



touchline

News from League Football Education

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on up!



GRADE 2



INVESTOR IN PEOPLE

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



LFE Technical Partner



news



Apprentice of The Month

The honours for the final Apprentice of the Month for last season went to Alex Dyer of Northampton Town.

Alex signed his first professional contract in November after an impressive opening to the campaign. Following his first team debut in the Carling Cup against Premier League side Middlesbrough, he made a number of league appearances and opened his account for the Cobblers in a 2-1 victory over Luton Town in April.

As well as his success on the pitch, Alex is well on his way to completing his Apprenticeship, having demonstrated an excellent attitude to the education throughout the two years and is set to achieve a full framework.

The 17-year-old midfielder was also awarded the Northampton Town Young Player of the Year award for 2007-08 at the Club's end of season sponsor's dinner.

The Apprentice of the Month awards will re-start in September 2008.

Pitch2Podium

UK Sport and the English Institute of Sport (EIS), together with the major football authorities including LFE, are offering released Apprentices and first year professionals the chance to take up a new challenge and switch their talents to targeted Olympic sports. Pitch2Podium aims to provide young football players (aged 18-22 years), who have not yet secured a professional football contract, with a unique opportunity to succeed in an alternative Olympic sport.

Events will be held on Saturday 5th July 2008 at Lee Valley Athletics Centre, London & on 19th July 2008 at Sport City, Manchester



Puma Youth Alliance Cup 2007-08

Congratulations go to Hull City who beat Colchester United in the 2007-08 Puma Youth Alliance Cup final to seal a League and Cup double. After preparing for a tough game, the Tigers took an early lead with a goal from Liam Cooper and didn't look back.

The U's put up a good fight but it ended 3 - 0 with two further goals from Bill Law and Jamie Devitt.

Puma Youth Alliance Honours Season 2007-08

North West Conference

Winners Walsall
Runners-up Wigan Athletic

North East Conference

Winners Hull City
Runners-up Doncaster Rovers

South West Conference

Winners Plymouth Argyle
Runners-up Swansea City

South East Conference

Winners Queens Park Rangers
Runners-up Gillingham



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



Thanks!

LFE would like to extend its congratulations to our guest blogger, Marc Grocott of Stoke City, for gaining a professional contract at the end of the season.

Marc (pictured far left) has provided us with a valuable insight into his second season as an Apprentice with the Potters and on completing his Apprenticeship was rewarded for his efforts with a pro contract along with 3 of his team-mates, Danzelle St Louis-Hamilton, Jimmy Phillips and Tom Thornley.



Touchline Scoops Award of Excellence

LFE and Creative Designers ICG picked up a prestigious award at the Communicators in Business Awards 2008.

At a Gala dinner at the Brighton Hilton Metropole, LFE was presented with an 'Award of Excellence' for its Newsletter, Touchline which is distributed to all Clubs and Apprentices participating on the ASE programme with LFE.

Touchline, which focuses on the issues that matter to Clubs and Apprentice Footballers, has gone from strength to strength since it's creation in October 2006 and it is satisfying for everyone at LFE & ICG that it has now gained national recognition.

The CIB judging panel stated: "Touchline is an excellent publication. It is vibrant, well-designed and has pace that lasts the full ninety minutes. The result is an easily readable, exciting piece of work. One senses that this magazine is very much part of the readers' lives and that they must feel that they are engaged by the publication."

LFE's Communications Manager, Steve Sutcliffe was delighted with the accolade and said: "The CIB 'Award of Excellence' is further testimony to the progress that LFE have made in a very short space of time. We are all delighted by the award and hope to continue providing Clubs and Apprentices with an engaging publication in the future".

"Touchline is an excellent publication. It is vibrant, well-designed and has pace that lasts the full ninety minutes."

Daniel Broadbent



Huddersfield Town striker Daniel Broadbent has undoubtedly made a positive impression after 10 years with the Terriers.

Joining the Club as an eight year old, Daniel has represented the club at every level and made his bow in the Town first team as a second year Apprentice last term.

The former England U16 international caught the eye with a string of impressive performances at Youth and Reserve level and his remarkable season was capped when he was named as the League One Apprentice of the Year at The Football League Awards emulating Terriers team-mates Joe Skarz who picked up the gong in the 2006 – 07 season.

The Apprentice Awards reflect not only excellence on the pitch but also academic aptitude and hard work and it was just reward that his efforts were recognised by an expert panel of judges. On winning the award 18-year-old Daniel said: "I still can't believe it. This award is a great reflection on the Club and the Youth Development system that is in place. It is the second year running that a player from Huddersfield has won it and I am very proud."

After making his league debut against Tranmere Rovers last October the young striker has made excellent progress and has worked diligently to successfully complete the academic elements of his Apprenticeship. As a first year Professional next season Daniel will be aiming to impress boss Stan Ternent and further enhance his growing reputation.

LFE's Pat Lally has watched Daniel mature over the last two seasons and believes he has all the attributes to do just that: "Danny is a very likeable young man who always endeavours to get the best out of himself in everything he does whatever the situation or circumstance.

He has a positive and determined attitude that has served him well on the field and educationally and should continue to serve him well.

He's a great role model to his peers both on and off the pitch and I can't speak highly enough of him."



Have you ever wondered why there are not more black and ethnic players involved in Football Coaching or Management?



Paul Davis
PFA Regional Coach
South East

Equality of opportunity within coaching.



Paul Davis

Among footballers in this country, there is a successful mix of cultures.

PFA statistics

show that 25 per cent of our footballers are of ethnic origin. However, figures show that less than 1% of Managers and Senior Coaches are of ethnic origin.

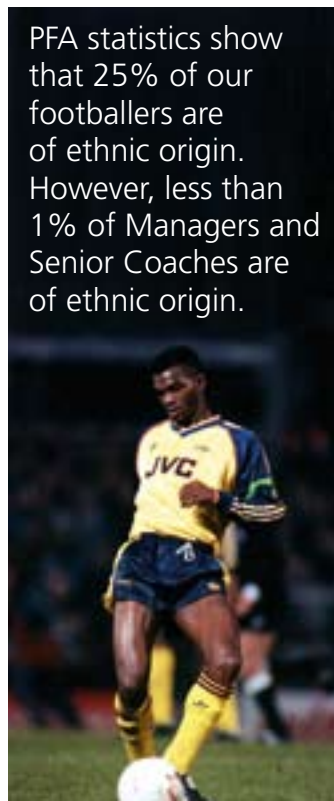
I am currently working hard alongside my colleagues at the PFA to increase awareness of this issue and to facilitate a training and development programme for coaches from ethnic minorities. Having already lost one generation of potential coaches, we are determined to help redress the balance by not losing the next.

I have gone through the Player/Coach/Coach-Educator route, so I now spend four days per week as the PFA Regional Coach in the South East Region delivering the Level 2 Certificate in Coaching Football to Apprentices at Football clubs.

Working with Apprentices is an interesting and challenging aspect of my role. To encourage Apprentices to take their level 2 qualification at such an early stage of their career and for them to see the value and worth of the coaching award is very rewarding.

By imparting my knowledge and Football experiences to Apprentices I am able to show them how useful the coaching qualification can be in furthering their understanding and

PFA statistics show that 25% of our footballers are of ethnic origin. However, less than 1% of Managers and Senior Coaches are of ethnic origin.



knowledge of the game. Seeing so many young players now achieve this qualification gives me a great deal of satisfaction.

Last season was again very successful with Crystal Palace, MK Dons, Millwall, Northampton, QPR, Rushden & Diamonds, and Watford all gaining very good results on the L2 CCF award. From a personal and professional point of view it's good to see so many Apprentices from ethnic minorities completing the coaching award successfully.

I consider it a privilege to be involved in this area as there is so much work to be done in ensuring that everyone is afforded the same equality of opportunity and I hope that I can be a role model for young aspiring coaches.



**PRO
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2008**



Progression 2008 kicks off in style

“Progression” is the name given to LFE’s support programme for Apprentices in Professional Football looking at alternative or secondary careers following their Apprenticeship programme.

While ASE is designed to give Apprentices the very best chance of building and maintaining a career as a professional footballer, research has shown that around 60% of Apprentices will not be offered a Professional contract at the end of



The Careers Event attracted close to 400 Apprentices who were able to engage with some of the UK's leading employers and education & training institutions



their Apprenticeship. Through Progression LFE aims to equip Apprentices with the information and skills necessary for alternative and secondary careers.

Last spring saw LFE's Progression programme hit top gear, with Progression "The Careers Event" being staged at the City of Manchester Stadium. Run in association with the The Professional Footballers Association and The Football League and supported by Puma, The Careers Event attracted close to 400 Apprentices who were able to engage with some of the UK's leading employers and education & training institutions. These include Carphone Warehouse, Fitness

First, Leeds Met Carnegie, Marks & Spencer, The Open University, The Royal Marines and Staffordshire University.

Endorsed by Puma the event also attracted England Star David Bentley who mixed with Apprentices and offered words of encouragement to many. Bentley who was once an Apprentice at Arsenal said: 'It's very humbling and reminds me how lucky I am. A lot of players I played with didn't make it and that's the harsh reality, but you can't just throw people on the scrap heap with their dreams.'



Find out more, view pictures and leave your feedback, visit us at www.progression08.com

**PRO
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2008**

**assessment
trials**



See what the scouts thought - view the player reports at www.lfe.org.uk



Tim Horn from Wigan Athletic said: "I've really enjoyed it. It was great to play in the games and it's been good to get out and meet new lads in the same boat as myself. The games seemed to flow quite well with a good tempo which is always good for the scouts so they can watch players play under a little bit of pressure."

Progression steps up a gear with the trials



Mike Aspin from Preston North End commented: "It's a good opportunity for the players that have been released like myself, the scouts are all here to watch so obviously everyone is eager to impress. I've been on trial recently with a couple of teams and it's not quite worked out but I still believe in myself and I'll continue to work at it and try and get a club for next season."



Following on from the hugely successful 'Careers Event' at the City of Manchester Stadium in March, Progression stepped up a gear as the Assessment Trials were held at The Ricoh Arena, Griffin Park and Valley Parade in May.

Leading in to the Assessment Trials demand was such that an extra match at both the Midlands and Northern Venue had to be arranged to accommodate the vast number of players seeking to participate in the showcase events.

The three events provided a total of 231 players with a platform to highlight their talents in front of 120 representatives from Premier League, Football League & Non League Clubs and Further and Higher Education Institutions from the UK and abroad.

Hailed by Players and Scouts alike the trials clearly illustrate the work that LFE is conducting to provide players with further opportunities both on and off the pitch following their Apprenticeship.

LFE would like to extend its thanks to all the Players, Parents, Club Representatives/Scouts and staff at each venue for their assistance in ensuring that the trials were run in a professional manner.

George Foster Academy Manager at Stoke City added: "The trials are unlike any I've attended previously and have been excellently organised from start to finish. A huge amount of credit must go to LFE for arranging events that offer the right environment in which to view players. The games have highlighted just how much talent there is out there and with some really skilful and good technical players on show."



Claire Wilberforce

As a Regional Officer for LFE Claire is responsible for nine Clubs in the North West and Midlands.

Hailing from the North West, Claire grew up in Cheshire and after leaving school qualified as a personal trainer and aerobics instructor before establishing a successful fitness company.

Claire then went on to study for a Sports Science, Exercise and Nutrition Degree at Chester University to continue to further her career in the leisure industry before undertaking a PGCE qualification which provided her with the opportunity to lecture in Sports Science at Northwich College.

Her involvement in Football began when an opportunity arose to work at Shrewsbury College of Art and Technology overseeing the education programme for Shrewsbury Town's scholars. She quickly became the Clubs Education and Welfare Officer and was an ideal candidate to undertake the role of an LFE Regional Officer when an opportunity arose in the Autumn of 2006.

Claire understands the importance of Education within Football and the key role it can play to shape Apprentices'

future therefore it is no surprise to learn that the most satisfying aspect of her role is the daily interaction with the Apprentices, helping them to combine full time football training with their clubs with a challenging ASE framework.

Away from her role at LFE, Claire takes a keen interest in National Hunt Racing, which while having a less glamorous reputation than Flat racing still boasts some of the world's most famous and exciting races, including the Grand National and the Cheltenham Gold Cup.



A former junior and lead lady rider, Claire enjoyed a successful amateur career in the sport before retirement. Other hobbies include wake boarding and skiing while she is also an avid traveller and is intending to go on Safari to South Africa later this year.

On a final note, Claire's advice for current Apprentices is. "Make the most of your time in football, it's a massive opportunity that you've been privileged to have been given, don't waste it, work hard and enjoy every minute'



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