

SEPTEMBER 2025

HEREFORD DEVELOPMENT CENTRE

NEWSLETTER



We're excited to launch this regular update, which will be published during the second week of each month. It's a chance for us to share news, celebrate successes, and keep everyone informed about what's happening across the centre.

To kick things off – wow, what a fantastic start to the season it's been for all our teams! September is always a busy time, with the boys heading back to school, settling into new routines, some starting senior school, and others beginning their GCSE journey. Alongside all that, football has ramped up on both Saturdays and Sundays, and the energy and commitment from everyone has been brilliant to see.

We will start with announcing our players of the month for September. All our teams and players continue to do us proud but these players have been standout performers and the coaches have awarded them September Player of the month. A massive congratulations to all our player of the month winners

PLAYERS OF THE MONTH FOR SEPTEMBER



U12 - WILL

WITH STRONG PERFORMANCES AND 5 GOALS FROM MIDFIELD IN OUR 4 SEPTEMBER GAMES .



U13S - FIN

NEW TO THE TEAM THIS YEAR, FIN HAS SETTLED QUICKLY. CALM ON THE BALL WITH STRONG, POSITIVE LEADERSHIP



U14 MAX

EXCEPTIONAL THROUGHOUT SEPTEMBER SHOWING GREAT ATTITUDE COMMITMENT AND CONSISTENCY IN BOTH TRAINING AND MATCHES.



U15 - JENSON

CONSISTENT THROUGHOUT WITH SOME STRONG PERFORMANCES EARNING HIM A MOVE FROM THE DEVELOPMENT SQUAD INTO THE MATCHDAY SQUAD



U16S - MAX

GREAT PERFORMANCES AND EXTREMELY CONSISTENT THROUGHOUT SEPTEMBER

NEWS & UPDATES

JOIN THE TEAM

We are looking to expand our committee with the addition of three new volunteer positions:

- **Matchday Secretary.** Liaising with the league officials to allocate referees and ensure no fixture clashes.
- **Kit and Equipment Manager.** Single point of Contact for ordering kit and equipment for the centre.
- **Media Manager.** Manage all our social media platforms.

If you feel you would like to get involved and contribute to the continued growth of the Centre, please reach out via email at hello@hereforddevelopmentcentre.co.uk. We would love to hear from you.



TRAINING KIT

Take a look around the training ground – it's a fantastic sight, seeing all the players proudly wearing their HDC colours! It's been a long and sometimes frustrating wait, but we're pleased to say that most players should now have received their training kit.

We're still tracking a few outstanding items, and the supplier has assured us they're on the way. Thank you for your patience!

A quick reminder: **please label all kit items with your child's name.** As we all know, teenagers tend to grab the first top they see, so this helps avoid mix-ups.

If you need to order any additional items, feel free to drop us an email at hello@hereforddevelopmentcentre.co.uk.

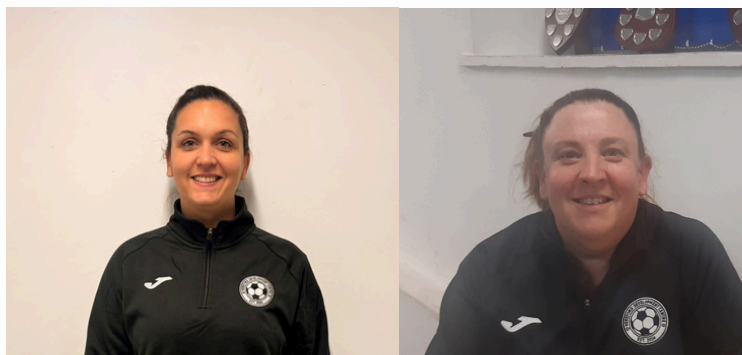
REVIEWS

Our first round of player reviews will take place during the last week of November. To minimise disruption, these will be held on regular training days.

These reviews are an important part of each player's development journey. Coaches will provide structured feedback, highlighting individual strengths and identifying areas for improvement. The aim is to help players reflect on their progress and set clear, achievable goals for the remainder of the season.

Additionally, the reviews may inform decisions around squad movement – whether that's stepping up into the matchday squad or focusing on development opportunities.

WELFARE & SAFEGUARDING



KATRINA

KATH

While welfare and safeguarding are everyone's responsibility, we're incredibly fortunate to have not one, but two dedicated Welfare Officers at the Centre — Katrina and Kath.

Both bring a wealth of experience and a deep commitment to ensuring the safety and wellbeing of all our players, coaches, and families. At HDC, we understand that welfare and safeguarding are fundamental to everything we do, and with Katrina and Kath on board, we know we're in safe hands.

Thank you both for the vital work you do behind the scenes to keep our environment safe, supportive, and inclusive.

While we strive to maintain a safe and positive environment for all, there may be occasions where an incident occurs that requires reporting. If you witness or experience anything concerning, please report it using the [Incident Report](#) form.

If you are unsure whether something should be reported, we encourage you to contact our Welfare Team for guidance and support hereforddcwelfare@gmail.com.

We take all concerns seriously and are committed to ensuring the wellbeing of every player and family within the Centre.



We are proud to support the Play Safe Weekend!

Play Safe is a year-round campaign that amplifies the importance of safeguarding in football. This year is all about encouraging adults to create open conversations, ask questions, and actively listen to children.



Everyone. Everywhere. Every Time.

On 27/28 September, we took part in the Play Safe weekend to support the campaign and show our commitment to always listening, talking and respecting children in football.

Small Talk is Bigger Than You Think. Together, we can make the game safe, fun and enjoyable for all.



TEAM FOCUS - UNDER 12S

The HDC U12s kicked off their season with a tough 3–1 defeat to Shrewsbury Up and Comers. It was a challenging start, but one that sparked a remarkable turnaround. Since that opening setback, the team has gone on a six-game winning streak, delivering performances full of character, quality, and growing confidence.

Their first win came in dramatic fashion against Kidderminster Harriers. After falling 2–0 behind inside the first eight minutes, the boys responded with relentless pressure and some of their best football to date. With 15 shots on goal, only a Man of the Match performance from the opposition keeper kept the scoreline down. Eventually, the team broke through and secured a 5–2 victory — a true display of resilience and maturity.

Next came a dominant 9–0 win over Alvechurch. From start to finish, the team was clinical, dispatching chances with ease. While there were moments where ball movement could have been sharper, the overall performance was commanding and full of promise.

Against Pegasus, the squad delivered a superb 6–0 win. The first half was tight, but belief in their style paid off in the second. One standout moment was an 11-pass move from goal kick to tap-in — a goal that would be celebrated at any level of the game. It was a performance full of professionalism, assurance, and energy.

The Coldlands Colts fixture was a true game of two halves. After a tight opening period, the boys came out flying in the second half. A goal in the first minute set the tone, and the team delivered 9 goals in just 30 minutes of free-flowing football. Momentum continued to build.

In the local derby against Shrewsbury Town South, the U12s produced a masterclass. After going behind early, they responded with 57 minutes of pure quality. Confident defending, relentless pressing, and fluid attacking play led to a 5–1 win. Some of the one-touch football was a joy to watch — arguably their most complete display of the season. Their most recent outing saw them travel early to Stratford Town for a 9:30 kick-off. Despite the uneven surface, the boys adapted quickly and dominated from the first whistle. Going in at half-time 3–0 up, the message was clear: keep playing the right way and aim for a clean sheet. That's exactly what they delivered, finishing with an 8–0 win and a performance full of discipline and team spirit.

MEET THE COACH



This season, the HDC U12s are under the expert guidance of Coach Jon, who brings a wealth of experience and pedigree to the Development Centre. Having enjoyed a successful professional and semi-professional playing career, Jon transitioned into coaching through the United in the Community programme — a pathway that has shaped his philosophy and approach to youth development. Jon joins HDC from Pegasus Juniors, where he led a highly successful junior side. His coaching journey has been influenced by some of the most respected names in English football, including Keith Downing, former England U20 manager and current Derby County assistant, and Dick Bate, the late former England Women's coach and renowned FA educator. Their mentorship has helped Jon develop a coaching style that balances technical excellence with character-building — a perfect fit for the U12s.



CALLING ALL ASPIRING COACHES!

We're always on the lookout for passionate individuals who want to make a difference — not just in developing players, but in growing as coaches themselves.

Whether you're an experienced coach or someone just starting out on your coaching journey, we'd love to welcome you to the team. If you or someone you know is interested in getting involved, please don't hesitate to reach out to any of our current coaches or contact us directly at hello@hereforddevelopmentcentre.co.uk

Let's grow the game together!



Thank You to Our Referees

A huge thank you to all the referees who have officiated our matches so far this season. Your commitment and professionalism are greatly appreciated. We're passionate about supporting the development of referees, and officiating in the MJPL is a fantastic way to build experience and grow within the game. If you know someone who's interested in becoming a referee, please encourage them to get in touch by emailing referees@herefordshirefa.com

Let's continue to support all aspects of the game — on and off the pitch.



THANK YOU TO OUR AMAZING SPONSORS

