



touchline

News from League Football Education

LFE gets a result

Inspectorate delivers stamp of approval
page 6



LFE is a partnership between The Football League and The Professional Footballers' Association.

LFE technical partner 



news



On my head, sun!

Nottingham Forest Apprentice James Cullingworth helps highlight ASE success in the National Press.



The recent article (pictured right) featured in 'The Sun' Careers supplement, again highlights the strides made by football and the development of the LFE ASE programme as a flag bearer

for Advanced Apprenticeship programmes nationwide.

Apprentices such as James Cullingworth and Football Clubs including Nottingham Forest have been a credit to the programme and assisted in its implementation and



advancement. Apprentices and clubs nationwide deserve great credit for the development of a programme that prepares Apprentices for later life by giving them the opportunity to gather both work based and academic skills.

Where do they go?

LFE has undertaken research to discover what happens to Apprentices at the end of their programme.

We intend to develop this research and to use the information provided in a meaningful way to assist Apprentices with the exit and progression stage of the Apprentice journey. Whilst this work is in its infancy the initial results make for some interesting reading. The results are available to download in PDF format from www.lfe.org.uk. If you have any questions, require any further information or wish to get involved in the research please contact Dan Jolley at LFE via djolley@lfe.org.uk

It's your newsletter

Got a story? Want to share news with other LFE partners?

This is your newsletter and we welcome any contributions from all Apprentices, coaches, clubs, parents and partners. If you have a story, email ssutcliffe@lfe.org.uk



Looking good!

LFE's thanks go out to Preston College who recently took part in a photoshoot celebrating our partnership with Puma in their sponsorship of the ASE programme. Following the shoot the kits (modelled right) were donated to the college and were sported by the college first team on their recent tour of the USA.



New for 2007 Apprentice of the Month Programme in association with PUMA



As a further commitment to recognising the successes of all Apprentices, League Football Education is launching an Apprentice of the Month programme. The programme will kick off with the new cohort of apprentices in June 2007 and will be supported by our technical partner PUMA who will be providing the prizes for each monthly winner.

Meet the Team behind the scenes

To many they are the faceless staff of LFE but the MIS (Management Information Systems) team remain an integral part of the organisation.

The team (pictured from left to right), consists of Manager Mike Robinson and Administrators Elaine Hogbin, Lindsay Hayes and Michael Cooke. They provide valuable administrative support that underpins operations.

On a day to day basis staff capably support the LFE Regional Officers that they are each assigned to but their roles entail a number of different functions, most notably dealing with Apprentice data, the calculation of monthly football club payments and liaising with college staff and awarding bodies.

Additional duties that are designated to the MIS team include website development and maintenance, sustainable development and liaising with LFE's technical partner PUMA.



Your Views

LFE is committed to quality improvement and the collection of feedback from stake holders is an essential element of this.

LFE aims to improve the Apprentice experience and Apprentice achievement rates and believes that continuing to seek feedback from stakeholders and acting on it assists in this aim.

LFE appreciates all responses received to its questionnaires. Our latest questionnaire offers Apprentices the opportunity to WIN one of ten packs of Puma equipment by commenting on the ASE Programme and Puma products.

For more information and your chance to win please log on to www.lfe.org.uk

LFE Development Fund Update

In July 2006 LFE launched a Development Fund which is a financial opportunity open to all Football League Clubs participating in the Apprenticeship in Sporting Excellence (ASE) programme.

The purpose of the Development Fund is to allow clubs the opportunity to draw down up to £3,000 to make improvements in the delivery of ASE and provide additional support for Apprentices on the programme.

What can funding be used for?

LFE is pleased to report that 33 football clubs have taken advantage of this funding to advance the ASE programme at their clubs. Examples of equipment purchased by clubs include: Camcorders, Digital Cameras, Smart Boards, Lap tops, Printers, Power Speed Resistors, Fitness

DVD's, and Heart Rate Monitors.

Clubs have also used the fund to pay for psychology consultants, fitness testing sessions and residential courses all of which of course will aid Apprentice development and heighten experience.

Making a real difference

Rochdale is one club that has put this money to good effect. The club purchased a Heart Rate monitoring system which has enabled them to analyse Apprentices' optimum training levels during fitness and other training sessions.

Keith Hill (now First Team Manager) states that, "Additional funding from LFE in the Rochdale AFC apprenticeship scheme has made a real difference to the Apprentice experience. It has enabled the training and development programme to be specific to individual requirements of players and football." Only 12 clubs have so far made a Development Fund claim for the full allocation of £3,000 and 35 clubs have yet to draw down funding. If you are one of those clubs, act now!



The criteria for making an application are outlined below and an application form is available online at www.lfe.org.uk



Application Criteria

- A maximum of £3,000 is available to each Football League Club supporting ASE.
- Clubs should apply in writing providing a full breakdown of items & costs.
- Claim forms to be submitted by 31st May 2007 and signed by Club Director/Company Secretary.
- Cannot be taken in cash.

- Reimbursement will only be made against original invoices. Please note that VAT will not be paid by LFE.
- Minimum of 10 Apprentices to access £3,000.
- Minimum of 6 Apprentices to access £1,500.

The deadline for applications is 31 May 2007 so please don't leave it too late. The opportunity to access this funding is one that should not be missed. For more criteria visit www.lfe.org.uk.



Magnificent Seven!

Sheffield Wednesday have every reason to celebrate, of the seven Apprentices who finished the ASE programme in the summer of 2006 all seven achieved full Modern Apprenticeships making it a clean sweep for the South Yorkshire club.

Five of the Seven Apprentices have now moved on to pastures new but for Andrew Broadbent and Thomas Spurr the ASE programme has provided an excellent grounding for life as professionals.

Reserve team regular Andrew Broadbent states; "My time as an Apprentice was hard work but the combination of the coaching I received at the club and the education programme at college has given me a rounded experience that has helped me to develop both on and off the pitch."

Tom Spurr who recently starred in the FA Cup tie against Manchester City at the City of Manchester stadium reiterated his teammates comments.

"The Apprenticeship was great, playing football everyday whilst getting an education was a good

experience. Both the club and Hillsborough College were extremely supportive. The staff at the club were great helping me keep on top of my NVQ, while my college tutor was really understanding ensuring that I was always up to date with my work even when I was away from college for Reserve and First team fixtures."

Grooming Talent
While the programme at Wednesday has been successful in grooming professionals like Andrew and Tom it has also catered for the boys who weren't fortunate enough to obtain a professional contract and given them the opportunity to follow alternative employment or education opportunities. Richard Jones is one such

case, now a first year Physics student at Durham University he states:

"Combining football and education was pretty intense at times especially when I was involved with the reserves but it's been worthwhile. I was able get a balanced programme of football and education that allowed me to keep my options open and has clearly benefited me."

Sean McAuley, Academy Manager at Sheffield Wednesday is justifiably happy, he states: "We're really pleased to get all seven lads through the Framework. Credit must go to Vicki Tomlinson our Education & Welfare Officer, the college and the players themselves. We realise the importance of educating all our young players and we're fully committed to doing just that."

The Apprenticeship was great, playing football everyday whilst getting an education was a good experience.



Where are they now?



Andrew Broadbent (left)
Professional at Sheffield Wednesday



Joe Appleyard
Undergoing assessment for recruitment to the Fire Service.



James Brackenridge
Considering an American Scholarship offer.

Richard Jones (left)
Undergraduate at Durham University studying Physics.

Kyle Forbes Chambers
Playing Semi Professional.

Thomas Spurr (left)
Professional at Sheffield Wednesday

Rickel White
Attending Lilleshall National Centre for Injury Rehabilitation.

Getting the stamp of approval

The Adult Learning Inspectorate (ALI) in England along with its Welsh counterpart Estyn has given the football apprenticeship programme at Football League Clubs in England and Wales managed by League Football Education (LFE) their stamp of approval.

The report published on the 2nd February is based on findings from the intensive inspection undertaken in December 2006. The inspection featured 11 inspectors, involved 35 clubs, 27 education providers and featured interviews with over 250 Apprentices.

Gordon Taylor, Chief Executive of the Professional Footballer's Association, and PFA Deputy Chief Executive and LFE Chairman Mick McGuire were delighted with the report. In a joint statement they said that, "the report provides all LFE stakeholders with the level of confidence that the Board already has with the LFE management, staff and their delivery of the programme. We knew how much progress had been made but to have such a good report is excellent."

Board member Andy Williamson, Chief Operating Officer of the Football League paid tribute to both LFE and the staff at Football League Clubs who have

worked to enhance the apprenticeship experience, "LFE has managed to galvanise the Football Club staff and between them they are delivering a programme of real benefit to the Apprentices."

Alan Sykes, Chief Executive of LFE, thanked everyone working on the ASE programme, "The findings in this report would not have been possible without the support of Football Clubs and their Apprentices, Education providers, LFE staff and all the other partners involved in the programme. We are grateful to everyone involved and for the support of both the Learning Skills Council and Welsh Assembly Government for the financial assistance given to the programme."

A full version of the report is available from the ALI website at www.ali.gov.uk or for further information on LFE visit www.lfe.org.uk.

"LFE has managed to galvanise the Football Club staff and between them they are delivering a programme of real benefit to the apprentices."

The report provides judgements on the overall effectiveness of LFE, its leadership and management and area of learning. Subsidiary grades for quality improvement and equality of opportunity are also provided. The ALI uses a four point grading scale to summarise its judgements:

Grade 1 - outstanding • Grade 2 - good • Grade 3 - satisfactory • Grade 4 - inadequate

Only 6% of WBL providers nationally are graded any higher than LFE and over 46% are graded lower. LFE are therefore considered one of ALI's best graded providers.

The report provides the following grades and comments:

Overall effectiveness GRADE 2

- LFE's leadership and management are good, as are its arrangements for quality improvement and its provision in sport, leisure and recreation.
- The inspection team had a high degree of confidence in the reliability of the self-assessment process. The self-assessment report is evaluative and critical and its findings matched those of the inspection team.
- The provider has demonstrated that it is in a good position to make improvements.

Good initiatives and investment to improve provision and raise success rates

Leadership and Management GRADE 2

- LFE provides value for money
- Good initiatives and investment to improve provision and raise success rates.
- Very effective strategic and business planning.
- LFE has recognised the importance of supporting those learners who

are not offered a professional contract at the end of their Apprenticeship. Core values are most appropriate and establish learners as the main focus for attention and development.

Area of Learning, Sport Leisure and Recreation GRADE 2

- The ASE programme is very effective in meeting the needs and aspirations of learners.
- All the practical coaching sessions observed were very well planned and delivered and were graded good or better.
- The coaching provision in Wales is very good.
- Good development of practical skills.
- Well co-ordinated and managed programme.

LFE provides value for money

Quality Improvement GRADE 2

- LFE has a particularly effective framework for quality assurance.
- Very effective strategies for quality improvement.
- LFE has particularly well written quality assurance procedures and document control is strong and effective...
- ... with a good emphasis on those activities that most strongly affect learners.
- Strong action has been taken to review, monitor and improve the performances of subcontractors.

Equality of Opportunity GRADE 3

- LFE has a good strategy for ensuring equality of opportunity and a clearly written policy, which includes all current legislation.
- The policy is also written in Welsh.

The ASE programme is very effective in meeting the needs and aspirations of learners



Getting ready for your next move...

The 2005 cohort of LFE Apprentices will soon learn whether or not they will be given a pro contract.

Unfortunately many will receive bad news. LFE has therefore put in place a number of initiatives to support Apprentices that are released by their clubs.

LFE Establish New Exit and Progression Partnership

One element of the exit and progression support programme LFE is building is the delivery of timely and relevant careers fairs that have exhibitors, clinics and workshops tailored to the needs of football Apprentices or professionals if they leave the playing side of the game.

LFE has now established a link with JOBscene, the UK's largest provider of recruitment, training and careers events. Through planned and supervised visits to these events the Apprentices will be exposed to potential career ideas and opportunities. This can also help towards the evidence base required for the ES6 module, Managing Your Own Career.

The Spring 2007 schedule of events for England and Wales is as follows:

8TH MARCH
Newport Centre, Newport

18TH & 19TH MARCH
Olympia, London

20TH & 21ST APRIL
Marriott Hotel, Bristol

26TH APRIL
The Town Hall, Reading

10TH & 11TH MAY
The Guildhall, Plymouth

17th May
The Guildhall, Southampton

Please see
www.jobscene.co.uk for further information

More Progression Partners to be established

Further primary research undertaken by LFE has also confirmed the industry sectors that the majority of Apprentices are moving into if they are not offered a professional contract. The results of this research are the driving force behind two important initiatives.

Firstly, inviting and attracting relevant exhibitors to the JOBscene series of events and secondly, using this information to forge more strategic partnerships with employers, universities and training providers in the identified areas enabling smoother progression and even placement of Apprentices into these sectors.





Assessment Trials

The exit and progression research undertaken in the summer, which targeted June 2006 leavers, revealed that 48% of those who responded to the survey would have found assessment trials 'very useful'. The importance of staging well organised and well attended trials was also confirmed in many of the interviews conducted at the same time.

As a result LFE and The PFA have combined to organise assessment trials in the summer. These have been specifically designed to ensure maximum representation from scouts and clubs in order to give Apprentices completing their programme, and first year

professionals coming to the end of their contract, the best possible opportunity of showcasing their talents. The trials have been scheduled on a regional basis with three events taking place in the following regions.

22ND MAY 2007
South region

23RD MAY 2007
Midlands region

24TH MAY 2007
North region

Further details will be published nearer the time.

LFE commits to long term Tracking and Monitoring Programme

LFE have committed to a Tracking and Monitoring programme that will aim to ensure successful progression for all. Each Apprentice will be tracked and monitored for a minimum of 12 months after completion of the ASE programme with a select number being tracked for an extended 5-year period.

This process will enable LFE and its partners to give direct support to Apprentices with the information gathered also being used as the building blocks of a relevant exit and progression support programme throughout the 2-year ASE programme.

Celebrating Success Agenda



Football League Apprentice of the Year 2007

The Football League Apprentice of the year 2007 awards were recently made at a glittering Football League Awards Ceremony on the 4th of March 2007. The divisional winners were as follows:

Wickes Young Apprentice Award - Coca Cola Championship: Chris Gunter, Cardiff City.
Apprentice Award - Coca Cola League 1: Joe Skarz, Huddersfield Town
(Sponsored by Nivea for Men Weekend Wonders)
Apprentice Award - Coca Cola League 2: Joe Thompson, Rochdale
(Sponsored by Nivea for Men Weekend Wonders)

Football League Apprentice helps launch the 2007 Apprenticeships Awards

James Cullingworth, who is featured on page 2 of this newsletter, has been used as a case study to launch the 2007 Apprenticeship Awards. LFE will be supporting these awards by identifying and driving nominations for the highest performing Apprentices, Clubs and Colleges. Visit www.apprenticeships.org.uk /awards/launch2007 for further details.

More nationally recognised Awards

As part of a drive to recognise and celebrate success, LFE will also be driving nominations for the following awards:

- National Training Awards 2007 (please see www.nationaltrainingawards.co.uk)
- Welsh Modern Apprenticeship Awards Wales 2007 Please see: www.wales.gov.uk

“Assessment trials will give the best opportunity to be spotted and taken on if not initially successful in getting a professional contract”

Meet Pat Lally Regional Officer

As a Regional Officer for LFE Pat has a small compliment of clubs based across the breadth of the Yorkshire Area. Barnsley, Huddersfield Town and York City.



Pat on the pitch

His experience in the game dates back to the late 60's when he started out as an Apprentice at Millwall but Pat will probably be best remembered for his time spent at the Vetch Field playing in the colours of Swansea City. He made 153 appearances and scored 10 goals for the Swans and his intelligent play and darting midfield runs were likened by supporters to the 'Kaiser' Franz Beckenbauer.

In a career spanning 15 years which also took in spells at York City, Aldershot and Doncaster Rovers, Pat amassed close to 400 league appearances.

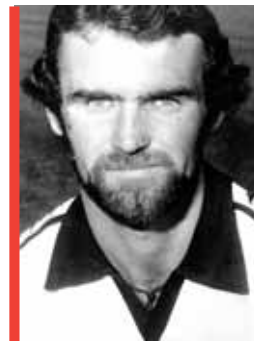
A career of two halves

In 1983 Pat took up a position with the Footballer's Further Education and Vocational Training Society thus starting his involvement in working with and guiding Apprentice Footballers which has carried through to the present day.

Pat now combines his role as a Regional Officer with his work heading up the PFA Education Department. The dual role is one that he clearly enjoys using his vast experience and knowledge to assist current and former players. Pat's remit with the PFA is to provide guidance and

grant funding for those players looking to undertake educational or vocational training.

From dealing with seasoned professionals and to conducting reviews with Apprentices, Pat firmly believes that education has a key role to play within the modern game and loves nothing more than his visits into football clubs to speak to players.



"The best part of my job is actually going into clubs and speaking directly to players. I'm always keen to stress the opportunities that are open to them educationally and the importance of being well qualified for when your playing days are over. Don't leave it until you hear the fateful words 'the club no longer requires your services'. If you act while you are still playing the transition into a secondary career will be much smoother." Pat sees his role of one of gaining

understanding from both Professionals and Apprentices and ensuring that they are fully aware of the opportunities education can open up.

Hobbies & Interests

Away from football, Pat is also a keen golfer, enjoys going to the theatre, reading and eating out. He also enjoys travelling and lists Italy as one of his

"The best part of my job is actually going into clubs and speaking directly to players."

favourite destinations.

Pat's sporting hero is Pele; Pat says, "he had everything and is the greatest player I've ever had the privilege to watch." He also has some advice for any current or ex Apprentices - "Always remember that if you require funding to undertake educational or vocational training after you finish your two-year apprenticeship, the PFA's Education department may be able to assist you with grants towards the costs of these courses."

get more online

LFE'S website is regularly updated with news items and continues to expand with new sections being added.

The Virtual Learning Environment is soon to be developed further which will enhance the online experience for Apprentices.

- **What's New**
 - New Downloads (Guide to HE Applications, Guide to Exit and Progression, Touchline)
 - Apprentice Well Being
 - Feedback Reports
 - Updated News Items
 - Announcements
 - Online Questionnaires

- **Coming Soon**
 - Virtual Learning Environment
 - Club Staff Download page
 - College Staff Download page

The introduction of Online Questionnaires allows the Apprentices to log on and complete questionnaires along with the chance to win a selection of Puma kit. Feedback is essential to LFE's commitment to quality improvement and the Apprentices' views help to improve the overall Apprentice experience.

find out for yourself
today by visiting us
online at www.lfe.org.uk



Wrexham Wonderkid

Matt Done joined Wrexham as a 16 year old Apprentice in the summer of 2004, still only 18 he is now a first team regular at the club with over 25 league appearances to his name this term. Touchline caught up with Matt for his insight into his time spent at the League Two club.



As an Apprentice

“Well I think having the two years as an Apprentice has really helped me to step up to first team level football. I found that I had the time to develop in and around other lads my own age before gradually progressing and testing myself against the senior professionals in training. The first year of my Apprenticeship really helped me to settle in, get used to everything at the club and then in my second year I was able to push on and play in the reserves and first team.

I'd say the main things I'd take from my Apprenticeship are that it has helped build my confidence and improved my communication skills.

The Btec and the NVQ were hard work but really

interesting. I found that a lot of the material like the health and fitness testing work and the physical conditioning unit of the NVQ covering topics like nutrition and diet applied directly to my football so I was able to take a lot out of it and it was good from that point of view.”

Educating Excellence

Each Apprentice on the ASE programme undertakes a framework of qualifications. For Apprentices with First or Reserve team commitments it can often be difficult to combine education with football but with the help of LFE Regional Officer Craig Skinner, Matt Done was always capable of meeting that challenge.

“I found that the club, the college and LFE worked

well to support me on my Apprenticeship. Obviously I had a lot of support from the club with regard to my football development and in completing the NVQ, Yale College delivered my BTEC National Certificate but Craig Skinner (LFE Regional Officer) was brilliant with me. He saw me on a number of occasions on a one to one basis and got me to really focus on what I needed to do to pass each element of my framework.”

First Team Regular

On the fringes of the first team in the 2005/06 season Matt's really made his mark this term making over 25 first team appearances and scoring two goals to date. His most memorable moment of the campaign to date coming in the 4-1

“I'd say the main things I'd take from my Apprenticeship are that it has helped build my confidence and improved my communication skills.”



demolition of Sheffield Wednesday at Hillsborough in the League Cup where he registered his first goal in the first team.

“I'd say that another highlight was getting the opportunity to play in a pre season game against Liverpool as a 16 year old Apprentice. To play against the likes of Steven Gerrard and other international players was a massive thrill for me.”

“Obviously I just want to kick on with Wrexham now, but long term my ambition would be to play at the highest level against players like that week in week out.”

We need you

To be profiled in a future issue, email ssutcliffe@lfe.org.uk