

JK Academy: 'Terms & Conditions'/'Expectations' for Parents

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 (up to 15 mins beforehand)
- 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, etc
- To provide you with feedback on your child's progression, on request (or after an agreed upon period of time; for example, once every month)
- 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 stand behind the 'respect line' at all times during matches, and outside of the Astro Turf for all training sessions (although inside the Astro will be permitted for home matches)
- Please conduct yourselves in a respectful and appropriate manner at all times – as you, the parents, are a representation of the JK Academy at all matches that you attend.

As mentioned above, we are an **Academy** based set up. Although 'Private & Independent', we are always striving to emulate and replicate a 'Professional' Academy set up; for our players to experience that higher level of coaching and opportunities. As such, our JK Academy set up therefore 'operates' slightly differently to local 'grassroots' clubs, for example.

Our 'squad selections' are primarily based off of 'x4 Main Factors', whereby the JK Academy Coaches will be looking to allocate each player into our '3 Tier System', for the appropriate level for each individual's current ability – to allow each player to develop in the correct environment for them.

Each JK Academy Coach will be making these decisions after seeing all players 'in action' at the JK Academy Training Sessions over the first 4 weeks – whereby all players will then be allocated their 'initial' squad thereafter.

Further information regarding how the JK Academy will be operating this season, are as follows:

- 'Squad selections' will be based on 'x4 main factors' – **Ability, Commitment, Attitude & Personnel Requirements** (*which specific type of player the Coach needs for the team*)
- We will have a '3 tier' system implemented for most age groups (where appropriate) – which will consist of the 'JK Academy', 'JK Elite' and 'JK Development' squads for that age group.
- This system is 'fluid', with regards to players being able to 'move up' a tier, if they are continuously showing progression (the 'x4 factors') – as well as movement in the *opposite direction* being possible also, if players are continuously showing regression (in any of the 'x4 factors')
- Squad selections will be constantly reviewed, based on what the Coaches are seeing from the players during their training sessions (and matches); with 'Team Selections' for any fixtures being solely based on this (on a 'week-to-week', 'training session-to-training session' basis)
- This will instil a real sense of '**competition for places**' amongst our players; which is '*part and parcel*' of an Academy set up (compared to what people may have experienced over the years with their 'local grassroots' clubs) – with players continuously working to their optimum level during our JK Academy Training Sessions; in order to '*fight for*' and '*establish*' a place in the matchday team selection, on each occasion.
- We will organise semi-regular '*Inter House*' matches (JK Academy vs JK Elite, or JK Elite vs JK Development, etc), in order for the Coaches to be able to identify if any players have made '*progressive strides*' during their recent training sessions – for potentially looking to move players up (or, indeed, down) through our 'fluid' 3 Tier Academy system.
- We will arrange further fixtures for all of the teams in the JK Academy set up, against other 'Independent' Academies, and potentially some Professional Set Ups. Again, selection for these matches will be determined solely from what the Coaches see in training in the sessions leading up to each specific fixture.

If anyone has any queries/disputes regarding the following information, please contact me to arrange a meeting to discuss.

We are looking forward to another great season with the JK Academy set up!

Kind Regards,

Jake Kennett
Managing Director

