprentices, as well as additional testing gates and weight equipment.

In addition, four Wrexham apprentices have achieved the full ASE framework, resulting in additional incentive payments from LFE of £4,000 for the Red Dragons and £250 for each of the four apprentices.

Steve Weaver, The club's Head of Youth, is delighted with the financial support received to date, he said: 'The bonus incentive offered by LFE for a club like Wrexham is massive. The Development Fund grant and incentive payments we have received have enabled the youth programme to purchase some much needed equipment. Without the LFE funding we would not have been able to further enhance our development programme.'

The North Wales club's apprentices have also appreciated the financial incentives provided by LFE. Marc Williams, a Welsh Under-21 international commented: 'Although my main focus was always to become a professional footballer, I learned very early as an apprentice that I needed qualifications to fall back on. The possible bonus of £250 is a great idea as it will help us all in completing the course and is a good incentive for the lads.'

**For further information on the incentive package, and how to apply for a Development Fund grant, visit [www.lfe.org.uk](http://www.lfe.org.uk).**



Wrexham apprentices hard at work

League Football Education is a partnership between The Football League and the Professional Footballers' Association (PFA) that manages the Apprenticeship in Sporting Excellence (ASE) programme for apprentices at Football League clubs.

# OWLS AND BLUEBIRDS LAUNCH LOCAL EDUCATION LINK-UPS



John Gray (DVC Sports Centre Manager), Sue Ransom (DVC Principal), Sean McAuley (SWFC Academy Manager) and Andy Beaglehole (DVC Academy Manager) launch their new partnership

## Innovative educational schemes launched by Sheffield Wednesday and Cardiff City have illustrated the continuing and expanding commitment of Football League clubs to Youth Development in its widest sense.

In a ground-breaking partnership with Dearne Valley College, Wednesday's Academy is believed to be the first in English football to provide players that are in full-time education in year 10 and 11 the opportunity to have one day a week out of school to receive specialist training and education at the club.



Cardiff manager Dave Jones helps launch Cardiff's link up with the University of Glamorgan

Wednesday's Academy manager Sean McAuley revealed: 'The idea came to me when Dearne Valley College asked me to do some lectures for local 14-16 year-olds out of school at the English Institute of Sport.

'I realised we could do the same at Sheffield Wednesday and, under the scheme, trainees aged 14 to 16 will come in to study for the BTEC First Diploma in Sports Studies, which is worth four GCSE's and will be accredited by the college.

'Education is a big part of what we offer

our prospective players of the future. Unlike some clubs we can't offer their families financial incentives to sign for us, but this partnership shows we will put in place a pathway for a young player's development on and off the pitch.'

In the Welsh capital, meanwhile, the University of Glamorgan could soon be producing the top football coaches of the future after joining forces with Cardiff City to launch Wales' first foundation degree in Football Coaching and Performance.

The course, formulated by the university in partnership with the football club, will enable young people - including those from the Bluebirds' Academy - to gain a qualification in their sport while also developing their practical skills.

City manager Dave Jones explained: 'Students will learn about the theory that contributes to elite player development and they will also be coached by a UEFA 'A' licenced coach to develop their technical ability.

'We hope this is the start of a blossoming partnership which will provide opportunities for Cardiff City coaches, players and students to develop their coaching abilities and contribute something back to the community.'

Course leader Paul Rainer, of the University's Faculty for Health, Sport and Science, added: 'The course will offer young people the opportunity to gain a higher education qualification which, if they wish to continue studying, they can then extend to a full degree.'



Cardiff youngsters enjoying the new course

# SPIREITES STEP UP THE SEARCH FOR LOCAL HEROES



**Chesterfield have launched an innovative tie-up with a number of local boys' clubs in an effort to help the Derbyshire club attract local talent in the face of stiff competition from bigger, neighbouring clubs.**

The Spireites have linked-up with three local junior football clubs, Chesterfield Junior Blues, Brampton Rovers and AFC Dronfield, to enable the club's centre of excellence to identify talented young players from its local area.



Coaching staff at all three clubs will receive support from the League 1 club and any talented youngsters will be nurtured by their junior club until they reach the high standard required by Chesterfield's Centre of Excellence.

Centre of Excellence manager Mark Jules, a former blues defender, said: 'This is quite a milestone because we have struggled to retain local youngsters in the past but these new links should help us keep an eye out so that more local talent stays local.'

He added: 'We are delighted that the junior clubs want to work closely with us as they recognise

our coaching standards are just as good as at bigger clubs.'

Graham Bearder, Chairman of AFC Dronfield, commented: 'All the lads are excited about this new link because it gives them the chance of progressing to the next level in football. To us Chesterfield is more like a family club and we believe our players and coaches will get more attention and support than is possible from some of the bigger clubs.'

And his counterpart at Brampton Rovers, Sean Newton, added: 'We are delighted to forge these links with our local Football League club as it gives some structure, locally, to grassroots football and an outlet for any players showing real ability.'

Chesterfield's focus on local youth development is already beginning to bear fruit. A record number of eight local lads have already been signed up to the club's two-year youth scholarship scheme. Whilst, two of last season's successful under-18 team, striker Jamie Jackson and defender Jamie Lowry, have now started their first season as professional footballers, having signed contracts with the Spireites.



## FANS HAIL LEAGUE'S YOUTH DEVELOPMENT WORK

Supporters of Football League clubs have given a big thumbs-up to the work being conducted by their club to recruit, train and educate the footballers of tomorrow.

In total more than 43,000 fans contributed their views on the game as part of The League's Supporters' Survey 2006, and, asked for their opinions on the role of Youth Development at their club, 99% indicated that it was either 'very important' (84%) or 'fairly important' (15%).

In welcoming fans' support for Youth Development in The Football League Andy Williamson, The League's Chief Operating Officer, said: 'It is very encouraging to see supporters placing such great emphasis on the importance of clubs' Youth Development programmes. Local players playing for local clubs in front of local supporters is the very cornerstone of The Football League.'

'Our clubs are the breeding ground for the next generation of footballing talent and, through their youth development departments, are giving specialist coaching to gifted young players from their local area.'

'Across The League, almost 8,000 young footballers are being developed by more than 2,000 trained staff, with impressive results. In the last 3 seasons alone almost 400 players have graduated to the ranks of the professionals.'



(above left) The Spireite's successful 2005/06 youth team squad.

(left) Young players Jamie Jackson and Jamie Lowry sign contracts with Roy McFarland.

(below) Chesterfield's Centre of Excellence manager Mark Jules.

If your club would like to feature in future issues contact:

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