



Keynsham Town
Juniors Football Club
Established 1985

Keynsham Town Juniors CLUB PHILOSOPHY

CLUB VALUES:

We aim to provide football to children of all ages and abilities in a safe, friendly and fun environment and to promote the values of respect, teamwork and good behaviour. "Attitude above ability"

We fully support the concept of Long Term Player Development (LTPD) and aim to deliver age-appropriate coaching.

We provide a football curriculum which all coaches are encouraged to follow to ensure each child across the age groups are given a consistent message and a balanced football education.

Our environment will be one in which taking risks and making mistakes are seen as important elements of the learning process. We will encourage this, without putting the players under undue pressure, as well as emphasising the importance of trying your best at all times and never giving up.

Overall, our aim is, in line with our Positional Profiles, to produce technically good footballers who understand the game well, conduct themselves in the right way and make excellent decisions, both on and off the pitch.

We see the Junior Club as just the first step of an individual's footballing career and we fully expect a large percentage of our young players to benefit from our strong links with the Keynsham Senior Football Club and progress to become an important part of Keynsham FC's senior teams in the years following their junior career.

COACHING PHILOSOPHY:

We look to develop the player according to the FA's four-corner approach, the four areas for development being Technical, Physical, Social & Psychological.

This approach will improve the technical ability of the player, the athletic capabilities and movement skills of the player and also enhance their decision-making. It will also improve their confidence and communication as well teaching them important life skills and how to be part of a team.

Our aim is to produce individuals who display the following values:

- Will always try their best
- Has an appetite for listening and learning
- Respects coaches decisions
- Never gives in
- Will not disrupt others with poor behaviour
- Always on time
- Smart appearance (e.g. shirt tucked in, laces tied up, skins in club colours, clean boots)
- Shakes hands with coaches before and after training
- Attends KTJFC sessions and games to improve as a person as well as a footballer

We also aim to produce players who:

- Will work hard on weak areas of their game even though it's difficult
- Support and encourages team mates, particularly if a mistake is made
- Is confident and brave enough to try new things and never fears making mistakes
- Is a team player
- Tries to play through the thirds
- Is positive in 1-on-1 situations
- Works hard when opponents have the ball
- Respects officials and their decisions
- Displays sportsmanship, plays fairly and doesn't cheat
- Never uses bad language
- Respects fellow team mates and their opinions
- Always shakes hands with opposing players and staff after games
- Commits to practice outside of time with KTJFC coach

COACHES:

All coaches will undergo an Enhanced FA CRB check.

All our coaches will be encouraged to attend courses provided by our local FA throughout their coaching career to consistently improve their knowledge of football and to ensure they are well equipped to offer the best experience possible to each individual.

All coaches will be encouraged to join the FA Licensed Coaches Club and complete annual CPD (Continuous Professional Development) workshops or courses to keep up with the FA's recommended best practice.

A minimum qualification for coaches will be FA Level 1, Emergency First Aid & Safeguarding Children but we strongly encourage coaches and helpers to also attend the FA Youth Award Modules and achieve their FA Level 2 award.

The coaches will allow players to enjoy the game in a welcoming environment but challenge them by asking questions and setting them appropriate challenges as well as listening to them and giving advice.

Coaches will promote fair play, always operate in line with the FA's Respect Code of Conduct and always adhere to the Laws of the Game.

Coaches will develop a match day environment in which the only communication from the touchlines during play will be words of encouragement and praise. Players will be allowed to play, make their own decisions and express themselves in all areas of the pitch without fear.

Players will all be given fair playing time and be allowed to experience many different positions; a "win at all costs" attitude will not be tolerated by the club.

The KTJFC coach ethos:

- **On and off the field, I will:**
 - Show **respect** to others involved in the game including match officials, opposition players, coaches, managers, team officials and spectators.
 - Display and promote high standards of behaviour.
 - Always **respect** the match officials' decisions.
 - Never enter the field of play.
 - Never engage in public criticism of the match officials.
 - Never engage in, or tolerate offensive, insulting or abusive language or behaviour.
- **When working with players, I will:**
 - Place the well-being, safety and enjoyment of each player above everything, including winning.
 - Explain exactly what I expect from players and what they can expect from me.
 - Ensure the parents/carers of all players understand these expectations.
 - Refrain from and refuse to tolerate any form of bullying.
 - Develop mutual trust and **respect** with every player to build self-esteem.
 - Encourage each player to accept responsibility for their own behaviour and performance.
 - Ensure all activities I organise are appropriate for the players' ability level, experience, age and maturity.

A KTJFC coach will always endeavour to:

- Arrive early and prepared for practice and games with equipment ready to use
- Be of smart appearance including club clothing where possible
- Create a fun and relaxed atmosphere for players
- Treat all players equally
- Praise effort over outcome
- Use "What could you do next time?" instead of "Don't do that again!"
- Encourage players to make their own decisions not tell them what to do
- Let them play in games without constant shouting / instruction / commentary
- Encourage team to play out from the back and try to develop players confident and comfortable in possession
- Promote players' participation in other sports
- Takes an interest in players' home lives and hobbies outside of KTJFC

PARENTS:

We all have a responsibility to promote high standards of behaviour in the game. We as a Club support the FA's **Respect** programme to ensure football can be enjoyed by everyone in a safe and positive environment. Parents must play their part and observe The FA's **Respect** Code of Conduct for spectators, carers and parents. We encourage parents to actively understand and support our philosophy from the start of their time with our Club.

At all times parents will be expected to:

- Remain outside the field of play and behind the Designated Spectators' Area (where provided)
- Never engage in, or tolerate offensive, insulting or abusive language or behaviour.
- Applaud effort and good play as well as success.

In addition, when attending our games, parents will:

- Remember that children play for fun.
- Let the coaches do their job and not confuse the players by attempting to tell them what to do.
- Always **respect** the match official's decisions.
- Encourage the players to **respect** the opposition and match officials.
- Never criticise a player for making a mistake – mistakes are part of learning.

Parents must understand that if anyone does not follow the code, action may be taken by either the club or the league.

We also encourage parents to think about what they say to players after the game. In the initial period after a game a young player needs time to reflect on the game and think about how it went; the drive or walk home after a game is never a good time for them to receive questions or advice. Remember the young players see the game differently to adults and it is better for adults to simply be available for them to talk to if they want to. In most instances the first contact with a player after a game should be, "Did you enjoy it?" or "Did you have fun?" not "What was the score?" or "Did you win?"

Parents should actively encourage players to practice outside of their time with KTJFC coaches as well as participate in other sports. All of this will greatly enhance the development and agility of the child as a footballer and sportsman.

PLAYERS AGED 6-11 (Foundation Phase):

The overriding aim of coaching players of this age will be to have them with a ball at their feet as much as possible although practices such as tag, throwing, catching, balancing, running etc. to develop agility and physical prowess are also of the utmost importance.

It is imperative that players have exposure to as many 1v1 and 2v1 situations as possible.

Emphasis will be on developing technical skills and ball control with both feet and in games they will be encouraged to take risks and be creative. It is imperative that practice recreates game situations as much as possible so small-sided games with targets or goals will always be heavily favoured over drills.

Any match time will be divided equally and regular positional rotation of players will occur to give players as many different experiences as possible and to help develop their understanding of the game.

PLAYERS AGED 12-16 (Youth Development Phase):

Practice at this age will encourage learning of much more specific areas of the game whilst the developing of technical ability will still be at the forefront of the LTPD plan.

Players will experience defending and attacking when numbers are not balanced and will be challenged much more to develop their knowledge of movement "off the ball".

There should be a heavy emphasis on encouraging players to constantly scan the playing field and think ahead so better decisions can be made upon receiving the ball.

Players should continue to have the experience of playing in different positions although during these years we will start to look at which positions may be most suitable for each player.

Players will now be encouraged to experiment with tactics and to reflect on their performance; were they effective and what could they do better next time?

Creative play in attacking situations will always be encouraged but players in this age group will start to learn about where and when to take risks.

From the age of 12 players will be encouraged to **join our Junior Leaders Programme and get involved with the many local Community initiatives we support as well as** enrolling on coaching, refereeing and young leaders courses.

PLAYERS AGED 16-18 (Transition Phase):

This transition stage will see the club looking at preparing players for the daunting prospect of adult football. It is our aim to retain as many players as is possible into this stage, one which is a notorious “dropping off” point for young footballers. We take great pride in developing players for our Keynsham senior teams.

There will be more emphasis than in earlier years on winning football matches but this will still be attempted absolutely under the umbrella of teamwork, good football, respect and fair play.

Practice to improve technical ability will still be important although tactics, team shape and a player’s role within the team will take on a higher priority than before.

Players will be encouraged to continue developing their coaching education, with a view to assisting a coach from a younger age group within the club.

KTJFC POSITIONAL PROFILES

GOALKEEPER

Good communication and organises the defence

Adopts a high starting position when team in possession, ready to offer an angle for a back pass

Good control and distribution with both feet

Can vary distribution from the hands, always looking to start attacks

Quick reactions including when needed to block shots or intercept an opponent’s through ball

Very brave and a good shot-stopper

WIDE DEFENDER

Offers width when in possession & always ready to receive from goalkeeper

Loves to get forward and offer support to attackers (overlaps / combination play)

Strong and aggressive in 1v1 situations

Makes good decisions on when to press and when to hold

Communicates well with fellow defenders and understands how to defend as part of a unit (press, slide, drop etc.)

Loves tackling including blocking shots and crosses

CENTRAL DEFENDER

Very strong and courageous and committed to winning 1v1 duels

Communicates well with fellow defenders and understands how to defend as part of a unit (press, slide, drop etc.)

Very good organisational skills, is focused and shows good concentration levels

Loves blocking shots, clearing the danger area and is good in the air

Comfortable on the ball and can take the ball into midfield

Can pass the ball short and long

DEFENSIVE MIDFIELDER

Very efficient in possession with good pass success rate

A real team player who will protect the defenders

Good reader of the game who regains possession regularly; intercepts and tackles well

Aware of what is around him at all times ("can play through 360 degrees")

Good range of passing, always looking to start attacks

Excellent stamina, tracks and marks opponents well and recovers quickly

ATTACKING MIDFIELDER

Always available and able to receive the ball, even if under pressure

Will always look for space and offer an option to teammate in possession

Very creative and skilful and loves to have attempts on goal

Looks to play quickly and loves attacking defenders

Good passing skills and sees opportunities for combination play

Takes up good positions when opponents have possession, always being ready to counter attack

WIDE MIDFIELDER / WINGER

Good receiving and turning skills and looks to play forward

Looks to isolate defenders and receive the ball in dangerous positions

Has explosive speed and excellent skill to consistently beat opponents 1v1

Provides supply of ball to teammates through accurate passing and good crossing ability

Loves to score goals and regularly gets into goal scoring positions himself

Always ready to press opponents when team not in possession and fill in for his attacking full back when required

STRIKER

Works very hard, always showing for teammates and providing an outlet whilst also pressing opponents when they have the ball

Excellent movement and positioning, always looking to attack space or create space for others

Creative and clever at set up play, linking with teammates for combination moves

Strong and aggressive to hold the ball up and keep possession

Good goal scoring abilities using a wide range of finishes with both feet and also headers

Always alert with good reaction skills and determination

Loves to attack 1v1 and gets shots on goal