



JK Academy Ethos & Philosophy

At the JK Academy, we provide a fun, safe environment where children can enjoy and develop their football skills to the highest standards; both on and off the pitch. We are always striving to ensure that every child is treated with equality and respect first and foremost, with us placing high priority towards inclusivity and social awareness within our sessions.

We adhere to the FA Best Practice guidelines as closely as possible, with regards to ensuring that all of our Coaches are FA Qualified and have the relevant checks in place; as well as having an appropriate ratio of Coaches to children for all of our sessions.

As mentioned, we provide a safe environment, where the players are free from abuse or discrimination – which in turn allows them a good platform upon which to enjoy their football and develop their skills as young players. We do this from a foundation of encouraging fair play, respect and equality amongst all players and coaches alike, to promote and prioritise the safety and wellbeing of the children – which is of paramount importance in all JK Academy sessions.

Behaviour Policy:

At the JK Academy, we take seriously the right everyone has to feel valued, respected and safe. As such, we have a responsibility to ensure that all players behave in an appropriate way when under our care; to allow everyone a platform upon which to enjoy their football, and feel free to express themselves without fear of being discriminated against or encounter any conflict.

We ensure that this environment is achieved through challenging poor behaviour amongst our players; and by being clear about what behaviour is acceptable and unacceptable in our sessions. If, after making these points clear, a child displays challenging behaviour, then we will work to support the child; to come up with the correct solutions to rectify the situation.

If unacceptable behaviour persists beyond this point, then we will communicate and work with the families of the child to come up with an appropriate solution to solve the situation. In the most extreme of cases, if the child is still continuing to display poor behaviour, then we would need to take action to remove them from the situation, by placing them in a different group.

This will allow them an alternative environment to hopefully enjoy their football, develop their skills, and hopefully rectify the situation – as well as ensuring that the other children in the group aren't distracted or hindered at all. If the child displays an improved level of behaviour, we would then be able to take a decision to re-introduce them to the original group, if appropriate, and monitor the situation.

Any decisions that need to be made regarding player behaviour, are made at the prerogative of the team's Head Coach, as well as the Academy Director; whilst communicating fully with the parents.

Parent & Coach Expectations:

At the JK Academy, we pride ourselves in offering coaching at the highest standard to all of our JK Academy players; providing a 'ladder of progression' to encourage all selected JK Academy players to work hard, and achieve the best possible result in their playing abilities.

As a 'Private, Independent' Academy, we feel as though it is important to give the best possible experience, not just to our JK Academy players, but also to our players' parents; in order to reflect on our continued overall progression as a growing set up.

Please see below the following information, which outlines what we offer at the JK Academy – with regards to 'our commitments to you', the players and parents, for this season:

- To plan and deliver the best quality coaching sessions, to the best of our ability.
- To ensure all coaching sessions are organised and set up on the participants' arrival.
- To ensure all equipment and kit is safe and appropriate for the participants to use.
- To ensure that the safety of the participants is treated with the utmost importance.
- To communicate all upcoming fixtures at least 2 weeks in advance, where possible.
- To communicate the team selection for a fixture at least 3 days in advance, where possible.
- To be approachable, with regards to asking us about any queries or problems.
- To provide you with feedback on your child's progression, whenever requested.
- To provide you with x2 Performance Analysis/Progress Reports (half way & end of season).

Further to what we offer at the JK Academy, the following points outline 'our expectations from you', as parents, for this season with the JK Academy:

- Please ensure your child is on time, at the venue, ready to start their warm up.
- Please ensure your child has the correct footwear and sportswear (including waterproofs).
- Please ensure your child has their own water bottle at all training sessions and matches.
- To communicate all availability (or lack-there-of) to your child's coach as soon as possible.
- All match-related instructions to be given ONLY by the JK Academy Coach, rather than from the side lines (although praise & motivation will of course be permitted and encouraged).
- Please always stand behind the 'respect line' during matches, and outside of the Astro Turf for all training sessions and any Showcase Matches that are arranged.
- Please always conduct yourselves in a respectful and appropriate manner – as you, the parents, are a representation of the JK Academy at all matches that you attend.

