



JK Academy Ethos



At JK Coaching we provide a fun, safe environment where children can enjoy and develop their football skills to the highest standards, 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 all 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 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 Coaching sessions.

3 Tier Academy Model:

At JK Coaching, we have a 3 tier Academy structure – which allows the players to progress at a speed that matches them, by being placed in the appropriate level for their current ability. It provides every player an opportunity to strive for achieving goals and targets within their current level, which in turn will develop their skills and increase their chance to progress within the JK Academy Structure into the higher tiers.

Development – Friday:

The first stage within the JK Academy structure is the Development Centre, which is usually where new players will come in from their club level; who are wanting to develop their skills further. This stage is for players whom we see potential and want to work with them to achieve a higher level of ability – to then progress into the next stage in the JK Academy. This stage takes place on a Friday evening, with huge emphasis placed on an enjoyable environment as a platform upon which to progress and achieve targets for their level.

Elite – Monday:

The second stage within the JK Academy takes place on a Monday evening, and is for players who have progressed at a good rate from the Development Centre – or whom we have selected to enter in at this stage, if they have shown a good enough initial ability. This stage is the stepping stone to our main Academy teams, and as a result, the standard of

coaching and playing ability is at an Elite level. Players in this stage will play competitive matches against other Independent Academy teams in a Midweek League, as well as in Summer Tournaments against other local clubs - to enhance their skills in a competitive environment and prepare them as best as possible to make the step up to the next tier.

Academy – Monday:

This is highest stage within the JK Academy, and is for players who have shown an exceptional ability and attitude towards their development as a young player – and in turn, will be training alongside other individuals of a similar quality. Players in this stage will also play competitive matches against other Academies, as well as being entered into the Summer Tournaments. These players will also be given opportunities to showcase their ability against Professional Academies, with the aim to potentially get recognised and scouted - and make the step up to the Professional game. As such, this level is based on being more competitive, with regards to players needing to maintain a high level of ability and attitude – in training and matches - to ensure that they are able to stay at this level.

As mentioned before, all our JK Academy stages have FA Qualified, professional coaches whom will plan and deliver structured training sessions to challenge their players – and will be setting targets and goals to achieve; in order for every player to have an opportunity to progress up the tiers if appropriate - and to maintain their place when at the highest level.

As such, the selection of personnel for each of these teams can be viewed as ‘fluid’, with regards to the fact that the coaches will constantly review their teams and select the best available players for their squads, based on who is striving/maintaining a high level of ability and behaviour. This is to ensure that players are always working hard in training & matches, to allow them to continuously progress – and effectively to ‘keep them on their toes’, to guard against complacency when they get to the highest tier within the JK Academy.

As mentioned, selections will be based not only on a player’s ability, but also on their commitment, attitude and behaviour in training – taking everything into account. As a result, if a player’s behaviour, commitment or ability falls below the required standard, then will review the player’s status within their team. If these sorts of factors persist, then the 3 tier Academy model exists to ensure that players are not only moving upwards (when they have been progressing and improving their standard), but also may on occasion work in the opposite direction, if we feel necessary for the circumstances – to revisit and rebuild their attributes up to the required standard of the higher stage.

Behaviour Policy:

At JK Coaching, 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 on which to enjoy their football and feel free to express themselves without fear of being discriminated against or any conflict.

We ensure this environment is achieved, through challenging poor behaviour amongst our players, 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 put things right.

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 continuing with displaying poor behaviour, then, as per the 3 tier Academy model - we may have to move a child down to the tier below – in order to remove them from the situation. 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 anyone has any questions or disputes with any of the above, please contact me to arrange a meeting to discuss.

Kind Regards,

Jake Kennett
Managing Director

