

Kettering Town Football Club Youth Academy



Guideline Book

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The Kettering Town Football Guide Book Outline

This document allows **us** to set some guidelines, thoughts and a philosophy which will allow us to focus our work but continually challenge each other in order to ensure **we** get the best possible results.

The information provided is a 'guide' not a definite answer for success (that is determined by ourselves); however, it is a reference in which **we** can use it to guide **us** all. There is a raft of information given by the football coaching team which has been successfully implemented in our playing and coaching careers so far. This collaborated with the current FA and FIFA 'EPPP' development plan will give you a clear player development pathway.

We as a coaching staff strive to create an environment where you can learn, enjoy and improve as **people** and **footballers**. There is a wealth of experience between us in different ways and **we** have come together on many strategies to make sure this takes place. Therefore it is important we are respected and our guidelines are followed in order for **us** to succeed.

Looking at some of the footballing philosophies in the last few decades, Manchester United, Barcelona and Arsenal for example, you have to consider what has made them a role model for other teams and coaches? The answer I believe is in the link between the philosophies followed at the football club and the **people** they employ. Sir Alex Ferguson and Arsene Wenger have developed their club with **very good people** behind them whilst Barcelona has created the 'Tikka Takka' football in which a modern day footballer aspires to play.

In order for you all to grow and develop within the philosophy it is really important that you **all** understand the dynamic of the staff group that you are working with. Using our experiences in **sport, football** and **life** we will challenge you to create the best possible environment for you to perform and fulfil your potential **on** the pitch. The staff will ask you as a group (as with family, friends or work colleagues) to ensure you challenge them on these values wherever appropriate:

Remember as a group that this is **your** football club experience so give **yourselves** every opportunity to fulfil your potential on the pitch and as a member of the Kettering Town Football Club.

Regards

Jason Thurland (Youth Academy Director)

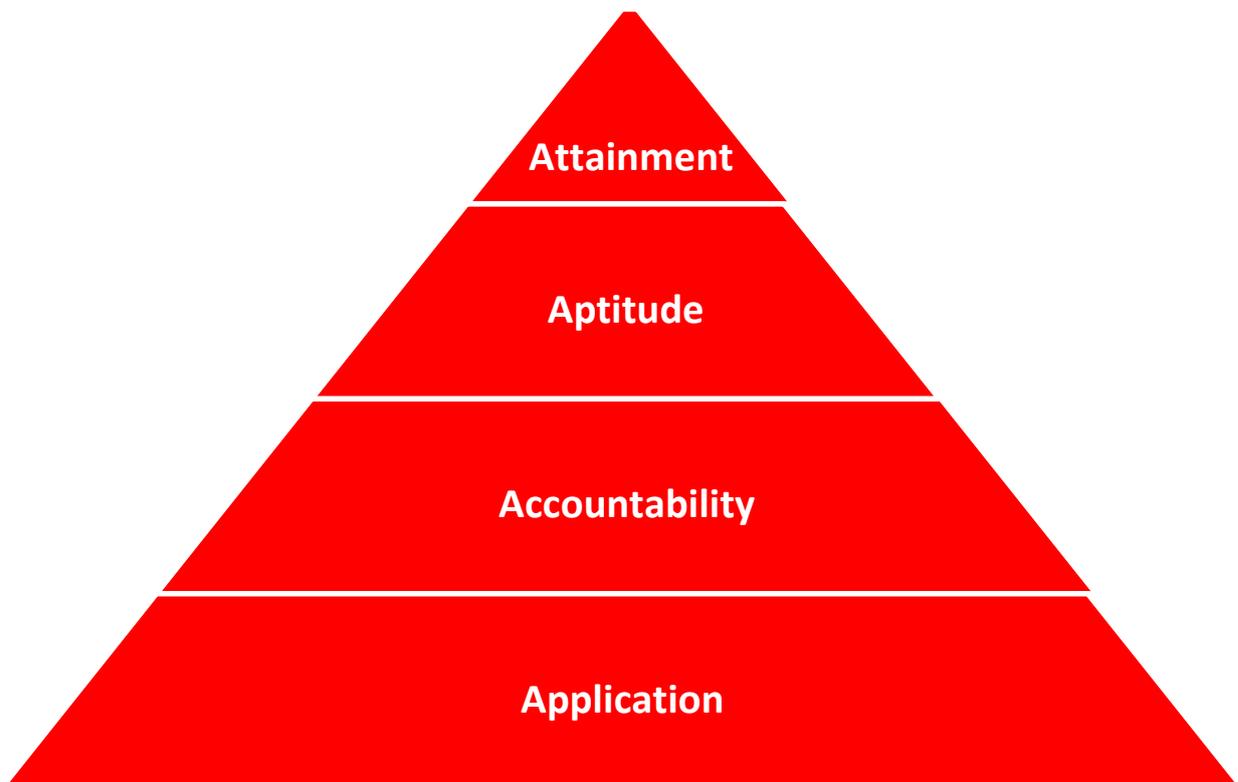
Luke Graham (Education Academy Director)

Kettering Town Philosophy

We are Kettering Town and together we strive to be the most organised, resilient and hardworking team we possibly can be. Recognising we are students first and foremost, we will be the best academic students we can be, which together will help us become a stronger football team. We will wear the Kettering Town shirt with pride and respect anyone we come into contact with. By respecting the core coaching values and each other, striving to be the best academically and improve as a footballer, we will ultimately become better people.

The Four A's

As a Kettering Town Football Academy student you will be judged and challenged on these key elements every day.



Coach Values “What we believe in”

Excellence

We will set standards to be proud of, not accepting other’s standards in behaviour and attitude.

“If you train badly, you play badly. If you work like a beast in training, you play the same way. And these guys, they train like beasts”

Pep Guardiola

Hard Work

A willingness to get better and improve, never cheating ourselves or our team mates.

“If you think you are perfect already, then you never will.”

Cristiano Ronaldo

Honesty

We will take responsibility for our success and our failure, conducting ourselves openly and honestly.

“It’s too easy to blame other people in football.”

Steven Gerrard

Positive Attitude

We will seize every opportunity to the positives in other people, which will make it a more positive environment to work in.

“The negative side of football. The negative side of our society. People sometimes go to football and bring to it the negative aspects of our society.”

Jose Mourinho

Respect

We will respect the shirt, the fans and Kettering Town Football Club, each other and anyone we come into contact with.

“I’m lucky to be part of a team who make me look good, and they deserve as much credit for my success as I do for the hard work we have all put in on the training ground.”

Lionel Messi

Kettering Town F.C. Youth Player Agreement

Player's Code of Conduct

I will:

- Adhere to the Laws of the game
- Display and promote high standards of behaviour
 - Always respect the match officials' decisions
- Never engage in offensive, insulting or abusive language or behaviour
- Speak to my team-mates and coach/manager with respect at all times
- Greet / Shake hands with all coaching staff on arrival & departure from matches
 - Arrive on time and fully prepared with kit for all surfaces
 - Clean Boots for all training and matches
 - Make sure the changing rooms are clean after use
 - Be responsible for all equipment used for training and matches
 - Take pride in representing Kettering Town
 - Play and operate to the Clubs & Coaches philosophy's
- Take responsibility for my learning and all things concerned with my preparations for matches and training
- Attend all home matches regardless of not being selected in the squad or injured
- Attend all training & matches. Absences must be notified in advance to team management with a minimum of one weeks' notice
- Wear appropriate club attire provided for all training and matches

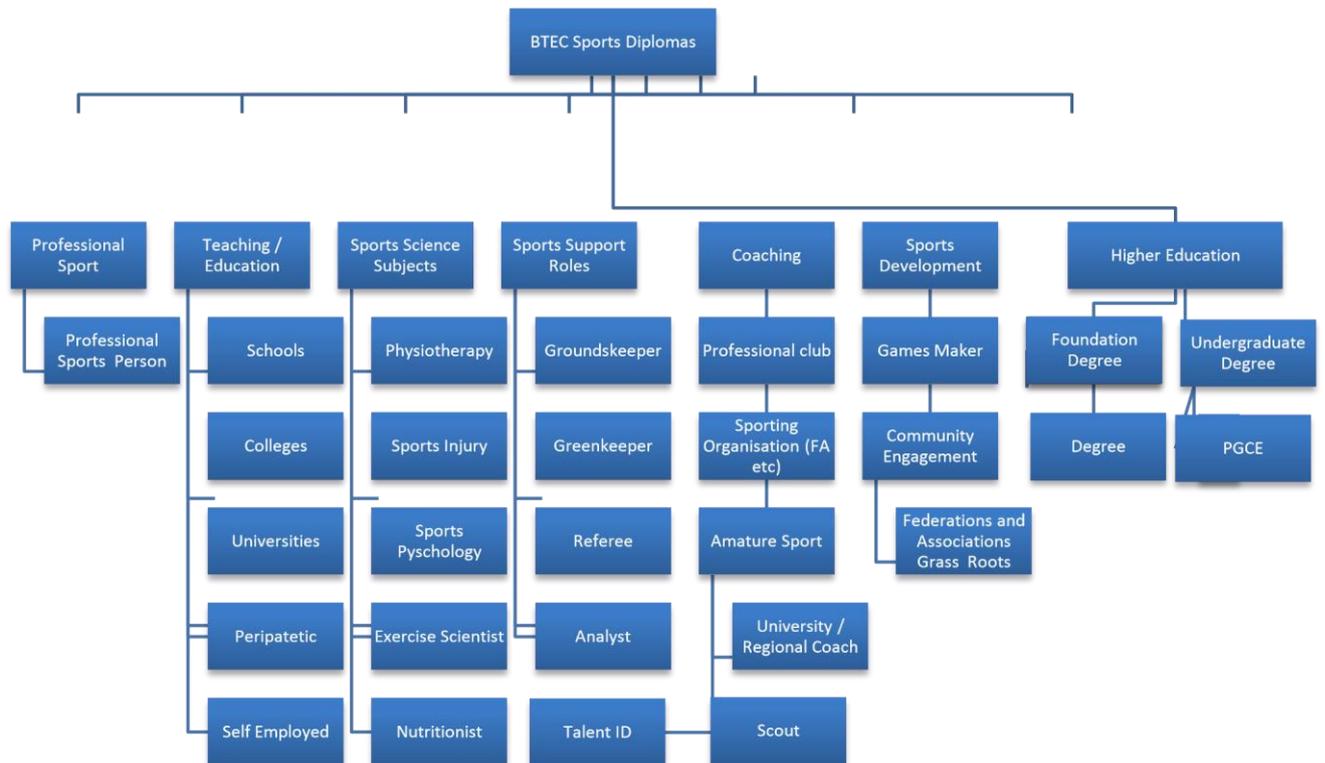
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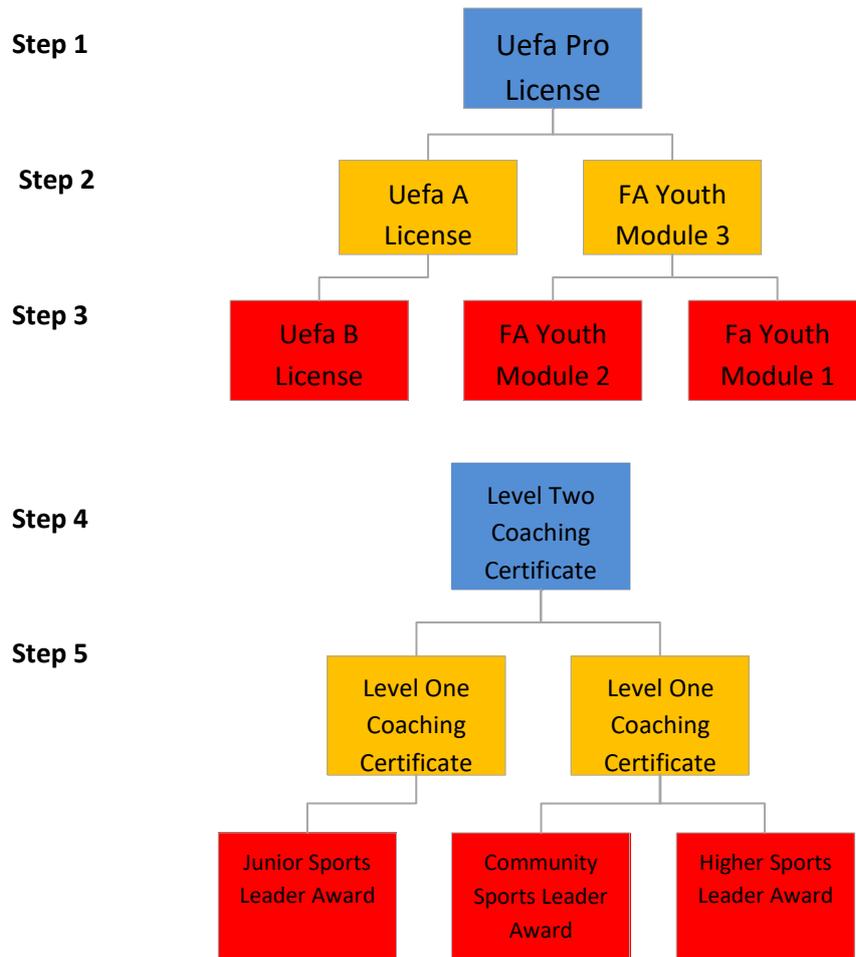
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PROGRESSION AND PATHWAYS

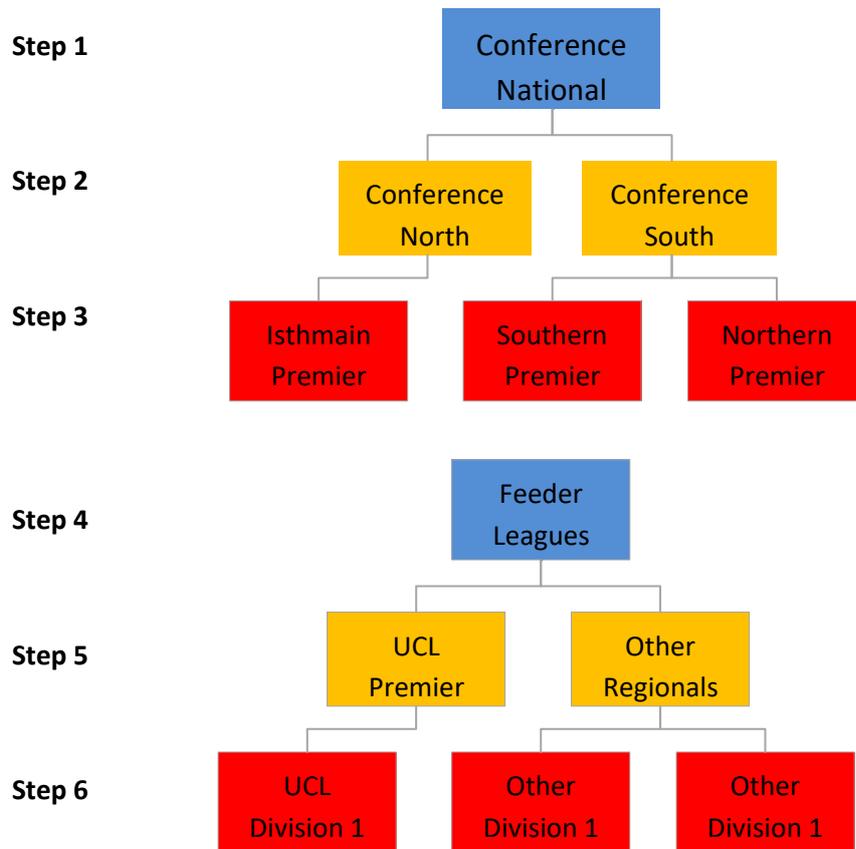
Sport Career Progression Options



COACHING PATHWAY SYSTEM



NATIONAL NON LEAGUE SYSTEM



After this there is Step 7, Step 7A and Step 7B which are local leagues such as Northants Combination leagues.

Famous people within football who have completed a degree

- Arsene Wenger (Arsenal FC manager) – Economics
- Slaven Bilic (West Ham FC manager) – Masters in Law
- Socrates (Brazilian world cup player) – PHD in Philosophy
- Juan Mata (Manchester United FC midfielder) – Sports and exercise science
- Glen Johnson (current England defender) – Maths
- Simon Mignolet (Liverpool FC goalkeeper) – Political science
- Fabrice Muamba (former premier league player) – Sports Journalism □ Vincent Kompany (Man City FC captain) – Masters in Business

TACTICAL PLAY

Key Football Terms

“Time” – a team mate should call this if you have lots of space around you.

“Man on” – a team mate should call this when you have an opposition player in close proximity.

“Turn” – a team mate should call this to allow team mate to play forward with the ball.

“Shape”- this should be a direct call from anyone in the team that feels the team need to get back into organisation.

“Drive”- A call for a player to move with the ball into space in front of them.

“Squeeze” – A call normally from a defensive player, in order to encourage team to gain a few yards on the opposition.

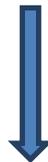
“Set” – Called in a number of ways, normally to lay ball off to team mate who can see the play better in front of them.

Tactical Play and Shape

- 1. Build from the back – mastering the block (narrow, compact, blocking out potential attacks as a team)**
- 2. Positive and forward thinking in combination play and retaining possession**
- 3. Positive decision making to get into final third, whether to build up play or counter attack.**

Defensive Organisation

The Block, Delay or Press.



Transitional Organisation

Decision making, ball retention, positive progress



Attacking Organisation

Counter attack or build up play

Tactical - Player Requirements

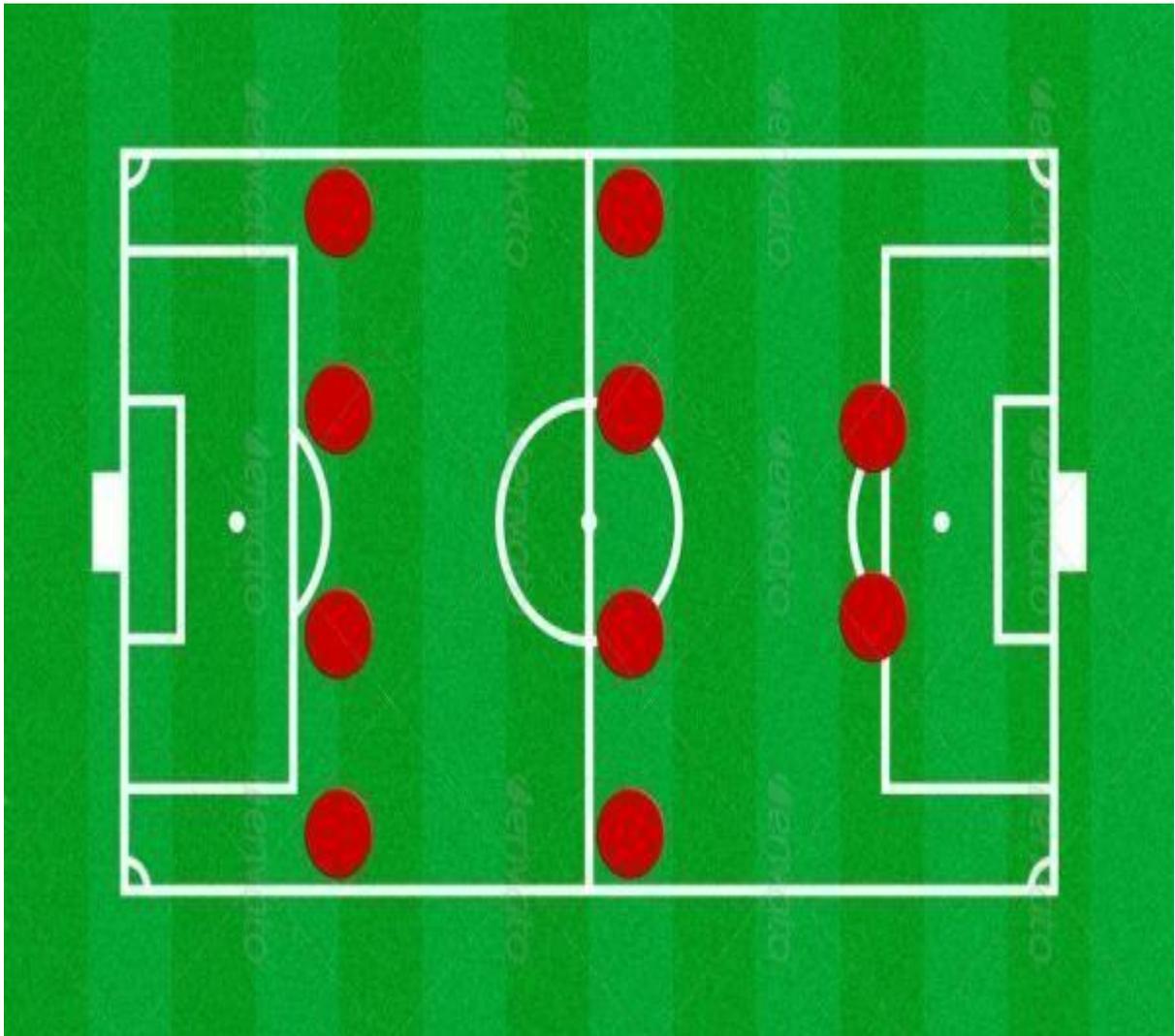
A brief outline of the characteristics the *coaches* feel are needed to fulfil certain positions within formations that will be used (4-2-3-1), (4-3-3), (3-5-2), (4-1-3-2) and (4-4-2) especially.

- 1 **Goalkeeper** – Commanding, mobile, vocal, good distribution and good cross taker.
- 2 **& 3 Full back**– Capacity to cover full length of pitch, awareness of danger, can cope well with 1v1 situations, good distribution, good timing of runs when supporting attacks and good decision making when overloaded on one side of the pitch.
- 4 & 5 **Centre Back**– Mobile, dominant in air, good in 1v1 situations, good man marking, good reading of game, technically sound and can communicate/organise team mates.
- 6 **Holding midfielder** – Aware of danger, good reading of game, brave, willingness to receive ball from back four in tight areas to start attacks and help create ‘rhythm’ of the team.
- 8 **Box to box midfielder**- Good stamina to cover full length of pitch (Defensive and Opposition box), technically sound, creative, willingness to score a goal and good timing of runs to support striker.
- 10 **Link man** – Either an attacking midfielder or played ‘in the hole’ to support striker. Intelligent footballer, looking to exploit and hurt opposition defensive players, creative, willingness to commit defenders and also get back in a defensive position if needed.
- 7 **& 11 Wingers/ Attackers** – Quick, good ball control and willingness to run at defenders, ability to support striker, good shooting ability and able to defensively stop opposition full back supporting attacks.
- 8 **Striker** – Ability to hold up ball and bring others into play, mobile, good physical attributes, a willingness to work the opposition back four tirelessly and good shooting ability.

SYSTEMS OF PLAY

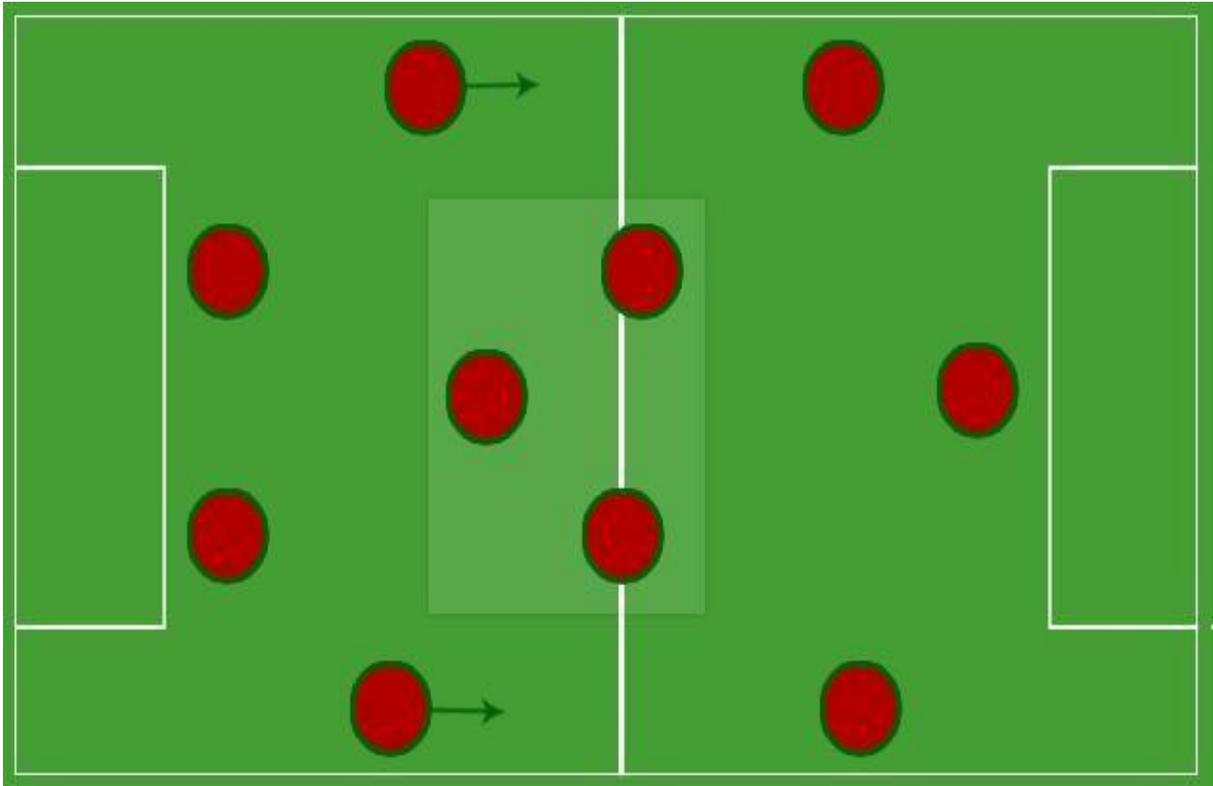
Systems of play 1

4-4-2



Systems of play 2

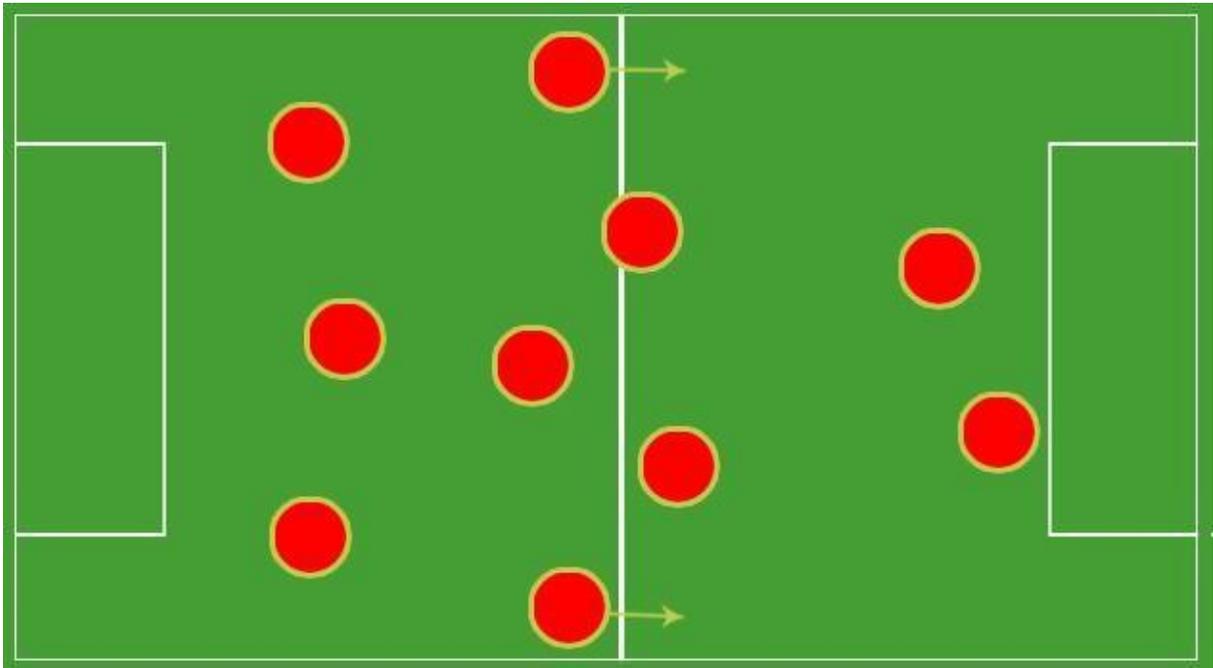
4-3-3



This formation is centred on the three midfielders highlighted in the middle of the pitch, often outnumbering their opponents when possible to retain possession and create attacks. The ‘holding’ midfielder in the three man midfield allows not only the other two central midfielders to get forward but also encourages the full backs as well. Often filling in for a full back when needed and attacks break down on one side of the pitch. The one striker is important to be good at holding up the ball and bringing other players into play otherwise attacks will often break down easily.

Systems of play 3

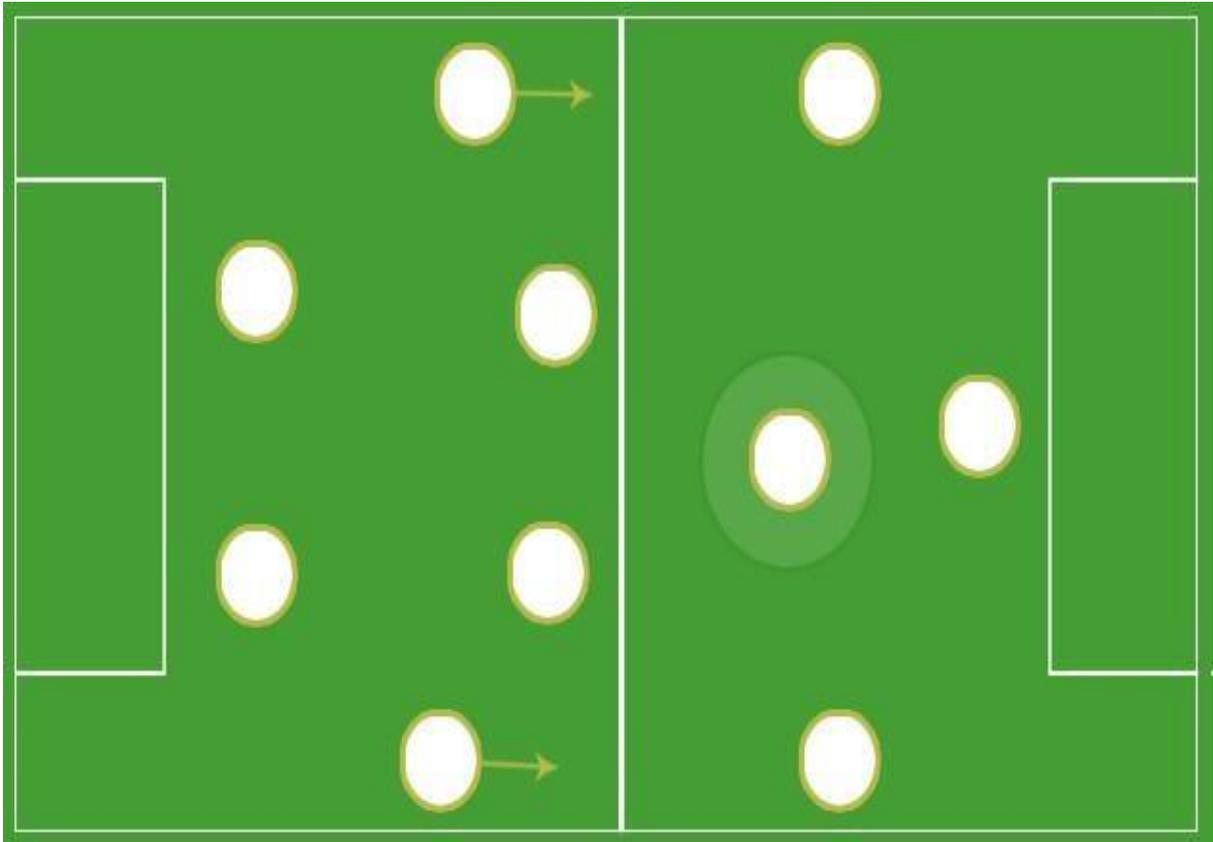
3-5-2



This formation is centred around the three midfielders in the middle of the pitch, often outnumbering their opponents when possible to retain possession and create attacks. The ‘holding’ midfielder in the three man midfield allows not only the other two central midfielders to get forward but also encourages the wing backs as well. Often filling in for a wing back when needed and attacks break down on one side of the pitch. Wing backs are vital in this system as they need to be able to support attacks and help defensively. The three centre backs are encouraged to play out from the back allowing this system to work effectively.

Systems of play 4

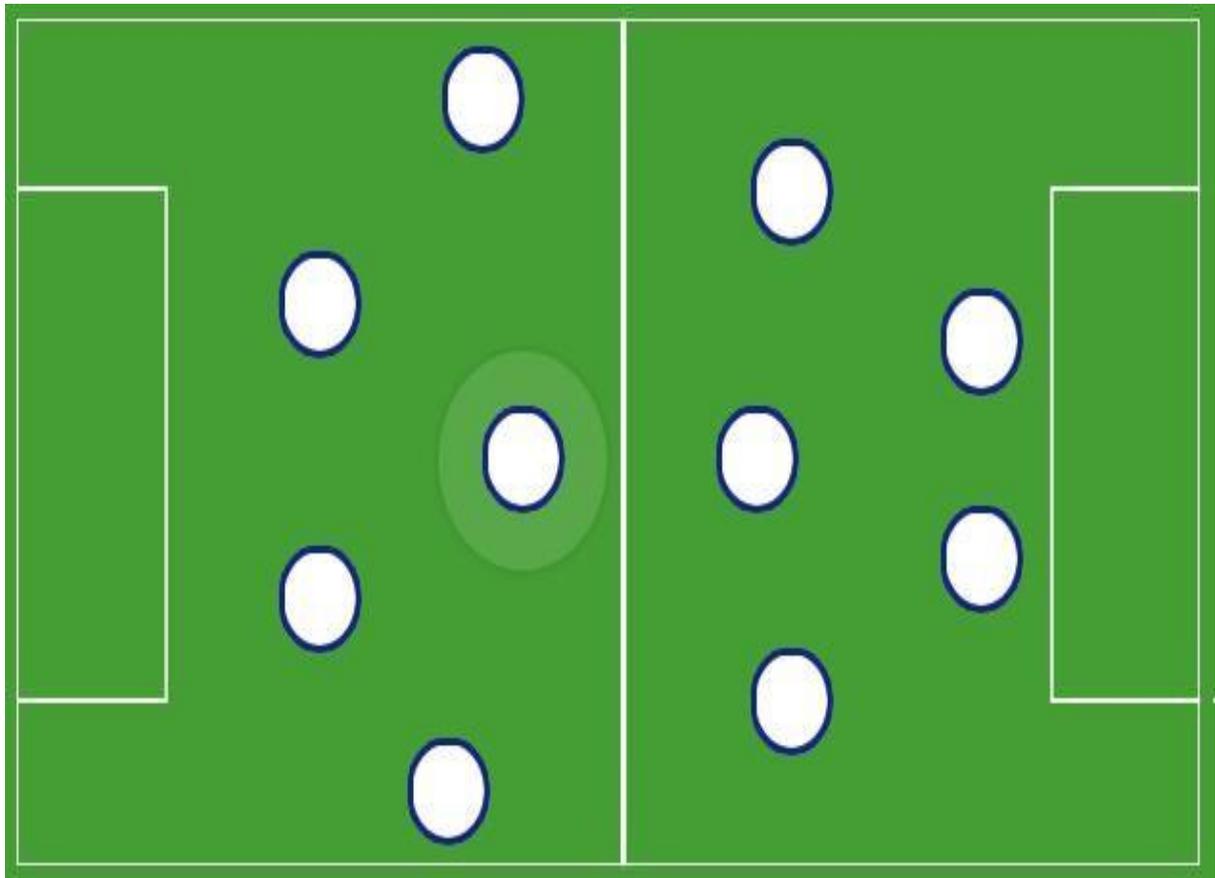
4-2-3-1



This formation is used to enable the full backs to push forward and enable the attacking midfielder highlighted to get on the ball. The centre backs and two 'holding' centre midfielders create a 'box' in the centre of the pitch, which means they can fill in for the full backs when needed and provide protection for the centre backs.

Systems of play 5

4-1-3-2



In this formation, the holding midfielder highlighted is a crucial part of its success. It is important when attacks break down they protect the back four and fill in at centre back or full back when necessary. A holding midfielder should allow the three midfielders to support the two strikers and cause overloads in the final third of the pitch. Full backs are encouraged to get forward on their side of the pitch knowing they have someone to cover them. The attacking midfielder can become a vital part of the team if they can receive a lot of the ball, taking the ball on the half turn and committing defenders.

