



PLAYER INFORMATION / CODE OF CONDUCT

UKFA PHILOSOPHY:

Our goal is crystal clear...[we want to help children develop elite behaviours in terms of their performances & behaviours on & off the pitch.](https://www.uk-fa.com/about) Please click the link to our new website to find out exactly what this means and how we aim to achieve goal.

<https://www.uk-fa.com/about>

KIT / EQUIPMENT:

The full UKFA **yellow** academy kit must be worn at all classes (shirt, shorts & socks).

All players **must** wear shinpads to every UKFA classes underneath the UKFA socks. If players do not come wearing shinpads they won't be allowed to participate. Players must remove all jewellery e.g., watches. Bring plenty of water at all times. Players must always bring any necessary medications (e.g., inhalers). **This is all for safety & there is no exception.**

All players must bring their own football to all UKFA classes and it must be the correct size. The wrong size is hugely detrimental to player development:

- (Born 2015 or after) – size 3 football
- (Born 2012-2014) – size 4 football
- (Born 2011 or before) – size 5 football

TRAINING:

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.

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

- **Coach & Player Handshake** – The very first thing all players must do when arrive at training is head over to the coach, greet each other with a handshake or first pump & say hello. This is a great sign of respect and it shows the coach the player is ready and focused. Then the coach will then let the player know what to do.
- **Hard work** – 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 it with practice, repetition and effort.
- **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 are in charge of your belongings, put them in a place where you'll remember them. If you leave anything behind, that's your responsibility.
- **You are always representing yourself & UKFA** – Always show great behaviour and respect for venues, teammates and the coaches. If anyone isn't showing acceptable levels of behaviour and respect, they will get a one warning, any further issues and they will be out of UKFA. We won't allow anyone to affect the UKFA reputation and remember that someone is always watching.
- **Sportsmanship** – Be humble in victory and gracious in defeat. Never gloat, taunt or ridicule. Never refuse to shake hands with teammates 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. It will make a dramatic difference.
- **If you are late** – DO NOT WALK to the pitch, run to the pitch.

PARENTS:

- Please ensure you organise all the equipment & kit your child requires to participate in class. Once you've provided this to your kids, it's their responsibility, not yours.
- We want your kids to have responsibilities at a young age, and we hope you want that too. Therefore, please help us by emphasising to your kids that they are in charge of preparing and looking after their football kit and equipment.
- The kids should carry their belongings to & from the pitch (not parents or aunties).
- Please ensure the players are at training on time.
- At training, please feel to encourage your kids and their teammates, but please don't instruct / direct them. They should be listening to the coach and their teammates. We don't want mixed messages or too many voices.

- Please conduct yourself in a manner that you would want your kids to behave. Be aware of the surroundings & respect the players and coaches' space, please watch and enjoy the class from the side of the pitch, behind white lines.
- Do not use any negative comments towards the kids if something goes wrong, so long as they are trying their best that's the most important thing.
- Football is a competitive contact sport and therefore sometimes young kids can mistime tackles or crash into someone by accident. If a player ever becomes dangerous the coaches will deal with this. Please do not shout or confront a kid, parent or auntie if a player hurt your child, 99% of the time 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 we do, 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 and reflect. Then if there is still an issue, please send a written or verbal message 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 at training is not the time or the place to raise issues or questions. Coaches have many kids and responsibilities to take care of at the same time.

If the issue can be resolved at that point then great, but if it cannot then please message the UKFA owner (Jon) who will look into the matter from both sides and take it from there.

The [24-hour rule](#) is also there for coaches. We always want individuals and the group to do well and show improvement. Sometimes we may feel frustration with a situation and 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.

COACHES:

- We will work incredibly hard to help your child improve as an individual on and 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 and exciting session where the kids can be creative & express themselves while working as hard as possible.
- If you ever hear or see us being tough on a child, its most likely because we feel they aren't trying their hardest 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 when the players aren't giving it their all.

- If someone isn't trying 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 player 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.
- If players are not putting any effort forward at all and don't seem interested in football, we will be honest and tell you. We don't want to take your hard-earned money if your child isn't going to try, that a waste of money and time for everyone involved. Players will only get out what they put in.

UKFA STYLE OF PLAY / CURRICULUM (these are the area's we will focus on developing during our open classes)

Individually **(with the ball)**

- Ball manipulation & skills that can be used in 1v1 situations.
- Help players to become proficient with both feet - dribbling, passing & shooting.
- Help players to become comfortable to receive the ball in all areas, even under pressure, constantly checking their surroundings to find space.
- Help players to get their head up, looking for the best option at all times (when to dribble, pass or shoot)
- We will create challenging situations that will encourage the players to problem solve as individuals and as part of a team. We want to help create good communicators & leaders.

Individually **(without the ball)**

- Help players to understand their responsibilities when they don't have the ball. Retreat back to defend quickly & be goal side of their opponent.
- Focus on specific areas such as, applying pressure on the opponent without diving in or to going to the ground, making it easy for them to get past.
- Focus on Trying to cut space down and limit passing options for the opponent.
- Focus on providing cover for teammates.

As a team **(with the ball)**

- Focus on playing out from the back, building play through the 1/3rds (from the goalkeeper, through the defenders, through the midfielders, up to the forwards).
- Focus on exploiting space it quickly if its available.
- Focus on If space retaining possession of the ball, if space in unavailable.

As a team **(out possession)**

- Focus on everyone retreating quickly back into shape, getting goal side of the opposition, looking at the ball at all times (run backwards).
- Focus on what to do when opposition has control of the ball in non-dangerous areas remain in shape and be patient, defending space and passing options.

- Focus on what to do when the opposition make a mistake (either a bad pass or mis control) such as pounce as a team with the closet teammate applying heavy pressure to win the ball back.

SELECTON CITERIA FOR UKFA ELITE SQUADS:

We do have squads who play in the Hong Kong Junior Football League "HKJFL" from U7-U15 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 of the squad players train a minimum of 2 times a week (most squad players usually train 2-5 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.

REPSECT THE COACHES

Just like the players, no two coaches are exactly the same. We have different personalities, ways of teaching and communicating but we all have the same goal of helping to improve your kids. 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 and we will always help each other and 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, out of respect please don't air any judgement or thoughts publicly. That's not an appropriate or good example for the kids, and UKFA coaches would not do that about a parent or a player. 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).