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Principal Sponsor



Football Education Academy

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Stoke City Football Club

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What is the Football Education Academy?



What is the Football Education Academy?

The Football Education Academy is a post-16 education programme incorporating football training, matches and development into players' college education.

Alongside studies at Stoke-on-Trent College, players' represent Stoke City in 11-a-side competitions in the EFL Community and Alliance League. Players train twice a week and receive top level coaching from professional and experienced Stoke City Community Trust staff.

There are various course options at Stoke-on-Trent College, including Level 3 National Foundation Diplomas (BTEC) in Sports Development and Coaching as well as Sport, Fitness and Personal Training.

Kashsingh Gill, a Football Education Academy player, says, "It's a great atmosphere to be in; you get to train, play football and obviously get your education".

The Football Education Academy programme has run successfully since the 2019/20 season, similarly to the success of the Futsal programme running for a number of years prior to this.



Our Programme

After running the programme for two years, September 2021 marked the first year of having both male and female provisions.

There are 58 boys (i.e. two 11-a-side squads and a futsal squad) and 11 girls (i.e. futsal squad) registered on the programme for the 2021/22 season. The programme is continuously growing with the support of partner Community Trust projects e.g. Premier League Kicks and Development Days which run during the school holidays throughout the year.

The course is highly popular and has been well-received by the players who have completed the programme. We're confident we'll have 11-a-side provision for both male and female players for the 2022/23 season onwards as well as futsal opportunities.

We, the Stoke City Community Trust and Stoke-on-Trent College staff, are committed to providing top quality football and education provision.



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Football Provision



Coaching Staff

The Stoke City Community Trust staff are specifically focussed on coaching players aged 19 and under. Collectively, the staff have the relevant coaching qualifications (UEFA & FA licensed coaches up to UEFA A), experience and expertise to develop male and female youth footballers.



Dave Beswick - FEA Programme Lead

Dave is a UEFA B qualified coach with coaching experience in academies, semi-professional and professional football and education environments

Duncan Gilchrist - Football Education & Disability Manager / FEA Coach

Duncan has a UEFA A, UEFA B Futsal & UEFA A GK Licence; highly experienced in the Girls RTC, Academy and England Disability Squads



Dani Taylor - Female FEA Lead Coach

Dani is a UEFA B License coach, completing a Masters Degree in Sports Coaching (research specialising in girls/women's football) and currently coaching at Stoke City Girls RTC

Laura Machin - FEA Sports Therapist
Laura has a Bachelor's Degree in Sports Therapy and has completed all relevant FA qualifications for First Aid



Liam Peart - Football Development Officer / FEA Coach

Liam is a UEFA B Licensed coach and has experience with Stoke City Girls RTC and as a full-time coach at the Academy



John Mayer - FEA Coach

John is a UEFA B Licensed coach, has professional playing experience and is currently coaching at Stoke City Girls RTC



Lucy Ridgway - Girls' & Womens Officer / Female FEA Coach

Lucy holds her UEFA B Licensed and has coached with the Girls RTC. She is currently Stoke City Women (first team) coach



Lewis Chell - FEA Sports Therapist

Lewis has a Bachelor's Degree in Sports Therapy and all relevant FA qualifications for First Aid. He works at a professional Sports Therapy Clinic and at the Academy





Training

Players train two to three times a week (equating to roughly 6-8 hours), receiving top level coaching from professional and experienced Stoke City coaching staff.

Harry Oliver, from our Football Education Academy's first intake of players, explained, "It's a great programme. It gets you through the week knowing you've got football Monday, Wednesday, Friday".

Players receive coaching across all aspects of football and futsal, including technical and tactical training sessions as well as strength and conditioning which is highly encouraged, with training taking place at top quality Stoke City and partner facilities.

Programme Lead, Dave Beswick said in an interview, "With the staff we have at Stoke City, we believe we can really develop players individually. If they come with the right attitude, the right commitment, we have the right staff on board to develop those players".

Facilities



- Stoke City Academy Dome



- Stoke-on-Trent College - Sports Hall / Gym



- Longton Rugby Club
- Roe Lane Playing Fields
- Harrison Park (Leek Town FC)
- Norton Sports Club
- Clayton Wood





Matches

Players get the opportunity to represent Stoke City in the EFL Community and Education Alliance League wearing the famous Stoke City red and white stripes for any football competitions.

It's the only competition of its kind and unlike other college courses, players compete against some of the top clubs in North / Central England (e.g., Manchester City, Sheffield United, Derby County).



Any player registered on a post-16 education course with a Club Community Organisation is eligible to play in the EFL Community and Education Alliance League within the under 19s age band.

The aim is to provide playing opportunities for young people with a passion for football as well as helping them achieve their education goals through football.

Home Grounds

Players' competition matches are played at local stadium pitches:

- Emery's Stadium - Home of Stoke City Women
- Red Industries Stadium - Home of Newcastle Town
- Harrison Park - Home of Leek Town

Performing at stadium pitches is great experience and preparation for a playing career after completion of the programme, so 'big' venues and/or supporting crowds become a normality.





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Education Provision





Develop

With six to eight hours of football a week, players will naturally develop as footballers across all areas of the game (tactical, technical, physical, psychological, social), furthermore with the help of expert coaches and encouragement to play for a club simultaneously.

Stoke-on-Trent College delivers high-quality education provision enabling players to develop academically in addition to footballers, enabling progression in any desired route when leaving college.

Case Study

Manuela Delle achieved a triple merit in Level 3 Sports Coaching and Development. She is currently playing for Stoke City Women (first team) and has progressed onto higher education studies at university.



Learn

Studies are conducted through partnership with Stoke-on-Trent College with various BTEC courses available (Level 1, 2, 3) across a variety of subjects. It's recommended students study a Sports course due to timetabling education and football provision (however inquiry into other subjects is possible). A-Level options are also available through St. Thomas More Sixth Form.

Example Timetable*

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Academic Study	Academic Study	Match Day	Match Analysis	Academic Study
Afternoon	Technical Training	Additional Training (e.g. strength & conditioning)	Match Day	Academic Study	Tactical Training

*Subject to course, level, additional study (e.g. Maths/English) & any other changes



**Level 3
National Diploma in
Sports, Coaching and
Development
(BTEC)**

Courses

The Level 3 in Sports, Coaching and Development is an advanced course investigating current issues and principles around the development of sports coaching and fitness. This involves aspects of sports coaching and development, exercise for specific groups, talent identification and organising sports events. This is a theory and practical based course. You will be provided with the knowledge and practical skills required to work in or study at higher levels in the fields of sports development, sports coaching, fitness instructing and physical education.

There is a variety of teaching styles and assessment methods used throughout this course.

Entry Requirements

- 4 GCSEs grade 4-9 (or equivalent), including English and Maths
- Pre-induction interview/assessment to ensure right level of study



**Level 3
National Diploma in
Sport, Fitness and
Personal Training
(BTEC)**

Courses

This course focuses on the application of scientific principles to sports performance and coaching. Individual group and project type experiments are completed with the latest equipment from our sports science laboratory. Practical sports take place on the college site or in nearby specialist facilities. Visits are included to enhance both theoretical and practical work. Sports nutrition, fitness testing, technological developments in sport and practical sports coaching are among the units delivered. At the end of this course, students are licensed practitioners in Personal Training.

There is a variety of teaching styles and assessment methods used throughout this course.

Entry Requirements

- 4 GCSEs grade 4-9 (or equivalent), including English and Maths
- Pre-induction interview/assessment to ensure right level of study



Level 1 & 2 Sport Courses

Courses

Level 2 Diploma in Sport

This course helps learn skills and knowledge of coaching and support for sport performance (nutrition, psychology, health, anatomy and physiology) and fitness instruction. Students can progress onto the Level 3 Sport, Coaching and Development course.

Entry Requirements

- 4 GCSEs grade 3 or above (or equivalent)
- Pre-induction interview/assessment to ensure right level of study

Level 1 Diploma in Sport and Public Services

This course explores the sport, recreation and public services industries, allowing progression onto further studies.

Entry Requirements

- 2 GCSEs grade 1-2
- Pre-inductions interview/assessment to ensure the right level of study



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Why choose the Football Education Academy?





Added Value

In addition to football and education provision, players in the Football Education Academy can enjoy a variety of additional benefits including:

- FREE training and travel kit
- FREE access to gym facilities
- FREE access to physiotherapy support
- FREE Stoke City Championship tickets to home games (subject to availability)
- Work experience, volunteering/work opportunities through Stoke City Community Trust
- Opportunity to complete FA qualifications
- Transport provision for training and matches
- Official photographs

Joe Allen visited Football Education Academy training, stating after: "It's a really good standard as well, so I'm getting tested. Just done a bit of 1v1 defending and all sorts of tricks coming out. It's great to be here! It's another great programme that seems to be thriving."

Pathways

The Football Education Academy can provide the opportunity to pursue a number of routes after college...

Player

Development Route

Stoke City Foundation Degree
(University of South Wales)
Stoke City Player Pathway
Degree (Staffordshire
University)

Playing Route

Semi-Professional
Professional
US Scholarship



Education Route

Higher Education

Employment Route

Stoke City Community Trust:
Traineeships, Apprenticeships,
Volunteering, Employment
Stoke City & bet365 the
largest employer in Stoke-on-
Trent



Aims

We want to give players the opportunity to reach their highest potential within the game and as individuals.

The programme allows young people to develop their life skills whilst forming and sustaining positive relationships with a variety of people.

We want to build strong local communities where everyone has the opportunity and support to achieve their goals.

Participation in the Football Education Academy undoubtedly increases physical wellbeing, consequently having a positive impact on mental wellbeing too.

We want to increase the sporting, educational and employment opportunities for young people within our local community and further afield.

Achievements



Manuela Delle

Previously introduced, Manny made her Stoke City Women (first team) debut vs Derby County in October 2020

Tom Pond

Tom was a part-time employee, completed the SCFC Degree programme and now the Community Trust Health Lead and Stoke City Women Reserves Head coach



Rhys Williams

Rhys was a GK with the FEA programme who was scouted by the Academy. He trained with the Academy for 6 months before moving on

Mbemba Juwara

MJ completed an alternative football education programme, but still joined Stoke City Community Trust on the Kickstart Programme after his course completion





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What do you need to do?





Expectations

We, at Stoke City and Stoke-on-Trent College, are providing a top class football and education programme experience for players. In return, there are some player requirements and expectations:

- Communicate with coaches - we use an app, 'Spond', to communicate events, receive player availability and post any relevant messages
- Compliance with players Code of Conduct - this is vitally important for participation in the programme, formed in partnership with players, coaches and college tutors
- Commitment! - Training and match day is timetabled like college lessons, attendance to all in a timely manner is crucial as education facilitates football
- Good work ethic - Players must give 100% effort and show desire to develop
- Correct kit is worn to both training and match days - you represent Stoke City, Stoke-on-Trent College and yourselves.

It's important to look and feel like a professional.



How to Apply?

If you would like any further information or would like speak to any of our Football Education Academy staff, contact details can be found on the next page.

If you'd like to apply to Stoke-on-Trent College and the Football Education Academy, please visit <https://www.stokecoll.ac.uk/>

If you're not sure yet, we run development days in most school holidays so look out for our next one on the Stoke City website, <https://www.stokecityfc.com/category/community>.

Programme Lead, Dave Beswick summarises, "You'll get a fantastic education and you'll enjoy the experience of being involved with Stoke City"

We look forward to meeting you and for you to join our programme for the next academic year!

Contact Details

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Football Education Academy Programme Lead

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