Norwich City Football Club
Suffolk Football Development Programme
Skills Centre Information Pack 2015-16

Championship Play Off Winners 2015
FA Youth Cup Winners 2013
Category One Academy
Welcome from the Regional Football Development Officer

Welcome and thank you for your attendance into a Norwich City FC Skills Centre Programme.

The fact you are reading this information pack suggests you are likely to be a current player or the parent/guardian of a current player signed up for the Skills Centre Programme.

Now you are in possession of the Norwich City Skills Centre Information Pack 2014-15, please endeavour to read and refer to your pack on a regular basis so you are fully aware of its contents.

The aim of the Skills Centre Programme at Norwich City is to play a key role in supporting the regional community and providing an all inclusive programme for boys and girls of all abilities in a fun, learning, developmental and social way.

The Skills Centre does however offer a Player Pathway as it is linked in to and feeds our Player Development Centre’s. Last season 13 players were invited to join our PDC as a result of their performance in one of our Suffolk Skills Centre’s.

The information pack you have been supplied with is a detailed document of all the necessary components you will have to consider in order to make your experience as fulfilling as we anticipate.

Once again, thank you for choosing to attend one of our Skills Centre’s and we look forward to welcoming you on your first day.

Jason Curtis
Regional Football Development Officer
The Norwich City FC Skills Centre Programme

Structured coaching for five to eleven year olds.
Norwich City Skills Centres are weekly coaching sessions for children aged 5 to 11, who love to play football regularly. Children may play for a club or at school or may have never played before. Sessions cover specific techniques or skills and also allow the opportunity to practise in small-sided matches.

Our trained coaches have the experience and understanding to cater for the needs of the group and ensure that children are happy and developing their skills. Many players have gone on to be invited in to our advanced programmes for boys or girls, having improved on the course and shown the potential to achieve more.

At every Centre players have the opportunity to work “The Norwich Way”, based on a development model adopted at our Academy, There are three important areas:

• The way that we play football...Attacking and progressive possession based style of play
• The way that we coach, support and develop...Positive and player centred at all times
• The way that we operate... Within a welcoming, inclusive and supportive environment

The style of coaching used will develop the five main components to a NCFC Academy Players DNA There is a periodised coaching syllabus in place to give the boys the best opportunity of achieving this. There are three main themes the syllabus has been designed around the following key areas:

**Staying on the Ball, Possession, Counter-Attack / Converting Chances**

The weeks will be structured in the form of coaching sessions and regular games against external opposition. Sessions and matches at each centre are regularly attended by NCFC scouts, coaches and recruitment personnel.

At Norwich City FC we grade players against the 5 pillars of the Norwich City DNA. These 5 pillars are described here:

• **1v1 Mastery** – The ability to dominate your opponent with and without the ball in 1v1 situations
• **Technically Excellent** – Consistent and reliable multi-surface 1st touch, under pressure to retain possession and exploit opportunities
• **Tactically Astute** – Tactically astute players who demonstrate good decision making in and under pressure
• **Physically Efficient** – Multi-directional athlete under pressure and fatigue
• **Elite Mindset** – Relentless commitment to improve and be the best

If you are unable to attend any training sessions or the matches, this will not hinder your opportunities, as long as you fully communicate with your Football Development Officer your absence from any sessions in advance.
Key Dates

Skills Centre’s

<table>
<thead>
<tr>
<th>Term</th>
<th>Sessions</th>
<th>Dates (week commencing)</th>
<th>Excluding (week commencing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term One</td>
<td>12 Weeks</td>
<td>14th September to 7th December 2015</td>
<td>26/10/15</td>
</tr>
<tr>
<td>Term Two</td>
<td>12 Weeks</td>
<td>4th January to 11th April 2016</td>
<td>15/02/16 - 28/03/16 - 04/04/16</td>
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<tr>
<td>Term Three</td>
<td>12 Weeks</td>
<td>18th April to 18th July 2016</td>
<td>25/05/15</td>
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Players Code of Conduct

- Arrive where your activity is due to take place at least 10 minutes before it is due to start.
- No baseball caps or jewellery to be worn before, during or after training.
- Shin pads must be worn during all footballing activity.
- It is the responsibility of the player to provide his own drinks bottle for all footballing activities and they must be marked clearly with the player’s name. We recommend that you purchase a one litre sports bottle. It is important not to share bottles to minimise the risk of spreading illness.
- All players should wear suitable clothing for all weather conditions. All sessions are on 3G or Astro Turf so astro boots or trainers are required. Shin pads must be worn at all times and failure to do so will result in removal from the session.
- Players should respect their team-mates. Bullying (verbal or physical) will not be tolerated under any circumstances, and if proven will lead to your Skills Centre place being cancelled.
- Players should not swear or use bad language in training or in matches.
- Players should always respect the facilities.

Finally, don’t forget to bring A BIG SMILE!!!
Code of Conduct: Parents and Spectators

- Respect the role of parents and spectators observing the game on one touchline.
- Allow the coaches to coach – do not give instructions from the touchline as these may contradict those given by coaches.
- Promote a healthy attitude towards the game, opponents, officials, other parents and spectators.
- Please respect that no parents or spectator’s are on the training pitch whilst training is taking place.
- Parents must do their best to ensure players arrive before the allocated time and are collected promptly (if running late please call your son’s coach directly).

A parent’s expectations and attitudes have a significant bearing on a child’s attitude towards other players, officials, managers and spectators, therefore parents should look to work towards the PARENTS acronym:

P – Praising
A – Accepting
R – Recognising
E – Encouraging
N – Nurturing
T – Teaching
S – Supporting

Welfare Philosophy

Norwich City has a proud tradition of creating a caring welfare system where players feel free and easy to discuss any personal problems that may arise during their time with us.

Our experienced and qualified staff realise the pressure of being an athlete can sometimes be difficult and challenging, and we regularly communicate with our players to ensure they are comfortable within the working environment.

Strong and regular communication between the Head of Education and the Safeguarding Children’s Officer allows us to deal with any issues in a time honoured fashion and ensure that each player’s holistic development is catered for.

Our policies in anti-bullying, equal opportunities and complaints are available to each player and their parents at the start of each season. In addition to this, all of our staff are trained in safeguarding children by the local FA to ensure that as an Academy we can implement and maintain best practice in and around the entire Club.
Key Contacts

Football Development Officer - Suffolk
Jason Curtis 07825 952530 jason.curtis@canaries.co.uk

Safeguarding Manager
Tony Hedges 01603 218722 tony.hedges@canaries.co.uk

Session Updates & Information
Twitter: @NCFC_Suffolk
Facebook: Norwich City FC Regional Football Development Programme

Suffolk ‘Skills Centre’ Venues

Bury St Edmunds Tuesday 18:00-19:00 (U6-U8) School Year 1-3
19:00-20:00 (U9-U11) School Year 4-6
King Edward VI School, Grove Road, Bury St Edmunds, Suffolk, IP33 3BH

Hedingham Wednesday 18:00-19:00 (U6-U8) School Year 1-3
19:00-20:00 (U9-U11) School Year 4-6
Hedingham School, Yeldham Road, Sible Hedingham, Essex, CO9 3Q

Harleston Wednesday 17:30-18:30 (U6-U8) School Year 1-3
18:30-19:30 (U9-U11) School Year 4-6
Harleston Town FC, The Rec Ground, Wilderness Lane, Harleston, Norfolk, IP20 9DD

Ipswich Thursday 17:00-18:00 (U6-U8) School Year 1-3
18:00-19:00 (U9-U11) School Year 4-6
Ipswich Academy, Braziers Wood Road, Ipswich, Suffolk, IP3 0SP