

A close-up photograph of a young man with dark, wavy hair, looking directly at the camera with a serious expression. He is wearing a red zip-up hoodie. The background is dark and out of focus.

The SB Group Sport & Education Academy

Providing outstanding education and sporting pathways for aspiring athletes across the globe.

2021/22 International Academy Brochure





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Welcome to Bracknell Town Football Club

I'm very fortunate to be the proud owner of the Club and take great pride in providing the most complete academic and sporting environments.

Having lived in Bracknell all my life and grown up around soccer, the Club has been in my family for over 50-years. As we see the upcoming stars rise through the club, it's exciting times for us all. With major investments into new facilities and infrastructure, we will ensure our legacy of providing an outstanding environment will continue for future generations to enjoy.



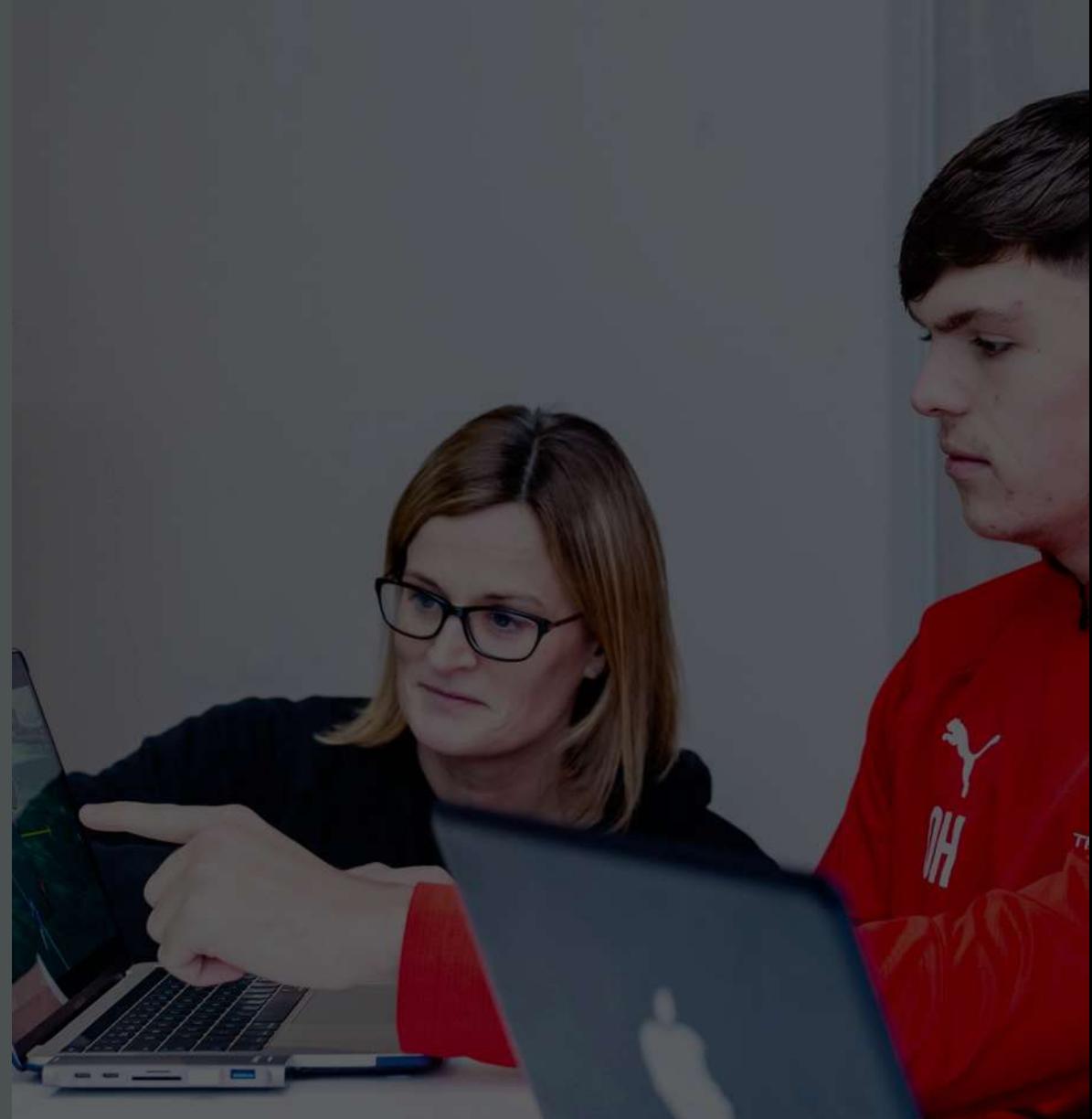
Kayne Steinborn-Busse
Chairman, Bracknell Town Football Club

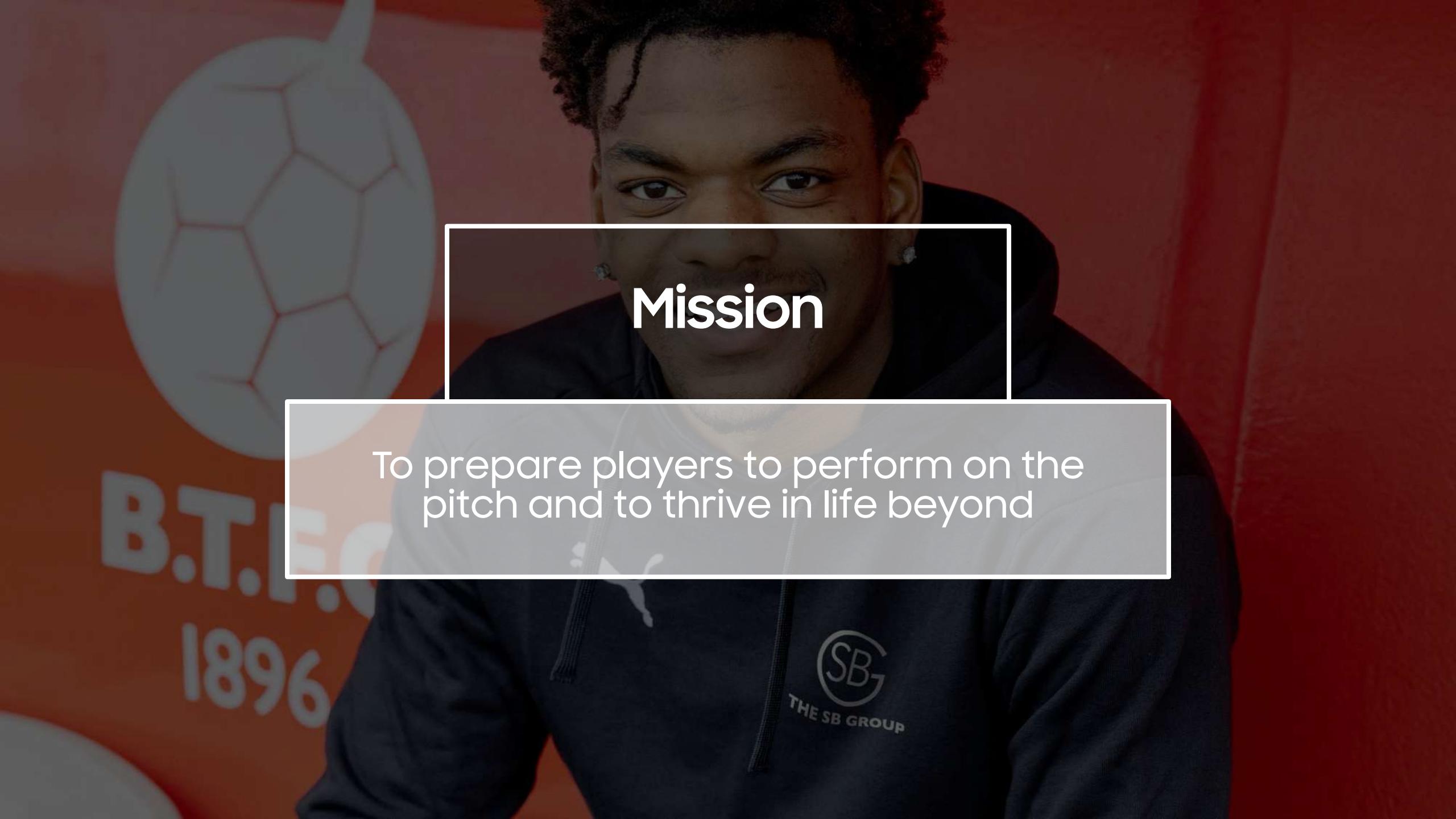


The Academy

The Bracknell Town Football Club Academy is one of the UK's leading soccer and education establishments, offering both UK and International students the most comprehensive sporting and academic experience.

The first-of-its-kind programme combines a dedicated education syllabus covering topics such as sports science, business and marketing within the world-renowned English Education System, a holistic athletic curriculum including Strength & Conditioning, Sports Psychology, Performance Analysis and technical & tactical coaching delivered by UEFA Coaches.





Mission

To prepare players to perform on the pitch and to thrive in life beyond



Academy Principles

01

Our objective

To create an environment of academic and sporting excellence. Our philosophy and ethos is student-centered, holistic and phase specific support to all.

02

Our style

Our behaviours and culture define everything we do, on and off the pitch. Our values underpin how we act, how we behave, how we train and how we play.

03

Our approach

This is how we deliver your pathway across teaching, coaching, sports science, medical, welfare and personal development.

04

Our results

We believe in the journey to excellence, more than the result of one game. By developing the right culture and behaviours, the results will look after themselves.

Academy Experience

The Academy is a full-time education and soccer programme for domestic, European and international male and female student-athletes aged 17-years and over.

The programme is designed and delivered by expert coaches and tutors, and accredited by internationally recognized educational institutions, such as Loughborough University.



Academic development

From High School diplomas and undergraduate courses, through to degrees and Masters degrees, our educational pathway will provide you with an excellent foundation for students to pursue a professional career in the UK and abroad.



Athletic development

Aspiring players will participate in games across Youth, Men's and Women's soccer in fixtures within The FA Youth Cup, The National League and The Junior Premier League, where our teams will be challenged against Premiership academies on a weekly basis.



Character development

With dedicated psychological support and pastoral care, we believe passionately in developing character, personality, resilience and confidence to take your steps into early adult life. We believe better people make better athletes.

Stadium

Due for completion in early 2021, the new home of Bracknell Town Football Club



Training

New Academy base due to be opened in 2021, including state of the art facilities



Classrooms

Series of classrooms and meeting rooms for study, meetings and conferences



Pitches

Range of pitch sizes for games, training and all-weather conditions



Gym

On site gymnasium with range of equipment to aid athletic development



Accommodation

Purpose built athlete village, with a range of accommodation options for students

Academy Experience

Located just 40-minutes from Central London, with state-of-the-art facilities and a range of accommodation options for all students. Living, training and studying alongside students from all corners of the globe, provides a culturally diverse, inclusive and rich environment to mature as a person; we embrace our differences as we believe they make us stronger.

Global Culture

Vancouver

Washington

Los Angeles

New York

Netherlands

Belgium

Uganda

Botswana

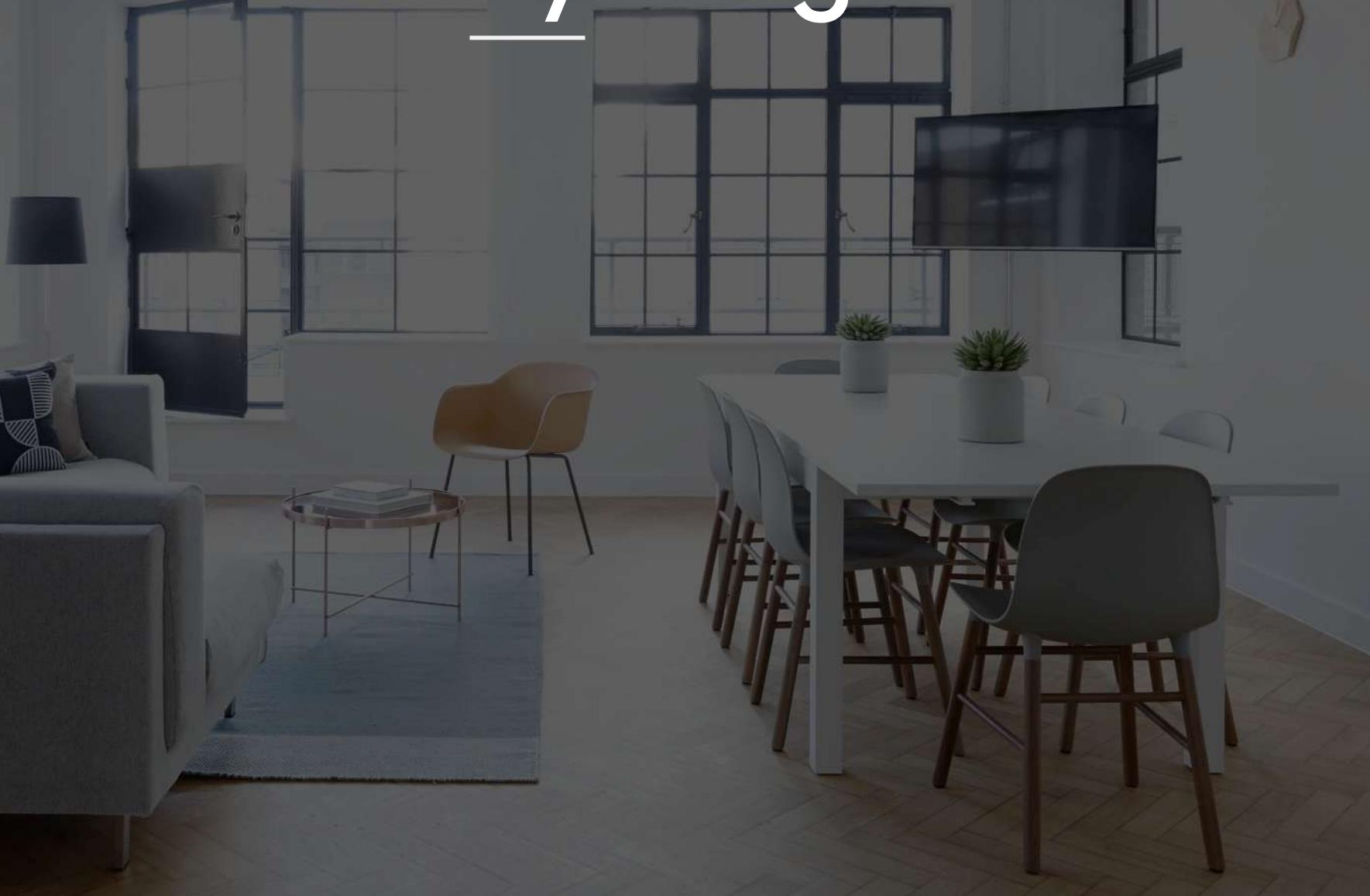
Academy Village

Shared house

Five bedrooms, with en-suite accommodation and shared living space. Within close proximity to the Academy.

Shared apartment

Double occupancy bedrooms, with en-suite bathrooms and communal kitchen, dining and living space.



Academy Partners



Teamwear



GPS Tracking



Video Analysis



Performance Analysis



Facilities



Education Partners

Academic pathway

Our education programme offers a vast number of options to study, from business to science and law to sport, within some of the best institutions in the UK.





Stay hungry. Always.

Never stop learning.
Complacency isn't in our vocabulary.

We do the things today that others won't,
so tomorrow we accomplish what others can't.

www.bracknelltownfc.com



Academic Pathway



Aged 16-18

Further Education

Wide range of A-Levels, BETC & NCFE, plus specialist sports science courses, for domestic students with Ranelagh School and Bracknell & Wokingham College.

In addition, online HS Diploma with USPA accreditation for international students.



Aged 18+

Higher Education

Our partnership with UK Sport Academy & Loughborough University provides a wide range of online study options to work around your athletic schedule:

HND undergraduate
HNC undergraduate
Degree undergraduate



Aged 21+

Postgraduate

Progress your academic pathway in the historic city of Cambridge.
Over 100 postgraduate online courses with Anglia Ruskin University, Cambridge Campus:

Sports Coaching – MSc
Sport & Exercise Science – MSc
Sport & Exercise Sciences – PhD



88
60%

A-level A*-B grades

Overall pass rate was 98%.

24% of our Year 13 students achieved grades AAB or better.

Two students have successfully gained places at Oxford and Cambridge

Ranelagh School

With a proud history of academic excellence and strong sense of tradition, Ranelagh School provides a supportive, stimulating and secure environment in which young people can thrive. The quality of guidance, education and pastoral care given to students is outstanding.

As well as delivering strong academic results, the school provides opportunities for sporting and creative excellence, which contribute significantly to student life and to a diverse programme of curriculum enrichment.





1st

No1 Sport University

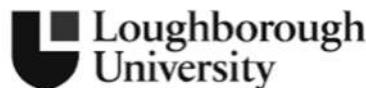
Ranked as the best university in the world for sports-related subjects in the global 2020 QS higher education league table.

Recognised for offering bring together exceptional athletes, facilities, coaching, research and partnerships with major sports organisations.



Loughborough University

Based on a superb 440 acre single-site campus at the heart of the UK, with an international reputation for excellence in teaching, science and research and an unrivalled global reputation for sport. The university's outstanding sporting facilities come complete with an



indoor athletics centre, an outdoor stadium and a 50m swimming pool.

Our partnership with Loughborough University enables students to study a wide range of undergraduate online courses.



Rising Star in World Rankings

ARU is one of the top 350 universities in the world and is an innovative institution which is also considered a 'rising star' – one of the institutions predicted to be challenging the global elite by 2030 (Times Higher Education World University Rankings)



Anglia Ruskin University, Cambridge

With award-winning facilities – the result of a £115m investment – the ARU offers a broad range of online postgraduate courses and academic disciplines. Subject areas include business management, healthcare, technology, marketing and sport science.

The online learning, which will provide flexibility to accommodate your athletic programme, is complemented with residential placements in the historic city of Cambridge.

With over 2,000 international students, the university boasts a rich culture and diverse student population.



Athletic programme

Our comprehensive player-centered athletic pathway includes all aspects of the modern game; from the physical and technical, to the tactical, nutritional and mental.





Eat mountains for breakfast

There may be players that have more talent than you,
but there's no excuse for anyone to work harder than you do.

That extra mile. That extra hour. When your lungs are burning
and everything hurting, we smile through the strain.

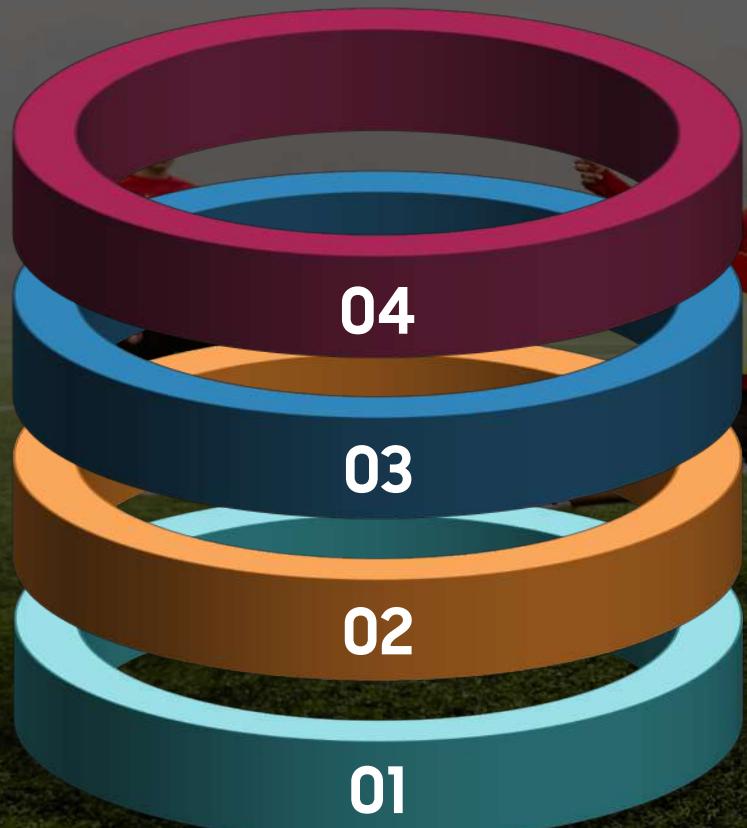
www.bracknelltownfc.com

99

Technical skill. Dynamic exciting play. Positive, entertaining soccer.

Our playing philosophy is to play possession based, fast attacking football, where players are encouraged to express themselves on the ball, have courage to play and work hard to regain possession. We will encourage all teams to "Control & Dominate" the game in all areas.

Academy Structure



Bracknell Town Football Club

Isthmain South Central
Step 4 of the Football League pyramid

Sandhurst Town Football Club

Combined Counties Division 1
Step 6 of the Football League pyramid

SBFC

Newly formed team offering adult football to
International players

Performance Academy

National Youth Football League, Junior Premier League and The
FA Youth Cup



Athletic Programme

Due to our ethos, coaching programme and reputation within the domestic game, our academy is the only UK establishment to offer such a range of football experiences and development opportunities.

National Youth Football League

Competitive fixtures on a weekly basis against Premiership and Football League academy teams, such as Chelsea, Crystal Palace, QPR and Watford.

The FA Youth Cup

The pinnacle of youth football in the UK. The Bracknell Town academy team joins over 400 clubs from across the country hoping to reach Wembley.

The Junior Premier League

Regarded as the best national league for youth football in the UK, with games against professional academies and leading National League sides.

Athletic Programme

Technical & tactical

Delivered by FA & UEFA qualified coaches with a wealth of global football experience, we will develop and produce players who are highly competent in attacking, defending and the transitional aspects of the modern game.

01



02

Strength & conditioning

By understanding the science of sport, your Strength & Conditioning programme will help you build neural & muscular adaptations to meet the physiological demands, intensity and load placed upon the body during a game. We will develop movement patterns, as well as muscle.



Athletic Programme



B.T.F.C.
1896

#COYR



Physiotherapy

In order to maintain maximal performance and squad availability, our team of physios provide therapy and guidance throughout the season to reduce the risk of injuries occurring, the rehabilitation of injured athletes and management of ongoing chronic issues to ensure full recovery.

03

04

Performance analysis

Our dedicated analyst team will provide expert insight into your game to inform decision-making, tactical understanding, optimize your performance throughout the season and gain a deeper understanding of the game.



Athletic Programme

Psychological

Through personal tutoring, group work and practical applications, our sports psychology programme will develop your mental performance to maintain focus during extreme circumstances and tackle new challenges, different environments and overcome hurdles.



05

06

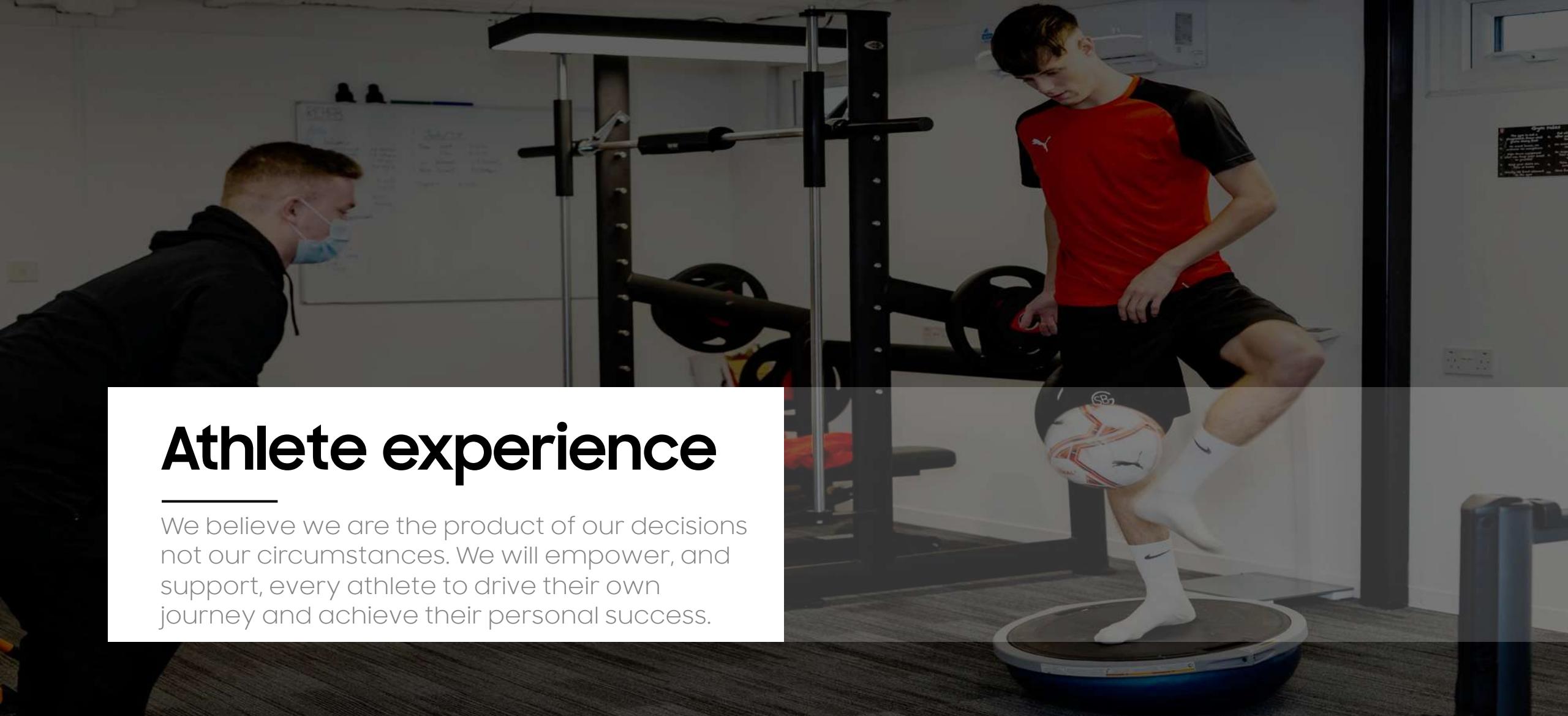
Nutrition

Good nutritional practices are essential to ensure optimum performance in training and in games. Players who eat a good diet will run further, sprint more, keep their concentration longer, are more successful with passing/crossing accuracy, and are less likely to get injured.



Athlete experience

We believe we are the product of our decisions not our circumstances. We will empower, and support, every athlete to drive their own journey and achieve their personal success.



Player Timetable

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08.00 Breakfast	08.00 Breakfast	08.00 Breakfast	08.00 Breakfast	08.00 Breakfast	08.00 Junior Premier League Games	08.00
09.00 Education	09.00 Education	09.00	09.00 Education	09.00 Education		
11.00 Physio / Psych 1-1	11.00 Physio / Psych 1-1		11.00 Physio / Psych 1-1	11.00 Physio / Psych 1-1		
11.30 Training	11.30 Assembly		11.30 Recovery	12.00 Training		
13.00 Lunch	12.00 Training		12.30 Lunch	13.30 Lunch		
14.00 Private study	13.30 Lunch		13.30 Sports Science	13.30 S&C - Gym		
14:30 Analysis	14:00 Girls team training		15:00 Education	14:30 Private study		
15:30 S&C - Gym	15:00 Education		17:00 Dinner	15:00 Player 1-1's		
16:30 Down time	16:00 Player 1-1's		18:00 Private study	17:00 Dinner		
17:00 Dinner	17:00 S&C - Agility		19:00 STFC training	18:00 Coaching opps		
18:00 Private study	18:00 Dinner		19:00 Social	19:00 Social		
		Academy Matches			BTFC / STFC Games	Rest & Recover

Performance Analysis

Alex Dedame

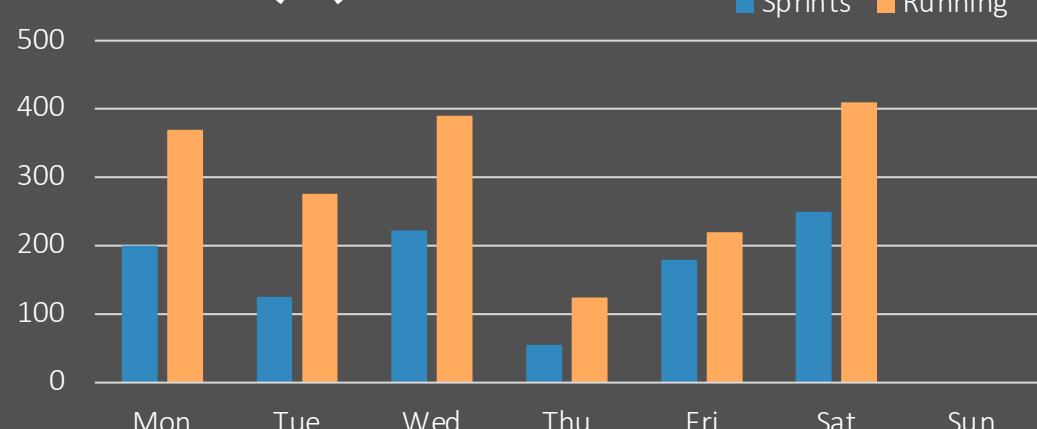


Attacking midfielder

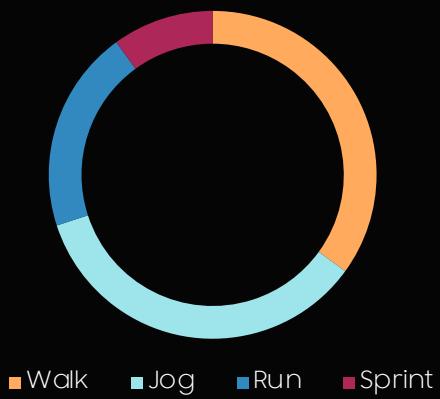
Total distance in game

9.8km

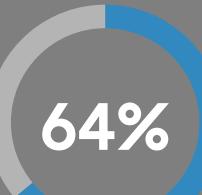
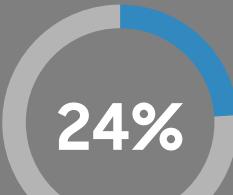
Distances (m)



Game speeds



Possession



Lost the ball

Forward passes

Broke the lines

Insights

- Overall, strong levels of physical attributes & endurance capacity
- Positive increase in possession & starting to dominate the midfield, with increasing levels of penetration in the opposition box. Try to be more effective in terms of chance conversion
- Introduce plyometrics training to improve reaction times, agility and mobility

Performance Reviews



Player profile

Every player in the Academy will receive a Player Profile, outlining specific KPI's

Aug

Sept

Dec

Jan

Mar

May



Parent review

Full review of the athlete experience, on and off the pitch, and update on academic / athletic progress



Player review

Athlete-led formal review meeting to reflect on performance and priorities going forward

Athletic testing

Detailed assessment of athlete movement qualities and physical performance metrics



Athletic testing

Analysis of key performance measures, specific to player needs and development areas



Future Pathways

The Academy experience provides a range of future opportunities for students to pursue successful academic and sporting pathway in the UK and abroad. We are proud to offer such scope and breadth of learning and development opportunities for young adults.

**Contract with
Bracknell Town
Football Club**

Three
Academy
players have
signed
contracts

Four former
students are
coaching
within US
soccer system

**Coaching
opportunities in
the UK & USA**

**Playing
scholarship at a
University in the
USA**

Graduate from
2019 season
successfully
gained a full
scholarship in
the US

**Sports Science
Qualifications
within the
Academy**

Combine
academic
qualifications
with practical
experience
within the club

**Undergraduate
& Postgraduate
degrees at
leading UK
University**

Qualifications
with leading UK
universities
provide
unrivaled
opportunities

Future Pathways

Gap year experience

One-year of studying, playing, training and living with talented international soccer players

Two-year further education

Achieve HNC / HND qualification in UK university alongside a soccer performance programme

Three-year degree

Gain undergraduate qualification from a prestigious UK university alongside a high-level soccer experience



Enhanced portfolio

Return to the US with an enhanced football experience plus qualification in sports science

US University placement

Secure high level university placement with strong sports pedigree and reputation

Career progression

High level academic qualifications and excellent athletic development opportunities in high level soccer

Success Stories

Nic Simmons

Position: Def

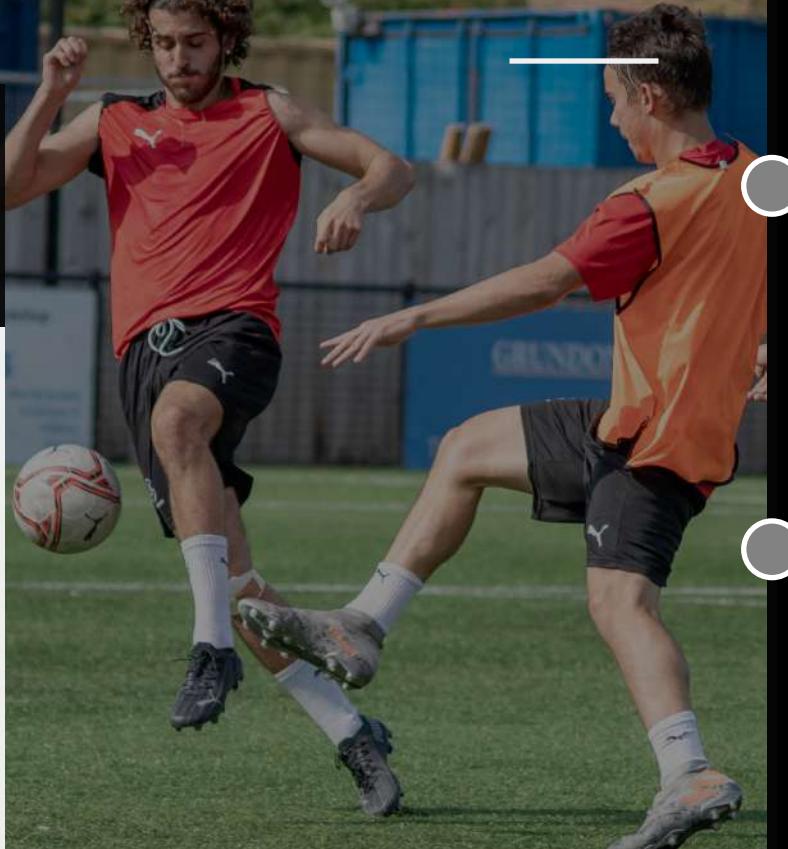
Age: 18

Birthplace: Colorado

Nic joined the Academy in 2019 and has spent the past two years training & playing in the UK whilst continuing his US education.

This year, he will graduate from the elite United States Performance Academy.

He has 9 high level university offers plus opportunities in soccer in the US and UK.



Academic experience

Opportunity to combine his studies with living in a new culture broadened his development. The flexible academic programme allowed him to excel on and off the pitch

Athletic experience

Progressing through the Academy ranks, Nic has enjoyed a vast football journey. From playing against elite Premiership academy teams to experiencing the intensity of high-level men's football

Next steps

Nic has some incredible opportunities to progress his studies back home or further his footballing career

Success Stories

Minke Van Hoef

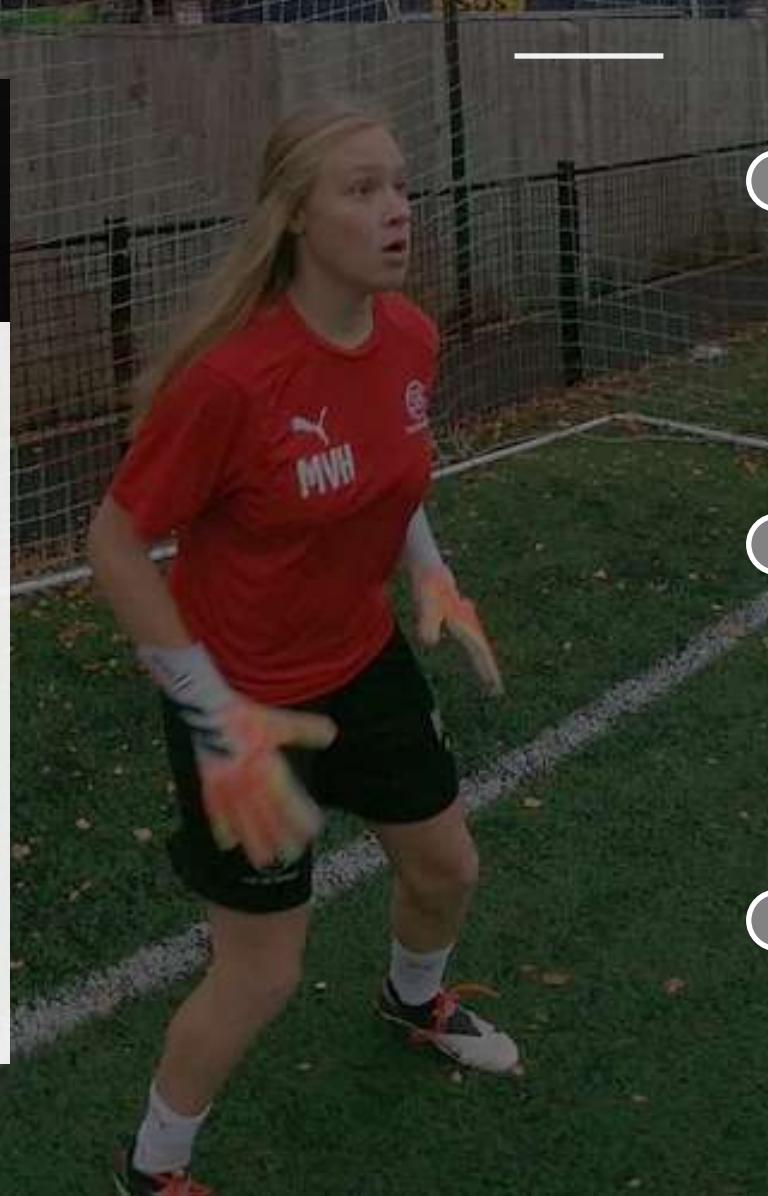
Position: Goalkeeper

Age: 17

Birthplace: Roermond, NL

Confident, courageous and determined, Minke has been studying and playing in the UK for over a year.

Her performances on the pitch have caught the attention of several professional clubs. As well as playing in the Academy team, she trains with our First Team and Oxford United Football Club.



Academic experience

Minke has a personal education programme with UK Sports Academy to further her academic qualifications. This year she will gain NCFE Level 3 Extended Diploma in Sport



Athletic experience

As captain of the ladies Academy football team, she has grown in maturity and has excelled in her coaching programme. She has gained valuable experience with our first team and exposure in the professional game



Next steps

Minke has several options to consider in the UK and in Holland. Her pathway will take her into elite ladies' soccer

Success Stories

Ben Drake

Position: Left midfield

Age: 16

Birthplace: Wokingham, UK

Ben is a super talented player and has been an integral part of our hugely successful Bracknell Town U16s team. Courageous and determined, Ben's work ethic is second to none.

Ben's performances caught the eye of several professional clubs and was offered a Two Year Professional Scholarship with Sheffield Utd Football Club.



Academic experience

Ben joined our Performance Academy in 2018, He played in our Junior Premier League and has represented the club on tours to Real Betis and the Super Cup in Northern Ireland.

Athletic experience

Through sheer hard work and a true passion for football, Ben has made his first step in to professional football. Ben lives and breathes for the beautiful game.

Next steps

Ben needs to continue to strive towards his dream of Professional football. His ultimate dream would be to play for his beloved Manchester Utd.



Get cool with chaos.

Nothing is ever predictable.
Football is a game of constantly changing pictures.

At times it will feel chaotic,
so as others lose their heads, we keep our cool.

We thrive in a highly chaotic environment

www.bracknelltownfc.com

Put up. Or shut up.

We let our feet do the talking.

So bring on the tackles, the big hits and the one on ones.
We want the heat and the pressure that can crush
a showboat player.

But turns the really strong ones into diamonds.

www.bracknelltownfc.com

Don't stop until you're proud.

How will you be remembered?

We are relentless in the pursuit of greatness
and proud to leave the shirt in a better place.

This is your time.

www.bracknelltownfc.com



Planning for next season

Academy Costs

1-2 Year

August 2021 - June 2022

From £29,000*

Accommodation

On-site accommodation included

Training Kit

Training & playing kit is included

Sports Science

Full access to sports science and medical support

On-Site Gym

Full use of our on-site gym

Performance Analysis

Expert video analysis, GPS tracking & heart-rate monitoring

Nutrition

Three meals a day provided by our in-house chef

Social & Culture

UK tour and educational experiences

Transportation

Travel within the UK, including transfers to London Airports

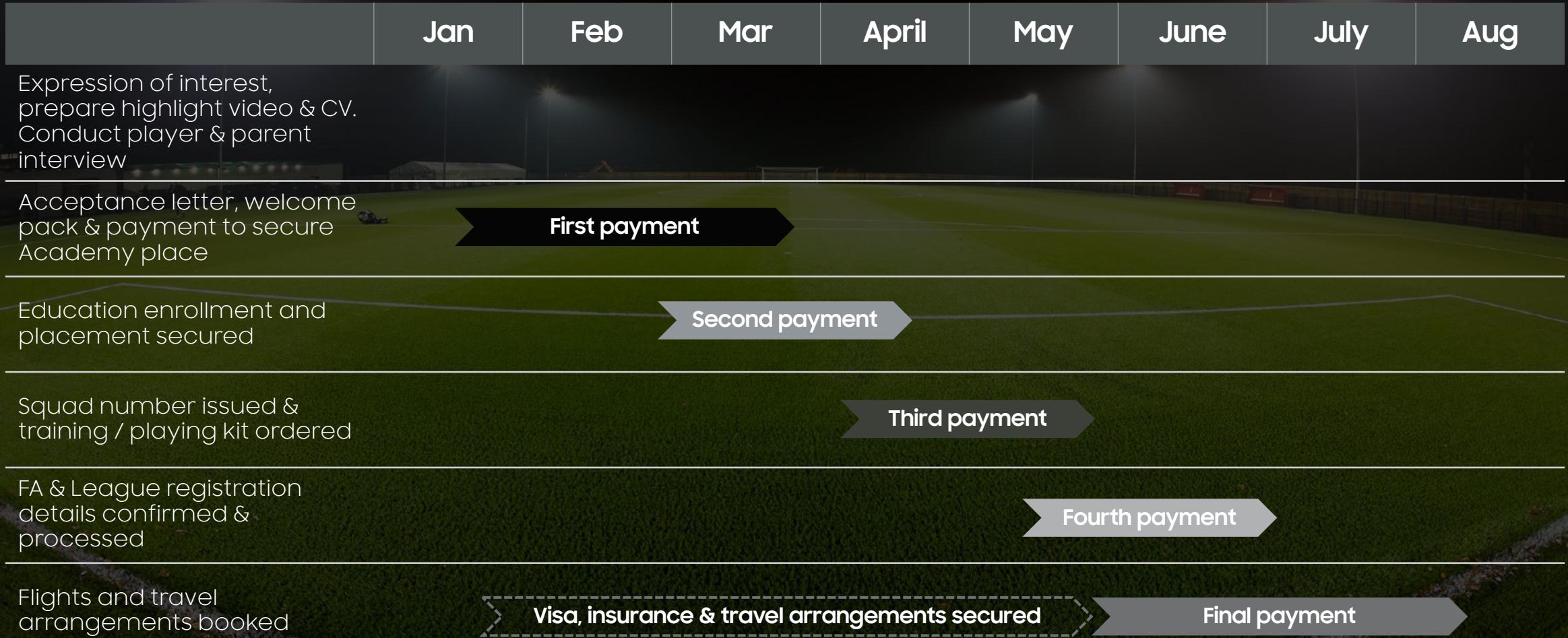
Pastoral Care & Support

Personalised guidance, mentoring & emotional wellbeing

Student & Tourist Visas

We will provide guidance on all necessary visas

Enrollment Schedule



BIKE SHED Motorcycle Club

The
Bike Shed
Motorcycle Club

B S M C

THE BIKE SHED
Motorcycle Club
Coffees & Tea
Pasta & More
Brunch, Lunch
Tea-Time & Dinner



build

Can't. Yet.

He can't use his left foot. She can't jump high.
He can't do this, she can't do that.

To those that say "can't" we say "yet".
It can take years to be an overnight success.

www.bracknelltownfc.com

7003 01



Contact

Location

Bracknell Town Football Club
Larges Lane
Bracknell
Berkshire
RG12 9AN

Contact

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Head of Academy Recruitment
Tel: +44 7958 340 444
Email: arran@bracknelltownfc.com

Stay up to date



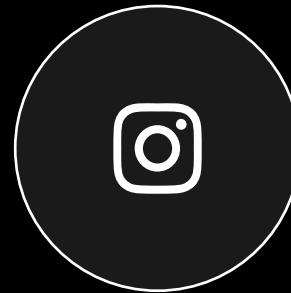
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