



UKFA PLAYER & PARENT DOCUMENT

UKFA PHILOSOPHY

“We want to help children develop elite behaviours in terms of their performances on & off the pitch”
<https://www.uk-fa.com/about>

KIT / EQUIPMENT

(Parents this is vital.... please ensure the kids are sent to football fully prepared)

All players **must** have the full UKFA **yellow** kit, so everyone looks professional at training and feels part of something special. If your child has lost a shirt, shorts or socks please replace them.

Integrity Sports Website – <https://insportshk.com/ukfa>
Password – ukfa2021

All players **must** wear shinpads to all training sessions underneath their long socks.
If players do not come wearing shinpads, they won't be allowed to participate in training.

Players must remove all jewellery e.g., watches.

Always bring plenty of water to training.

Players must always bring any necessary medications (e.g., inhalers).

All of this is for safety & there is no exception.

All players must bring their football to all training sessions, and it must be the correct size. The wrong size is hugely detrimental to player development:

- Born 2016 or after – size 3 football.
- Born 2011-2015 – size 4 football.
- Born 2010 or before) – size 5 football.

Decathlon Footballs – [ORDER BY CLICKING HERE](#)

Decathlon Shinpads – [ORDER BY CLICKING HERE](#)

PLEASE ENSURE YOU WRITE YOUR CHILD'S NAME ALL OVER THEIR FOOTBALL OTHERWISE THEY WILL ALL GET MIXED UP AT TRAINING AND WILL BE IMPOSSIBLE TO FIND AT THE END.

PLAYERS CODE OF CONDUCT

(these are minimum standards that must be met at all times)

- **If you are late** – **DO NOT WALK** to the pitch, run to the pitch with your ball & drink.
- **Carry your own stuff** – Mum, Dad, Auntie do not carry your belongings, you do.
- **Coach & Player Handshake** – The first thing you must do when arriving at training is head over to the Coach and greet each other with a handshake or first pump. It is a great sign of respect & it shows the Coach you are focused & ready.
- **Hard work** – You must give 100% effort all the time (*not just when coaches are watching*).
- **Focus** – Listen to & watch your Coach and teammates (*soak up information*).
- **Desire to improve** – If there is something you aren't good at, don't hide it, don't sulk about it – improve with practice, repetition & a desire to accomplish & a belief you can do anything.
- **Positive attitude** – If you make a mistake, don't worry, sulk or dwell on it – learn from it. Mistakes are part of the development process. If you never make a mistake that means you aren't pushing yourself or trying difficult / new challenges.
- **Help teammates** – Encourage at all times, don't moan or blame. If someone does something "wrong" explain why it was incorrect & show them what they could do next time. Leaders lift others around them. Moaners & blamers are excuse makers.
- **Responsibility** – You are in charge of being prepared for class (not mum, dad or auntie). Ensure you have the correct kit, football, shin pads, footwear and drink. You oversee your belongings, if you leave anything behind, that's your responsibility, not anybody else's.
- **You are always representing yourself & UKFA** – Always show great behaviour & respect for venues, teammates, coaches. If anyone isn't showing acceptable levels of behaviour and respect, they will get one warning, any further issues and they will be out of UKFA. We won't allow anyone to affect UKFA's reputation.
- **Sportsmanship** – At training, be humble in victory & gracious in defeat. Never gloat, taunt or ridicule. Never refuse to shake hands with the opposite players and coaches and never use profane language or gestures.
- **Practice football in your own time** - either individually or with friends. The more hours you spend with a football the better. Watch football live & on TV too.... observe the pros in action.

PARENTS (TRAINING & GENERAL INFO):

We have players who train 1 time a week, while other players train 2-5 times a week. Whatever works for your schedule is ok with us and we have multiple groups every day to cater for all levels of ability. If your child is passionate about football and you are looking for faster and consistent development, **a minimum of 2 classes a week is recommended.**

If your child is going to miss any training due to sickness, injury or any other reason, please let the owner (Jon) know asap (at the latest 1 hour before the start of the class). We fully understand sickness & injuries happen and we can adjust our training plans if informed, but if we are not told it can affect session plans. Please refer to our notes / terms about make-up classes...the rules are the same for everyone & there are no exceptions. Please review our terms & conditions so you fully understand – [CLICK HERE FOR TERMS](#)

Please sit back & ENJOY the process - People get far too focused on short-term results in youth football. It always ends up with the kids not enjoying it. We want to help create young problem solvers on & off the pitch that will go on to do big things in their futures, but this takes time. If we just give them all the answers or tell them what to do, they are never going to grow independently or think for themselves. At training just listen to your kids play...it can be a beautiful thing to hear them discover, plan and organise.

Please don't judge "success" on training game results. Judge success on individual & collective improvements over the course of the season, that's what we will do as an academy. Winning isn't always shown by the score line. Any positive score line / result will be a by-product of the hard work and dedication made by the players & coaches at training, and the support, encouragement, patience and understanding both players and coaches receive from you as parents.

THIS IS WHAT WE NEED YOU TO DO TO SUPPORT US AS COACHES

- Please ensure your child is at training on time.
- Please ensure your child has all the required clothing & equipment for training.
- We want your child to have responsibilities at a young age, and we hope you want that too. Therefore, please help us by emphasising to your child that they are in charge of preparing & looking after their football kit and equipment.
- At training please feel to encourage & cheer your child and others, but please **DO NOT** instruct / direct them at any time. They should only be listening to the Coach & their teammates. Too many voices & instructions are so confusing for kids.
- Be aware of the surroundings & respect the Coach & Player space, please watch & enjoy the class from the side of the pitch. **DO NOT WALK THROUGH OR STAND ON THE PITCH.**
- Please conduct yourself in a manner that you would want your child to behave.
- Do not use any negative comments towards your own child, or any of the other kids. It doesn't matter if they make a mistake, the most important thing is they are trying their best.
- Football is a competitive contact sport & sometimes young kids can mistime tackles/crash into someone by accident. If a child ever becomes dangerous, the coaches will deal with this. Do not shout or confront a kid, parent or auntie if your child is hurt by another child - 99% of the time this is by accident.
- If there is ever an issue with another child or adult, inform the UKFA coach and they will deal with any issue appropriately. Never take matters into your own hands.

ISSUES (THE 24-HOUR RULE)

Over the course of 1 whole year, there's bound to be times where you may not be happy with something, whether that's related to training or a decision. The Coach will always be happy to answer any questions or help to explain a decision. But please implement & respect the 24-hour rule.

The 24-hour rule is in place, so you have time to take a step back & reflect. Then, if after 24 hours there is still an issue, please send a written or verbal message to the coach with your question / query. This allows the coach time to send you an in-depth thought-out response, rather than asking them on the spot. There is usually a perfectly good reason for all coaching decisions that perhaps you weren't aware of on the day, but allowing us time to explain can quickly clear things up.

Pitch side on the day at training **is not the time or the place to raise issues**. Coaches have many kids and responsibilities to take care of at the same time, and even before or after class coaches have lots to do.

If the issue can be resolved at that point, then great, but if not then please contact the UKFA owner (Jon) who will look into the matter from both sides and try to resolve it.

The 24-hour rule is also there for the Coach. We always want individuals & the training group to do well & show improvement. Sometimes we may feel frustrated with a situation & want to bring it to your attention, but again we will wait 24 hours, giving us time to reflect on it before deciding what to do.

STYLE OF PLAY / TRAINING THEMES

We will train and aim to play a style of football that will be focused on the **long-term** development of the players, never on the short term. We will aim to ensure players are comfortable first and then dominant in 1v1 situations all over the pitch. We want players to become excellent with both of their feet and with all surfaces. We will aim to ensure players are comfortable passing all over the pitch. We aim to ensure all players are comfortable and experienced playing in any positions on the training pitch.

For our open classes, we will have a specific focus theme every 2 weeks. This means no matter which of the training groups your child is in, and whoever your child's Coach is, that they will all be taught the same area of football as all the other groups.

Anyone can whack a ball when it comes to them, or belt the ball with power over the head of a physically smaller goalkeeper in a massive goal....**but** can they confidently beat a player 1v1 and score a goal like Messi with precision? We will aim for the latter.

Any child can boot the ball long and score....**but** can they confidently pass the ball around and cut the opposition open? We will aim for the latter.

This will take plenty of practice, patience and perseverance from the players, coaches, and parents. Everyone will need to be understanding and supportive with the fact that playing this style won't happen overnight and mistakes will happen at training. None of the children will be blamed for making a mistake if we asked them to try something difficult. All that we ask is the kids try their best.

SELECTON CITERIA FOR UKFA SQUADS

We do have squads who play in the Hong Kong Junior Football League "HKJFL" from U7-U14 for boys and girls. These squads are setup specifically for the kids in each age group who are technically the best and have worked hard to deserve their spot within the squad. The squads will participate in leagues & tournaments against the other clubs in the HKJFL.

All squad players train a minimum of 2 times a week (most squad players usually train 2-4 times a week).

UKFA coaches are always observing and discussing the progress of players. If we feel someone is possibly at the level of our squad players, the owner (Jon) will message the parents and invite the individual player along for a trial class with the squad. This doesn't automatically mean the player will be in the squad, it's purely a trial to see if they are ready or not. If they are ready, we'll offer them a place in the squad. If they are not ready, we will offer feedback or what the player needs to do, and we will do a further trial class in the future if we see further improvement.

There is no set formula or amount of time for when someone may be ready for squads. No two players are the same and everyone develops at different speeds. We've had some kids get into the squads after just a few weeks, while others have got their chance after a few months, or even a couple of years. It's all about how hard the individual works to improve.

UKFA COACHES PROMISE / AIM

We will work incredibly hard to help your child improve as an individual on & off the pitch. We aren't just here to make them better football players, we are here to help them become responsible, respectful and hardworking young adults.

We will encourage and challenge the kids to push them out of their comfort zone.

We will aim to create a fast-paced & exciting session where the kids can be creative & express themselves while working as hard as possible.

If you ever hear/see us being hard on a child or a group, its most likely because we feel they aren't giving 100% or listening. It won't be because they made a mistake trying their best. We believe in your kids, therefore nothing is more frustrating for a Coach than when someone isn't giving it their all or listening.

If a player isn't trying hard or listening and spoiling the class or wasting time for others, we'll sit them out.

We believe honesty is always the best policy and if a child isn't meeting the standards of effort required, we will tell them. This isn't to be mean; this is to help them understand what we expect. If an issue continues, we will raise this with you so together we can try to resolve the matter.

RESPECT THE COACHES

Just like the kids, no two coaches are the same. We have different personalities, ways of teaching & communicating but we all have the same goal of helping to improve your kids on & off the pitch. If we raise any concerns, it's only to help the kids in the long term. It would be easy not to be open & honest with players about concerns, but that helps no one.

As coaches we are always having hours of lengthy conversations about players & we will always help each other & will often consult you about issues / thoughts. While we are not perfect (no one is) and not every single decision may be the right one in your eyes, we will always do what we think is best for each player.

If you have any problems with a coach, please out of respect don't air any judgement or thoughts publicly. That's not an appropriate or good example for the kids. We want to ensure a positive atmosphere and environment for all. Please raise any issues through the appropriate channels (directly with the coach or with the owner).