

Issue 13 - November 2010  
News from  
League Football Education

# Training

League  
Football  
Education

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# Partnerships



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



Skills  
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Department for Business  
Innovation & Skills

TRAINING  
QUALITY  
STANDARD





## Leonardo Update



**LFE's 2010 Pre-Season tours were a resounding success and feedback from Aldershot, Crystal Palace and Huddersfield was superb. The three clubs enjoyed a two-week tour of Holland taking in the local sights and culture as well as playing a number of games against each other and local teams.**

The 2010 Player Placements have also been a success with all thirteen players completing their 12-week placements with five Swedish clubs.

At the time of writing, three players have been offered terms for next season while another four youngsters are also attracting interest.

In 2011 LFE will be offering four clubs a two-week tour in a European destination after securing more funding following the previous two successful tours. Funding for Player Placements has also been increased and next year 24 players will have the opportunity to experience life at a European club.



[www.lfe.org.uk/progression/leonardo](http://www.lfe.org.uk/progression/leonardo)

## Stakeholder Feedback

*LFE would like to thank all stakeholders for their continued feedback through our online questionnaires.*

The feedback we receive from you is extremely positive and the results from the most recent feedback report for 'On and Off the Job Training and Communications' were very pleasing.

Scores for each theme covered in the questionnaire for Apprentices was 'good' or better for all questions, as were the responses from Club Staff, demonstrating the ASE programme and improvements we have made are well received.

Further feedback will be collected this season and LFE will be letting you know what changes and improvements we've made as a result of your comments in 'You Said, We Did'.







Got a story? Want to share news with other LFE partners?  
email: [ssutcliffe@lfe.org.uk](mailto:ssutcliffe@lfe.org.uk)



# *Making a Positive Contribution*

Over 200 Apprentices participated in community based programmes last season to 'make a positive contribution' in areas such as education, equality, health and social inclusion.

With Club youth and community departments working in tandem, Apprentices were encouraged to take the opportunity to increase their knowledge and self awareness of the social responsibilities that

go hand in hand with graduation to the professional ranks while, of course, giving a bit back to their local community.

This year LFE's 'Outside the Box' publication will be geared towards encouraging Clubs and Apprentices to make a positive contribution. LFE hope that Clubs and Apprentices will take up the tasks offered to enhance the ASE programme experience.

TRAINING  
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## LFE Achieves the Training Quality Standard

***LFE is proud to announce it has achieved the Training Quality Standard (TQS), a nationally recognised, externally assessed framework which recognises and celebrates the best organisations delivering high quality, high impact training to employers.***

The Standard is a mark for training providers to aspire to because it's tough to achieve, and through it, their performance really sets them apart from the competition. In fact, only 180 out of over 1500 training providers

and FE Colleges funded by the Skills Funding Agency have achieved it. TQS assesses how well a training provider manages its services to ensure a high quality customer experience to each employer they work with. Therefore, this achievement endorses LFE's excellence in the delivery of training and in managing highly successful relationships with Clubs.

We would like to express our sincere thanks to all the Clubs who have played a significant part in enabling LFE to achieve the award. Firstly, in working so hard to deliver the ASE programme and ensuring its success; secondly, for providing regular and very positive feedback and suggestions which have enabled LFE to make year-on-year

improvements; and finally for co-operation in working closely with Regional Officers to set individual Club targets for the ASE programme and sharing them with LFE. Working to the TQS principles has confirmed that LFE demonstrates a great balance between what the apprentices need and what is right for individual Clubs.

LFE has an on-going commitment to:

- Achieving the highest standards in delivery of training and development solutions for Clubs
- Demonstrating expertise in meeting the needs of Clubs through the development and delivery of the ASE programme
- Continuously improve, learn and innovate

## Going to University?

***LFE's 'Guide to Higher Education Applications' is now available.***

The document contains information that is relevant to Apprentice footballers who are considering applying for Higher Education courses for entry in 2011.

It offers an insight into what factors to consider when applying for Higher Education, a full guide to the

application process including your personal statement, clearing and information regarding student finance and support.

This updated booklet can be downloaded in PDF format in the 'Apprentice Downloads' section of the website.



[www.lfe.org.uk/downloads/apprentice-brochures](http://www.lfe.org.uk/downloads/apprentice-brochures)







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## ***Apprentice of the Month 2010/11***

*LFE has re-launched the 'Apprentice of the Month' award to celebrate the success of Apprentices that have excelled educationally or in the workplace and have showed commitment to the ASE programme.*

The awards run from September 2010 through to April 2011. Each month LFE Regional Officers will nominate Apprentices that they feel best match some or all of the award criteria.

The nominations will then be judged by LFE and the winner will be presented with the trophy, a certificate and a kit-bag full of goodies.

Look out for the winners in the 'Celebrating Success' section on the website.



[www.lfe.org.uk/news/?c=celebrating-success](http://www.lfe.org.uk/news/?c=celebrating-success)



# Wongga Dream for Phillips

*Matt Phillips might have hit the big time but the 19-year-old wide-man is taking it all in his stride. A graduate of Wycombe Wanderers Apprenticeship programme, Phillips made his league debut for The Chairboys aged 17 in 2008. He signed a professional deal at Adams Park the following summer and was then capped by England at Youth Level.*

Throw in a visit to 10 Downing Street as part of a PFA delegation to meet the Prime Minister and it is little wonder that the youngster has become used to the limelight.

And that focus intensified over the summer when Phillips became a £325,000 deadline day signing

for Premier League new boys Blackpool. However with close to one hundred matches under his belt as a professional, Phillips feels prepared for the demands of the top flight:

“I’ve played a lot of matches in the past two seasons at Wycombe in League One and Two and what I have





to do now is prove that I can adapt to this level and meet different types of challenges.”, said Phillips.

“Mistakes at this level tend to be punished a lot more than when you’re in League One or Two so it’s about eliminating them and learning from the Manager and other experienced players at the club.”

A winger by trade, Phillips has so far seen his appearances restricted to appearing off the substitute bench in the more unfamiliar role of right-back but the youngster has shown himself to be adept to this positional change.

After scoring at Blackburn, he gave a composed second half display to help the Seaside claim a 2-1 victory at Liverpool last month which led to Tangerines boss Ian Holloway likening him to Glen Johnson.

“Liverpool’s right-back, Glen Johnson, plays for England and I didn’t see

much difference between the two of them”, said Holloway.

Phillips is however understandably refusing to get carried away with things instead focusing on the task in front of him:

“I just want to do as well as I can each time I step out on the pitch. It’s a dream to have reached the Premier League but I’m not stupid enough to think I’ve made it. It’s about working hard and earning the right to play at this level week in week out and that’s what I’m concentrating on.”

# Utilise the Funding



*Set up in 2006 to provide Clubs with an opportunity to invest in the delivery and support of the ASE programme, the development fund is once again available this season.*

To ensure you do not miss out on the opportunity for your Club to utilise the fund for purchase of laptops, video cameras and performance analysis equipment, heart rate monitors, smart boards, outward bound days or even a club minibus, get your claim in before the deadline.

Please ensure that you submit your applications before the deadline to maximise the funding available.

If you need any further help or advice in relation to the Development Fund or have any ideas on how the scheme could be developed in future years please do not hesitate to contact Alan Sykes.

*\*The deadline for the Development Fund for the 2010-11 season is 31st May 2011.*



0870 458 9250



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# Progression

November is a busy time for Progression activity both supporting those who completed their programme in the summer as well as planning for forthcoming activities. Looking back, summer 2010 was one of the most successful in LFE history in terms of positive destinations. Not only did 45% of the 575 Apprentices who completed the programme achieve a professional contract, but 24% also went on to play in the semi-professional game.

Positive Destinations in Football	Total	%
Professional Footballer (England) Tiers 1-5	244	42.43
Semi Professional Footballer	138	24
Professional Footballer (Abroad)	13	2.26
Extended Apprenticeship	8	1.39
<b>Grand Total</b>	<b>403</b>	<b>70.08</b>

## Improving the service & statistics

Overall 85% achieved a positive destination which LFE define as moving into Employment, Education or Training. A far cry from the stereotypical image portrayed of young players leaving the game.

But not to rest on our collective laurels, LFE has committed to improve this area further - namely with the appointment of former Rochdale Apprentice Simon Williams as our Alumni Liaison Officer.

Williams, who has contributed greatly to the achievement of these impressive figures, now has plans in place to support the individuals who are still in the process of making a positive transition from their Apprenticeship programme or who are looking to further enhance their current status.

With opportunities widening, thanks to the creation of an e-flyer and opportunities board service, current and ex Apprentices have never had so many job, training or educational opportunities at their fingertips.



Two key events in the calendar have also helped LFE achieve such impressive results. The Assessment Trials and the Careers Events. Held in May, the Assessment Trials saw over 70% of the 259 players attending receive official interest in them from representatives of Professional & Semi-Professional clubs and Education Institutions worldwide. And with the non league game now a destination for 24% of last year's Apprentices - is this an event you can afford to miss?

Semi Professional Footballers by Tier (England)	Total	% (from 575)
Tier 6 (Blue Square North & South)	26	4.52
Tier 7 (Evo-Stick, Zamaretto & Ryman Premier Division)	39	6.78
Tier 8 (Evo-Stick, Zamaretto & Ryman Division One)	30	5.21
Tier 9 (Vodkat, Kool Sport, FTB Futbol Hellenic Leagues, Midland Football Alliance etc)	27	4.69
Welsh Premier League	8	1.39
Welsh 2nd Tier	3	0.52
Irish League	5	0.87
<b>Grand Total</b>	<b>138</b>	<b>23.98</b>



# n Watch



## Branching out

This year's trials will extend to a fourth date with a South-West venue incorporated into the mix alongside the usual Northern, Southern & Midland venues.

The trials are expected to take place on 28th April and between the 10-12th May. All details will be communicated to Clubs and Players but look out for more information on the Progression part of the LFE website at [www.lfe.org.uk/progression/trials](http://www.lfe.org.uk/progression/trials)

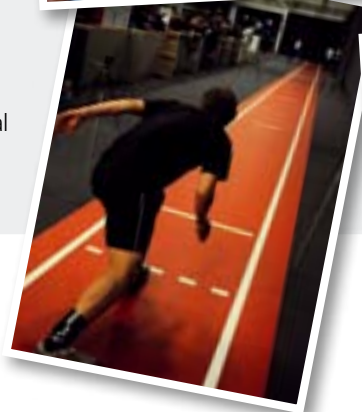


## Adding to the sporting mix

The Careers Events allow Apprentices to get an idea of alternative or complementary careers and speak to organisations that are keen to bring people with an elite sporting background into their areas of work.

With Northern and Southern events once again set to take place in March, LFE has teamed up with the Dame Kelly Holmes Legacy Trust to make sure that the wider events programme is packed with people who have top level sporting experience.

With the London 2012 Olympic Games just around the corner, the events promise to attract some special guests from across the world of sport as well as Football.



[www.lfe.org.uk/progression](http://www.lfe.org.uk/progression)



0845 074 0561



# Valiants up

## *Port Vale's youth programme goes from strength to strength.*

All six of last year's second years achieved full ASE frameworks but that was by no means all they had to shout about with Vale Manager Micky Adams rewarding the potential of Anthony Malbon, Matty Bell and Sam Morsy with professional deals in the summer.

With all three impressing in pre-season, the Manager's judgement appeared to be vindicated. But with the Club setting their sights high this term the youngsters will have to knuckle down and earn their place in Adam's first eleven.

"All three have the talent to become first-team players but to do that they need to work hard and take on board everything we tell them," said Adams.

*"What we did last summer was invest in their potential and the pleasing thing is that they all want to get better, which gives them a real chance as players."*

The trio that left the club are also moving in the right direction with David Watson combining employment with non-league football, Andrew Osei-Siribour moving into coaching and





# to the mark

James Beeston hitting the headlines for Siena College in New York where he is undertaking a sports scholarship.

Replicating the success of last term will now be the challenge for Vale's youth department but at the time of writing Mick Ede's youth-team remain unbeaten in the Youth Alliance North West.

A fantastic start to the season has seen several Apprentices selected for reserve team duties. Second years Sam Johnson, Kristian Cox, Charlie Raglan, Liam Rice and Andy Bratt have all featured for the Reserves along with first-years Joe Davis and Ryan Lloyd.

Johnson and Davis have also been involved with the first-team squad this term with Adams showing, once again, that he is not afraid to give youth a chance.

*"Our priority is to develop players for this football club and if they are doing well enough to merit being with the first-team, I'll involve them. There are no age barriers on ability,"* added Adams.





# Functional Skills Clarke Carlisle Backing

*Clarke Carlisle has backed an initiative to put Functional Skills online for the benefit of young players. Organised by LFE the project has seen the development of on-line materials to meet a key curriculum concern.*

Functional Skills concentrate on the core principles of key subjects like English, Mathematics and ICT to provide individuals with skills for everyday life. The materials will be available to all young players at Football League Clubs.

Carlisle, who is currently hitting the classroom himself studying for a Professional Sports Writing and Broadcasting Degree at Staffordshire University, has seen the benefits of online learning and is hopeful that the e-learning materials will help young players achieve in the classroom as well as on the pitch.

“The materials are designed to show relevance to football scenarios and will benefit hundreds of young

players between the ages of 14-19 who are working towards achieving functional skills” said Carlisle.

“The importance of being educated cannot be overstated - statistics show that only a small fraction of players that come into the game actually make a long term career out of it so it’s vitally important that you take advantage of any learning opportunity.”

Other players backing this project include Robbie Savage (Derby County), and Lee Hills & Sean Scannell (Both Crystal Palace).

The work doesn’t stop here, LFE has also developed materials around an Olympic setting that can be utilised by Apprentices from other sports and in doing so linked to the inspiration of the Olympics to engage learners. The success of the project has seen it awarded Inspire Mark accreditation in July, one of only 500 projects in the UK to have gained this status.



# Lucky 7 Swedish Adventure

Seven players could be about to kick-start their football careers in Sweden after LFE's European player placement programme came up trumps again.

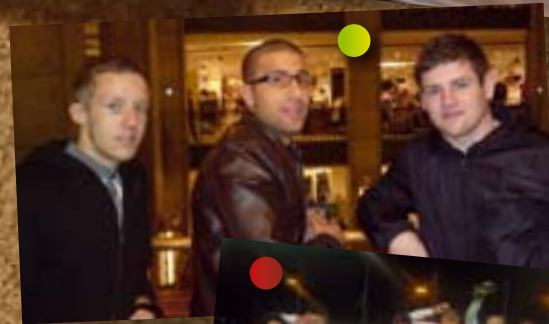
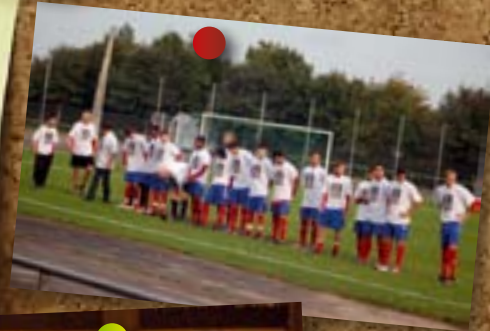
Craig Gladwin (Ex Rotherham Utd), Jason Wood (Ex Shrewsbury Town) and Lee Bennett (Ex Lincoln City) have all been offered terms of re-engagement for next season after impressing at Division 3 Mellersta Norrland club, Friska Viljorv FC.

And with Jake Forshaw (Ex Blackpool), Chay Liddle (Ex Hartlepool Utd), Sam Coulter (Ex Chester City) and Charlie Allen (Ex Brentford) all attracting interest from their spell in the country it could make it a lucky seven of professional contracts.

Forshaw made his mark at Division 2 Norrland Club Tegs, Liddle appeared for Uppsala Unik while Allen and Coulter enjoyed a spell at Ange IF.



*"To have definite contract offers for three players and interest in a further four is great news. It shows that our European player placement programme offers players a realistic chance of continuing their football career in another country while broadening their horizons."* **Dan Jolley,**  
LFE Projects Manager



*"It was great out there – the people in the town accepted us and the real bonus was to be at a club with other English players."*

*"We were able to help each other settle and obviously the more settled you are the better you perform on the pitch."*

**Chay Liddle**

*"The time in Sweden was a real eye opener but something I enjoyed a great deal. The lifestyle and culture was different to what I'm used to but it definitely helped me broaden my own personal horizons. The people treated you with respect and were extremely friendly and I can't speak highly enough of my time over there."* **Jake Forshaw**



# Caught on Camera

*Four Darlington Apprentices have embarked on a performance analysis qualification accredited by Northumbria University. Dan Burn, Phil Gray, Adam Hutchinson and Nick Thomson have all started a 10-week programme that will see them become trained on Gamebreaker+.*

The programme will also allow the four to produce an online CV of their football talents while at the same time offering 20 UCAS points to any University application they may wish to make in the future.

“Although performance analysis is not necessarily new its affordability and usability is now perfect for our Apprentices. It’s a fantastic improvement tool for them to use as players and it enhances what is already a very successful Apprenticeship programme,” said LFE’s Projects Manager Dan Jolley.

“It gives our lads another string to their bow in terms of working experience in this area and that combined with UCAS points and an online CV means that players can maximise their progression opportunities if they don’t earn a professional contract at their club.

“With our Goal of the Month competition about to start, this project could even take players to the point where they can submit their own footage to our site for broadcast,” added Jolley.



Set-up by League Football Education this strengthens existing work that has seen clubs provided with, and trained on, performance analysis equipment. Fulfilling a number of development roles the training will allow the youngsters to record, play, analyse and edit their own footage to improve performance.



 [www.lfe.org.uk/downloads/club-brochures](http://www.lfe.org.uk/downloads/club-brochures)





# *Goal of the Month only at [www.lfe.org.uk](http://www.lfe.org.uk)*



*Our new Goal of the Month competition will allow all clubs to provide footage of their best goals scored during a calendar month from Academy & Youth Alliance fixtures.*

LFE will then analyse this footage and select a short-list of goals. The short-listed goals will be shown on LFE TV and the winning goal will be the one that receives the most votes on our poll over a one week period.

The monthly winners of this accolade will be presented with an award and will then

move forward to contest a Goal of the Season competition in May.

Should any clubs require any further guidance on the use of game-breaker or submitting a goal to the Goal of the Month competition please visit [www.lfe.org.uk/downloads/club-brochures](http://www.lfe.org.uk/downloads/club-brochures)

# Player's journey to the written contract



***It's the summer of 2006 and you've just come out of the Manager's office having been awarded your first professional contract at the club you've been brought up at, things couldn't look any better, right?***



*"The support The PFA provided has been invaluable because without it you're talking about paying off several thousands of pounds in tuition fees when I couldn't really have afforded it."*

**Mark Soboljew (Ex Port Vale)**

Now fast forward twelve months, you've just seen the Manager and you haven't progressed as hoped, he's sorry but there will be no offer of a new contract as you no longer figure in his plans.

Of course this tale is one that is not unfamiliar to anyone who knows the football industry but it was the stark reality facing ex Port Vale midfielder Mark Soboljew at the end of the 2006/07 season.

So where to next? Well, with the support of The PFA, Soboljew enrolled on a two year fast-track Law degree at Staffordshire University.

Graduating last summer he became the first student ever at Staffs to earn first-class honours on the LLB degree via the fast track system. He subsequently moved onto the Legal Practice course and qualified as a Solicitor this year again after being supported by The PFA.

*"It's great working with lads who come from the same football background. The camaraderie and ethos of helping each other through is similar to what you find every Saturday when you step on the pitch."*

**Matt Bloomfield  
(Wycombe Wanderers)**



But Soboljew isn't the only player to have benefited from The PFA or one of Staffordshire University's programmes in the past 12 months. Fifteen current PFA members are enrolled on the specialist two-year fast track BA Hons programme in Professional Sports Writing and Broadcasting devised specifically for players.



"The course at Staffordshire is superb and tailored perfectly for players. It caters for those looking at Journalism as a future career path. The PFA can offer a wide range of support across virtually every occupational area – make use of it."

Clarke Carlisle (Burnley)



Led by ex-pro Lawrie Madden, the programme blends on campus classes with home-study and gives players the opportunity to stand on the other side of the camera and develop skills as a broadcaster and journalist.

Scott Minto, Jason Lee, Lee Bullen and Ben Burgess have all graduated from the course in recent years, whilst this year's cohort includes newly elected PFA Chairman Clarke Carlisle (Burnley), Kevin Kilbane (Hull City), Aaron Downes

(Chesterfield), Gareth Owen (Port Vale) and Kevin Betsy & Matt Bloomfield (both Wycombe Wanderers).

"We want to encourage as many players as possible to think about their future sooner rather than later. The course at Staffordshire is just one of the bespoke courses we've put together which means it's been designed to fit around training and playing commitments," said The PFA's Director of Education, Pat Lally.

*"We've got players from all levels of the game on this course and others like it and my message to any current or ex-player interested in continuing their education would be, pick up the phone, we can help."*

"The support from Lawrie Madden and the other tutors is second to none, I can't speak highly enough of the programme."

Simon Williams (Ex Rochdale)



PFA Education Department  
0161 236 0637





# LFE Remembers The Footballers' Battalions

LFE Chief Executive Alan Sykes attended a service in Longueval, France to pay tribute to the men of the 17th and 23rd Middlesex (the Footballers' Battalions) who lost their lives during the First World War.

Sykes attended the memorial as part of a football delegation which also included representation from The Football League, The PFA and The Football Supporters Federation.

The Footballers' Battalions allowed professional and amateur players, referees, administrators and football supporters to enlist and fight together in the trenches. And more than 8,000 of those officers and men were engaged in some of the darkest days of the First World War.

Now, almost a century on, a permanent reminder of this sacrifice has been erected on the outskirts of Delville Wood – where much of the fiercest fighting took place.

Also at the dedication were staff from more than 20 Football League Clubs, many of whom have contributed to fund-raising for the memorial. One such Club representative was Nick Marshall (Academy Manager, Nottingham Forest) who was given a special role of reciting a poem during the service.

Another with a role to play was Wycombe Wanderers winger Gareth Ainsworth who signalled the start of a two minute silence with a sharp blast on a trench whistle.

"It is really important we never forget," said the 37-year old. "Every footballer would be humbled by this place.

"I was told they chose me because I have connections throughout the game from non-league to Premier League. There's no Premier League, no League Two out here, all these lads fought side by side.

"That's humbling. To be the person asked to blow the whistle for the two-minute silence was a massive honour. That was the signal to go over the top and on the first day of battle thousands were wiped out."

For Football League Trust Officer Phil Stant, who can count Hereford United, Cardiff City, Bury and Lincoln City amongst his former clubs, the day had a special significance.



Stant, a former member of the SAS who served in The Falklands War, was chief organiser.

"When I went to war - for me it was an adventure. June 8, 1982, was the day I grew up. The Sir Galahad got blown up when we were 100 metres away. The terrible injuries, the attack that came in from the Argentinian jets, were all frightening. When you've seen sights like that, people with their legs blown off, it's something you'll always live with. That's why this memorial is so important, for those guys who are still buried out there," said Stant.

The emotions of the day will also live long in the memory for Sykes.

"It's frightening to think that so many young men gave their lives in such a small area of land. The sacrifice of these men lives on with us today and I have returned with a sense of gratitude to a generation who gave everything to protect our freedom," added the LFE Chief Executive.

# GET CONNECTED

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