



THE SB GROUP INTERNATIONAL ACADEMY

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

2022/23 SB GROUP INTERNATIONAL ACADEMY BROCHURE



The SB Group
Sport & Education Academy



TABLE OF CONTENTS

Welcome to the academy	03
The academy principles	07
Play against the best	08
The gap year experience	11
The 4-week academy experience	13
Higher education experience	15
The athletic program	20
Success stories	28

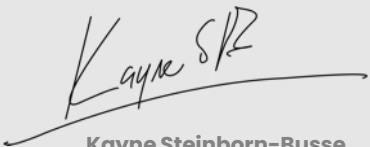


WELCOME TO THE SB GROUP INTERNATIONAL ACADEMY

I'm very fortunate to be the proud owner of the SB Group International Academy, and take great pride in providing the most complete academic and sporting environments for our students.

Having lived in Berkshire, UK, where our academy is based, all my life and grown up around soccer, our clubs have been in my family for over 50 years.

As we see the upcoming stars rise through our player pathways, 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, The SB Group International Academy



The SB Group
Sport & Education Academy



BRING YOUR SOCCER CV TO LIFE WITH THE SB GROUP ACADEMY

The SB Group International Academy is one of the UK's leading soccer and education establishments, offering International students the most comprehensive sporting and academic experience.

Whether you're joining via our gap year program, or via our higher education options, the SB Group International Academy gives you an opportunity to train and play with the best the UK has to offer.

Alongside UEFA qualified coaches, using the latest performance technologies and on state-of-the-art pitches, you'll develop your game on and off the pitch.

The goal is to help you stand out from the crowd and develop your next opportunity in higher education or at a professional club.





OUR GLOBAL CULTURE



MISSION

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



The SB Group
Sport & Education Academy



THE 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.



FACE OFF AGAINST THE BEST

After a hard week of full-time training, apply yourself against the leaders in the world game.



The SB Group
Sport & Education Academy

WHY CHOOSE THE SB ACADEMY

The program is designed and delivered by expert coaches and tutors and accredited by internationally recognized educational institutions.

The Academy can include a full-time education and soccer program for domestic, European and international student-athletes aged 17 years and over.



PLAYING DEVELOPMENT

Across our inhouse teams, playing at both the grassroots and elite level, we give our players the opportunity to feature against some of the best the UK can offer. From local county sides to professional clubs, you'll get your opportunity to apply your trade against the very best.



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. 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.





THE ACADEMY PARTNERS

veo



THE EDUCATION PARTNERS



THE GAP YEAR EXPERIENCE

A gap year experience with the SB Group International Academy spans over the course of a normal football season. Starting with pre-season, you'll be introduced to a new way of training and experience the life of a professional footballer in the UK.

From training with our UEFA qualified coaches, to dining with your teammates, you'll experience what it means to dedicate your life to the beautiful game.

Our gap year experience enables our players to stand out from the crowd and play against some of the best clubs in the country in world renowned competitions.



THE GAP YEAR EXPERIENCE

On your gap year experience, you'll be collected by our travel team and brought back to the academy campus, ensuring a safe and comfortable arrival to the United Kingdom.

Your experience also includes:

- Three cooked meals a day
- Personal Puma training kit, which includes warm and cold weather training and matchday wear.
- Accommodation on The SB Group Academy Campus
- Travel arrangements to and from training and matches
- Competitive fixtures during your stay in the UK which will be filmed. These are then compiled into a highlight video reel to take home.
- Day trips and excursions outside of your football program



4-WEEK ACADEMY EXPERIENCE

Looking to test yourself short term? Our 4 Week Academy Experience gives you the opportunity to experience a pre-season camp like no other.

Utilising the SB Group International Academy's modern and state-of-the-art facilities for a four week program, you'll live and breathe the beautiful game with our team of coaches and players.

Testing yourself amongst some of the best clubs and players in the country, our pre-season program will focus on your development as an individual, giving you the opportunity to learn your trade in high performance conditions.

With a focused pre-season plan, we'll focus on a number of aspects of your game including:

- Strength and conditioning
- Endurance
- Tactical analysis
- Psychology
- Technical challenges and assessment
- Nutrition and diet



4-WEEK ACADEMY EXPERIENCE

On your academy experience, you'll be collected by our travel team and brought back to academy campus, ensuring a safe and comfortable arrival to the United Kingdom.

Your experience also includes:

- Three cooked meals a day
- Personal Puma training kit which includes
 - 2 X Training Shirts
 - 2 X Training Shorts
 - 2 X Training Socks
 - 1 X Training Jumper
- Accommodation on The SB Group Academy Campus
- Travel arrangements to and from training and matches
- Competitive fixtures during your stay in the UK which will be filmed. These are then compiled into a highlight video reel to take home.



HIGHER EDUCATION

Our education program offers a vast number of options to study at a high level, from business to science, law to sport, with some of the best institutions in the UK.





THE ATHLETIC PROGRAM

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

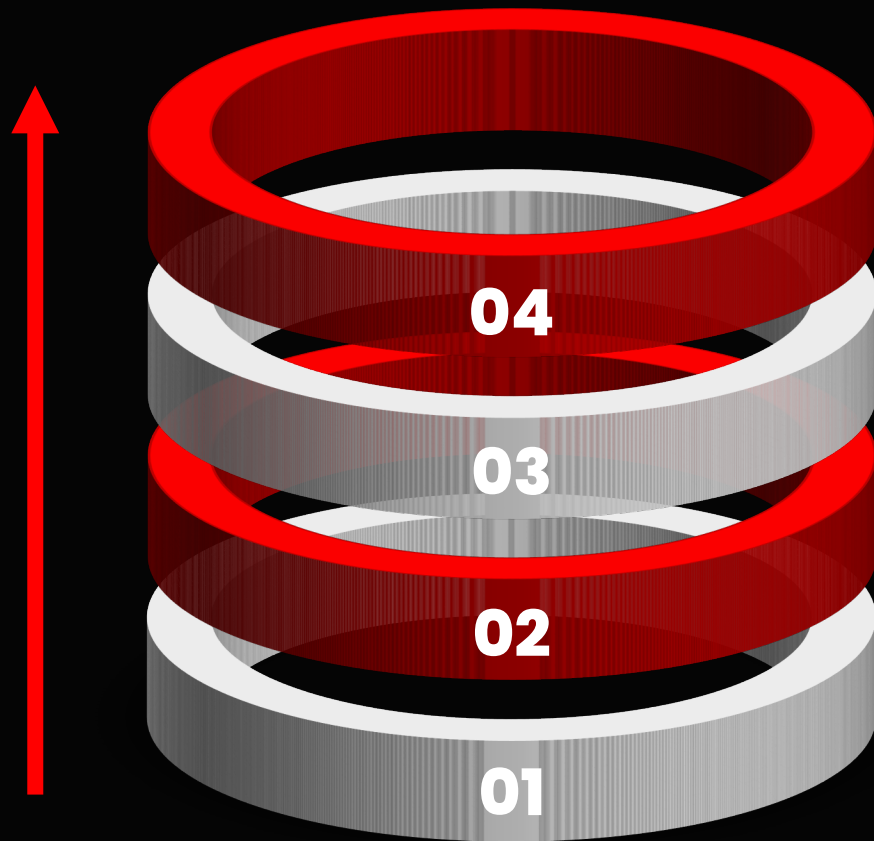


**TECHNICAL SKILL. DYNAMIC EXCITING
PLAY. POSITIVE, ENTERTAINING SOCCER.**

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.



The SB Group
Sport & Education Academy



THE PLAYING STRUCTURE

OPPORTUNITIES AT PROFESSIONAL CLUBS

Our players are showcased to professional clubs in a performance rich environment during matches against the UK's elite

BRACKNELL TOWN FOOTBALL CLUB

Isthmian South Central - Step 4 of the Football League pyramid and includes fixtures in the FA Cup & FA Trophy

SANDHURST TOWN FOOTBALL CLUB

Combined Counties Division 1 - Step 6 of the Football League pyramid and includes fixtures in the FA Cup and FA Vase

ACADEMY & PERFORMANCE ACADEMY PHASE

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



PERFORM IN THE UK'S LEADING COMPETITIONS

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



THE 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.



THE FA VASE

The most lucrative national competition for clubs in the UK Step 5 and 6. Our player pathways into our semi-professional clubs gives you the opportunity to player in such historic competitions.



THE FA TROPHY

Open to all non-league clubs, The FA Trophy ends with a final at Wembley Stadium and gives our most talented individuals the opportunity to face off against UK leading opposition.



THE EMIRATES FA CUP

The oldest and most famous trophy in the world, The FA Cup competition includes all clubs in the football league.

ATHLETIC PROGRAM

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



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.



STRENGTH & CONDITIONING

By understanding the science of sport, your Strength & Conditioning program 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.



B.T.F.C.
1896

#COYR

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.



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.



PSYCHOLOGICAL

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



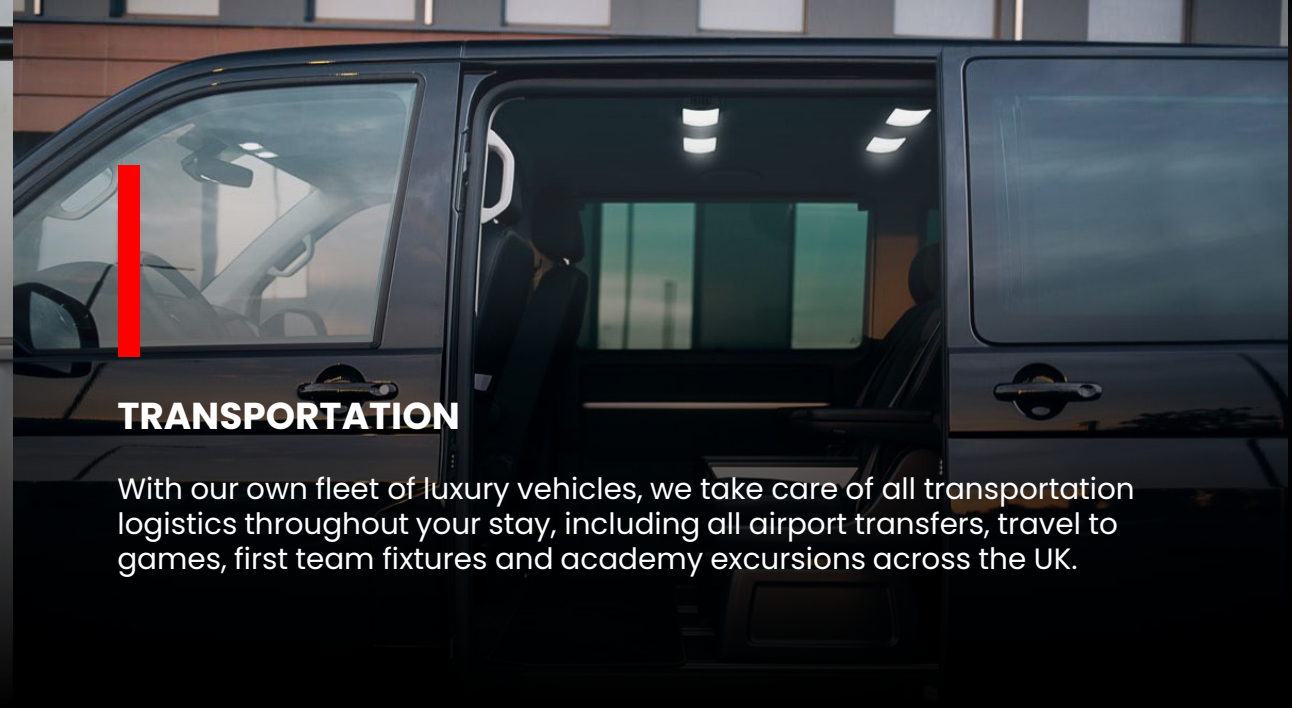
ATHLETE ACCOMMODATION 22/23

Located in the Academy Village, international athletes will live in shared housing. Designed for modern living, each house has five bedrooms, with en-suite facilities, kitchen, dining and shared living spaces.



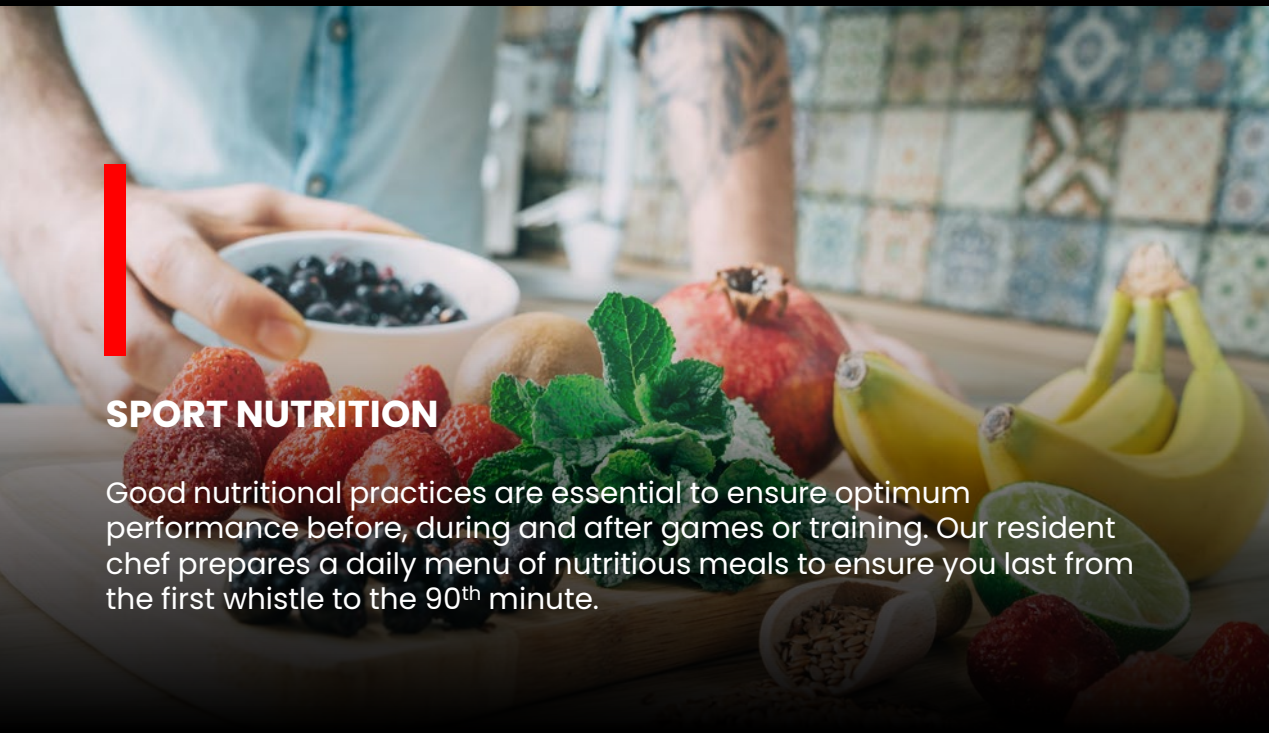
GYM MEMBERSHIP

We offer first class gym memberships to all of our players. Our athletes have access to the fitness studios, gym with state-of-the-art equipment, tennis courts, restaurant, luxury spa and an outdoor pool.



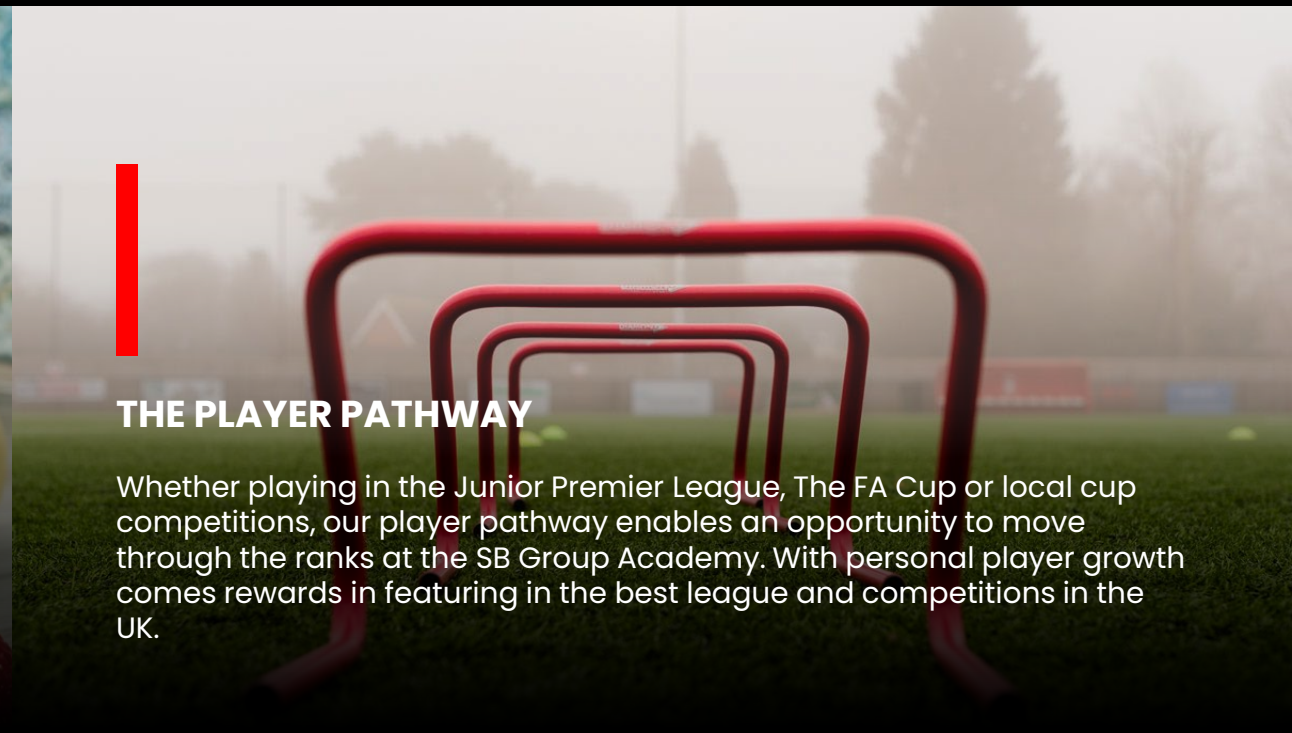
TRANSPORTATION

With our own fleet of luxury vehicles, we take care of all transportation logistics throughout your stay, including all airport transfers, travel to games, first team fixtures and academy excursions across the UK.



SPORT NUTRITION

Good nutritional practices are essential to ensure optimum performance before, during and after games or training. Our resident chef prepares a daily menu of nutritious meals to ensure you last from the first whistle to the 90th minute.



THE PLAYER PATHWAY

Whether playing in the Junior Premier League, The FA Cup or local cup competitions, our player pathway enables an opportunity to move through the ranks at the SB Group Academy. With personal player growth comes rewards in featuring in the best league and competitions in the UK.



ATHLETIC 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.

EXAMPLE 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 Breakfast	08.00 <div>Rest & Recover</div>
09.00 Education	09.00 Education	Academy Matches	09.00 Education	09.00 Education	09.00 <div>Junior League Games</div>	
11.00 Physio / Psych 1-1	11.00 Physio / Psych 1-1		11.00 Physio / Psych 1-1	11.00 Analysis		
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	17:00 Dinner	19:00 STFC training	18:00 Coaching opps	13.30 <div>Senior League Games</div>	
18.00 Private study	18.00 Dinner	19.00 STFC training	19:00 Social	19:00 Social		

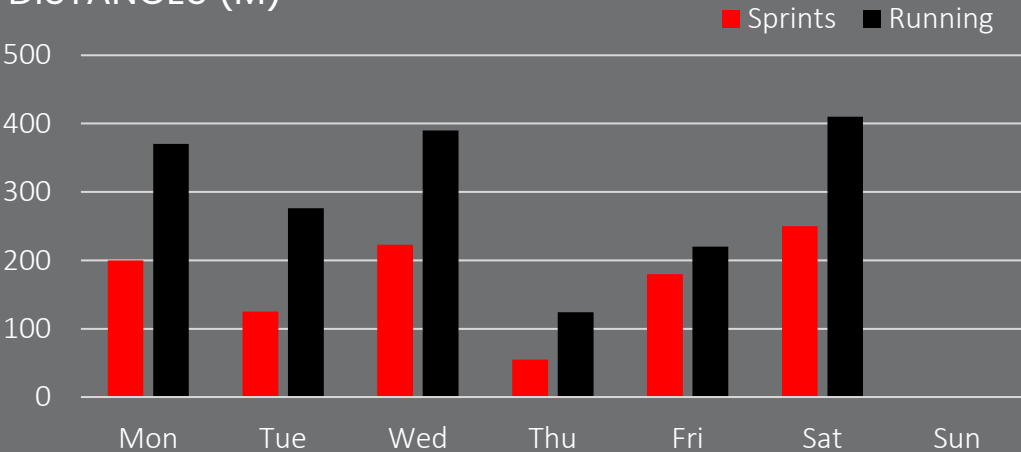
EXAMPLE PERFORMANCE ANALYSIS

GUS ROETCISOENDER

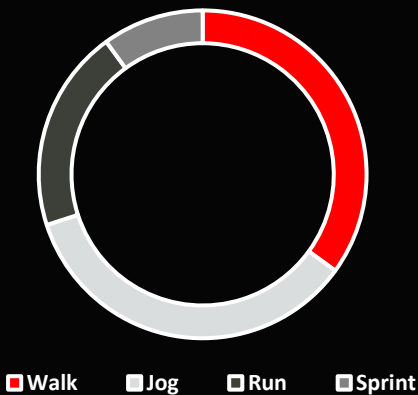


MIDFIELDER

DISTANCES (M)



GAME SPEEDS



TOTAL DISTANCE IN GAME

9.8km

-2%

PASS COMPLETION RATE

127

-1%

FINAL THIRD ENTRIES

11

+5%

ATTEMPTS ON GOAL

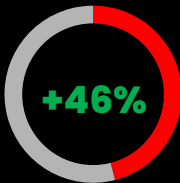
5

+1%

POSSESSION STATS



LOST THE BALL



FORWARD PASSES



BROKE DEFENSIVE 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.

EXAMPLE PERFORMANCE REVIEWS – GAP YEAR EXPERIENCE



PLAYER PROFILE

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

AUG



VIDEO REEL & PARENT REVIEW

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

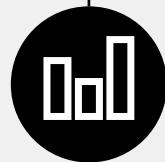
DEC



PLAYER REVIEW

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

MAR



ATHLETIC TESTING

Detailed assessment of athlete movement qualities and physical performance metrics

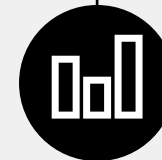
SEPT



ATHLETIC TESTING

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

JAN



VIDEO REEL & ATHLETIC TESTING

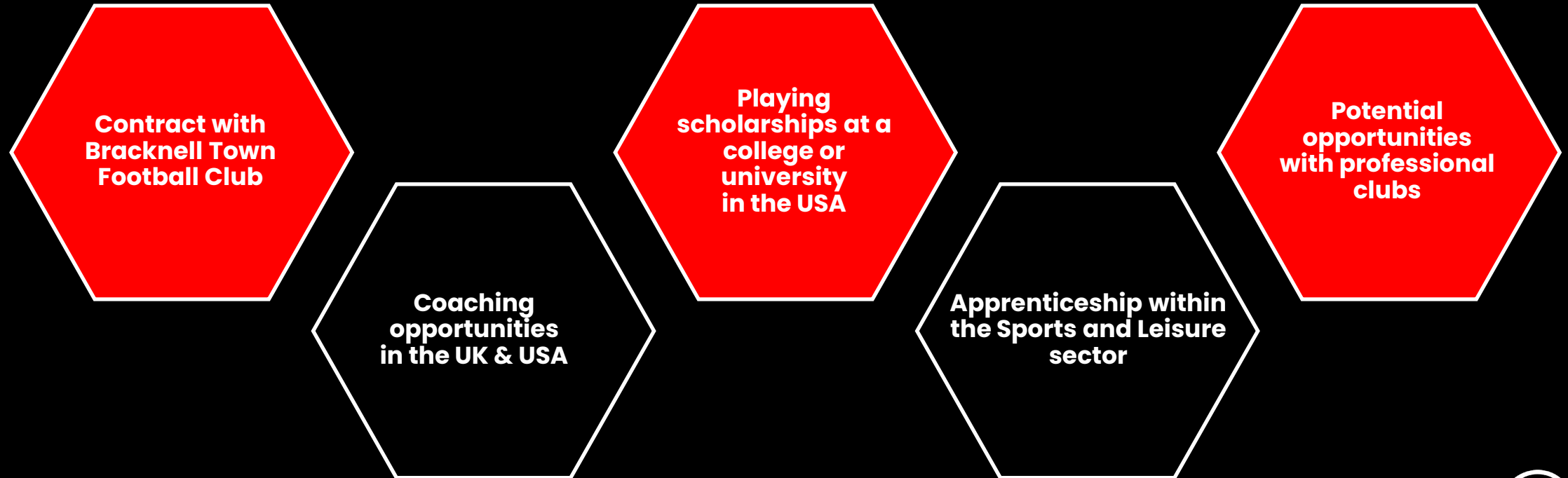
Season review and progression analysis, highlighting key gains & any training plan adjustments

MAY



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.





OWEN GILES

Position: Def
Birthplace: England, UK



The SB Group
Sport & Education Academy



SUCCESS STORIES

PLAYER BIO: OWEN GILES

Owen had been at the academy since the age of 13, where he started in our youth program. His dedication to improve and learn as a player gave us the confidence to speak to clubs looking for talented footballers. Using our connections, Owen was offered a 2-year contract to join Oxford United Academy.

COACHES' COMMENTS

Owen had an unbelievable transformation within our Academy. Arriving as a talented centre midfielder, Owen developed into a superb centre back. Owen possesses the ability to pick any pass when playing out from the back, together with the ability to beat players in one v one scenarios. Owen's progression is simply due to his desire to learn, his ability to absorb information and his incredible work ethic. Great work Owen.

NEXT STEPS

The aim for Owen will be to establish himself at Oxford United and work towards a professional contract with the club.



BEN DRAKE

Position: Left Back
Birthplace: England, UK



The SB Group
Sport & Education Academy



SUCCESS STORIES

PLAYER BIO: BEN DRAKE

Ben had been at the academy since the age of 12, where he started in our youth program. His desire and work ethic enabled him to reach the next level saw multiple professional teams take notice of his performances. After a successful trial period with Sheffield United, Ben was offered a 2-year contract to join their Academy.

COACHES' COMMENTS

Ben was the perfect player to coach, his appetite to improve and learn was infectious. Throughout his time with us, not only did Ben greatly improve as a human and as a player, but he also had the rare attribute of improving others around him. Ben has reached his first goal of a Professional Scholarship, through sheer hard work and desire. He proves that consistent daily improvement and amazing training habits can allow players to maximise their potential and reach their ultimate goals.

NEXT STEPS

The aim for Ben will be to establish himself at Sheffield United and work towards a professional contract with the club.



NIC SIMMONS

Position: Defender
Birthplace: Colorado, USA



SUCCESS STORIES

PLAYER BIO: NIC SIMMONS

Nic had the opportunity to combine his studies with living in a new culture, which broadened his athlete development. The flexible academic program offered by the SB Group allowed Nic to excel on and off the pitch.

COACHES' COMMENTS

Progressing through our Academy ranks, Nic has had a fantastic football journey. From playing against elite Premiership academy teams, to experiencing the intensity of high-level men's football, Nic's pathway with us has led him to success.

NEXT STEPS

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



CONTACT US

Telephone: [01344 412305](tel:01344 412305)
Email: sales@thesbgroup.co.uk

OUR LOCATION

The SB Group Academy
Larges Lane, Bracknell,
England, RG12 9AN,
United Kingdom





STAY UP TO DATE



TWITTER

@the_sb_group



INSTAGRAM

@thesbgroupacademy



The SB Group
Sport & Education Academy