



The SB Group
Sport & Education Academy

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Providing outstanding education and sporting
pathways for aspiring footballers in the UK.

2021/22 Performance Academy Brochure

Welcome to The SB Group Sport & Education Academy

I'm very fortunate to be the proud owner of The SB Sport & Education Academy and Bracknell Town Football Club.

Having lived in Bracknell all my life and grown up around football, I am passionate about investing in young people and providing opportunities in sport, education and life.

It's exciting times for the Academy; as we see the upcoming stars rise through the club, and 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.

A handwritten signature in black ink, reading 'Kayne S/B' with a stylized flourish underneath.

Kayne Steinborn-Busse

Chairman, Bracknell Town Football Club

The SB Group Academy

The SB Group Sport & Education Academy, is one of the UK's leading football and education establishments, offering both domestic and international athletes the most comprehensive sporting and academic experience.

The first-of-its-kind programme, which links with Bracknell Town Football Club, provides a genuine football pathway from fun, under 6's football through to competitive professional adult football.

In parallel, our dedicated education pathway covers A-Levels, undergraduate and postgraduate qualifications with renowned academic partners, such as Loughborough University.





Our Mission

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

Football Academy

From the age of five, we inspire future footballers to fall in love with the game in a fun-filled environment of learning and development. As our players mature, we offer a full-time education and football syllabus for domestic, European and international male and female student-athletes aged 16-years and over.



Performance Academy

U6 - U16

Overseen by UEFA B and UEFA A License coaches, we develop creative, courageous and confident young footballers to excel on and off the pitch.



Domestic Academy

U17 +

Providing UK-based players the opportunity to study A-Levels, BTEC and NCFE courses alongside a football programme.



International Academy

U17 +

From a gap year to full-time education, athletes from across the globe have the chance to live, study and develop their game.



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

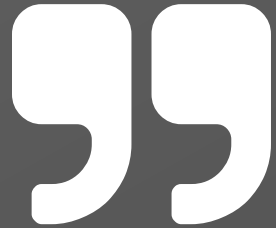
This is how we deliver your pathway across teaching, coaching, sports science, medical, welfare and personal development.

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.

Playing Philosophy



**Technical skill. Dynamic exciting play.
Positive, creative football.**

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.

We believe in an athlete-centred culture and create an environment that empowers our players to take risks, ask questions, solve problems and make decisions under pressure.

Within this environment, we understand that mistakes will happen. In fact, we encourage it.

Our coaches and players see mistakes not as failure, but as opportunities to reflect, learn and grow. We measure success not by how many trophies we win, but how many of our players are able to grow towards reaching their potential.

Academy Structure

U6-U8

Love the ball

Players who love the ball & love the game. Minimal structure, maximal ball contact time, creativity & self expression.

U11-U12

The artist

Developing creative decision makers, who dominate in 1v1 scenarios. Developing tactical understanding of attack / defence.

U9-U10

The technician

Developing players to master the ball with both feet in multiple positions. Beginning to recognise patterns of play.

U13 +

The tactician

Understand numerous positions & formations. Taking ownership of the game & understanding shape, space & patterns of play.

Football Pathway



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 exposure to
competitive adult football at Step 7

Performance Academy

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



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



A tactical board with red and blue markers on a soccer field diagram. The board is white with black lines representing the field. Red markers are placed in various positions, mostly in the center and right side. Blue markers are placed in the left side and center. The background is a dark, out-of-focus soccer field.

Player experience

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

Player Experience

From U6's to U16's, we provide a supportive, challenging, positive and most importantly fun environment to nurture independent, technically creative and tactically astute future footballers.



State-of-the-art facilities
and new Academy campus



UEFA B & A License coaches
with vast experience



Fixtures in the best leagues
for player development



Performance analysis to
gain game understanding



A focus on ball mastery to
develop creative players



Strength & Conditioning to
develop athleticism

Academy Training

U6-U11

Foundation age group

Wednesday & Friday evenings

Times:

Location:

U12-U16

Development age group

Tuesday & Thursday evenings

Times:

Location:

Academy Partners



Teamwear



GPS Tracking



Video Analysis



Performance Analysis



Facilities



Education Partners



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

Contact

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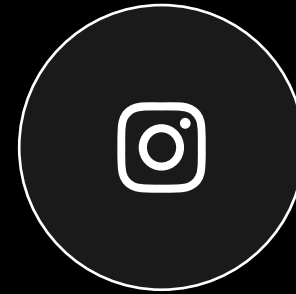
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