

PRO:DIRECT

ACADEMY

Dear Player,

We have a massive task and challenge to undertake this forthcoming season! The Academy is desperate for young players to move on into professional football clubs and we must increase our efforts in order to encourage players into them. Next year must see players flourish and enjoy 'doing it right' under a new regime. The 'Standard of Performance' must rise in every aspect from the way you appear, your sportsmanship, mannerisms and performances in both training and playing. This is the only way we will produce top players and top people. As a player you must learn how to implement 'better/deep practice' and learn to 'ignite' a motive each and every day to ensure progression takes place.

It is your duties as a full time Pro Direct Academy player to read this document and understand completely what is required of you and the guidelines we have set for you to maximise your potential. But it's also about education and helping you as young men to realise the rights and wrongs of all industries. The right way is always the hardest way and that's what will set you aside from other clubs, other players and other young men of your generation.

There is no doubt in my mind that at times you will make mistakes and possibly break the rules of this document, however as young men you must be aware of the consequences and actions that will be taken when you cross that line. I will only ever expect the best of everything from you and you should expect the best from yourself and your team each and every working day. This way we can create the culture and environment I want and one that'll maximise growth and opportunity.

Ultimately, this is to make your time with us more enjoyable and more efficient. Let's enjoy the season together and all strive to meet our individual and collective goals.

Kind regards,



Tom Hart
PRO DIRECT ACADEMY
HEAD OF COACHING

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STANDARD OF PERFORMANCE CODE OF CONDUCT

1. REPRESENTING PRO DIRECT ACADEMY

- 1.1 Players will represent the good name of Pro Direct Academy at all times.
 - 1.2 Players will carry forth the good name of Pro Direct Academy at all times.
 - 1.3 Players take responsibility for their appearance and conduct at all times.
 - 1.4 Players embrace all aspects of Pro Direct Academy and their beliefs.
 - 1.5 Players show respect to all at Pro Direct Academy and most importantly respect themselves.
- Failure to represent Pro Direct Academy in the correct manner will mean expulsion from the football academy.

2. SPORTSMANSHIP

- 2.1 Players will show sportsmanship at all times on the field of play.
 - 2.2 Players will set the highest of standards in regards to the opposition and their staff and spectators.
 - 2.3 Players will refrain from engaging in any negative behaviour on or off the field of play.
 - 2.4 Players will avoid any untoward or aggressive situation on the field of play.
 - 2.5 Players demonstrate their respect for the game at all times.
- Failure to act professionally on or off the field of play may lead to suspension and possible expulsion from the Pro Direct Academy.

3. CONDUCT OFF FIELD

- 3.1. Players understand the responsibility they carry forth whilst attached to Pro Direct Academy.
- 3.2 Players are conscious scholars and understand the importance and role their Academic qualification will have on their career.
- 3.3 Players are conscious at all times the effect of insufficient diet and nutrition will have on their performance.
- 3.4 Players take the Pro Direct Academy into their lives in every way and promote the academy in a positive light.
- 3.5 Players understand the importance of time management and prioritising in their lives.
- 3.6 Players will incorporate their Academic studies within their daily timetable and manage this with discipline and commitment.
- 3.7 Players will represent the academy at all times whilst on site at their Academic Provider; you shall wear your Club Trousers and Polo to College only.
- 3.8 Players will dress smartly to college at all times. If they are wearing their Club's attire they will so in manner that befits the academy reputation and status within the local area and community.

- 3.9 Players will refrain from wearing jewellery or displaying items such as 'head phones' within the College grounds.
- 3.10 Players may not be selected for Match Day Squads if they fail to maintain their academic performance.
- 3.11 Failure to attend at any time during players' two-year scholarship to academic provision may result in suspension from football playing duties.
- 3.12 Players recognise the importance of preparation away from training and match day and embrace all aspects that will/can improve development/performance.
- 3.13 Players will be expected to fuel their body adequately and in lines of being a professional sportsman. Hydration Testing will take place.
- 3.14 Players will not consume alcohol.
- 3.15 Players understand the effect alcohol will have on performance and will seriously consider their dedication to their careers and the performance of themselves and their team.
- 3.16 Players reporting to fixtures and observing from the dug-out or anywhere within the match day facility must behave in a professional manner throughout.
- 3.17 Players will refrain from posting any pictures or comments on Social networking sites that portray the academy in a demeaning or unprofessional manner. If this occurs the player will be issued with a verbal/written/final warning immediately.

Players will be expelled from Pro Direct Academy immediately if caught smoking, using illegal substances or bringing the academy's name and image into disrepute. The use of social networks to display/convey emotional feelings or responses is frowned upon and will be dealt with harshly.

4. MATCH DAY CONDUCT

- 4.1 Players will be expected to arrive in good time for all matches and meet points.
- 4.2 Players will attend to all official meets as in accordance with section 8.0 Appearance.
- 4.3 Players will be given permission to travel direct by the Head of Coaching, players will be expected to meet the team transportation even if geographically inconvenient.
- 4.4 Players will be expected to look smart and professional and be wearing Pro Direct Academy clothing.
- 4.5 Players will achieve the required 'Standard of Performance' in every game.
- 4.6 Players recognise the responsibility they carry when representing Pro Direct Academy.
- 4.7 Players will refrain from having shirts out.
- 4.8 Players will refrain from wearing collars up, cut off socks, socks over issued playing socks and socks over knees in training and game situations.
- 4.9 Players will attend games with clean boots.
- 4.10 Players demonstrate the importance of fair play and sportsmanship on the field of play.
- 4.11 Players refrain from any negative involvement with their own team, the opposition, officials and spectators.
- 4.12 Players will celebrate goals together! They will recognise the influence of the 'Team' in all goals and congratulate each other as a team on achieving such feats.

- 4.13 Players will not accept losing but shall handle it in a professional and mature manner at all times. They will shake the hand of every opposition player and the officials at each game.
- 4.14 Players accept all instructions given to them from their coach.
- 4.15 Players understand that they must react and incorporate all guidance given to them by their coach in their match day performance.
- 4.16 Players will act professionally and accordingly when being substituted. They will jog other to their replacement and shake the hand of the player and the Management Team. They will refrain from any public display of anger, frustration or poor sportsman like behaviour.
- 4.17 Players will bring Pro Direct Academy training kit to all games regardless of being in the 16-man squad or not.
- 4.18 Players will be expected to bring trainers and a variety of footwear to suit a variety of conditions and surfaces.
- 4.19 Players not in the match day squad will report as instructed.
- 4.20 Players will be expected to carry out jobs both before and after Matches to the highest of standards, failure to do so will result in a team punishment and a personal punishment.
- 4.21 All players will be expected to bring as part of their personal kit, washing utensils and shower shoes, players will not be allowed to leave the premises without showering and will be punished if washing utensils are not brought.
- 4.22 All players will be expected to use ice baths or any recovery techniques after training.
- 4.23 Players will refrain from any contact with parents/spectators until the Head of Coaching gives permission to do so.
- 4.24 Players are refrained from consuming any food until the correct Recovery strategies have been implemented.
- 4.25 Players will require permission to travel separately from the team transport from the Head of Coaching.
- 4.26 Players will leave both Home and Away venue changing rooms in a thorough and tidy manner. We leave behind the name of the academy upon inspection!
- 4.27 Players will arrive and leave venues in club tracksuit and look presentable, T-shirts tucked in, no jewellery or head phones etc.; this will go a long way in improving the reputation of Pro Direct Academy.
- 4.28 Failure to arrive at a venue or a pre-arranged Meet point may result in expulsion from the Squad.
In line with our 'Standard of Performance' any action or reaction that may cause disrespect to players, staff and opposition will result in dismissal from the game and possible suspension, official warnings and non-selection for future games.

5. TRAINING CONDUCT

- 5.1 Players will achieve the required 'Standard of Performance' in every training session.
- 5.2 Match day squads shall be selected based upon the weeks training only. Not what the individual did the previous game. The best trainers play each week.
- 5.3 Players will be expected to arrive at Phoenix High School/Play Football for 9am each day (unless injured which will mean arriving earlier at the agreed time of the Physiotherapist).

- 5.4 Players will be expected to arrive at Phoenix High School/Play Football appropriately dressed. Outlandish clothing or footwear will be a breach of our 'Standard of Performance' and the player will therefore be fined accordingly.
- 5.5 No Jewellery or visible items such as head phones are welcome.
- 5.6 Players are not permitted to have their phones on a 'loud' setting and will not be allowed to take or make calls within the boundaries of the training facility. Furthermore, they will request permission from the Head of Coaching before making an outgoing call in an emergency.
- 5.7 Players will be expected to attend having eaten breakfast and appropriately hydrated prior to activity.
- 5.8 Players will be expected to have clean boots and polished.
- 5.9 Players will be asked throughout the week to provide urine samples, be weighed and measured.
- 5.10 Players will provide accurate and honest testing conditions throughout.
- 5.11 Players will be expected to have brought a set of academy allocated training kit for every day.
- 5.12 Players will be expected to bring the relevant footwear for each session including various boots for different surfaces and running trainers.
- 5.13 Players will carry out their stipulated 'Jobs' every day in line with our 'Standard of Performance', poorly executed jobs will/can result in group and individual disciplinary.
- 5.14 Players will only wear club allocated kit to train in.
- 5.15 Players will only wear under armour, gloves/hats or base layers that co-ordinate professionally with the clubs training kit.
- 5.16 Players will be expected to wear Shin-pads each day and therefore will bring appropriate equipment.
- 5.17 Players are refrained from wearing 'Tape' on their socks at any time.
- 5.18 Players are refrained from wearing any visible strap or adhesive equipment on the outside of their training socks.
- 5.19 Players will refrain from moving/using equipment until approval from their coach.
- 5.20 Players will approach each and every training session as an opportunity to 'Deep Practice' and develop advanced layers in their developmental path.
- 5.21 Players will be expected to train at an intensity that best represents a Match Day, this way players will eventually learn that rehearsal goes a long way to achieving our required 'Standard of Performance' and results.
- 5.22 Players will attend each and every part of the training day unless withdrawn through and alternative reason by the Head of Coaching or Academy Physio.
- 5.23 All players will be expected to bring as part of their personal kit, washing utensils and shower shoes, players will not leave the premises without showering and will be fined if washing utensils are not brought.
- 5.24 All players will be expected to use ice baths or any recovery techniques after training.
- 5.25 All players are expected to shower after training.
- 5.26 Any player caught in the changing room after 9:45am will be punished, this time must be spent improving areas of your game.

- 5.27 Players will leave the facility each and every day in a manner that allows us to start the following efficiently. It will always meet our 'Standard of Performance'.
- 5.28 Players will be given permission to leave each day by a member of the Management Team; you shall not leave without prior permission!
- 5.29 Players will leave the facility responsibly and in a professional manner! Leave as you have arrived.
- Failure to adhere to these standards will/can result in fine, removal from training and expulsion from the match day squad.

6. MATCH OFFICIALS

- 6.1 Players recognise that the match officials are senior members of staff and are to be respected at all times.
- 6.2 Players will accept all decisions made by the official instantly and without confrontation. Failure to accept decisions will result in being withdrawn from the field of play and possibly expelled from the academy.
- 6.3 Players will abide to all laws laid down by the governing body The Football Association.
- 6.4 Players will refrain from any negative engagement with Match Officials at all times.
- Players will shake the hands of officials after every game regardless of performance and result. Any negative interaction with match officials will lead to dismissal from the field of play and possible non-selection for future games.

7. TRAVEL

- 7.1 Players will travel to games both home and away as instructed by the Head of Coaching.
- 7.2 Players will be expected to meet at venues on time. Failure to do so will result in non-selection and possible suspension.
- 7.3 Players will travel where applicable with correct pre-match nutrition and hydration prior to performance. A minimum of a 1 litre bottle of water and two pieces of fruit.
- 7.4 Players will travel in club tracksuits to all Matches and the correct training kit to training sessions failure to do so will result in a personal punishment or group disciplinary.
- 7.5 Players are refrained from wearing any items of jewellery and will look presentable throughout.
- 7.6 Players will not leave any venue without permission from his coach and verification of his jobs being completed, failure to do will result in a personal punishment or group disciplinary.
- Failure to arrive on time for match day or with the wrong equipment may result in non-selection and personal punishment.

8. COACH-PLAYER RELATIONS

- 8.1 Players will respect all members of staff at Pro Direct Academy.
- 8.2 Players will accept all decisions made by his coach at all times.

8.3 Players will communicate with the Head of Coaching where applicable in times of non-attendance, lateness, injury, illness and emergency. Failure to do so will result in a personal punishment and possible non-selection.

8.4 Players will refrain from using violent or aggressive language towards all staff.

8.5 Players will greet their coach every session with a handshake and will repeat this prior to leaving training/matches.

Any negative interaction between players to coach will result in dismissal from the field of play and possible non selection/personal fine/official disciplinary action.

9. APPEARANCE ON AND OFF FIELD

9.1 Players will wear Pro Direct Academy Training kit for all training sessions. Failure to do so will result in non-participation and possible non-selection for future games.

9.2 Training kit will be clean and presentable.

9.3 Players will attend both games and training suitably attired and smart.

9.4 Players will refrain from wearing jewellery to training and games.

9.5 Players will refrain from having shirts out.

9.6 Players will refrain from wearing collars up, cut off socks, socks over issued playing socks and socks over knees in training and game situations.

9.7 Players will attend both games and training with clean boots.

9.8 Players are expected to address appropriately for training on a daily basis. Attire that degrades the club, our academy and the individual will be punished for each offense.

9.9 Players will look smart at all times.

9.10 Players are expected to wear the correct footwear to and from training, shoes and sensible trainers are allowed however brightly coloured trainers or anything other than what is allowed will be deemed unacceptable and fines issued accordingly.

9.11 Players will be expected to wear either moulded or metal studded boots recommended by the Head of Coaching. Failure to bring both sets of footwear could result in not playing.

9.12 Players are to refrain from wearing any jewellery at work at any time!

Failure to attend training or match days in the correct academy uniform may result in non-selection and non-participation in training sessions and games

10. ATTENDANCE

10.1 Player attendance will be recorded at training and games in relation to each Players Performance Clock

10.2 Player lateness and non-attendance will be recorded for all training and games.

10.3 Players will be issued the following disciplinary action (related to both Academic, Training and games) in the case of:

(a) Late 3 times – Verbal Warning;

(b) Late 5 times – Written Warning;

(c) Late 7 times – Disciplinary meeting with Head of Coaching and possible termination of scholarship.

- 10.4 Players will inform the Academy Physio with a minimum of 24 hours' notice if injured or ill.
- 10.5 Players must take responsibility in contacting the FA Drugs and Doping Department if they are not able to attend training.
- 10.6 Players are expected to be fully available between the months of June and the termination date of that season (end of May, Academic Provision willing).
- 10.7 Players are forbidden to have holidays during the season including all major national holidays.
- 10.8 Players are expected to be present at all official events, such as training and college. Players will not be given time off to have driving tests, doctors' appointments (unless instructed by academy medical team) or dentist appointments.

Unauthorised lateness to training and games may result in non-selection, personal fine and non-participation in training and games.

11. COLLEGE AND ACADEMIC PROVISION

- 11.1 All players will apply 100% application and effort towards their Academic performance.
- 11.2 All players will have 100% attendance.
- 11.3 All players will stay up to date and their work at a consistently high standard throughout their contract.
- 11.4 Players are refrained from leaving College days early for appointments such as doctors, dentists, driving lessons etc. Players will only have the right to leave early when given permission by their College Tutor/Head of Coaching.
- 11.5 Players will understand that if they fail to meet all aspects and standards of their Academic Provision they can be excluded from training and games.
- 11.6 Players who are not playing for the academy still have to meet the criteria of the Academic Provision in order to fulfil education requirements and the contractual agreement.
- 11.7 Players are expected to complete all of their college work and maintain this weekly.

Players will understand that is within their code of conduct as a player of Pro Direct Academy that they must complete all elements of their Scholarship, failure to maintain their Academic requirements will result in non-pay, exclusion from training and playing until such time as it is deemed acceptable to return.

12. SPECTATORS

- 12.1 Parents/Guardians will at all times assist the academy with encouraging our 'Standard of Performance' both at home and at work!
- 12.2 Parents/Guardians are encouraged to request for assistance and help with their son in areas such as: discipline, nutrition, feedback, hydration and goal setting.
- 12.3 Parents/Guardians understand that each Match day squad is selected via your sons' performance in training from Monday to Friday. If they are not in the 1st 11 it is probably due to poor performance, attitude, discipline and application during the week. Please assist the club in encouraging your son to perform each and every day he attends work.
- 12.4 Parents/spectators will not have the right to interfere with team selection.

- 12.5 Parents/Spectators will observe on the designated side of the pitch, they will not stand with coaches at any time (and will be asked to leave if so).
- 12.6 Parents/spectators may approach the team manager only before/after the game for feedback or to answer any relevant questions, parents are refrained from interfering with management during the game.
- 12.7 Parents/spectators will be encouraged to be vocal and support their child/team.
- 12.8 Parents/Spectators will be encouraged to provide 'Objective Feedback' to their son/player via the Player Analysis document distributed by the Head of Coaching.
- 12.9 Parents/spectators are refrained from using foul or abusive language in spectator areas.
- 12.10 Parents/spectators are refrained from verbally/physically abusing the match officials, coaching team or other spectators.
- 12.11 Parents/spectators will encourage their son to play within the laws of the game and accept decisions.
- 12.12 Parents/spectators will promote team work and team cohesion.
- 12.13 Parents/spectators will encourage positive performance rather than reflecting upon results.
- 12.14 Parents will learn the most through good practice; Applaud good play; Turn physical defeats into psychological victories by working alongside your coach and son.
- 12.15 Recognise the importance of your sons' coach; All are highly qualified.
- 12.16 Allow coaches to 'coach'; players will be assessed in relation to the targets their coach has set not their parents!
- 12.17 Accept responsibility where applicable for your son's transportation.
- 12.18 Reinforce all player responsibilities.
- 12.19 Parents/spectators are refrained from coaching on the side-lines.
- 12.20 Parents agree to all strategies used such as ice baths and contrast bathing and have the responsibility of informing staff of any health related or potential problems players can face when using these strategies.
- 12.21 Promote all Codes of Conduct.
- 12.22 Parents can/should contact the Head of Coaching to discuss any matters concerning them.

Any negative interference from parents, guardians and spectators will have a direct influence in your child's playing time and may result in non-selection and possible expulsion from the academy.

13. MEDICAL

- 13.1 All injuries shall be reported to the Academy Physio immediately upon incurrance. Notifying Academy Physio at official meetings such as training or match day is totally unacceptable (unless in the case of injury whilst training or playing).
- 13.2 All injuries shall be treated by Pro Direct Academy.
- 13.3 Injured players will report at an agreed time given by the Academy Physio/Head of Coaching each morning for assessment/treatment, any player reporting later than the allocated time will face suspension and fine and potentially a long wait for treatment.

- 13.4 Players using alternate methods of rehab will lose the right to treatment from Pro Direct Academy Physiotherapy Staff.
- 13.5 Players will not participate in any training sessions or matches until being given clearance from the physio to re-start full training.
- 13.6 All medical concerns will be reported to Academy Physio and dealt with by the Medical Team at Pro Direct Academy.
- 13.7 Players will only implement physical programmes specifically designed by Sports Medical Team at Pro Direct Academy.
- 13.8 Players will be asked to provide accurate test samples in height, weight and urine samples weekly.
- 13.9 Players will be tested on the following areas; Aerobic and anaerobic capacity, power, flexibility, posture and many more. Programs individually tailored to the individual shall be produced and carried out as part of your weekly timetable.
- 13.10 Players are advised to only implement exercises and programs distributed by Medical and Sports Science Team of the academy.

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DISCLAIMER

Please indicate your acceptance of our 'Standard of Performance Code of Conduct' by signing and handing this page to Tom Hart (Head of Coaching) on Monday ready for your pre-season kick off.

ON BEHALF OF THE PLAYER:

I have read, understand and accept the Pro Direct Academy's 'Standard of Performance Code of Conduct' and agree to be bound by the entirety of the conditions set forth within this document.

Full Name:

Date:

Authorisation Signature:

