



AC HOYLAKE J.F.C

New Manager & Coach Introduction Pack



A.C.Hoylake (Official)



AC Hoylake



AC Hoylake JFC



Introduction

On behalf of the Chairman and Club Committee, we would like to welcome you to the exciting world of Grassroots Football with AC Hoylake! Take a look at the video below

First off, let us reassure you in that you are not alone on this journey. The club has many sources of both support and information which you'll come to see in the coming months, however for now, here are your main points of contact:-

Paul Williams - Chairman

07817 684682

Paul.Williams@achoylake.com

Craig Baron - Child Welfare Officer

07912 891 940

CraigBaron1969@gmail.com

Bryan Jackson - Treasurer

07753 280432

bjackson0510@icloud.com

Jamie Johnson – Club Secretary

07720 339394

Jamie.Johnson@uk.mcd.com

Chris Hughes - Development Officer

07973 221509

Chris@regalsales.co.uk

Aarron Hewitt - Player Registrations

07891 310120

aarronhewitt@gmail.com

Danny Williams – Girls Format Development Officer

07753 137368

danseba2014@gmail.com

The information contained within this pack is here to guide and support you on what to expect on your journey as a Manager or Coach, as well as give you some helpful tips and learnings from other coaches within the club.



It also gives the club the opportunity to inform you of what the club expects of all its coaches both on and off the field.



Athletic Club Hoylake (AC Hoylake) was established in 2001. Recognising the need for a local junior football club, to serve the community of Hoylake and West Kirby, successive junior teams have been introduced every season leaving the club with a current membership of over 500 players in 40+ teams at under 4's - Youth (18's) we have a thriving girls section.

In 2021 the club achieved FA Accredited status which is a best practice guide for standards of coaching, administration and child protection for all clubs outside the Football League and Premier League. As a benchmark for quality, it will improve the playing experience for all.

For more info on your new club: www.achoylake.com





ACCREDITED PART OF ENGLAND FOOTBALL



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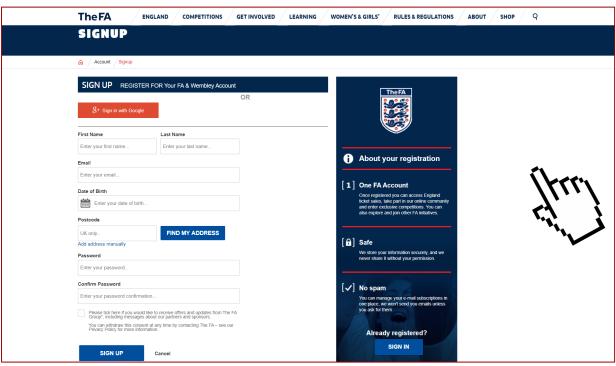
FA FAN Account

Ok, so first thing on the list is that you need to setup your FA FAN account.

If you've ever purchased tickets via The FA for things such as England games, then you'll already have a FAN account number you can use. Find that and move to the next section in this document.

If you haven't ever used The FA site before, then click the image below to be taken to the login page. This is where you can setup your FAN account which will then be linked to your FA learning moving forwards.

Once you have your FAN, please send it to Jamie.Johnson@uk.mcd.com



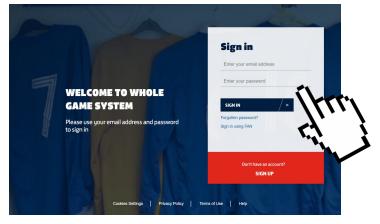


As with any activity involving young people, all Coaches involved with the club must have a DBS check in line with The FA Safeguarding policy.

How do I get started?

Once you have set up your FA FAN number, send it to Jamie.Johnson@uk.mcd.com along with your date of birth. We will then add you to our system and you can log into the FA Whole

Game System (WGS).



Log in using the details registered to your FAN then click the "My DBS" button on the left hand side of the screen. This will then begin the process.

begin the process.

Once you have worked through the steps and selected the documents to be verified, you can email them to Nigel Draco on nigel@waltonsinsurance.com to verify for you.

My DBS

Nigel will then liaise with you to verify and once complete, you can log back in to the system and pay the £10 fee.



Use of DBS Enhanced Disclosure information by The FA

By completing an online DBS Enhanced Disclosure application the applicant is allowing The FA to have sight of any criminal record or non-conviction information that is held and released by the Police via the DBS process. This information may include outstanding prosecutions and relevant allegations of criminal behaviour.

In line with the DBS Code of Practice, The FA may disclose this information to those involved in making a suitability decision. The FA may use any or all of this information to help decide on your suitability to be involved with children or vulnerable adults in football.





Is it secure?

Yes. The Online Service is tested, approved, audited and used by several government departments. Information security management: UKAS accredited, ISO 27,001:2005.

Should you require any further information regarding The FA DBS online service please email FAChecks@TheFA.com or ring 0845 210 8080.

A volunteer is defined as a person engaged in an activity which involves spending time, unpaid (except for travel and other approved out-of-pocket expenses), doing something which aims to benefit some third party other than or in addition to a close relative.





Emergency Action Plan

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The DBS check is only 1 element of what's required in order to be allowed to work with young people within football.

The below must also be completed via The FA Learning website. In order to comply with our FA Accreditation, all team Managers must complete the "FA Introduction to Coaching" course. Team Coaches and Assistant Coaches are only required to complete the "Playmaker", "Safeguarding Children" and "Introduction to First Aid"

Team Manager Course	Time	Link			
FA Introduction to Coaching	~4 weeks	Click Here			
		_			
Team Coach/Assistant Coach Courses	Time	Link			
FA Playmaker (introduction to working in football)	4.5 hrs	Click Here			
FA Safeguarding 'Children'	2 hrs	Click Here			
FA Introduction to First Aid in Football	2 hrs	Click Here			

There are also a number of in person course available to you. Our Chairman will share details of course dates and venues with you as and when they become available to us. It will be your responsibility to book yourself on the earliest convenient course.

AC Hoylake currently reimburses Coaches for any education costs relating to FA learning. Ask the Chairman for more details on what is covered.



Club Ethos

- ✓ Who is the club for?
- ✓ Why do kids play football?
- How do we measure success?



It is AC Hoylake's objective that the club provides an opportunity for **ALL** children to take part and enjoy football from a young age.

We want our Coaches to deliver a fun, social and challenging environment, helping **ALL** of the children develop their technique and skills.

This is achieved through both a mixture of fun and interesting training sessions, as well as football matches across the age groups whether it be mini-soccer and junior football matches right through to the 11v11 games.

We measure our own success through the number of players who return every week to play for their team, not on the results of any given match day.



Other than the overriding desire to ensure the players enjoy their football, our vision for the kids playing development is based on The England DNA initiative.

We want to develop players with a varied technical foundation, who are fair, competitive and honest.

In possession:

- A possession based approach played through the thirds of the pitch
- Quality passing and intelligent movement and support off the ball
- Penetrative, incisive and varied attacking play, allied to good finishing





Out of possession:

- A tactical approach to defending, in which all players contribute
- A controlled, calculated and assertive approach when and where necessary
- Positive communication from Coaches



It is our belief that "kicking it out" at an early age isn't a good tactic and shouldn't be the instruction from either parent or coach.

It's better for the team to play at a lower level in order to learn to play the right way, rather than to be scrapping to win games in a higher division.

Play out from the back and ensure that all players are rotated into different positions to develop different areas of their game. You'll be surprised how players evolve!

It should be the coaches aim to play the team's last ever game together at the highest level possible.

Winning games along the way is not as important as developing the way they play.





Principles of AC Hoylake's DNA - HOW WE PLAY

- All players to be calm on the ball regardless of position
- Take a touch, avoid "boot the ball" style of play
- Goal kicks. Try to play out from the goalkeeper. If not use the principle to create space further up the pitch
- Give players a chance to play in different positions at different times in the season
- Allow players the opportunity to try their skills all over the pitch and in particular the final 1/3rd
- Never criticise a player for making mistakes
- Focus on ball mastery in the foundation phase (5-11yrs)
- Players need to be able & comfortable with finding space for themselves in pressure situations
- Make your goalkeeper as confident with their feet as they are their hands
- Golden rule for young players when defending keep your body in between the ball & your own goal
- Never make the team shape rigid allow players to experiment & move around the pitch, once they remember the basic rule once the ball is lost
- Three vital areas of the pitch are the central areas of defence, midfield & attack. Try to have at least one body in these areas during the various phases of play. Lots of action happens right down the middle of the pitch
- Encourage players to keep the ball for as long as possible, understand loss of possession and work hard at getting it back should they lose it
- HAVE FUN!



Enjoy what you do

Our aim as coaches, is for kids to enjoy their football. Players will enjoy the game more if you are happy and pleased to be with them.

Keep it clear & simple

Never give a long list of instructions. Players need to spend as much time doing and as little time listening as possible.

More touches, means more progress

Players should have the ball at their feet as much as possible. Activities should encourage twisting, turning, controlling and experimenting with a ball





Praise, praise & more praise

Look for every opportunity to tell players that they are doing well. Try and use specific examples: "nice turn Lewis", "Great position Harry". Also look for opportunities to praise them for their non-football behaviour.

Get off the pitch

As an adult, you present a big obstacle to a young player. Try to give instructions then move off the playing area so you can see what is going on.



Use colour, 'paint pictures'

Present information in lots of different ways. Lots of players are receptive to information in a visual form.

Have a plan

Especially important if working with other coaches. Kids don't want to be standing around waiting for you to set up. Get there early if possible to prepare your session.

Challenge appropriately

If some players are finding something too hard, they may become anxious or withdrawn. Likewise, if players find it too easy, they will get bored. Practices can include different challenges for different players.

Ask questions, don't give all the answers

Young players learn best when they discover something for themselves. In a game situation, players need to be able to work out how to solve a problem and not rely on the Coach telling them how to solve it, effective questioning can help this process.

Leave the players enthused

Do the players want to return next week? Always finish the session on a positive.

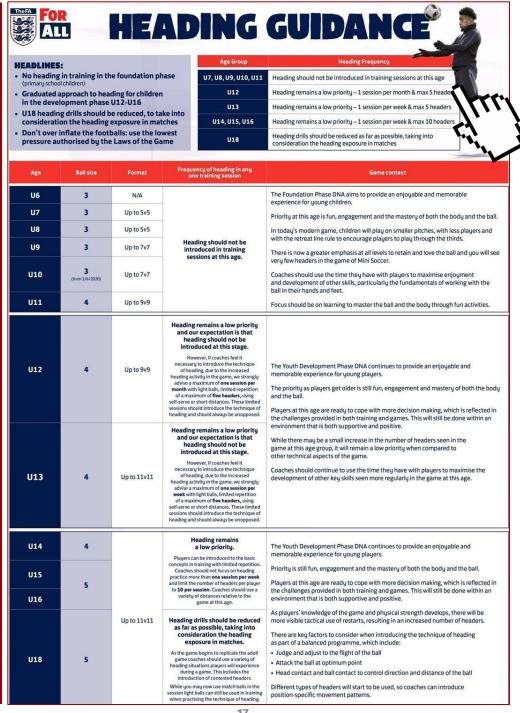


mportant Information

Players Well-being

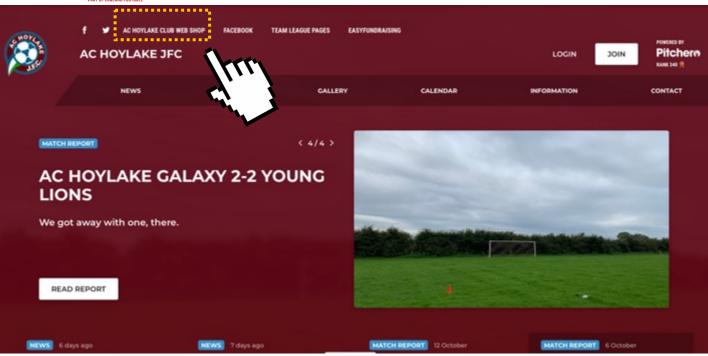
The club takes player well-being seriously and as an FA charter Standard Club, we respect and follow guidance issued by The FA.

Please click the image below to read up on the latest news.





Clubwear & Equipment



Coaching equipment and club apparel is provided free of charge as part of your role as an AC Hoylake Coach.

If needed, you can order your own coachwear every 2 years via the club website www.achoylake.com and clicking on the "AC HOYLAKE CLUB SHOP" link as shown above. The club can support Coaches with a new team via a start up pack as shown below:



- Space markers
- **Small Traffic Cones**
- **Assorted Bibs**
- Admin/tactic folder
- Whistle
- Pump & replacement needles
- Kit bag
- **Training Footballs**
- Match Football
- Ball bag
- Tactics board & magnets
- First aid kit
- **GK** gloves
- Captains armband
- Player of Match Trophy



Clubwear & Equipment

All players match kit will be provided by the club and is part funded by club mostly through team sponsorships.

Any non-playing training kit. tracksuits or jackets, are only provided if the sponsor for the team agrees to fund or through selffundraising by the team.

ΔII kids **must** wear shin-pads whenever involved in training





Many of our younger teams raise their own funds through team activities and other sponsored events, whether that be local Fun-Runs or tuck shops.

These types of activities are really fun and are a great team bonding exercise, bringing the kids and parents together.

Keep an eye out for one of the many fun run events in and around Hoylake and enter your team for the kids event!



Coaches Top Tip!

Don't underestimate how much of an asset the Parents can be to you, both at training and on match days. The key is getting them actively involved with the team and building a good level of trust early on.



Involve them in fun team building events, such as fun runs/fundraising activities, or maybe ask them to nominate a Player of the Month. Be creative, as having the Parents on side is crucial if you are to create a fun, developing atmosphere for your players. Have fun with them but also remind them of their Parents Code of Conduct too!



Parents Code of Conduct

- Remember that children play for FUN
- It may be to you but WINNING isn't everything to them
- Applaud EFFORT and good play as well as success
- NEVER criticise a young player for making a mistake mistakes are part of learning
- Always RESPECT the match officials' decisions
- Encourage your child to RESPECT the opposition, referee, match officials and their coach
- NEVER engage in, or tolerate, offensive insulting, or abusive language or behaviour
- Remain OUTSIDE the field of play and behind the respect barrier
- Your child's coach is a VOLUNTEER. Let them do their job and not confuse the players by telling them what to do

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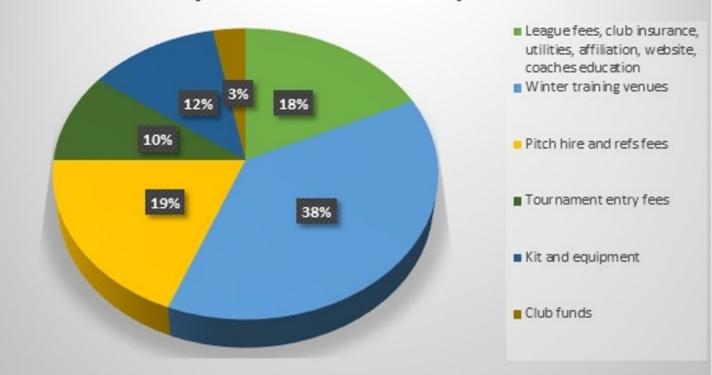


In order for our club to run and cover some legal & admin costs, we ask our players to pay Subs.

We have kept our prices fixed since May 2018 despite our tremendous club growth and will continue to review this charge annually to ensure it is both fair on the Player and the Club.

Currently, Subs come in at £186 per year and can be paid in various ways but as you can see, the funds are fairly spent to ensure our teams are able to play the game all year round

How are AC Hoylake's annual subs spent?



In order to help our coaches, the preference is that all subs are paid via standing order, and done so on the first of each month. All amounts and bank details are listed below which can be shared with parents as needed:

HSBC Sort Code - 40-10-22
Account Number - 32020335
Account Name - AC Hoylake JFC
The CHILDS name should be used as the reference so we can see who has paid.

UNDER 5'S AND 6's

Standing Order of £10.00 a month.

UNDER 7'S AND ABOVE

Option 1. Standing Order of £15.50 a month. **Option 2.** 3 amounts of £62 paid via standing order (*due Sept, Dec and March*)

Option 3. 1 amount of £186 per year *(due each September)*. New players at U12-Youth must pay 3 months up front in order to register, £46.50

For each extra child in any age group, it will cost an additional:
£12 a month to Standing Order amount
£48 to each of the 3 yearly amounts
£144 to annual amount.

Anyone failing to attend for 4 weeks without payment will jeopardise their place.

Any Questions - Paul Williams, Chairman

Recruitment

Your commitment to junior football will be hugely rewarding. Clubs like AC Hoylake and the players who join, rely on you to create fun and long lasting memories.

Not every child wants, or has the opportunity to, join from the youngest of ages.

At some point in your role you will need to recruit new players, whether that be setting up new team at U7's or increasing your squad size when jumping up to the 7v7, 9v9 or even 11v11 format of the game.

If you do need to recruit at any point then let the Chairman know asap, as there is likely a standby list for your age group which you should look to leverage - why chase for players when the Club has some potential candidates?

If you are approached by a Parent with a new player, then best practice is to only accept new enquiries on a training only basis - this has a couple of benefits:

- Firstly the kids still get the opportunity to play football.
- It gives you, as a coach, a pool of players to pick from should any leave
- It increases the possibility of parents volunteering if they see their child is not getting the full experience
- And finally, it will give you the chance to see the Parent & Players commitment. They will be more likely when the weather is nice but may easily change their mind when it's a dark, wet Tuesday night at training!



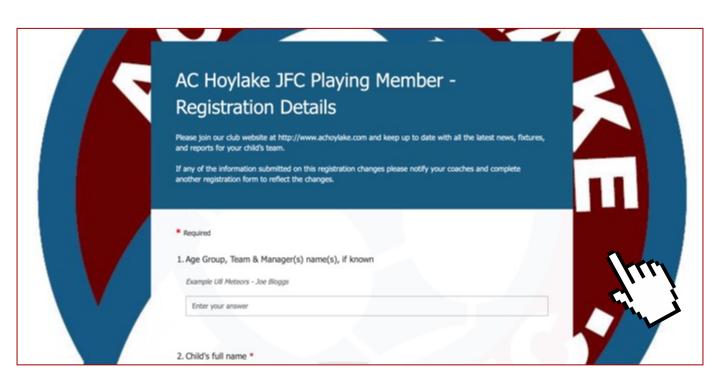
Recruitment

Enrolling with the FA

All new players must be registered with the FA a minimum of 7 days before being allowed to play on Match day. Thankfully though, the Club have a well established process when it comes to enrolling new players, to make it as easy as possible for you so you can focus on being a Coach as much as possible.

The players Parent **must** complete the online registration form when they confirm they want to join AC Hoylake.

"Clicking on the image below", will take you to the online registration form. Please save this website to your phone/PC. This link can then be shared very easily via WhatsApp, text or email to the Parent.

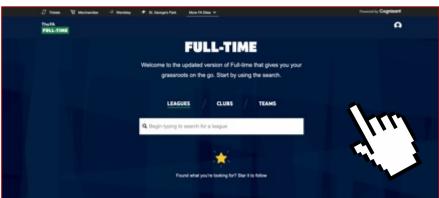




FA Websites

There are 3 separate websites that you need to be aware. Simply "click the images below" to take you to them, but make sure you save a copy of each link to your own device for future reference:



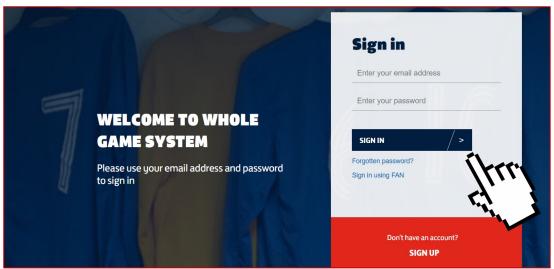




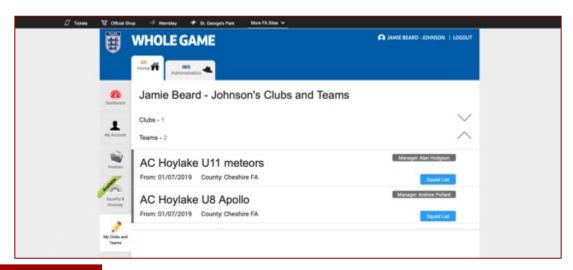


Websites – The FA Whole Game System (WGS)

WGS is where you can see your own team details. You will need to setup access using your FA FAN account. The club will organise linking your FAN account to your team for you.



Once you're logged in, you will need to check that all of your players are visible. You can do this by clicking on the left hand tab "MY CLUB AND TEAMS".

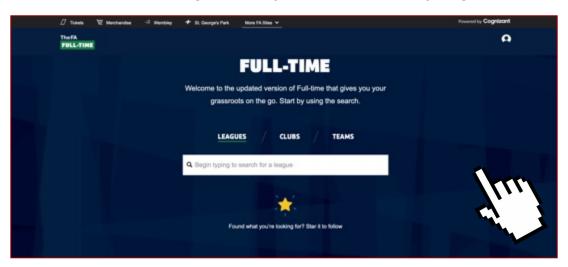


IMPORTANT: You must have a printed copy of your squad list at each match. This is the website which has this information.

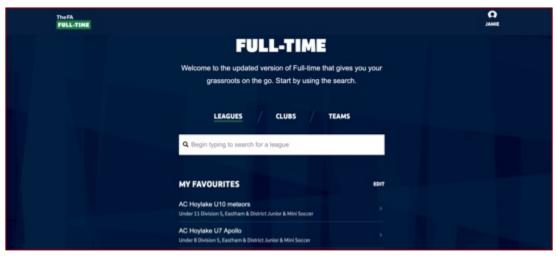


Websites - The FA Full Time

There are 2 versions of Full Time for you to be aware of, this is the public version which shows your fixtures. This can be useful to your Parents and you should encourage them to use this alongside the **The FA Matchday App,** as this will save you all a lot of time checking when you're next playing etc.



Your log in details are the same as WGS. Once logged in, use the search function to find AC Hoylake, then narrow it down to your team(s).





Websites - The FA Full Time - ADMIN

As mentioned on the last page, there is another version of Full Time which is named Full Time Admin (just to keep it simple!).

Once you are registered with the club and FA, the Chairman will request access for you from the League. Therefore it is really important that you have registered both your Mobile and Email details on WGS, otherwise you won't get access and wont be able to contact your opposition to arrange fixtures!



IMPORTANT: After each match, you will need to enter your scores, who played including your rolling subs and any discipline. This is for league tracking and insurance purposes.

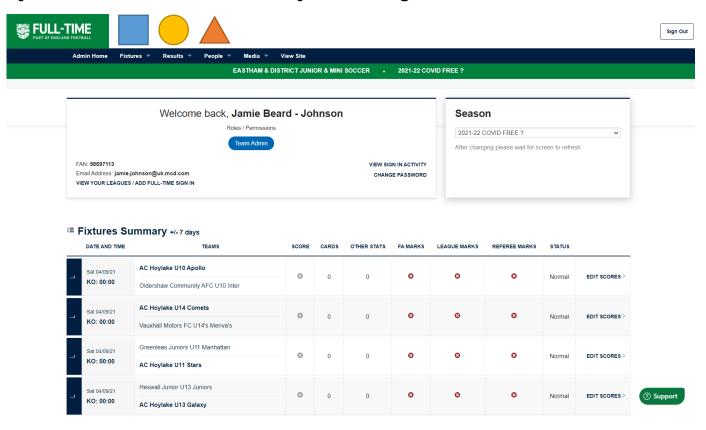
Coaches Top Tip!

The Full Time ADMIN site can be very sluggish on match day afternoons – best to leave entering your results and stats until later in the day using a Computer when its much faster! Don't forget though or your Club will be fined by the League!



Websites – The FA Full Time - ADMIN

Once logged in you, have a few options so best to familiarise yourself with them before your first game:



- If you have more than 1 team, you can switch between them on this menu.
- Click on this section to enter you match day results and stats for the game
- You can change your teams primary contact details here useful if you're on holiday and another Coach is covering for you

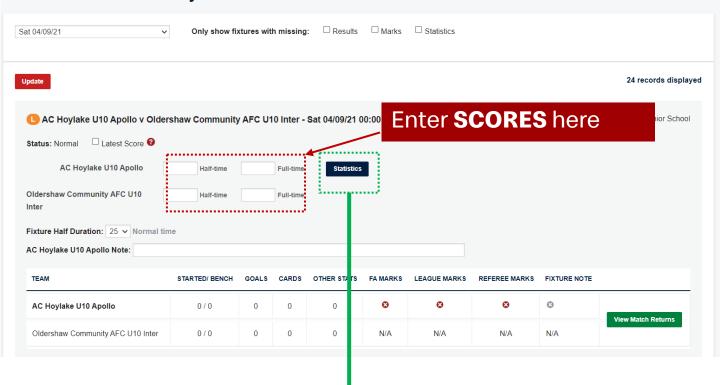
IMPORTANT:

Match results and stats are required for every game!



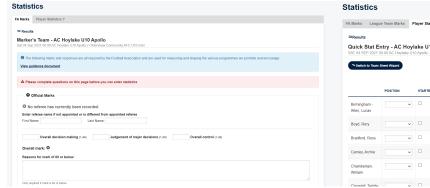
Scores & Player Stats

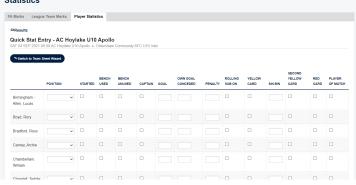
Team Admin Result Entry



Enter Match Feedback

Enter Player Feedback



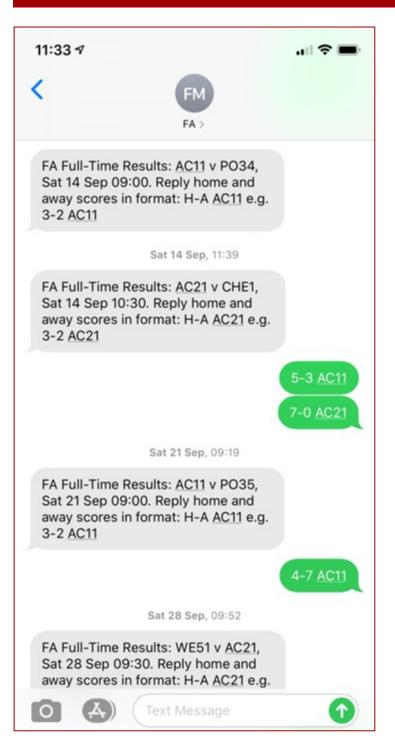


IMPORTANT:

Match results and stats are required for every game!



Websites - The FA Full Time - ADMIN



If you are playing a game on any given day, the FA Full Time ADMIN system will send you a text message for you to reply to with the result.

This is much easier and quicker than using the Full Time ADMIN website!

Simply reply with your score and team reference as shown here.

If your game is postponed due to weather, lack of players or some other reason, you can simply reply with P-P and your team refence. So for example your text replies should be something like:

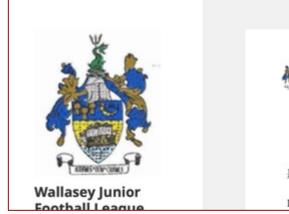
4-2 AC24 P-P AC11



Websites – Eastham League



Websites – Wallasey League





Websites - Cheshire Girls League





Match Days are where you will see all your hard coaching come to life. They are fun, exciting and nerve racking all at the same time and you as the Manager/Coach need to:

- Set up the pitch
- Get your team warmed up & organised
- Keep your emotions in check
- Encourage your team to play
- Be positive
- Give equal game time for all players
- Set a good example



One of the most important thing to setup on Match Days is the Respect Barrier. It must always be setup and the league completes spot checks on match days with fines issued for non compliance.

The Respect Barrier is there to encourage players to express themselves on the pitch and develop their technique and skills with any pressure from the touchline. Respect Barriers also stop young referees from being abused from over enthusiastic supporters.

The next few pages give guidance on how to set up pitches for Match Days.



Match Days

Our Expectations

- ✓ Let the players play
- ✓ All players to play at least half of the game
- ✓ Take care to not sub the same players at the beginning or end of each game
- Managers to use a rota to ensure all players get the chance to start and finish a game
- ✓ If due to poor attendance or attitude equal playing time cannot be guaranteed, then the parents must be informed of this prior to the event
- ✓ All players will get the opportunity to try all positions during the season
- Coaches are required to strictly follow the coaches' conduct
- ✓ Positive encouragement is expected from parents and coaches at all times
- ✓ Patrolling the touchline giving specific instruction must not happen
- ✓ Players will learn from mistakes they have made without being told they have done wrong







Mini-Soccer - Boys Format

The term Mini-Soccer covers teams from U7's up to U10's and is played in the following formats. These are non-competitive league games and as such, results are not posted.

Newton Park is the clubs main venue for Mini-soccer and all fixtures are confirmed via John Ridyard.

All equipment is store in the Green Container. We recommend you watch the following YouTube video for help on opening and closing securely...



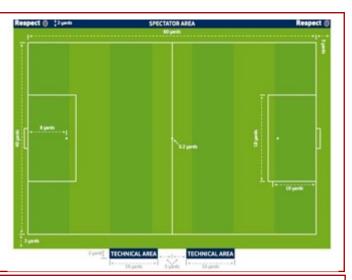


Mini-Soccer - Boys Format

The term Mini-Soccer covers teams from U7's up to U10's and is played in the following formats. These are non-competitive league games and as such, results are not posted.

Under 7's & Under 8's Format

- 5v5
- 4 x 10 minute quarters
- Size 3 ball
- No offsides
- Retreat to halfway for Goal Kicks
- Rolling substitutes



Under 9's Format

- 7v7
- 2 x 20 minute halves
- Size 3 ball
- No offsides
- Retreat to halfway for Goal Kicks
- Rolling substitutes

Under 10's Format

- 7v7
- 2 x 25 minute halves
- Size 3 ball
- No offsides
- Rolling substitutes



For both U11's & U12's, your team will play 9v9 and will see the introduction of the offside rule.

Under 11's & U12's Format

- 9v9
- 2 x 30 minutes
- Size 4 ball
- Offsides
- No retreat rule
- Rolling substitutes



Offside Law

Offside is one of the laws of association football, codified in Law 11 of the Laws of the Game. The law states that a player is in an **offside position** if any of their body parts, except the hands and arms, are in the opponents' half of the pitch, and closer to the opponents' goal line than both the ball and the second-last opponent (the last opponent is usually, but not necessarily, the goalkeeper).

Being in an offside position is not an offence in itself, but a player so positioned when the ball is played by a teammate can be judged guilty of an **offside offence** if they become "involved in active play", "interfere with an opponent", or "gain an advantage" by being in that position.



Match Days

Mini-Soccer - Girls Format

Under 7's & Under 8's Format

- 5v5
- 4 x 10 minute quarters
- Size 3 ball
- No offsides
- Retreat to halfway for Goal Kicks
- Rolling substitutes

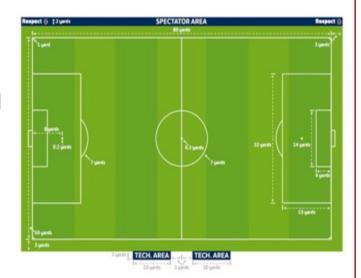


Under 9's Format

- 7v7
- 2 x 20 minute halves
- Size 3 ball
- No offsides
- Retreat to halfway for Goal Kicks
- Rolling substitutes

Under 10's Format

- **■** 7∨7
- 2 x 25 minute halves
- Size 3
- Retreat to halfway for Goal Kicks
- No offsides
- Rolling substitutes





Match Days

Mini-Soccer - Girls Format

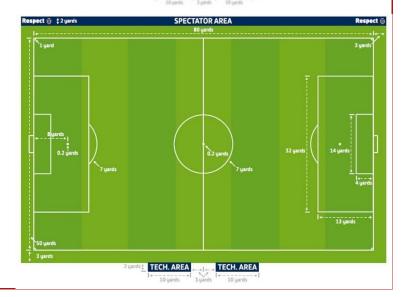
Under 11's Format

- 7v7
- 2 x 25 minutes
- Size 4 ball
- Retreat to halfway for Goal Kicks
- Rolling substitutes



Under 12's Format

- 9v9
- 2 x 30 minutes
- Size 4 ball
- Offsides
- No retreat rule
- Rolling substitutes



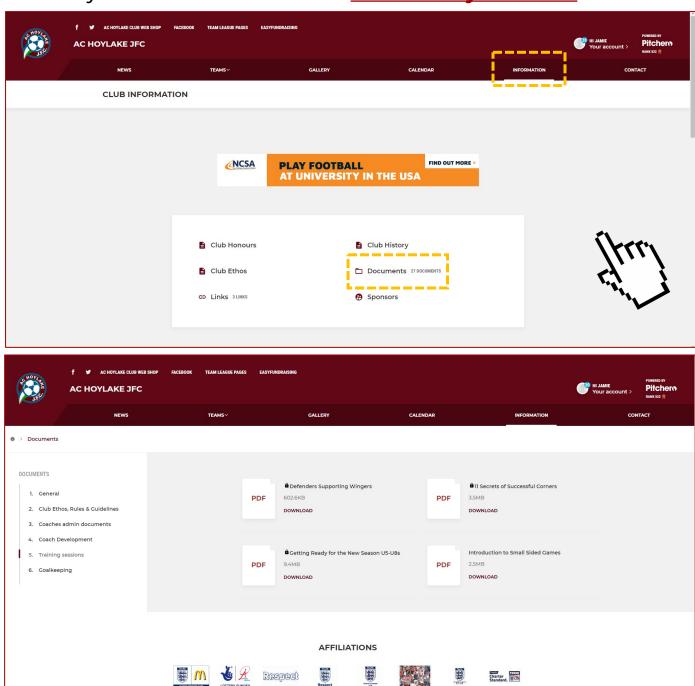
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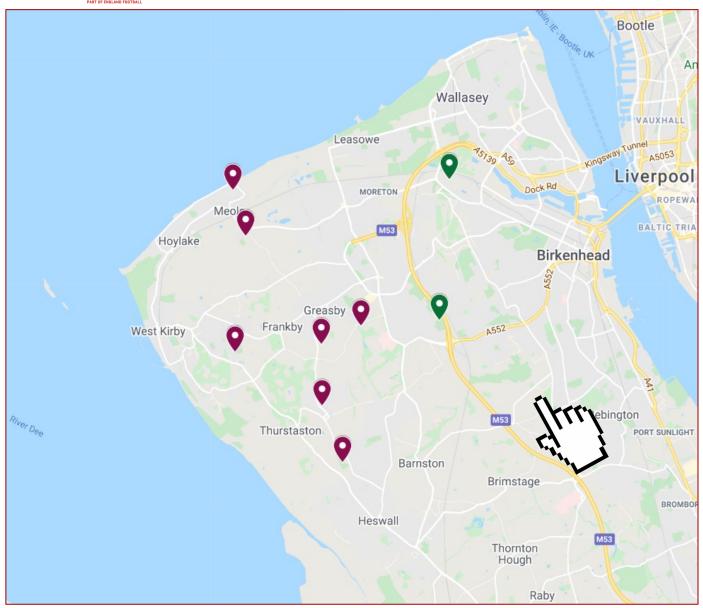
39



The club's website has loads of useful information to support you. Click on the information tab and then documents to access. You'll need to have signed up to the website though before you can access the files! www.achoylake.com







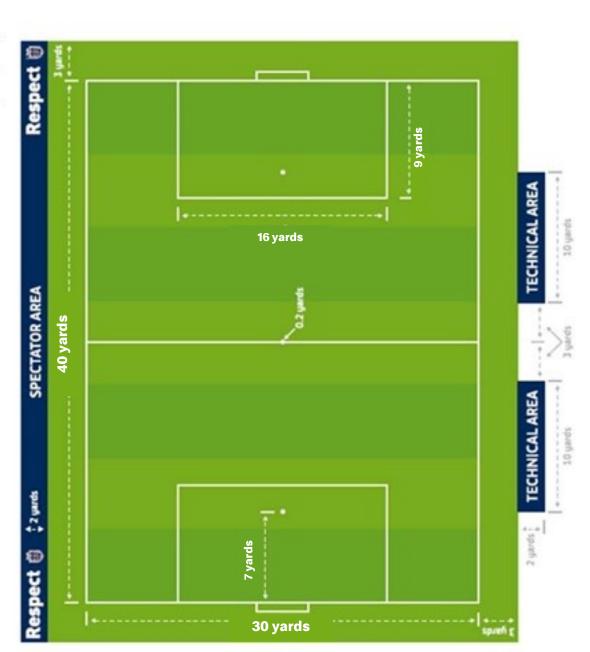
AC Hoylake Venue Information

We have numerous venues to accommodate the many teams. Click on the map above for Google Map information which you can quickly share with opposition.



Appendix

Under 7s/8s (5x5): 40x30yds



Mini Soccer – 7v7

Appendix

Under 9s/10s (7x7): 60x40yds





Appendix

Under 11s/12s (9x9): 80x50yds

Mini Soccer – 9v9







There is loads of useful information online, you just need to know where to look! The <u>club website</u> has really good stuff which helped me, as well as <u>The FA</u> and dare I say it <u>YouTube</u> – you just need to have a vision of how you want your team to play and most importantly, stick with it!

Things may not work right away so practice, practice, practice and give it time! Its important you're aware of the difficulty for each drill though, only use drills that are right for your players abilities while still challenging them to develop new techniques.

