



# PLAYER DEVELOPMENT CENTRES

In Partnership With



**Player Information Pack  
2018 – 19 Season**

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# 1. General Information

Our Player Development Centres (PDCs) started in September 2010 with one centre at The Alan Higgs Centre, with 40 children aged 8-13 taking part. Over the last eight years, the initiative has grown, with over 550 children aged 5-16 now enrolled at sites across Coventry.

The aim of our development centres is to provide an opportunity for young players between the age groups of Under 6 to Under 16 to benefit from advanced coaching delivered by our FA Level 3 coaches. We work very closely with our academy and all sessions have a technical and tactical focus, with a coaching curriculum designed by the Technical Director of the Coventry City FC Academy.

The overriding mission statement for the Player Development Centres is ***'To provide high quality coaching in a positive and varied coaching environment to support players in reaching their potential'***.

The PDCs are by no means intended to stop players from playing with their local club and this is actively encouraged through a new CCFC and grassroots 'partner club' initiative. This sees friendly matches and a two-way player referral pathway in place between Sky Blues in the Community and local teams.

**Sky Blues Teams** – For Elite players from Under 8 to Under 16s, we offer the opportunity to represent the Sky Blues in the Junior Premier League (JPL) and Midland Junior Premier League (MJPL) on Saturdays in addition to training. For players who are not in Elite groups, we also offer the opportunity to play in friendly fixtures.

We also have a Premier League Kicks team who play in the Coventry Alliance on a Saturday afternoon. This is an open age group league but all our players are between the ages of 16-21 years old. Players continue to develop up till their early 20's so this team helps prepare them for playing adult football while still developing in a professional and safe environment. Last season was our first season running this and it was a massive success with 4 players moving into semi-professional football.

We have entered our fifth year of our partnership with Coventry College and our **Football Education Programme**. This programme gives students aged 16-19 the chance to study full-time and represent Coventry City Football Club against other EFL Football Club Education Programmes in the Community and Education Football Alliance – playing and training with Sky Blues Coaches alongside continuing in education.

In addition to this, a new three-way partnership with Bedworth United, Coventry College and Sky Blues in the Community will also allow a pathway into non-league football with Bedworth United (U18s, U21s and First Team).

Not only does the programme continue player's development in football, it also provides a suitable education to pursue sport studies at University and/or a career in the sports industry. If you'd like to find out more about the Sky Blues teams or the Football Education Programme, please contact our central office on 024 7678 6349.

## 2. Timetable for 2018/19

### Advanced Development Centres

<b>Blue Coat School, Coventry, CV1 2BA</b>		
Tuesday	5.30pm – 7.00pm	U9, U10, U11, U12 and U13
Friday	5.30pm – 7.00pm	U7 & U8

<b>Grace Academy School, Coventry, CV2 2RH</b>		
Wednesday	5.30pm – 7.00pm	U8, U9, U10, U11 and U12

### Elite Performance, GK & Shadow Squads

<b>Grace Academy School, Coventry, CV2 2RH</b>		
Monday	5.30pm – 7.00pm	U10 Elite 2, Shadow & GK's
Monday	7.00pm – 8.30pm	U13
Tuesday	5.30pm – 7.00pm	U8 Elite & U9
Tuesday	7.00pm – 8.30pm	U14
Wednesday	7.00pm – 8.30pm	U15

<b>Sidney Stringer Academy, Coventry, CV1 5LY</b>		
Monday	5.30pm – 7.00pm	U12
Thursday	5.30pm – 7.00pm	U11 & U10 Elite 1

<b>Blue Coat School, Coventry, CV1 2BA</b>		
Monday	7.00pm – 9.00pm	U16
Friday	5.30pm – 7.00pm	U7 & U8 Shadow

### Goalkeeper Coaching

We have specialist Goalkeeper coaches who will work with all goalkeepers following a specific coaching syllabus. This will focus on Goalkeeper techniques as well as positioning and shot stopping. At times Goalkeepers will be asked to join in sessions with the outfield players to work on other elements of their game such as dealing with crosses and playing out from the back. The FA guidelines is for Goalkeepers to also play as outfield players from time to time which will help with their game understanding as well as footwork and all-round agility.

### 3. Finance Information

Sky Blues in the Community are a registered charity (charity number 1127014). This means that we are a not-for-profit organisation and all of our activities are for the benefit of the community.

Our player development scheme is 100% self financed and we need to cover all the costs of the activities we provide for the children throughout the year. This includes administration and staff costs, facility hire, equipment, kit and insurances.

#### Donations / Fundraising

As a registered charity, we accept donations to help support our community activities and aim to organise a number of fundraising events over the course of the season. If you wish to help with fundraising for Sky Blues in the Community, contact the central office on 024 7678 6349.

Costs			
	Monthly Standing Order (12 months)	One off up front Payment (10% discount)	Paying Monthly by Cash, Cheque or Card
<b>Weekly Training</b>	£27.00 (£324.00)	£291.60 (saving £32.40)	£29.70 per month
<b>Games Package</b>	£18.00 (£216.00)	£194.40 (saving £21.60)	£19.80 per month
<b>Training &amp; Games</b>	£45.00 (£540.00)	£486.00 (saving £54.00)	£49.50 per month
<b>Admin Fee</b>	£20.00 (one off fee paid annually by all players)		
<b>League Registration Fee</b>	£10.00 (one off fee when you are registered to play in a league team)		
<b>Kit</b>	Please visit our online shop for kit prices. Link to shop can be found on Kit Order page.		
<b>Sibling Discount</b>	15% discount for any additional children.		

#### Admin Fee (£20.00 annually)

All players need to pay this on an annual basis and this cost goes towards covering all of the administration costs involved in the Player Development Centres.

#### League Registration Fee (£10.00 annually)

If you would like your child to register to be able to play in league games there is a one-off fee of £10.00 to cover the costs of registering the player.

#### Games Package - Weekend Games (£18.00 per month or one-off payment of £194.40)

This includes all matches played at weekends over a 12-month period - including friendly and league matches. At certain periods of the year (Christmas & July) there will be less games but we aim for all players to have the option of a minimum of 30 games per season. This is relevant to Elite, Shadow and Advanced players who are playing in games at weekends. The fees you pay helps cover the following costs: pitch hire, staff, referees, insurance, affiliation and league fees.

#### One-Off Games (£6.00 per game)

For players who play in on-off weekend games, there is a charge of £6.00 per game.

#### School Holiday Games (£6.00 per game)

For players who play in school holiday games, there is a charge of £6.00 per game.

### **Main Weekly Training Session (£27.00 per month or one-off payment of £291.60)**

The first session will be free for players attending the centres for the very first time. The amount owed for the remainder of your first month will be calculated on a pro-rata basis – please see payment “Initial Payment & Monthly Standing Order” section. Following your initial payment, you should set up your monthly payments via one of the following options:

#### **Payments by Standing Order**

Parents / Guardians are responsible for setting up the standing order with their own bank so you remain in control of your payments. This can be done by completing the standing order form included in this pack and handing it into the bank or if you have access to online banking, you can set this up yourself using the payee details from the standing order form at the end of this pack.

#### **IMPORTANT NOTES:**

- Standing order payments must be made by the 7<sup>th</sup> of each month (in advance).
- When setting up your standing order, please make sure that you clearly reference your child’s name and age group.
- Payments for the PDCs are calculated over 12 months, therefore please do not cancel or adjust any monthly payments.

#### **Payments by alternative methods (Cash, Cheque or Card payments)**

If you choose to pay by one of these methods there will be a 10% increase on costs due to the additional administration duties required for processing these payment methods.

Parents / Guardians paying by cash, cheque or Card must make this payment by the 7<sup>th</sup> of each month (in advance):

- **Debit Card** – call the central office on 024 7678 6349 (Monday-Friday 9:00am-5:00pm).
- **Cash / Cheque** – Place in an envelope with your child’s name on and give to the coach.

#### **Late or Non-Payments**

If any outstanding balances are not received by the 15<sup>th</sup> of the month, players will incur a £2.50 late fee. Sky Blues in the Community reserve the right to temporarily withdraw the player from the Player Development Centres until all outstanding balances are paid. Please note that children with an outstanding balance will not be allowed to participate in games, trips or access their unique match day experiences.

With over 500 players involved in the PDCs, we do ask that parents do pay promptly and that parents do take some responsibility for checking standing orders are set up and going out.

#### **Annual Payment in Advance**

We have introduced the option to pay for the full season up front and you will receive a 10% discount for doing this. However, if you choose to leave before the end of season you will not be eligible for a refund.

#### **Sibling Discount**

To support families with more than one child being part of the Player Development Centres, we offer a 15% discount for each additional child.

**Optional Additional Training Night**

If you are interested in accessing any additional training opportunities, please contact Football Development Manager, Shaun Pierce, via Telephone: 024 7678 6521.

**Absences**

In the case of not being able to make training (e.g. holidays), players must still pay their monthly amount, in the same way that you would for an annual gym membership.

**Injuries**

In the case of long-term injuries, payments may be suspended at the discretion of Sky Blues in the Community. We ask parents to contact Shaun Pierce at the earliest opportunity to discuss the length of injury absence, so the subscriptions can be amended accordingly.

**Financial Difficulties**

If parents or guardians are facing financial difficulties and struggling to make payments for the PDCs, then we would encourage you to discuss this with us confidentially to see if alternative payment arrangements can be made. Please call David Busst on 024 7678 6371.

## 4. Kit Orders

### Ordering Kit

Parents / Guardians can order several different kit items for their child/children – ranging from a playing/training kit to tracksuits, training tops, hoodies, rain jackets, kit bags and beanie hats. You have the option of ordering individual kit items or selecting from a number of kit packages.

To order Player Development Centre kit, please use the online shop by clicking on the link below. This shop is managed by our kit supplier Sporting Touch and all enquiries regarding kit should be made to Sporting Touch directly using the contact information below.

### Kit Sizes

There is a Size Chart on the online shop which will help you select the right size for your child. If you are still not sure on which size to order we suggest you try on one of the other players kits at a training session or visit our kit supplier Sporting Touch. Once you have placed your order if it is the wrong size you will not be able to exchange it as it will be personalised.

PLEASE NOTE: To take part in matches representing the Sky Blues Player Development Centres, it is compulsory to wear a PDC kit.

### Shirt Numbers

All playing shirts will have a number on the back. The main reason for this is a criteria for the leagues that all players to have a number on their shirt. This number is generated automatically, all you need to do when ordering your kit is put your child age group and the next available number will be allocated. All GK's shirts will be number 1.

### NEW AGE GROUPS for 2018-19 season

U6 School Year 1 from September 2018

U7 School Year 2 from September 2018 and so on

**LINK TO ONLINE SHOP:** <http://www.sportingtouch.com/107-sky-blues-in-the-community>

### **KIT SUPPLIER CONTACT DETAILS:**

Sporting Touch

Unit 12 Alliance Close

Attleborough Fields Ind. Estate

Nuneaton

Warwickshire

CV11 6SD

**Telephone Number:** 024 7635 1490

### **Kit recycling**

Sky Blues in the Community are keen to help as many underprivileged children out as possible. If anyone has any old kits, boots or other items please don't throw them away. We will try and find a new home for them locally and anything we can't find a home for we support a few charities abroad where we can send them over.



## 5. Codes of Conduct

A code of conduct is not a legal requirement but it is important to have one in order to identify a set of standards and outline the behaviour we expect of those involved in our activities – including coaches, parents and players.

We must remember at all times, that the Player Development Centres are an initiative delivered by a professional football club. Therefore, the attitudes, behaviours and standards must be reflected accordingly by all of those involved.

With that in mind there are three codes of conduct that are relevant for the 2018-19 season.

1. Coach – identifying what you can expect from your development centre coaches
2. Player – how we expect players to behave at development centre training and when representing Coventry City FC in matches
3. Parent – outlines the behaviours we expect in terms of watching and supporting your child, as well as supporting the player development centre initiative.

All codes of conduct have been written in line with the FA Charter Standard programme. The Charter Standard scheme establishes minimum standards for football and acts as a quality assurance mechanism recognising and rewarding well run clubs. As a benchmark for quality, it aims to improve the playing experience for all.

By signing up to participate in the PDCs, players and parents are automatically agreeing to abide by our codes of conduct.

There are some general rules which we do expect all players and parents to abide by:

- The matches we play will all be focused on the development of individual players, not focused on results. This may include players playing in more than one position and we expect parents and players to respect this ethos of development over results
- Please be polite and courteous to all involved with the Player Development Centres at all times
- Be timely with any responses for information required by your Coach or the centre management team
- Please let your coach or the Sky Blues in the Community office know of any absences from activities (e.g. due to illness, injury or leaving the PDC's)
- Please ensure that any payment subscriptions are paid promptly and balances are kept up to date. Sky Blues in the Community is a charity and all income is used for charitable purposes. Chasing payments is time-consuming and should not be necessary
- At all times represent Coventry City Football Club and Sky Blues in the Community in a professional manner regarding to dress, presentation, attitude, conduct and professionalism.

Please understand that your feedback is valuable to us; both positive and negative. If you wish to feedback confidentially on the development centres, please email [sbitc@ccfc.co.uk](mailto:sbitc@ccfc.co.uk) or call 024 7678 6521.

## Players Code of Conduct

### **Obligations towards the game** - A player should:

- Make every effort to develop their own sporting abilities, in terms of skill, technique, tactics and stamina.
- Give maximum effort and strive for the best possible performance during training and in a game, even if his team is in a position where the desired result has already been achieved.
- Set a positive example for others, particularly younger players and spectators.
- Avoid all forms of un-sporting behaviour (e.g. time-wasting, diving etc.).
- Not use inappropriate language.

### **Obligations towards one's own team** - A player should:

- Make every effort consistent with Fair Play and the Laws of the Game to help his own team win.
- Resist any influence which might, or might be seen to, bring into question his commitment to the team winning.
- Encourage his team mates at every opportunity and play his part in creating a positive team ethic.

### **Obligations towards the Spectators** - A player should:

- Show due respect to the interests of spectators.

### **Respect for the Laws of the Game and competition rules** - A player should:

- Know and abide by the Laws, rules and spirit of the game, and the competition rules.
- Accept success and failure, victory and defeat, equally and with dignity at all times.

### **Respect towards Opponents** - A player should:

- Treat opponents with due respect at all times, irrespective of the result of the game.
- Safeguard the physical fitness of opponents, avoid violence and rough play, and help injured opponents.

### **Respect towards the Match Officials** - A player should:

- Accept the decision of the Match Official without protest.
- Avoid words or actions which may mislead a Match Official.
- Show due respect towards Match Officials.

### **Respect towards Coaches** - A player should:

- Abide by the instructions of their Coach and Team Officials, provided they do not contradict the spirit of this Code.
- Show due respect towards their Coach at all times.
- Accept any decisions made by their Coach regarding football matters at all times.
- Show due respect towards the Coach and Team Officials of the opposition.

## Parents Code of Conduct

In general, with regards to the running of the Player Development Centres, parents will agree to:

Ensure that the player is accompanied to pitch side for registration for all sessions. This is due to the fact that the coach or the development centre manager may need to communicate information with parents; which may be easiest to do face to face.

Keep us informed of any absences from training or matches (due to injury, holiday etc.). We work with over 500 children as part of the development centres, so it is important that parents can support us as much as possible in respect of communication.

If for any reason a player leaves the Player Development Centre programme, parents will inform Sky Blues in the Community of this decision.

### In more football-specific terms

A parent/carer or spectators expectations and attitudes have a significant bearing on a child's attitude towards:

- Football in general
- Other players
- Officials
- Managers/coaches
- Spectators.

Sky Blues in the Community wish to ensure that parents/carers/spectators within the centres are always positive and encouraging towards all of the children - not just their own.

As a parent, I will:

- Remember that children play for FUN
- Let the coaches do their job and not confuse the players by telling them what to do
- Encourage the players to respect the opposition and match officials
- Never criticise a player for making a mistake -mistakes are part of learning

Sky Blues in the Community will encourage parents/carers/spectators to:

- Avoid coaching the child during training or games – please leave that to our coaches
- Not to shout and scream
- Respect the referee's/coaches decision
- Give attention to each of the children involved in football not just the most talented
- Give encouragement to everyone to participate in football.

**If parents have a grievance with the coach, please discuss this discreetly with Shaun Pierce (Football Development Manager).**

## Coaches Code of Conduct

The coach is responsible to ensure that the conduct of him/her and other staff is professional at all times and set a suitable example for players and parents to follow.

### **In general coaches will:**

- Be punctual and organised, in particular arriving at the appointed times ready for coaching activities to start.
- Visually portray a professional image at all times in line with the image of Coventry City Football Club.
- Speak to parents and children in a polite, respectful and courteous manner at all times.
- Act as a role model for young players, so coaches will act in an appropriate manner.
- Foster an environment that promotes learning and development for all involved, in equal measure.

### **Obligations towards the Game - The coach will:**

- Set a positive example for others, particularly young players.
- Promote and develop their group, having regard to the interest of the players and parents and reputation of the national game.
- Avoid all forms of gamesmanship and encourage their players to do the same.
- Show due respect to match officials and others involved in the game (e.g. opposition players and coaches).
- Not use or tolerate inappropriate language or behaviour.

### **Obligations towards the Team - The coach will:**

- Make every effort to develop the sporting, technical and tactical levels of the team and more specifically, individual players.
- Promote ethical principles.
- Show due respect to the interests of players, coaches and other officials, at their own club/team and others.
- Foster an ethic where the development of the individual and team is the most important factor, not team results.

### **Respect towards match officials and opposition – The coach will:**

- Accept the decisions of the match official without protest.
- Avoid words or actions which may mislead a match official.
- Show due respect towards match officials.

### **Obligations to parents/carers– The coach will:**

- Show due respect to the interests of parents at all times.
- Communicate effectively with parents/carers regarding training and matches.
- Be open and honest with parents/carers at all times, explaining football decisions where necessary.

## 6. Behaviour Guidelines

In addition to the codes of conduct, we will be maintaining our policy on acceptable behaviour of players whilst at the Player Development Centres.

### **Acceptable Behaviour Policy**

Disruptive behaviour will not be tolerated during activities, as it jeopardises the enjoyment and development of others and also contributes to health and safety risks.

All coaches will operate a **yellow and red card scheme** to address behaviour issues. If players are disruptive, they receive a first warning (yellow card). If they persist, they will receive a red card, whereby the coach will speak to the child's parents to inform them of the issues at the end of that session.

If a participant receives two red cards during a term, they will no longer be able to participate in the Player Development Centres.

Bullying, teasing and harassment will not be tolerated at the Player Development Centres.

Staff will monitor closely any teasing or bullying amongst participants. All children have the same right to enjoy our coaching free of intimidation. If coaches feel participants are subject to torment, the appropriate action will be taken against the perpetrators (i.e. yellow/red card system).

Occasionally if an incident is brought to the coaches attention through their own observation, or a parent or child reporting; a word to the group in general may be the appropriate way to deal with the issue.

### **Summary**

Please note that the codes of conduct and the behaviour policy are designed to ensure that we create an environment constructive to learning and development, in line with the standards that you would expect of a professional football club.

We want everyone to enjoy and benefit from their involvement in the player development centres. If players, parents and coaches meet the guidelines set out in these codes of conduct – then we believe we will achieve this aim.

### **Welfare**

Another of our key objectives is to have a safe learning environment for players. Sky Blues in the Community have a comprehensive child protection policy and procedure. If any players or parents have welfare concerns, they should contact Shaun Pierce (Child Welfare Officer) immediately. Should you not be able to contact Shaun Pierce, please contact David Busst (Designated Safeguarding Officer). See section 7 for contact details.

## 7. Contact Details

<b>Shaun Pierce</b>	Football Development Manager & Child Welfare Officer	07766 365675 or 024 7678 6521 <a href="mailto:shaun.pierce@ccfc.co.uk">shaun.pierce@ccfc.co.uk</a>
<b>Dave Evans</b>	Payments	07547 100969 <a href="mailto:dave.evans@ccfc.co.uk">dave.evans@ccfc.co.uk</a>
<b>David Busst</b>	Designated Safeguarding Officer	024 7678 6371 <a href="mailto:david.busst@ccfc.co.uk">david.busst@ccfc.co.uk</a>
<b>Simon Crockett</b>	Birmingham County FA Welfare Officer	0121 3574278

**WEBSITE:** [www.ccfc.co.uk/community](http://www.ccfc.co.uk/community)

**SOCIAL MEDIA:**

Follow us on twitter [@sbitc\\_ccfc](https://twitter.com/sbitc_ccfc)

Like us on Facebook [www.facebook.com/sbitc](http://www.facebook.com/sbitc)

## 8. Unique Coventry City Football Club Opportunities

### Match Day Tickets (Now 4 vouchers for 2018-19 Season)

All Player Development Players who participate for a full season will receive four Ticket Vouchers to attend CCFC Home League Fixtures over the season. Ticket Vouchers are valid for 1 adult + 1 child.

### Ball Boys/Girls (U10 – U16 Age Groups)

Player Development Centre players have the opportunity to be ball boys/girls for the Coventry City Football Club (CCFC) First Team Home Fixtures at the Ricoh Arena Stadium. This is a unique professional football club matchday experience for PDC players as they are in and around the First Team Squad and access areas restricted for matchday personnel. This opportunity is open to all Player Development Centre players between the age groups of U10-U16. An email will go out each month outlining how to book on.

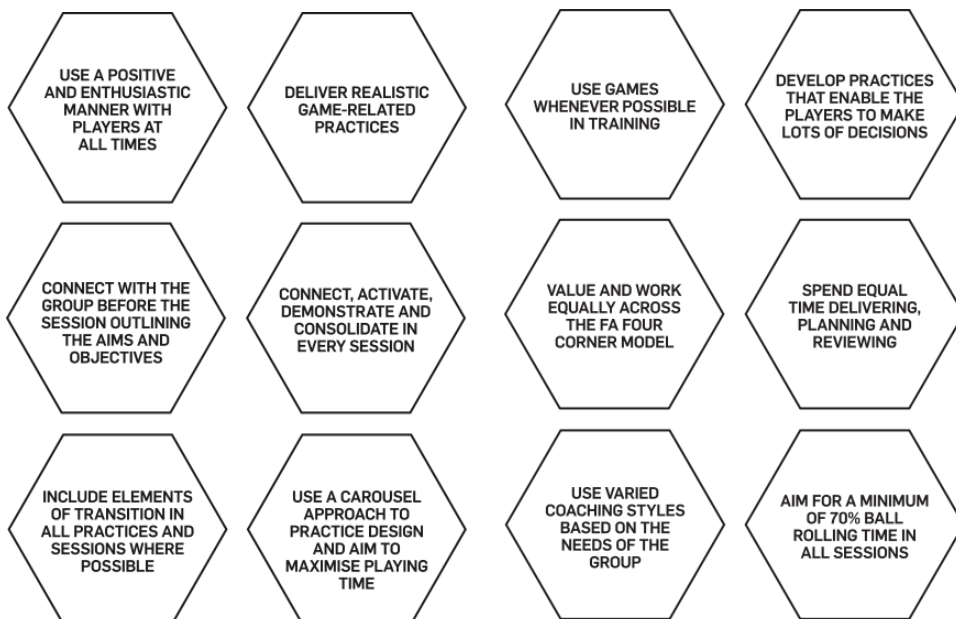
### Match Day Experience (U6-U9 Age Groups) (New for 2018-19 Season)

As these age groups are too young to be a ball boy/girl this year we will be inviting them to take part in a match day experience – giving them the opportunity to be around the professional football club environment. Details will be emailed out during the season about which games this will be at and how to book on.

## 9. Coaching Principles and Player Feedback

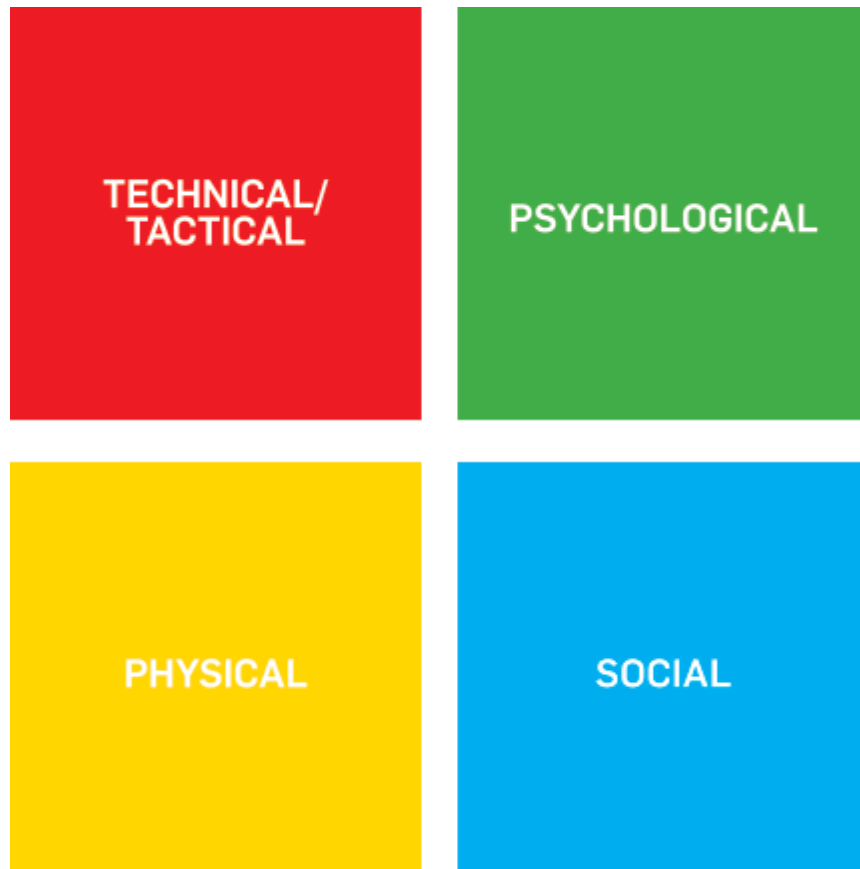
The overriding mission statement for the Player Development Centres is ***'To provide high quality coaching and a positive & varied coaching environment to support players in reaching their potential'***.

Player Development Centre training adopts the England DNA Training Principles:



Player development assessed by coaches on an on-going basis. A holistic approach is taken by coaches using the Football Association (The FA) 'Four Corner Model' for Player Development. The model focuses on key characteristics that are vital in developing any young footballer or sports person. The development pathway for each individual is unique and diverse, and the needs of each player will ebb and flow in all of the four corners. For some players the need for added support will be minimal, whilst others may require more applied and specific support.

### The FA Four Corner Model



For more information about The FA Four Corner Model for Player Development, visit: [The FA](#)

#### Player Feedback Reports

Individual feedback will naturally happen between the player and coach at every game or session they are involved in. This will be two-way with our coaches guiding players but crucially without making decisions for them. Players will learn through practices that enable them to make lots of decisions and coaches will use varied styles based on need.

Over the course of the season, parents / guardians will receive written reports featuring each of The FA Four Corners – bullet pointing what we feel each player's main strengths are as well as highlighting any areas for further development. We suggest that in addition to these reports, parents communicate with their child's coach on a regular basis to ask for feedback and support. Please note feedback and reports are all based on your coach's honest and neutral opinion.



## 10. The Sky Blues Player Pathway



The Player Development Centres provide a strong pathway for budding young players from grassroots football right through to the Coventry City FC Academy. Since the PDCs began, over 500 players have attended Professional Football Club Academy trials, with over 100 players signing full Academy contracts. A number of these have since gone on to sign scholarships when they leave school.

The overall aim of the centres isn't necessarily to get players in to the Academy; it is to help all players who take part to reach their potential – whatever level that may be. We do however pride ourselves in the successes of our PDCs and the track record we have with moving players up into Academy ranks, and we will continue to help facilitate this pathway in the years to come.

## 11. End of Season Presentation / Celebration

Each year an end of season presentation event is organised for the players. It is important to acknowledge and celebrate the player's commitment and development by hosting a day / evening for all of the Player Development Centre players at the end of the season. This is an opportunity for players, parents and coaches to reflect on the year together and for Sky Blues in the Community to say thank you to everyone involved. Each player receives a trophy as a memento for the season and there are a number of other awards for players too.

## 12. Player Details & Consent Form

### Parent/Guardian Details

<b>Name of Parent/Guardian</b>	
<b>Email Address</b>	
<b>Mobile Telephone Number</b>	

### Player (Child) Details

<b>Name of Player (Child)</b>			
<b>Date of Birth</b>		<b>Age</b>	
<b>Medical Information</b> Please supply us with details of any medical conditions we should be made aware of – including allergies.			
<b>Name of Person to contact in an Emergency</b>			
<b>Emergency Contact Telephone Number</b>			
<b>1<sup>st</sup> Line of Address</b>			
<b>Town / City</b>			
<b>Postcode</b>			
<b>Name of School</b>			
<b>Name of Junior Club</b>			

### Declaration of Consent

Sky Blues in the Community – Player Development Centres

#### Participation Notice

Participating in any type of physical activity or sport (such as football) carries a risk of injury. Sky Blues in the Community endeavour to deliver safe sessions but we ask you to recognise that injuries can happen. As the parent/carer of the child, you should provide Sky Blues in the Community with any relevant medical information about the child participating in the Player Development Centres. If your child is ill, injured or their health changes, you should inform Sky Blues in the Community staff. Sky Blues in the Community operate a 'no puffer, no play' rule

meaning all those with Asthma must carry their medication at all times; particularly the aerosol 'reliever' inhaler.

### **Media Notice**

We take photographs and/or videos of our activities from time-to-time. These images and/or videos will be used by Sky Blues in the Community and Coventry City Football Club in a positive light to celebrate success and promote the Player Development Centres.

### **Communication Notice**

We use your email address and telephone number to contact you about any relevant information, details of future Sky Blues in the Community activities or to obtain your feedback on the activities your child takes part in. We also use 'WhatsApp' to communicate with groups of parents/guardians.

### **Privacy Notice**

At Sky Blues in the Community we only collect the information we need to carry out our services and we treat your child's information with care – taking the appropriate steps to protect it.

In line with our Core Values as a charity, the General Data Protection Regulation and your rights as a customer of Sky Blues in the Community, this Privacy Notice outlines why we collect and process your child's personal information.

By signing up to the Player Development Centre sessions, you provide Sky Blues in the Community with personal information about your child, including the following details: names, date of birth, school, junior club, medical information, emergency contact details, telephone number, email address, home address and postcode.

Sky Blues in the Community use the information collected on this form to help us deliver the activities which your child participates in. We collect, process and share this information for the purposes of our Player Development Centre activities.

### **Sharing Notice**

If your child participates in a Player Development Centre Team, for registration purposes, we will share the following information with Junior Premier League (JPL), the Midland Junior Premier League (MJPL) and the Football Association (the FA): name, address, date of birth, medical information and school attended as well as the details of the parent/guardian (name, email address and telephone number). We will also share a photograph of your child. In order to register players for the leagues, Sky Blues in the Community need to see a proof of identity – we do not share this.

### ***The Football Association (The FA)***

The Football Association collect, process and share information for the purpose of discharging its functions as a regulatory, administrative and governing body of football and otherwise in accordance with The Football Association's Participant Privacy Policy – which can be found on The FA's website at: <http://www.thefa.com/public/privacy/participants>. The Football Association, your Club, League, County FA and Other Football Associations will process your information for their administrative functions and otherwise in accordance with The FA's Whole Game System Privacy Policy – which can be found on the FA's website at: <http://www.thefa.com/public/privacy/wgs-portal>.

**Midland Junior Premier League (MJPL)**

The Midland Junior Premier League collect, process and share information to be able to run the league, arrange matches, administer registration and provide the league services. For more information, the League Privacy Notice for the Midland Junior Premier League can be found on the MJPL website at:

[http://www.mjpl.org.uk/uploads/3/8/1/2/38123107/mjpl\\_privacy\\_notice.pdf](http://www.mjpl.org.uk/uploads/3/8/1/2/38123107/mjpl_privacy_notice.pdf)

**Junior Premier League (JPL)**

The Junior Premier League collect, process and share information to be able to run the league, arrange matches, administer registration and provide the league services. For more information, the Privacy Statement for the Junior Premier League can be found on the JPL website at:

<http://wordpress-2-662686692.eu-west-1.elb.amazonaws.com/~jpl/privacy-policy/>

You have rights related to how Sky Blues in the Community use your child’s data and we ask that you complete the Player Development Centres Declaration of Consent below.

You have rights to ask for a copy of your child’s data or for it to be rectified if it is inaccurate. You also have the right to withdraw consent. In certain circumstances, you also have the right to object to us processing your child’s data.

For more information about how Sky Blues in the Community handle your child’s personal data, you can obtain a copy of our Privacy Policy by emailing: [sbitc@ccfc.co.uk](mailto:sbitc@ccfc.co.uk)

<b>SBitC Player Development Centres - Declaration of Consent</b>			
<b>Participation Notice:</b> I consent to my child participating in the Player Development Centres and understand the risks in participating in physical activity or sport.			YES / NO
<b>Media Notice:</b> I consent to my child featuring in photographs or videos that will be posted publicly.			YES / NO
<b>Communication Notice:</b> I consent to receiving information about Sky Blues in the Community’s services via email.			YES / NO
<b>Communication Notice:</b> I consent to receiving information about Sky Blues in the Community’s services via WhatsApp and/or text message.			YES / NO
<b>Privacy Notice:</b> I consent to Sky Blues in the Community processing the information I have provided about my child.			YES / NO
<b>Sharing Notice:</b> I consent to Sky Blues in the Community sharing the information I have provided about my child with the Football Association, the Midland Junior Premier League and the Junior Premier League.			YES / NO
<b>Parent / Guardian Name:</b>			
<b>Parent / Guardian Signature:</b>		<b>Date:</b>	

## 13. Initial Payment and Monthly Standing Order

Sky Blues in the Community is a registered charity (charity number 1127014). This means that we are a not-for-profit organisation and all of our activities are for the benefit of the community.

Our Player Development Centres are 100% self-financed and we need to cover all the costs of the activities we provide for the children throughout the year. This includes administration and staff costs, facility hire, equipment, kit and insurances.

### Instructions for setting up payment for monthly training sessions

#### Step 1 - Initial Payment:

The first session will be free for players attending the centres for the very first time. The amount owed for the remainder of your first month will be calculated on a pro-rata basis based on the number of training sessions remaining in that month (information below). You should make this as a one-off payment alongside a one-off administration fee of £20.00.

- 0 training sessions left in the month: £0.00 + £20.00 admin fee = **£20.00**
- 1 training session left in the month: £6.00 + £20.00 admin fee = **£26.00**
- 2 training sessions left in the month: £12.00 + £20.00 admin fee = **£32.00**
- 3 training sessions left in the month: £18.00 + £20.00 admin fee = **£38.00**

#### You should make this initial payment by one of the following methods:

- **Bank Transfer\*** – see Sky Blues in the Community payee details on the following page.
- **Debit Card** – call the central office on 024 7678 6349 (Monday-Friday 9:00am-5:00pm).
- **Cash / Cheque** – Place in an envelope with your child's name on and give to the coach.

\*Payments made by bank transfer need to clearly reference your child's name and age group.

#### Step 2 – Monthly Payment (Standing Order):

Once you have made the initial payment, you should then set up a monthly standing order for £27.00 per month to be paid by the 7<sup>th</sup> of each month (in advance).

You are responsible for setting up the standing order with your own bank so you remain in control of your payments. This can be done by completing the standing order form included in this pack and handing it into the bank. Or, if you have access to internet banking, you can do this online using the Sky Blues in the Community payee details on the following page.

When setting up your monthly standing order, please make sure that you clearly reference your child's name and age group.

For alternative methods of payment, please refer to the "Finance Information" section in the

For additional games or playing in the Junior Premier League or Midland Junior Premier League, please refer to the "Finance Information" section of the Player Information Pack.



**STANDING ORDER FORM – PLAYER DEVELOPMENT CENTRES**

Please set up your monthly standing order using the details below. If you have access to internet banking, you can set this up online. Alternatively, complete the form below and take it directly to your bank. Please DO NOT send this form to Sky Blues in the Community.

**YOUR DETAILS**

**Your bank name & address:**

**Current Account Number:**

**Sort Code:**

**Signature:** ..... **Date:** .....

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**PAYEE DETAILS**

**Payee:** SKY BLUES IN THE COMMUNITY

**Reference:** (please write your child’s full name & age group)

**Payee Sort Code:** 08-90-10

**Payee Account No:** 65001552

**Amount:** £.....

**Start Date:** ..... /..... /..... (DD/MM/YYYY – Before 7<sup>th</sup> of the month)

**Frequency:** Monthly

## 14. Club Letter

**This Letter should be handed to your grassroots club manager / secretary as soon as you decide to join one of our player development centres. All you need to do is fill your name in at the top please. This is to ensure everyone at your club is aware of your involvement with us.**

Dear Manager/Chairman/Secretary,

..... has expressed an interest in joining the Sky Blues in the Community Player Development Centre. The aim of our player development centres is to provide an opportunity for young players between the age groups of Under 6 to Under 16 to benefit from advanced coaching delivered by our FA Level 3 coaches. The sessions have a technical and tactical focus, with a coaching curriculum designed by the Technical Director of the Coventry City FC Academy.

There are currently over 500 players in our centres across Coventry. The centres are categorised into four levels to cater for all playing abilities:

1. Advanced Development
2. Elite Shadow
3. Elite Performance 2
4. Elite Performance 1

We do our best to timetable any coaching or matches they will be involved in to work in conjunction with local grass roots clubs, allowing players to continue playing and enjoying themselves with their club, but also providing some extra coaching for the benefit of both the individual and the club. Our representative teams play matches against local sides, and other professional clubs, which is a great opportunity to play against high quality opposition.

The PDCs are by no means intended to stop players from playing with their local club and this is actively encouraged through a 'partner club' initiative. This sees friendly matches and a two-way player referral pathway in place between Sky Blues in the Community and local teams.

Hopefully you can see this will benefit the player and you will give them your full backing while they are with us.

If you are interested in becoming a partner club with Sky Blues in the Community please get in touch. With our partner Clubs we can organise some friendly matches between and we operate a two way player referral pathway. So if you have any players looking for additional training you will refer them to us and we will look at signposting players without clubs into you.

Yours sincerely,

**Shaun Pierce** (Football Development Manager)

**Sky Blues in the Community**

**Email:** shaun.pierce@ccfc.co.uk

**Telephone:** 07766 365675

## 15. Partnerships

As an independent, self-financing charity, Sky Blues in the Community (SBitC) rely on the support of local businesses to ensure we are able to maintain the life changing projects that we deliver. We believe that developing partnerships with key organisations will give us the ability to address common issues faced by people across Coventry and Warwickshire. In return, we are able to help companies with brand awareness, marketing opportunities and employee engagement.

Whether it's about meeting your Corporate Social Responsibility (CSR) or just giving back to the community that you trade in, we have a variety of partnership deals available for you. Your business will have the privilege of being associated with one of the most versatile charities in Coventry and Warwickshire whilst being offered excellent advertising and marketing opportunities.

We would like to thank our current partners for all they do for the Player Development Centre's. Because of you we can deliver excellent quality coaching with state-of-the-art equipment to allow every child to reach their full potential.

**Partners:**

