Player Development Centres
Player Information Pack
2012 – 13 Season
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1. Foreword – from David Busst

Over the past two years our Player Development Centres have continued to grow and become more successful. With more players joining in the past year we now have over 450 players involved, so we will be opening two new centres in North Warwickshire.

We will be launching a new player development webpage this season. This will have important information regarding training nights, upcoming games and feedback from our monthly parent representative meetings. We will also be adding match reports from friendly games and individual player profiles for all players.

This year we will be changing our training kit to the official Coventry City FC kit range. This means all our players will be wearing the same kit as our Academy & 1st team players.

All kit will have the option of player’s initials on and kit will be worn for training and PDC matches, with players representing Coventry City at all times.

Over the last two years we have had a number of real success stories and have had over 10 PDC players signing for professional academies, with many more players being offered trials.

This season the CCFC Academy is also going to invite certain players to train with their staff a couple of times a month. This will bring us even closer together and will be a chance for our players to showcase their talent, and for Academy coaches to get to know PDC players better. The PDC initiative is not there to promise players that they will sign for the Academy, it is there to enhance individual’s long-term player development and help players reach their full potential whatever level that may be.

During the 2012-13 season each player will continue to receive termly reports on their progress across three general themes; technical, physical and decision making/mental. These reports will highlight areas of strength, as well as areas for development.

This player information pack provides you with all of the essential information you need to know about the PDCs; what we expect from players and parents, and what you can expect from us.

If at any time you have any feedback, please do feel free to contact me about any matter – your thoughts are extremely important to us and will help us to ensure that the centres are run to the highest standard.

With all of this in mind, I hope you enjoy your involvement in our centres and wish you the best for the forthcoming season.
Kind regards,

David Busst – Joint Head of Sky Blues in the Community
2. Background

Our PDCs started in September 2010 with one centre at the Alan Higgs, with 40 children aged 8-13 taking part. Over the last two years, the initiative has grown, with over 450 children aged 5-15 now enrolled at seven sites across Coventry and Warwickshire.

The aim of our development centres is to provide an opportunity for young players between the age groups of Under 6 to Under 15 to benefit from advanced coaching delivered by our FA Level 3 coaches. We work very closely with our academy and all sessions have a technical and tactical focus, with a coaching curriculum designed by the Technical Director of the Coventry City FC Academy.

We now have centres across Coventry and Warwickshire and our centres are categorised into three levels to try getting players playing with players of a similar standard:

1. Development
2. Advanced
3. Elite

Training takes place in evenings during term-time and matches are played during school holidays. The timetable of coaching and matches has been designed to work in conjunction with local grass roots clubs, allowing players to continue playing and enjoying themselves with their club, but also providing some extra coaching for the benefit of both the individual and their club.

Our representative teams play matches against local sides and other professional clubs, which is a great opportunity to play against high quality opposition. Following feedback, one of our main aims for this season is to provide more match opportunities for all our players to demonstrate what they have been working on in training.

The PDCs are by no means intended to stop players from playing with their local club and this is actively encouraged through a new CCFC and grassroots ‘partner club’ initiative. This sees friendly matches and a two-way player referral pathway in place between Sky Blues in the Community and local teams.

The Player Development Centre initiative continues to grow and we very much hope that all of our players continue to do so during their time with us.
3. Timetable for 2012/13

Development Centres

Alan Higgs Centre, Coventry
Monday 5.00pm – 6.00pm Under 6 only

Power League, Coventry
Monday 5.30pm – 7.00pm Under 7, U8, U9, U10, U11

AT7 Centre, Coventry
Wednesday 5.30pm – 7.00pm Under 7, U8, U9, U10 and U11
Thursday 5.30pm – 7.00pm Under 12, U13 and U14

Aylesford School, Warwick
Friday 5.30pm – 7.00pm Under 7/8, U9/10, U11/12

Queen Elizabeth School, Atherstone
Monday 5.30pm – 7.00pm Under 8/9
Monday 7.00pm – 8.30pm Under 10/11

Advanced Centres

Grace Academy School, Coventry
Monday 5.30pm – 7.00pm Under 8, 9 & 10
Monday 7.00pm – 8.30pm Under 13 & 15
Friday 5.30pm – 7.00pm Under 7 & 11
Friday 7.00pm – 8.30pm Under 12 & 14

Nuneaton Academy Sports Centre
Tuesday 6.00pm – 7.30pm Under 7, 8, 9 & 10
Tuesday 7.30pm – 9.00pm Under 11, 12, 13 & 14

Elite Centres

All at Grace Academy School, Coventry
Tuesday 5.30pm – 7.00pm Under 7, U9 and U11
Tuesday 7.00pm – 8.30pm Under 12 and U14
Wednesday 5.30pm – 7.00pm Under 8 & U10
Wednesday 7.00pm – 8.30pm Under 13 & U15

Goalkeeper Centres

Grace Academy School
Wednesday 5.30pm – 6.30pm Under 7, U8 & U9
Wednesday 6.30pm – 7.30pm Under 10, U11 & U12
Wednesday 7.30pm – 8.30pm Under 13, U14 & U15
Friday 5.30pm – 6.30pm Under 7, U8 & U9
Friday 6.30pm – 7.30pm Under 10, U11 & U12
Friday 7.30pm – 8.30pm Under 13, U14 & U15
Nuneaton Academy Sports Centre
Tuesday 6.00pm – 7.00pm Under 7, U8 & U9
Tuesday 7.00pm – 8.00pm Under 10, U11 & U12
Tuesday 8.00pm – 9.00pm Under 13, U14 & U15

Aylesford School
Friday 5.30pm – 7.00pm Under 7/8, U9/10, U11/12

Term Dates for 2012-13 season

Autumn Term
Monday 3 September 2012 to Friday 26 October 2012
Half Term Holiday - Monday 29 October 2012 to Friday 2 November 2012
Monday 5 November 2012 to Friday 21 December 2012

Spring Term
Monday 7 January 2013 to Friday 15 February 2013
Half Term Holiday Monday 18 February 2013 to Friday 22 February 2013
Monday 25 February 2013 to Thursday 28 March 2013

Summer Term
Monday 15 April 2013 to Friday 24 May 2013 (May Bank Holiday Monday 6 May 2013)
Half Term Holiday Monday 27 May 2013 to Friday 31 May 2013
Monday 3 June 2013 to Friday 19 July 2013
4. Finance

Sky Blues in the Community is a registered charity (charity number 1127014). This means that we are a not-for-profit organisation and all of our activities are for the benefit of the community.

This also means that any surplus that is generated as a result of our activities is wholly invested back in to our work.

Unfortunately at the end of the 2011-12 season there were a number of outstanding subscriptions owed for the player development centres. With that in mind we have outlined some new financial procedures.

When joining the Player Development Centres

The first session will be free for players attending the centres for the very first time. The amount owed for the remainder of your first month will be calculated on a pro-rata basis, and you will be informed by letter of the remaining first month subscriptions due. Following your first month involvement in the centres, the following payment options are available:

i. Payments by standing order

The annual cost for a player involvement in the PDC is £300. Therefore the monthly cost will be £25 per month over 12 months if paying by standing order.

Parents are responsible for setting up the standing order with their own bank. This can be done by completing the standing order form included in this pack and handing it into the bank.

Standing order payments must be made by the 7th of each month (in advance).

Please make sure that you clearly identify your child’s name and age group on the standing order form.

**Please note that the cost for PDCs is £300 for the year and standing orders should not be cancelled in August**

ii. Monthly payments by cash or cheque

The annual cost if paying by cash or cheque will be £360, therefore the cost will be £30 per month.

People paying on a monthly basis in cash must pay at the start of the month (in advance), by no later than the 7th of the month.

iii. Annual payment in advance

We have introduced the option to pay for the full season up front. For doing this we are offering a 10% discount making the cost £270.00 for the year (September – August). However if you choose to leave before the end of August you will not be eligible for a refund.
Late or non-payments (applicable to cash and cheque payments)

If any outstanding balances are not received by the 15th of the month, players will incur a £2.50 late fee. Sky Blues in the Community reserve the right to temporarily withdraw the player from the development centres until all outstanding balances are paid.

With over 450 people involved in the centres, we do ask that parents do pay promptly and that parents do take some responsibility for checking standing orders are set up and going out.

Absences

In the case of not being able to make training (e.g. holidays), players must still pay their monthly amount, in the same way that you would for an annual gym membership.

Injuries

In the case of long-term injuries, payments may be suspended at the discretion of Sky Blues in the Community. We ask parents to contact Shaun Pierce at the earliest opportunity to discuss the length of injury absence, so the subscriptions can be amended accordingly.

Financial difficulties

If parents or guardians are facing financial difficulties and struggling to make payments for the PDCs, then we would encourage you to discuss this with us confidentially to see if alternative payment arrangements can be made. Please call David Busst on 024 7678 6371.

5. Kit Orders

It is not a necessity for players within the development centre to purchase a kit, but we do encourage it.

This year we will be using the official kit as the Coventry City first team – whilst keeping the cost of the kit at the same price as last year’s ‘unofficial’ Puma kit.

We would recommend that players are certain they will be involved in the centres in the long-term before ordering kit from us.

A full official Coventry City Puma training kit includes; training shirt, shorts, socks, tracksuit and wet jacket – at a cost of £85 (including initials) for a junior kit.

No kit will be issued until full kit payment has been received and any subscriptions outstanding paid. Sky Blues in the Community will provide parents a written receipt for kit orders.

The kit order form can be found on page 19.
6. Codes of Conduct

A code of conduct is not a legal requirement, but it is important to have one in order to identify a set of standards and describing the behaviour we expect of those involved in our activities.

We must remember at all times, that the Player Development Centres are an initiative delivered by a professional football club. Therefore the attitudes, behaviours and standards must be reflected accordingly by all of those involved.

With that in mind there are three codes of conduct that have now been implemented for the 2012-13 season.

1. Coach – identifying what you can expect from your development centre coaches
2. Player – how we expect players to behave at development centre training and when representing Coventry City FC in matches
3. Parent – outlines the behaviours we expect in terms of watching and supporting your child, as well as supporting the player development centre initiative.

All codes of conduct have been written in line with the FA Charter Standard programme. The Charter Standard scheme establishes minimum standards for football and acts as a quality assurance mechanism recognising and rewarding well run clubs. As a benchmark for quality, it aims to improve the playing experience for all.

By signing up to participate in the PDCs, players and parents are automatically agreeing to abide by our codes of conduct.

There are some general rules which we do expect all players and parents to abide by:

- Please be polite and courteous to all involved with the Player Development Centres at all times.
- Be timely with any responses for information required by your Coach or the centre management team.
- Please let your coach or the Sky Blues in the Community office know of any absences from activities (e.g. due to illness, injury or leaving the PDC’s).
- Please ensure that any payment subscriptions are paid promptly and balances are kept up to date. Sky Blues in the Community is a charity and all income is used for charitable purposes. Chasing payments is time-consuming and should not be necessary
- At all times represent Coventry City Football Club and Sky Blues in the Community in a professional manner regarding to dress, presentation, attitude, conduct and professionalism.

Please understand that your feedback is valuable to us; both positive and negative. If you wish to feedback confidentially on the development centres, please email sbitc@ccfc.co.uk or call 024 7678 6349.
Players Code of Conduct

Obligations towards the game - A player should:
- Make every effort to develop their own sporting abilities, in terms of skill, technique, tactics and stamina.
- Give maximum effort and strive for the best possible performance during training and in a game, even if his team is in a position where the desired result has already been achieved.
- Set a positive example for others, particularly younger players and spectators.
- Avoid all forms of un-sporting behaviour (e.g. time-wasting, diving etc.).
- Not use inappropriate language.

Obligations towards one's own team - A player should:
- Make every effort consistent with Fair Play and the Laws of the Game to help his own team win.
- Resist any influence which might, or might be seen to, bring into question his commitment to the team winning.
- Encourage his team mates at every opportunity and play his part in creating a positive team ethic.

Obligations towards the Spectators - A player should:
- Show due respect to the interests of spectators.

Respect for the Laws of the Game and competition rules - A player should:
- Know and abide by the Laws, rules and spirit of the game, and the competition rules.
- Accept success and failure, victory and defeat, equally and with dignity at all times.

Respect towards Opponents - A player should:
- Treat opponents with due respect at all times, irrespective of the result of the game.
- Safeguard the physical fitness of opponents, avoid violence and rough play, and help injured opponents.

Respect towards the Match Officials - A player should:
- Accept the decision of the Match Official without protest.
- Avoid words or actions which may mislead a Match Official.
- Show due respect towards Match Officials.

Respect towards Coaches - A player should:
- Abide by the instructions of their Coach and Team Officials, provided they do not contradict the spirit of this Code.
- Show due respect towards their Coach at all times.
- Accept any decisions made by their Coach regarding football matters at all times.
- Show due respect towards the Coach and Team Officials of the opposition.
Parents Code of Conduct

In general, with regards to the running of the Player Development Centres, parents will agree to:

Ensure that the player is accompanied to pitch side for registration for all sessions. This is due to the fact that the coach or the development centre manager may need to communicate information with parents; which may be easiest to do face to face.

Keep us informed of any absences from training or matches (due to injury, holiday etc.). We work with over 450 children as part of the development centres, so it is important that parents can support us as much as possible in respect of communication.

If for any reason a player leaves the Player Development Centre programme, parents will inform Sky Blues in the Community of this decision.

In more football-specific terms

A parent/carer or spectators expectations and attitudes have a significant bearing on a child’s attitude towards:

- Football in general
- Other players
- Officials
- Managers/coaches
- Spectators.

Sky Blues in the Community wish to ensure that parents/carers/spectators within the centres are always positive and encouraging towards all of the children - not just their own.

As a parent, I will:

- Remember that children play for FUN
- Let the coaches do their job and not confuse the players by telling them what to do
- Encourage the players to respect the opposition and match officials
- Never criticise a player for making a mistake - mistakes are part of learning

Sky Blues in the Community will encourage parents/carers/spectators to:

- Avoid coaching the child during training or games – please leave that to our coaches
- Not to shout and scream
- Respect the referee’s/coaches decision
- Give attention to each of the children involved in football not just the most talented
- Give encouragement to everyone to participate in football.

If parents have a grievance with the coach, please discuss this discreetly with Shaun Pierce (Development Coordinator).
Coaches Code of Conduct

The coach is responsible to ensure that the conduct of him/her and other staff is professional at all times, and set a suitable example for players and parents to follow.

In general coaches will:
- Be punctual and organised, in particular arriving at the appointed times ready for coaching activities to start.
- Visually portray a professional image at all times in line with the image of Coventry City Football Club.
- Speak to parents and children in a polite, respectful and courteous manner at all times.
- Act as a role model for young players, so coaches will act in an appropriate manner.
- Foster an environment that promotes learning and development for all involved, in equal measure.

Obligations towards the Game - The coach will:
- Set a positive example for others, particularly young players.
- Promote and develop their group, having regard to the interest of the players and parents and reputation of the national game.
- Avoid all forms of gamesmanship and encourage their players to do the same.
- Show due respect to match officials and others involved in the game (e.g. opposition players and coaches).
- Not use or tolerate inappropriate language or behaviour.

Obligations towards the Team - The coach will:
- Make every effort to develop the sporting, technical and tactical levels of the team and more specifically, individual players.
- Promote ethical principles.
- Show due respect to the interests of players, coaches and other officials, at their own club/team and others.
- Foster an ethic where the development of the individual and team is the most important factor, not team results.

Respect towards match officials and opposition – The coach will:
- Accept the decisions of the match official without protest.
- Avoid words or actions which may mislead a match official.
- Show due respect towards match officials.

Obligations to parents/carers– The coach will:
- Show due respect to the interests of parents at all times.
- Communicate effectively with parents/carers regarding training and matches.
- Be open and honest with parents/carers at all times, explaining football decisions where necessary.
7. Behaviour Guidelines

In addition to the codes of conduct, we will be maintaining our policy on acceptable behaviour of players whilst at the Player Development Centres.

Acceptable behaviour policy

Disruptive behaviour will not be tolerated during activities, as it jeopardizes the enjoyment and development of others and also contributes to health and safety risks.

All coaches will operate a **yellow and red card scheme** to address behaviour issues. If players are disruptive, they receive a first warning (yellow card). If they persist, they will receive a red card, whereby the coach will speak to the child’s parents to inform them of the issues at the end of that session.

If a participant receives two red cards during a term, they will no longer be able to participate in the Player Development Centres.

Bullying, teasing and harassment will not be tolerated at the Player Development Centres.

Staff will monitor closely any teasing or bullying amongst participants. All children have the same right to enjoy our coaching free of intimidation. If coaches feel participants are subject to torment, the appropriate action will be taken against the perpetrators (i.e. yellow/red card system).

Occasionally if an incident is brought to the coaches attention through their own observation, or a parent or child reporting; a word to the group in general may be the appropriate way to deal with the issue.

Summary

Please note that the codes of conduct and the behaviour policy are designed to ensure that we create an environment constructive to learning and development, in line with the standards that you would expect of a professional football club.

We want everyone to enjoy and benefit from their involvement in the player development centres. If players, parents and coaches meet the guidelines set out in these codes of conduct – then we believe we will achieve this aim.

Welfare

Another of our key objectives is to have a safe learning environment for players. Sky Blues in the Community have a comprehensive child protection policy and procedure. If any players or parents have welfare concerns, they should contact David Busst (SBitC Welfare Officer) immediately. All conversations will be in confidence and processes will be followed in line with SBitC and FA policies and procedures.
## 8. Contact Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shaun Pierce</td>
<td>Development Coordinator</td>
<td>07766 365675</td>
<td><a href="mailto:shaun.pierce@ccfc.co.uk">shaun.pierce@ccfc.co.uk</a></td>
</tr>
<tr>
<td>General enquiries</td>
<td>(SBitC office)</td>
<td>024 7678 6349</td>
<td><a href="mailto:sbtc@ccfc.co.uk">sbtc@ccfc.co.uk</a></td>
</tr>
<tr>
<td>David Busst</td>
<td>Welfare Officer</td>
<td>024 7678 6371</td>
<td><a href="mailto:david.busst@ccfc.co.uk">david.busst@ccfc.co.uk</a></td>
</tr>
<tr>
<td>Paul Milne</td>
<td>Birmingham County FA Welfare Officer</td>
<td>0121 3574278</td>
<td></td>
</tr>
<tr>
<td>Weather Line</td>
<td>(Recorded message system in case of adverse weather)</td>
<td>07501 961465</td>
<td></td>
</tr>
</tbody>
</table>

### Other sources of information

Information on the player development centres will also be posted on our Facebook and Twitter accounts. This will include information on training nights (including weather reports), match reports, photos, holiday camps and events.

- [www.facebook.com/sbitc](http://www.facebook.com/sbitc)
- [www.twitter.com/sbitc_ccfc](http://www.twitter.com/sbitc_ccfc)

This year we will have a specific section on the Sky Blues in the Community website, which will have player profiles, fixtures and holiday activities, match reports and photos included.

Please visit [www.sbitc.org](http://www.sbitc.org) and click the ‘Development Centres’ tab to view the new section (due to go live in September 2012).
### Personal/Family Details

<table>
<thead>
<tr>
<th>First Name(s):</th>
<th>Last Name:</th>
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<tbody>
<tr>
<td>Age Group:</td>
<td>Date of Birth:</td>
</tr>
<tr>
<td>Main Contact Address:</td>
<td></td>
</tr>
<tr>
<td>Postcode:</td>
<td></td>
</tr>
<tr>
<td>Parent/Guardian Name (father):</td>
<td>Parent/Guardian Name (mother):</td>
</tr>
<tr>
<td>Father Mobile No:</td>
<td>Mother Mobile No:</td>
</tr>
<tr>
<td>Home Phone No:</td>
<td>Parents Email:</td>
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</table>

### School Details

<table>
<thead>
<tr>
<th>Name of School:</th>
<th>Head Teacher:</th>
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### Junior Club Details

<table>
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<tr>
<th>Name of Club:</th>
<th>Team Manager:</th>
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### Football Information

<table>
<thead>
<tr>
<th>Playing Position:</th>
<th>Alternative Position:</th>
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<tbody>
<tr>
<td>Preferred Foot:</td>
<td>Alan Higgs</td>
</tr>
<tr>
<td></td>
<td>Power League</td>
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<tr>
<td></td>
<td>Grace Academy</td>
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<td>AT7 Centre</td>
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<td>Aylesford School</td>
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<td></td>
<td>Nuneaton Academy</td>
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<tr>
<td></td>
<td>Queen Elizabeth School</td>
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</tbody>
</table>

### Please circle your nominated development centre venue: |

### Previous Football Experience

| Start Date: | |

### Payment Method please tick below (see page 8 for options)

- **Cash** □
- **Cheque** □
- **Standing order** □
10. Medical Information Form

Name:________________________________________

Does the player have any of the following medical conditions?

*Please delete as appropriate*

<table>
<thead>
<tr>
<th>Condition</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asthma</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diabetes</td>
<td></td>
<td></td>
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<tr>
<td>Epilepsy</td>
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</tbody>
</table>

Does the player have any allergies (e.g. food, medication)?

Yes  No

Please provide details below:

...........................................................................................................................................
...........................................................................................................................................

Does the player currently take any medication?

Yes  No

Please provide details below:

...........................................................................................................................................
...........................................................................................................................................

Any other personal or family medical conditions we should be aware of?

...........................................................................................................................................

Form Completed by:..........................Date:..........................

Relationship to Player:.................................................................

I agree to the player code of conduct:............................................
Player signature

I agree to the parent code of conduct:............................................
Parent signature
STANDING ORDER FORM - DEVELOPMENT CENTRES

Your bank name & address:

Current Account Number: ________________________________
Sort Code: ________________________________

Signature: __________________________________________ Date: ________________________________

Payee: SKY BLUES IN THE COMMUNITY
Reference: (please write your child’s name & age group)

Payee sort code: 08-90-10
Payee Account No: 65001552
Amount: £25.00
Start Date: 01/______/______ (Please enter start date 01/MM/YYYY)
Frequency: Monthly

PLEASE HAND INTO YOUR BANK

(OR SET UP ONLINE IF YOU HAVE INTERNET BANKING)
Please DO NOT send this form back to the SBITC office
Player Images Profile Consent
Sky Blues in the Community Development Centre

Players Full Name: ______________________________________

Please Circle the Group Your Child Currently Belongs to:

Development          Advanced          Elite

What Age group Does Your Child Currently Play in: Under _________

Images
The Development Centre website will be developed to include player profiles from each group, details of future fixtures, training dates, holiday training camps & match reports. At times the Club may wish to take photos or videos of the team or individuals in it. We adhere to The FA Guidelines to ensure these are safe and respectful and used solely for the purposes for which they are intended, which is promotion and celebration of the Player Development Centres of Sky Blues in the Community on our website (sbitc.org) and C.C.F.C website (ccfc.co.uk). In order to make the website as interactive as possible over time we would like to add training/skill videos which may involve your child. We confirm that only image and videos associated with your child’s involvement in football training/matches will be used and never passed on to third parties. I agree to my child’s photo and any video footage being used on Sky Blues in the Community and CCFC website and/or match day programmes.

Please indicate if this is acceptable to you:            Yes        No

We are also starting to send out more information about games and training days via text & email as well as putting it on this new website. We would also like to start to send out player reports this way to. Please can you include your most recent email address and mobile number and tick if you’re happy to receive information this way please.

I am happy to receive information via email and text:            Yes        No

Email:_________________________________ Mobile No:_________________________________

Consent of Legal Carer

I give consent for my son/daughter to participate in Sky Blues in the Community development centres and agree to the conditions outlined above. I accept that it is my responsibility to inform SBTC directly of any changes to the details recorded on this form.

Signed (Parent/guardian):...............................................................

Please print name:........................................Date:.................................

Mobile phone number:.................................................................

If the child is not living with parents please clarify the legal status of the child and his/her current carers by contacting Shaun Pierce
2012-13 Kit Order Form

Please complete the order form below and return with the appropriate payment, in a **SEALED** envelope marked clearly with your child's name, age group and centre that he attends. All kits are the official Coventry City Puma training kit for season 2012/13 and include training shirt, training shorts, socks, tracksuit and wet jacket.

<table>
<thead>
<tr>
<th>Item</th>
<th>Small Boys 24/26</th>
<th>Medium Boys 26/28</th>
<th>Large Boys 30/32</th>
<th>X-Large Boys 32/34</th>
<th>Small Adults</th>
<th>Medium Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-Shirt</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tracksuit</td>
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<tr>
<td>Wet jacket</td>
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<tr>
<td>Shorts</td>
<td>Small Boys 24</td>
<td>Medium Boys 26</td>
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<tr>
<td>Socks</td>
<td>12-3</td>
<td>3-6</td>
<td>7-11</td>
<td></td>
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</tr>
<tr>
<td>Football (optional)</td>
<td>Size 2</td>
<td>Size 3</td>
<td>Size 4</td>
<td>Size 5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Child's Name: .................................. Age group: ..................................

Centre: (Please circle the appropriate centre): Elite / Advanced / Development

Size Required: (Please tick the box under the size you require)

£85.00 for all children sizes & £102.00 for adult sizes
(Please note there is an additional cost of 20% to small & medium adult kit due to VAT)

£6.00 for a football

Initials Required on the Kit (i.e.: John Smith – JS): _________________

Please note that once the initials have been put on the kit they **cannot** be changed.

I have included the payment of £……………….. Cash/Cheque (made payable to SBITC) or Credit/Debit card (by calling the office on 02476 786 349).

Parents/Guardians Signature: ........................................... Date: ..........................

If you wish to try kit on for size, please visit the CCFC official club shop at the Ricoh Arena, or in the Lower Precinct in Coventry city centre.
This Letter must be handed to you grass root club manager / secretary as soon as you decide to join one of our player development centres. All you need to do is fill your name in at the top please. This is to ensure everyone at your club is aware of your involvement with us.

Dear Manager/Chairman/Secretary,

…………………………… has expressed an interest in joining the Sky Blues in the Community Player Development Centre. The aim of our player development centres is to provide an opportunity for young players between the age groups of Under 6 to Under 15 to benefit from advanced coaching delivered by our FA Level 3 coaches. The sessions have a technical and tactical focus, with a coaching curriculum designed by the Technical Director of the Coventry City FC Academy.

There are currently over 450 boys in our centres across Coventry & Warwickshire. The centres are categorised into three levels:

1. Development
2. Advanced
3. Elite

Training takes place in evenings during term-time and matches are played during school holidays. The timetable of coaching and matches has been designed to work in conjunction with local grass roots clubs, allowing players to continue playing and enjoying themselves with their club, but also providing some extra coaching for the benefit of both the individual and the club. Our representative teams play matches against local sides, and other professional clubs, which is a great opportunity to play against high quality opposition.

The PDCs are by no means intended to stop players from playing with their local club and this is actively encouraged through a ‘partner club’ initiative. This sees friendly matches and a two-way player referral pathway in place between Sky Blues in the Community and local teams.

Hopefully you can see this will benefit the player and you will give them your full backing while they are with us.

If you are interested in organising some friendly matches between us or you are struggling for any players at a certain age group please get in touch with me as I am always looking at signposting players without clubs into grass root teams.

Yours sincerely,

Shaun Pierce
Sky Blues in the Community
shaun.pierce@ccfc.co.uk
07766 365675