



---

# Coleraine F.C. Youths

**- Stronger Together -**

---

## Coaching Guidance

### Introduction

At CFC Youths we strive to provide a platform for kids to grow, learn and enjoy their football talents in a safe environment.

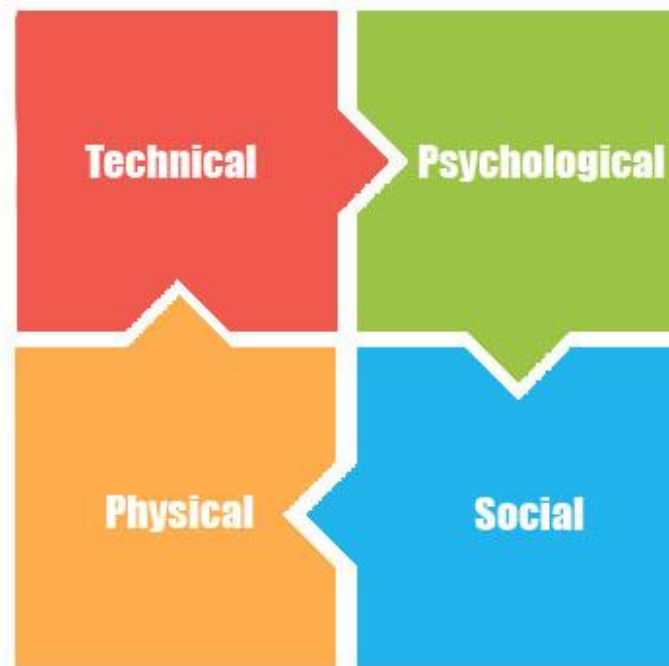
CFC Youths value core principles surrounding safeguarding and see them as more than just producing players, it's important to produce good people too! At the Youths we want to be pace setters in our field and steadily grow our reputation for developing top quality footballers and coaches in the area. Developing a broad philosophy through a framework of guidance for our coaches, children and parents will allow us to improve and enhance our overall development, performance and skills.

At youth level our first and foremost aim is that our children and all others associated with CFC Youths always enjoy their football. Players are at school all week, majority of parents are at work and choosing to spend time outdoors should be enjoyable. Research shows that 90% of players perform better with positive encouragement. As a coach being positive about a young persons' actions or behaviours will have a much better effect on their development than being negative towards them. As coaches we must challenge ourselves to ensure we highlight the things the kids do well, rather than criticise mistakes or losses. As a football coach you are a role model, so we strongly believe it is crucial to lead by example. Our club has set professional principles to adhere to so we set ourselves apart from the rest, setting the benchmark for all to follow : for example arrive at matches well in advance of kick off time, respect officials, never shout at the ref – setting the standards for others to be in awe of. Engage with the opposing team officials before every kick-off. Win, lose or draw shake hands immediately and ensure your team follows. These examples are the norm, not hopeful additions. These outstanding behavioural qualities will stand all our children in good stead in all aspects of life.



ENGLISH FA have the Four Corners Model.

- Technical – Football skills ‘on the ball’; control, passing, dribbling, shooting etc.
- Psychological – Mental attributes; decision making, enjoyment, spatial awareness etc.
- Physical – Movement within the game; sprinting, turning, jumping, acceleration, agility etc.
- Social – Interactions with other participants; communication, teamwork, friendship etc.



Our approach aligns with this holistic national model which gives attention to aspects such as social belongingness, skills (fairness, inclusion, respect and equality), and development of individual ability irrespective of perceived potential talent – in striving to develop and exhibit these qualities effectively we will win in the broader sense.

Win at this approach and winning takes care of itself.

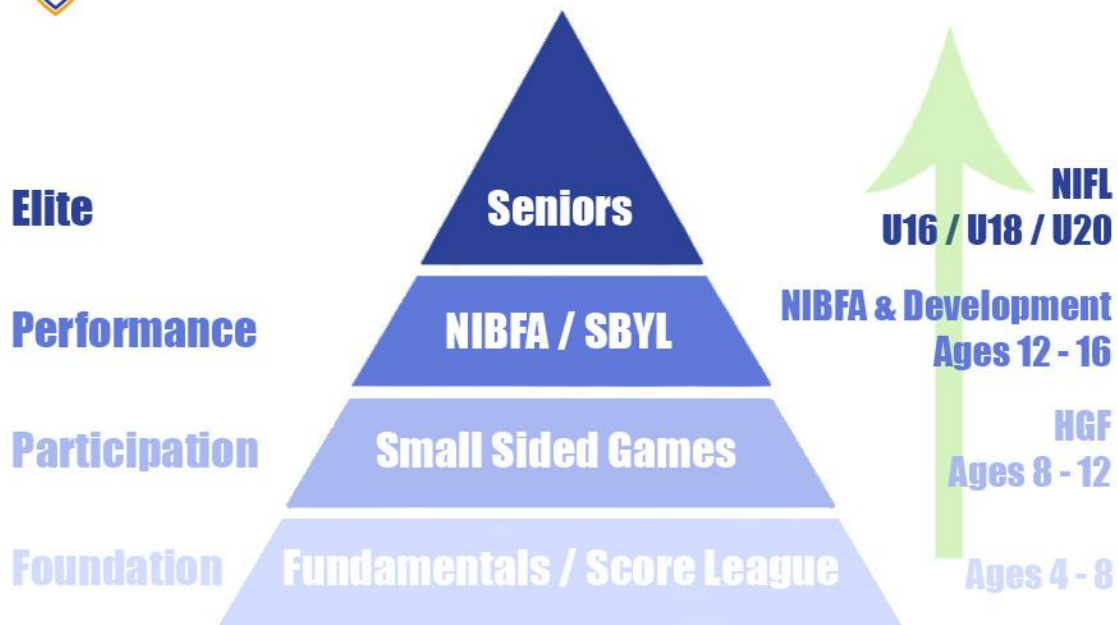


## Head Coach role

Head Coach role has been appointed to oversee and deliver a safe and enjoyable environment for all children to enjoy age specific football coaching within the club. The Head Coach should also ensure that all sessions and coaching is structured and progressive, in turn overseeing all football related matters. The Head Coach is fully accountable to the Senior Coleraine Board. The role should be utilised by all coaches either by requesting help, to take a session or general guidance.



## CFC Youths Participation Pyramid



The Head Coach will deliver football coaching sessions and advice appropriate to the age group of the participants. The role should oversee the clubs' coaches and ensure all are progressing their teams appropriately in football terms and within the club's guidelines. Head Coach will be present on coaching nights and matches. GK specific sessions will also be available.

While the precise percentages are often disputed (and the original 1960s research has been lost!) it states that learners retain approximately 90% of what they learn when they teach someone else (emphasising the power of peer mentoring) and 75% of what they learn when they practice what they learned, set against a 30% retention rate when they see a demonstration.



Try and remember 3 things when it comes to engaging with young people about their performance:

- Ditch the don't – try to use positive reinforcement and terminology
- Don't yell and tell – adopt a calm and composed manner
- Pull don't push – guide and prompt them when solving problems.

Do coaches question themselves - Why are you doing that coaching session? Did it look good on the internet? Do you move on too quickly to the next session? Do the children understand through the coaching style you are coaching? Is it related to your game Saturday past? What are your coaching points - 3 or more key points every session! Share good practices.

There should be a basic uniform approach throughout club with regards sessions and match day in relation to arriving at the game, warm-up, cool down and attire.

SSG – arrive minimum 30 minutes before kick-off to ensure you have time to implement a good warm-up and relay tactics to the children.

National league and 11 a-side matches – arrive minimum 45mins - 1 hour before kick-off.

Mentoring – from Head Coach role for all, also from coach to coach sharing knowledge and best practises. To be agreed through the coaches' meetings held by Head Coach.

- Coaching from Head Coach – midweek sessions, game day, extra / GK sessions.
- If requested by individual coach the Head Coach will provide need analysis in relation to match day and session (themes).
- Coach evaluation feedback from sessions and match day for your own team and opponents (learning for next games).
- Different skills and levels within each team, discuss inclusion and more varied coaching methods to help all learning styles.
- Advise and help implementing coaching for all through techniques, learning styles and show coaches how to adapt your teaching to all the kids.
- Range of information shared and tailored to the individual needs of the coach and ensure the sessions are age specific.



## **Future Plans**

- Sessions - extra training demonstrations– bring age groups together eg 07/08, 09/10 etc
- Coaches sessions/discussions to be agreed but envisaged as bi monthly.
- Challenge coaches to question their own sessions in a classroom setting, provoke thoughts around your coaching style, is it tailored to the audience (does it suit the kids learning style?)
- Group learning development coaching trips to England/Foreign – Club visit/IFA trip for our coaches.

This list is not exhaustive.....

## **Coaching Guidance**

Being an effective manager of a youth team goes beyond the game of football. It should also encompass the setting and modelling of proper social behaviours and life standards at an early age. Positive behaviours and manners set the standards for all to follow, you have a chance to mould children, change their football experiences and make a positive impact in their lives, don't waste it. Create a team ethic which allows all the children and colleagues to be able to enjoy the beautiful game of football!

Remember that early detection of talent is not a given for a successful footballer. Talent doesn't always have to exist early.

Therefore, effective training, positive motivation, self-confidence and personal drive can and will play as much of a part in explaining expert performance. We must have these thoughts at the forefront of our minds. It takes far more than just talent to be a great team player.

Development – CFC Youths promote and encourage rotation of player's positions, playing up, or indeed down an age group if deemed good enough or appropriate and trying to develop a team towards 11 a side (15-18 of a squad) football. As a club we should be giving careful consideration to the relative age effect. Managers should discuss this matter with the Head Coach who should help facilitate such requests. Our aim is two team's minimum per age group up to NIBFA league 11 a side teams, ie. 2/3 teams for 7-a-side and 2/3 teams for 9 a-side football funnelling into 2 teams at 11aside.



Playing Time - Club rules regarding playing time in small sided games! SSG is how and where our children learn the game. All children should be guaranteed at least a half of football each Saturday and this is the challenge to all coaches. As coaches you are here to coach and develop all the children, as your journey through the age groups develops you will most certainly need all the kids. Our challenge is to help make all the children better players and people.

Game time within NIBFA should be at the discretion of the Coach of the relevant team. Squad size should be agreed with the Head Coach at the start of the year to ensure there are opportunities for children from the year groups below to play up throughout the new season to maximise development if deemed appropriate. Coaches should be innovative and select games and or friendlies to maximise game time for all his players throughout the year, keeping a log would be recommended. Good communication with players and parents is key to having a happy focussed environment within the team.

Remember the players belong to Coleraine FC and the Youths and we are there to not only develop the best but also the rest!!

The Clubs expectations and guidance we have set for coaches and leaders of young players:

1. To create a fun, challenging and interesting environment that encourages player development in a safe way.
2. Bring a passion and positive energy to everything that we do.
3. Reflect weekly on the previous weeks training and match experience and ask what we learned. This should focus coaches on what their sessions encompass.
4. Be prepared with a theme, session plans plus develop your own match day game analysis, not just focusing on the results but how you played and conclude with details of how your coaching sessions have influenced Saturday's game.
5. Always be on-time for practice and games. Fail to prepare, prepare to fail.
6. Hold yourself accountable for all aspects of the team, you are feeding into the bigger picture, it is our club.



7. Hold the players accountable to the highest standards of sportsmanship and safety at training and match days.
8. Never place winning above player development or “doing the right thing.”
9. Smoking/vaping should never take place in front of the children at training or match days.
10. Accident report forms should be completed promptly and logged with the club immediately. Forms should be emailed to the Youths email account for the committee to address and log.
11. Playing time – SSG agreed minimum to be adhered to by coaches and to be monitored by Head Coach. NIBFA see above. Development Teams at 11 a-side should aim to provide on average a “half of football” over the course of the total games per season (eg 20 games the total time played should be 10 X 70 (time per match) ie 700 minutes).
12. Two/three teams per age group for all SSG and then feeding into two 11-a-side team in National League ages.
13. Going forward an overall Manager of each NIBFA age group responsible for overseeing both teams and coaches within that age.
14. Encourage and promote players playing up through the next age group, we are here to develop people and footballers.

This list is not exhaustive....

Remember we are here to enjoy ourselves and there are very clearly defined roles within football in general:

- Players – learn, play, smile and enjoy every contact time
- Referees – ref (hundreds of decisions made very match, they will get a few wrong!)
- Coaches – set the standards by coaching in the right manner and encourage throughout
- Parents – encourage, smile and always cheer in a positive manner

Team news either match day or training nights should be more visible on social networks. We all have a responsibility to promote the club positively to increase the profile and catchment for talent. Parents and kids love to read a report or see a few pictures, be more proactive in this area.



## **Behaviours**

As with all of us, we're very busy people. We do this for the love of the game, spend a multitude of hours on the fields with kids who aren't your own, so often remind parents to respect the time you volunteer. Any match day queries are dealt with by talking face to face with the parent/coach after training the following Monday night. Any issues unresolved speak with Head Coach who in turn, if appropriate, will discuss with the Committee.

Coaches problems – a forum will allow coaches to (to be agreed perhaps once a month or bi-monthly) share problems as perhaps others have had same problems and can provide several suitable resolutions.

This document will shape club in the future – in theory it should be easier to justify decisions as all difficult determinations should be governed by the Policy Documents and Guidance issued by the Committee.

Parents' behaviour, touchline standards and parental rules for training and match days are very simple. Parents encourage, smile and always cheer in a positive manner for your team and opponents.

Coaches' behaviours are set out throughout this Coaching Guidance. We all must continually re-evaluate our practices and ensure we are implementing the following:

- Coaches guidelines re session times, pre match arrival times etc.
- Game playing time in SSG set out that at least a half per game per child. NIBFA playing time will be slightly different although the coaches should try and ensure all children are involved in games.
- All players in each team must be given the opportunity to travel to all games either SSG or Tournament's eg HGF or Foyle Cup. If you cannot field a team from your own age group, you should discuss with Head Coach and immediately try the team below to ensure all children get chance to play.
- If at SSG you are playing children from the team below you must field your own players first as it is the age group that they belong to. This will be opposite for older age (NIBFA) groups at 11 a side. Take a player up he/she should be played as they would play at their own age group.





- Thoughts on your own positive and negative mannerisms. Self-evaluation is vital to progress.
- Kids behaviours must be closely monitored.
- Criteria for selecting match day team should include eg attendance for training and behaviours.
- Make sure you get the best from the best by ensuring rules adhered to.
- Club policy is that all children should be wearing CFC Youths gear for match day and training nights, shin pads are compulsory at both also.
- Player progression should be the responsibility of the Manager of the particular age group. The Manager of NIBFA oversees and has the final decision for the whole age group. Therefore, he should be linking both teams together by working closer in matches and training nights. Player progression is key and this should see teams within an age group bonding together to ensure movement of players occurs from team to team. Development to the fore.
- No Manager/ Coach should be left on their own with a team for training and or matches. There are a large group of coaches on the Personnel Page and this should be utilised well in advance of any potential problem matches or sessions. The Head Coach should be informed if this page cannot resolve the issue so other solutions can be taken.

**The positive impression that Coleraine FC Youths leaves on other teams and managers should be another yardstick of how well we do things as a club. Positive behaviours and manners set the standards for all to follow. We all need to be able to enjoy all the time we volunteer for our club!**