

## THE MATCH DAY

### Before the match

- Speak to the opposition manager (match arrangements), try and do this as early as possible. If you are awaiting information regarding pitches or referees, it may be a good idea to send a holding message.
- Introduce yourself to the opposition manager and referee but don't spend too long doing this as you will find it negatively affects your match preparation.

### During the match

- Half-time team talk: keep it simple!
- As mentioned in 'Five ways to get the most out of your training session' give one or two succinct pieces of information. The players are more likely to remember this rather than a hairdryer treatment-esque rant!

### After the match

- When debriefing the players, try to finish on a positive note. If constructive criticism needs to be made, consider whether it is best to leave it for your next training session.
- Inform any parents of injuries that may have happened during the game.
- Complete an accident form and notify the Club Secretary of any serious injury/injuries.
- Get the admin done quickly whilst it is fresh in your mind! This information should be available in the league handbook, website or from the league secretary.
- Phone/Text your result to Terry Edwards, the press officer (see useful contacts).

### General information

To contact the club for information, questions or queries please email: [info@cityyouthfc.com](mailto:info@cityyouthfc.com)

Welfare: Ian Woods & Mervyn Morgan

Commercial Manager: David Wray

Nicholas Breakspear Pitch: [lettings@nbs.sch.uk](mailto:lettings@nbs.sch.uk)

### Useful links

Club website: [www.cityyouthfc.co.uk](http://www.cityyouthfc.co.uk)  
[www.footballfoundation.org.uk](http://www.footballfoundation.org.uk)  
[www.hertfordshirefa.com](http://www.hertfordshirefa.com)

## CLUB POLICIES & PROCEDURES

To view the full documents of the club's policies and procedures, please visit the club website; [www.cityyouthfc.co.uk](http://www.cityyouthfc.co.uk) click the managers tab and scroll down to the 'Club Policies and Procedures' Section.

### Codes of conduct

Football is the national game. All those involved with the game, whether as a player, match official, coach, owner or administrator, have a responsibility, above and beyond compliance with the law, to act according to the highest standards of integrity, and to ensure that the reputation of the game is, and remains, high. This code applies to all those involved in football under the auspices of The Football Association.

### We operate the following policies & procedures:

- Zero Tolerance Policy
- Disciplinary Procedures
- Club Complaints Procedure
- Equal Opportunity Policy
- City Youth FC Health & Safety Policy
- City Youth Anti-Discrimination Policy
- Child Protection Handbook
- Club child/vulnerable adult protection policy
- Advice and support for individuals receiving a disclosure

### Useful contacts

#### CLUB SECRETARY

Ian Woods: [secretary@cityyouthfc.com](mailto:secretary@cityyouthfc.com)

#### CHAIR OF TRUSTEES

Mervyn Morgan: [trusteechair@cityyouthfc.com](mailto:trusteechair@cityyouthfc.com)

#### CLUB CHAIRMAN

Geoff Watts: [clubchair@cityyouthfc.com](mailto:clubchair@cityyouthfc.com)

#### COACHING MANAGER

David Wray: [coaching@cityyouthfc.com](mailto:coaching@cityyouthfc.com)

#### TREASURER

Lesley Wray: [treasurer@cityyouthfc.com](mailto:treasurer@cityyouthfc.com)

#### PRESS SECRETARY

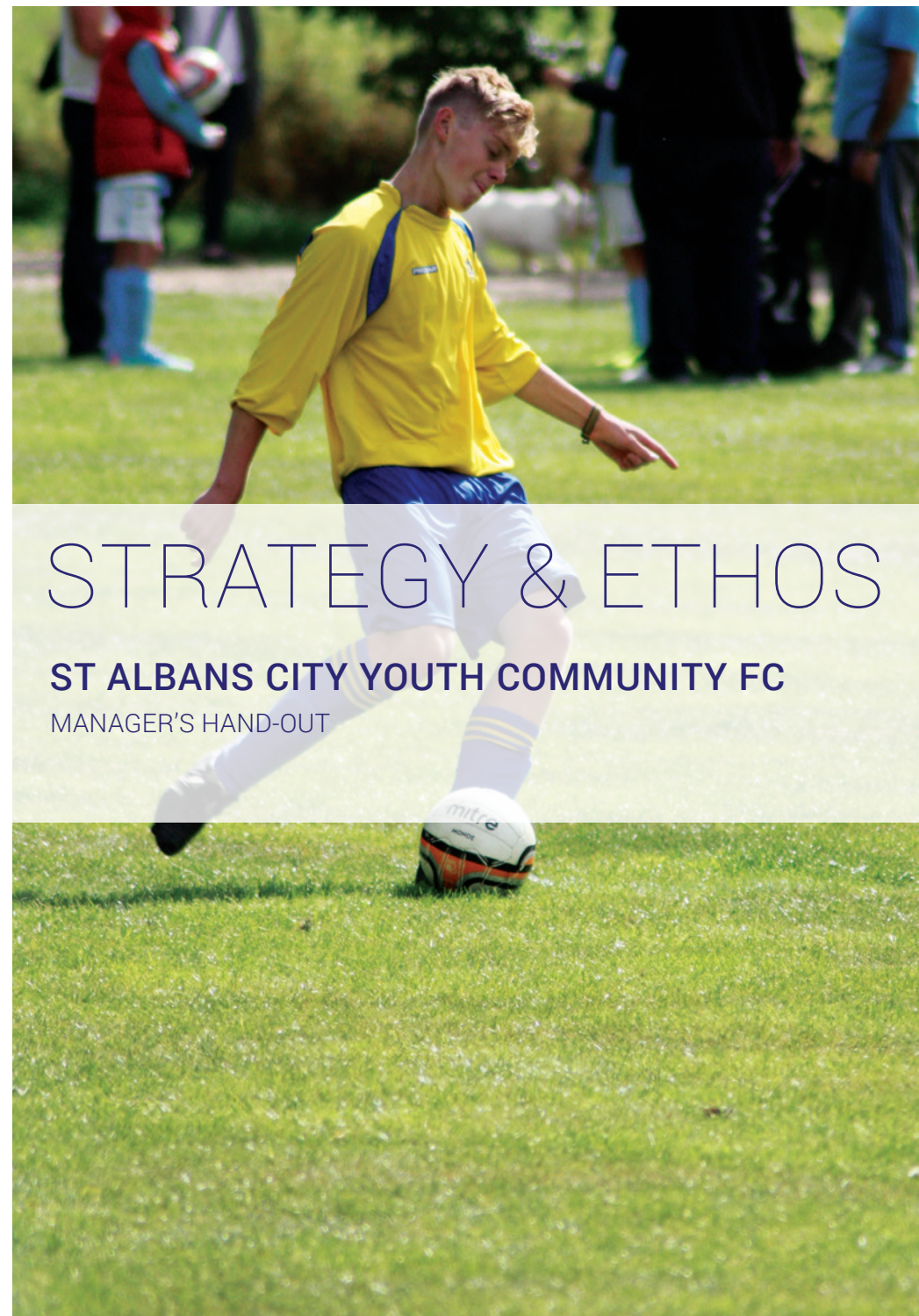
Terry Edwards: [press@cityyouthfc.com](mailto:press@cityyouthfc.com)

#### GIRLS SECTION

[girlssection@cityyouthfc.com](mailto:girlssection@cityyouthfc.com)

#### DISABILITY SECTION

Ben Kelly: [disability@cityyouthfc.com](mailto:disability@cityyouthfc.com)





## CLUB ETHOS

To teach young people to play sport in the right way respecting the opposition, the officials and the supporters of both teams.

### How can you work in line with the club ethos?

- Prioritise the young person at all times
- Be a role model; show your players how you expect them to behave.
- RESPECT

### Why do we do it all?

- **Learn**; it is the coach's responsibility to help their players learn the game and learn how to develop as people.
- **Enjoyment**; why else would we do it if we didn't achieve this?
- **Ambitions**; show a desire to be the best coach you can be, striving for your players to be the best they can be too.
- **Respect**; ensure you always show self-respect and respect towards your players.
- **New people**; you will meet numerous people along your coaching journey, with many of them becoming close friends. Use this as an opportunity to network and receive feedback to improve your coaching.

## YOUR ROLE AS A ST ALBANS CITY COMMUNITY FC COACH

### The Community Club's expectations

As a St Albans City Youth Football Club coach, you represent the club at all times. Therefore it is important to bear this in mind when coaching at training or on match days. Try your best to work in line with the club ethos, by putting the young person first in everything you do.

The club expects you to maintain all of your necessary safeguarding checks e.g. CRB whilst aiming to be the best coach you can be by achieving your coaching badges. In addition, the club expects coaches to assist with club events wherever possible.

### The Player's expectations

Create an environment in which the players can learn through their mistakes, be creative and enjoy their football.

### The Parent's Expectations

Working with parents should be seen as a three-way process, between you, the player and the parent. Involve them in the player's footballing development and you will develop a relationship and an understanding of what the common goal is.

The club's commitment to the FA respect campaign is something parents need to be made aware of and should be informed as to how they can act in line with this.

## TRAINING

### Preparation tips

- Keep a register; this will help you sort out match playing times as many coaches like to reward players who have been to training with a start on match day.
- Be there early; it sets an example to the players, if you expect them to be punctual you have to be punctual yourself! This will also allow you to answer any questions parents may have without running into your precious coaching time.
- Always plan your session, even if it is a rough plan and not on paper, something to work from will always help you.

## FIVE WAYS TO GET THE MOST OUT OF YOUR TRAINING SESSION

### 1. Ball rolling 80% of the time

When planning your session, try to organise it such that players are actively involved with a football for 80% of the time. If they are not getting touches of the ball, they are less likely to improve technically. This means eradicating queues of each player lining up to take a shot at the goal.

### 2. Keep it simple

When giving feedback, only give one or two pieces of information at a time. It is important that the players take on board your comments. If you are giving five pieces of information, or more, they are unlikely to remember any of it!

### 3. Be positive

Of course there are times where you need to give constructive criticism, but try and put a positive spin on what you are saying. When working with younger age groups try and comply with a 1:1 positive:constructive criticism ratio. So, for every time you give constructive criticism, follow it up with a positive comment!

### 4. Growth mind-set

When somebody has a growth mind-set, they understand that their abilities can be developed. On the contrary, those who have a fixed mind-set believe that their abilities are fixed traits. The benefit of adopting a growth mind-set culture is that players believe they can develop

and can work to achieve something, rather than cutting their efforts short in the belief that they are 'not good enough.' You can achieve this in your coaching by simply praising effort rather than results. This does not mean you should ignore those who do well, just praise the process rather than the end result.

### 5. Guided learning

Don't give them all the answers! Try not to stop play every time something isn't working, let the players make mistakes in training and see if they can find a solution for it themselves – usually they will! If you do decide to stop the session, lead the players into working out why it is not working and offer them an opportunity to think of solutions.

