

JANUARY 2026

HEREFORD DEVELOPMENT CENTRE

NEWSLETTER



Building Momentum in the New Year

As January unfolds, the 2026 season is well and truly underway. With teams back in action and routines re-established after the festive break, there's a real sense of purpose and momentum building across the centre. The focus remains on development, consistency, and continuing the positive progress made at the end of last year.

A Month of Return and Readjustment

January has been about getting back up to speed. While winter conditions have continued to play their part, training numbers, match intensity, and overall engagement have been encouraging. Players and coaches alike have embraced the challenge of the early-year schedule, showing commitment and resilience as we settle into the rhythm of the season.

As mentioned previously, the Player of the Month award for December and January has been combined and announced later in the newsletter, giving us the opportunity to recognise performances across a more complete period of football.

Looking Ahead

With the foundations for 2026 now firmly in place, we head into the coming months with optimism and clear direction. Thank you for your continued support – together, we'll keep driving standards forward and making this season one to remember, both on and off the pitch



PLAYERS OF THE MONTH

As mentioned in last month's newsletter, this issue's Players of the Month are being recognised for their hard work and excellence across December and January. This period gave us a more settled view of performances following weather-related disruption and the break in fixtures over the Christmas period. Well done to all of our winners.

UNDER 12

Lucas P - With only 3 games in January, Lucas has proved himself to be a huge asset to the squad with some superb saves as well as starting attacks with his brilliant passing range. The pinnacle for Lucas in January was his converted penalty followed by the winning save in the cup game versus Barton Rovers



UNDER 13



Reuben B - Reuben's non-stop work ethic has set the tempo for the team. He's played with infectious enthusiasm and positivity, lifting all others around him and driving the group forward. His wicked deliveries from corners cause chaos for opposition defences and he even pops up with the odd goal. A fantastic example of energy, teamwork and our centre's values. Congratulations Reubs!

UNDER 14



Jacob W - Jacob has been outstanding in defence with his strength speed and intensity. His determination in duels, commitment to winning the ball and consistent hard work have stood out making him a key component of our defensive unit. Keep up the great work Jacob.

UNDER 15

Aston J - Aston has worked extremely hard over the past few months, always giving 100% for the team , whether that has been in training or on the pitch. Never one to complain when playing outside of his preferred position, he has put his head down and got on with it and that work ethic and never say die attitude has been rewarded with some important goals over recent weeks. Keep it up Aston!



UNDER 16



Fletcher A - Fletcher has brought consistency and a high level of performance to his game through December and January. Coupled with the fact that he has now adding goals to his game he is a deserving winner for POTM

SEASON REVIEW - UNDER 15'S



The U15s' season has been one of growth, resilience, and clear development, marked by strong performances, learning moments, and a real sense of togetherness within the squad.

The campaign began with back-to-back 3–3 draws against Bilston and Stourport Swifts. While both games were competitive and showed early promise, there was frustration at not turning good positions into wins. The Stourport match in particular highlighted both the attacking potential—goals from Jensen Lawley and Jack Johnson—and the need for greater discipline and focus when decisions went against us.

From there, the team found real momentum. An impressive 6–2 away win at Pershore showcased fast, confident football through the thirds, despite injuries and illness. That unbeaten run continued with controlled wins over Hereford Futsal and Gornal, where the boys showed composure, resilience, and the ability to grind out results even when not at their fluent best.

The first defeat of the season came against Stratford Town, but arguably produced some of the best football of the year. Even after a harsh red card changed the game, the boys continued to play the right way and showed tremendous character. That theme continued through a frustrating spell of results against Continental Star, Alvechurch, and FDC—games where chances were created in abundance, performances were competitive, but finishing and fine margins went against us.



The response to that run was outstanding. A battling 4–1 win against Darlaston, despite missing five key players and missing two penalties, showed the group’s spirit. Strong away wins followed against Shrewsbury Town and a memorable cup victory over Chasetown, where the team played with ten men for over an hour and still found the quality and determination to secure a famous 4–2 win.

December and January brought challenges with illness, injuries, and tough opposition, including heavy defeats where the scorelines didn’t always reflect long spells of positive play. Credit to the group, they never dropped their heads. Tactical changes, improved second-half performances, and continued belief laid the foundations for a strong finish to the season.

That belief paid off handsomely. In testing conditions against Forest Falcons, the boys showed maturity and resilience to edge a 5–4 win, before producing a dominant 7–0 victory over Diamonds Academy. The final performance summed up the team’s progress—control, confidence, attacking intent, and togetherness—capping off a very encouraging run of form.

Overall this season has been about far more than results. The U15s have developed technically and tactically, shown resilience in adversity, and grown in maturity as a group. There have been lessons around discipline, game management, and taking chances—but the positives far outweigh the setbacks.

The talent is clear, the attitude is strong, and the direction is the right one. With continued hard work and belief, this group has an exciting future ahead.



Thanks, as always, go to our U15's shirt sponsors Marches Business Group

MEET THE COACH - HUGH BROOKES



Hugh has been coaching in the local area for the last 5 years and has set up his own coaching business to support the development of young players in the area. He has recently completed his second season with the Hereford Girls Development Centre as well as assisting in establishing a new senior Team, Ro-Stars Hereford, where he guided them to the Herefordshire Division 2 title in their very first season. Hugh was then 'head hunted' to take on the senior team at Burghill Rangers FC. Hugh has completed his UEFA C qualification during his time with us.

The HDC are thrilled to have Hugh on board

NEWS & UPDATES

Exciting changes

We will be making some exciting announcements before our next newsletter. Some new faces coming into the centre as we look to expand and develop our players.

Volunteers still required

We are still in search of a few more volunteers to complete our team. If you feel like you could assist with any of the roles below or wish to see what they entail, please get in touch.

Team Representatives

We are thrilled to now have representatives from each team who will join the committee and be a voice for each age group. Having team reps also allows us to pass vital information so that everyone is kept up to date.

u12s - Julian C

u13s - Samantha L

u14s - TBC

u15s - Mark B

u16s - Lucy N



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COMMUNICATIONS MANAGER

The role will create, manage, and deliver engaging digital content that reflects the values, success, and activities of the HDC. Focusing on promoting the HDC, showcasing player achievements, and ensuring clear, consistent communication across all social media platforms. You'll play a key part in strengthening community engagement and maintaining a professional public presence for the Centre.

- ★ MANAGE SOCIAL MEDIA PLATFORMS
- ★ PRODUCE THE MONTHLY NEWSLETTER
- ★ KEEP THE WEBSITE UP TO DATE
- ★ BECOME A MEMBER OF THE COMMITTEE



Hello@hereforddevelopmentcentre.co.uk



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MATCHDAY SECRETARY

Join the team at the HDC and help deliver positive, well-organised matchdays. The Matchday Secretary monitors fixtures and ensures referees are appointed for all home games. A vital role required to ensure games run smoothly and safely

- ★ CAN YOU SPARE A FEW HOURS A WEEK?
- ★ YOU WILL WORK ALONG SIDE THE HDC SECRETARY
- ★ BECOME A MEMBER OF THE COMMITTEE



Hello@hereforddevelopmentcentre.co.uk



KEY CONTACTS

If you have any general enquiries, issues or concerns please reach out.

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You can also reach out on our [Facebook](#) page or Website

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