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# ACADEMY

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FOOTBALL WITH A DIFFERENCE

# WHY SHOULD YOU CHOOSE THE PLAYIT LOVEIT ACADEMY?

In this guide you'll find all the information you'll need to find out why we're the perfect fit for your baller. From **our experience** to **their development**, and **where you can find us** to **how we're going that extra mile**.



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# CONTENTS

- MEMBERSHIP OVERVIEW/  
BENEFITS
- ACADEMY LOCATIONS
- COACHING PHILOSOPHY
- CURRICULUM
- FAQ's



# MEMBERSHIP DETAILS

**Monthly subscription: £36**

covers all sessions, tournaments and personalised t-shirt

**10% off Academy Camps**

**Monthly feedback**

via zoom, phone call or in person



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# MEET THE ACADEMY COACHES

JOSH



JOHN



ANNA



PAUL



MIKE



EMMA



# EXPERIENCE

- We have coached over 1,000 ballers at our sessions & we currently coach over 350 per week
- Head coach John has 10+ years of coaching experience
- All coaches are PVG checked, have coaching qualifications & are First Aid trained.



# WHAT TO EXPECT IN WEEKLY SESSIONS

- Monthly topics to keep us focused in what we're teaching the ballers, and for them to really get the most out of different skills and training
- Sessions at different venues, allowing us to be flexible for you. Can't make a Friday session? No problem - join us on Wednesday instead.
- High intensity training
- Monthly feedback reports



# DEVELOPMENT

- We will set goals, targets and do testing each term to see where your baller is at & how we can improve.
- We will communicate this with you to update you on the progress of your baller, whilst welcoming any questions or feedback that you may have.
- We believe players should have the confidence to fulfil their potential, and we will do our utmost to create an environment that encourages that.





# GOING THE EXTRA MILE

- Exclusive football camps for our academy ballers only
- After 2 months of being a member, receive an exclusive Playit Loveit Nike Academy Tee (personalised with the ballers initials)
- Tournaments or matches included at the end of every term
- With the player always at the centre of what we do - we will endeavour to create an overall experience unmatched by anywhere else.
- Our aim is to **create a community**. One that each and every player will feel part of.



# LOCATIONS

STRIKERS

GOALS

COVE



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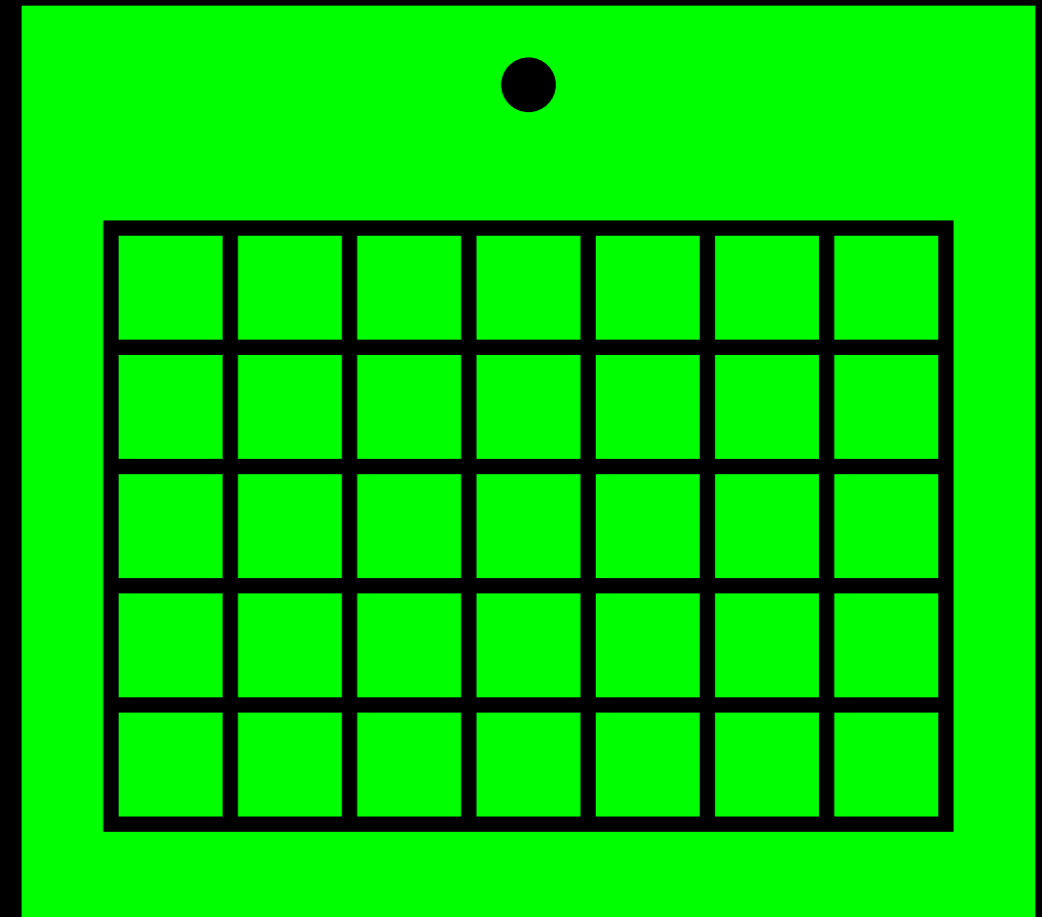
**ACADEMY**

# DATES CLASSES WILL RUN

WE WILL RUN THE ACADEMY  
FROM FEB 2022 - FEB 2023

Subscriptions will be **PAUSED**  
during the Summer holidays  
and Christmas holidays

During the time sessions are  
**PAUSED**, you will **NOT** be  
charged



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# OUR COACHING PHILOSOPHY



**DECISION MAKING**



**EXPRESSION**



**TEAMWORK**



**FOCUS ON YOU**

# WHAT DO THE PILLARS MEAN?

## DECISION MAKING

Training and empowering our players to make quick decisions in attack & defence

## EXPRESSION

Encouraging all players to express themselves on the pitch

## TEAMWORK

If a player loses the ball, they must try to win it back to help their team mates.

Promoting positive communication & reaffirming values.

## FOCUS ON YOU

We aim to inspire our players to be their very best selves. If they're performing the best they can, then they can help their team perform better.



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# CURRICULUM

MONTH	FOCUS	WHY	HOW	GOALS
MARCH	Transition	For Players To Understand Their Roles In & Out Of Possession	Focusing On Practices Designed To Win The Ball Back As Quickly As Possible	To Win The Ball Back During Matches In 7 Seconds To Get A Shot
APRIL	Switching Play	To Change The Point Of The Attack	Focusing On Receiving In Midfield To Switch The Play And Start Attacks	Switch The Play At Least 3 Times During A Match Per Team
MAY	Possession/Ball Retention	To Be Comfortable Being Able To Keep The Ball Under Pressure	Possession Games & Focusing On Pressure Situations	Being Able To Achieve A Goal In Which 11 Passes Were Made Before Scoring During Matches
JUNE	Build Up Play	To Be Comfortable Starting From The Goalkeeper	Technical Practices & Decision Making Practices	To Build Up Plays Often During Matches & For Players To Confident When Receiving



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# THE PLAYIT LOVEIT PLAYER

## HONEST

Taking responsibility -  
being honest with  
themselves, their  
teammates and their  
coaches

Listening and  
implementing points  
made.

## HARDWORKING

Always putting 100%  
into sessions

Got goals? Gotta work  
for them.

## CONFIDENT

The ability to trust in  
their own ability

Having/creating a  
positive mindset

## RESILIENT

Dealing with setbacks  
when they happen

Being receptive to  
feedback in order to  
improve



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# FAQ'S

1. **Is the Academy a football club?** No we will not register teams, play official matches or participate in leagues.
2. **What happens if I miss my booked session?** We have created more sessions at different venues, to allow more flexibility within your membership. E.g. If your child is booked in at the Cove venue but you miss this session, you can simply just attend the session at Strikers for the same age group.
3. **What date will the monthly subs come out of my account?** The 1st day of each month. (This **will not** come out on the months that are **paused**).
4. **What happens if I sign up during the month?** No worries at all, we will add the cover payment to the month ahead. E.g. You sign up mid-March, so no payment will be made in March but we will add the cost to your April payment.
5. **When can we schedule the monthly zoom meetings or coach catchups?** These can be flexible too! Pick a coach and then ask them to deliver the feedback for you, whichever way suits you/your baller best.
6. **What happens if I need to cancel?** You can cancel at any time, however, we do require 30 days notice. During the notice, you can still use your remaining sessions.
7. **Do you offer a trial?** We do indeed! If you haven't attended any of our sessions before, we offer 2 trial sessions for just £5. This way you can try our Academy before committing, and we can provide feedback for your baller. (But we're confident that you'll love it!)



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