

# REDDITCH DNA UNITED



# INTRODUCTION



Redditch United are one of the longest established football clubs in the Midlands, starting out as Redditch Town in the Birmingham Combination League in 1891 and being crowned first winners of the Worcestershire Senior Cup in 1894.

Redditch United spent nearly a decade in the 6th Tier in the early 2000s (National League North) which is the highest the Club has gotten to as well as the FA Cup First Round proper on three occasions.

Since 2016 The Valley Stadium became home to a 3G pitch following £900,000 investment as well as refurbished changing facilities.

Then as of 2021 the future for The Reds has never looked brighter – over 1000 people playing on the 3G pitch each week thanks to a developing junior, education and community programme.

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The aim of our Redditch United DNA is to ensure anyone who wears a Redditch United training and match kit has had an enjoyable and educational experience at the Club providing a lifelong love for the game of football. As well as gaining the knowledge, skillset and confidence to succeed in football, sport and life.

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At Redditch United we pride ourselves on our promise to provide opportunities and experiences to each and every individual who becomes part of our Club. Those who play for our Club will gain from multiple playing opportunities across a variety of age groups and/or competitions, exposure to professional coaches, educational trips and work experience opportunities. This promise ensures we are giving the best platform possible to develop the person behind the player.





# PLAYER PATHWAY

**FIRST  
TEAMS**

**LEARN TO  
WIN (U16-  
U19)**

**LEARN THE  
GAME (U12-U16)**

**LEARN TO  
PLAY (U6-U11)**

**COMMUNITY**



# COMMUNITY



The Foundation sessions have been developed to provide an introduction to football & to provide fun, engaging sessions for 5-12 year olds. The sessions are run by our own FA Licensed Coaches, various times a week at Redditch United Football Club & our Satellite Centres.

For more information and how to get involved, please email [academy@redditchunited.co.uk](mailto:academy@redditchunited.co.uk)

Our Goalkeeping sessions are delivered by the experienced Steve Ellis. They provide personalised sessions to improve all aspects of goalkeeping from the age of U9's to U16's.

For more information and how to get involved, please email [academy@redditchunited.co.uk](mailto:academy@redditchunited.co.uk)



All our holiday camps are held during each half term throughout the year at our Satellite Centres and delivered by FA Licensed Coaches. All camps include Football and other Sporting themed activities and days such as 'Football Olympics' and 'Foot Golf' which enable kids to enjoy a week of fun and games as well as the opportunity to make new friends. Registration for our camps can be completed using the Club website - [www.redditchunited.co.uk](http://www.redditchunited.co.uk)

Redditch United are pleased to cooperate and partner with local schools in the Town and surrounding areas, by working with local schools we enable visits to the Stadium whereby kids can play on our 1st Team pitch as part of PE, extra curricular activities and competitive school fixtures. or our own FA Licensed Coaches going into deliver the sessions which also incorporate the RUFC DNA.

School pupils and parents can also benefit from this link with discounted rates for our Holiday Camps and 1st Team tickets.





# PHASES OF DEVELOPMENT FOR TEAM FOOTBALL



**MEN**  
- Win & entertain.

**WOMEN**  
- Win & entertain.



- LEARN AWAY FROM THE BALL - Understand the players role as part of a unit and team.
- GAME TIME IS DESERVED - Game time is not equal.
- 25% GAME TIME MINIMUM - 22.5 minutes minimum as part of this age group.
- FOCUS ON 1 - 2 POSITIONS - Learn the ins and outs of particular positions ready for senior Football.
- SENIOR FOOTBALL - Develop by playing against Men/Women. (group depending).

- LEARN AROUND THE BALL - Understanding how to play in small units (2v2-4v4 situations).
- 50% MINIMUM GAME TIME
- MORE FOCUS ON SPECIFIC POSITIONS - Players expected to play in 2-3 set positions.
- INTRODUCTION & LEARNING OF TACTICS & UNITS
- WINNING A BONUS
- DEVELOPMENT IS PARAMOUNT



- LEARN ON THE BALL - Ball mastery and manipulation, football specific coordination
- 50% MINIMUM GAME TIME
- HIGH BALL ROLLING TIME - Sessions engaging and players with a ball at their feet.
- ROTATION OF POSITIONS - Players at this age group are not position specific and should play in each position to develop their understanding of the game
- WINNING IS A BONUS
- DEVELOPMENT IS PARAMOUNT





# CLUB PROMISES



## PLAYERS

All players at Redditch United Junior & Post 16 players benefit from the following:

- Training slot on a 3G
- Regular fixtures
- Access to home fixtures on a 3G
- Grass pitches managed by FT Groundsman
- PUMA Training Kit & Match Kit available
- Free entry to 1st Team League matches
- Part of our long term player development plan
- Potential exposure to Birmingham City Academy
- Opportunities to be first team mascots.
- Work & Coaching opportunities within the Football Club
- Access to recorded games

All Coaching staff and volunteers at Redditch United benefit from the following:

- Minimal admin duties (registrations, whole game system, subscription fees, training slots, fixtures & schedule all managed by Full-Time RUFC Staff)
- Full-Time staff at Redditch United for general support
- CPD within the Club and at Birmingham City Academy
- FA Qualifications subsidized
- DBS applications paid for
- Referee's fees paid by Club
- PUMA Training Gear supplied
- Training equipment supplied
- Free entry to 1st team matches
- Free function room hire
- Google Drive Coach resources



## COACHES



## PARENTS

All parents can rest assured knowing that when part of Redditch United themselves are Child benefit from the following:

- Part of a long term development plan
- Full-time administration team
- Assurance that all Coaches are FA qualified and DBS checked
- Onsite hospitality areas available for training and games
- Fully operational safeguarding and welfare team
- Free function room hire



# BIRMINGHAM CITY ACADEMY GRASSROOTS AGREEMENT

One thing which is unique to Redditch United compared to many Non-League and Grassroots Clubs is that we have an official partnership with the Birmingham City Academy, every season events take place at the Redditch United Stadium as well as the West Hills Training Ground. This partnership enables RUFC to develop players and staff as well as aid BCFC first refusal to recruit the best talent in the region.

- CPD at West Hills Training Ground
- CPD at Redditch United
- Opportunities for coaches to observe Academy sessions
- Birmingham City 'Spotters' set up at Redditch United
- Opportunity for Released BCFC Academy to join our established Academy.
- Closer link for high potential RUFC players to trial at BCFC.
- Regular invitations to fixture and festivals at West Hills.







# HENRY SMITH



Henry Smith is the standout example to all, of our Player Pathway Pyramid in action.

Henry began his Redditch United journey at the age of just 7 playing all the way through to U14s whilst playing a year above. He briefly spent some time away from the Club, before returning to Redditch United's U16s whilst also making the jump to play for our U19s simultaneously. Following that season, Henry played for the Club's reserves side whilst continuing to maintain his position in the U19s.

As the young centre half continued to impress at any age group he played for, he was called up to the first team and made his debut against Birmingham City in the Birmingham Senior Cup. He has since played more minutes for the First Team with impressive displays against the likes of Burton Albion, and starting against Alvechurch in the Worcestershire Senior Cup in front of a crowd of 1,600.

As well as his footballing ability, he is also a highly regarded coach for the Club. He started coaching in 2021 and has since had multiple paid roles with our Football Foundation and Football Holiday Camps. Being able to have a first team player that's grown up and developed at the Club is a prime example of our Player Pathway Pyramid.

Henry said "Being part of Redditch for such a large part of my life has really helped me develop as a player, a coach and mostly a person. The coaching I have received from the club has been at such a level where it has not only helped me become a better player but it has also allowed me to manipulate the skills learned to use in sessions I now coach myself, within the club.

The opportunities and the pathway implemented by the club has allowed me to develop as a player from my first game in a team at under 7s all the way through the system, to captain the U18's, U19's, U21's and U23's all before my 18th birthday. It has also given me the opportunity to play against professional clubs such as Burton Albion, Birmingham City and West Bromwich Albion.

Looking to the future, I now want to use all of have learned to do all I can to be a regular member of the first team squad and keep developing as a player, whilst also hoping to become a role model for the next generation of players coming through the pathway at Redditch United."





# COACHING & PLAYING PHILOSOPHY

## Playing Philosophy

It is our philosophy that we empower our players to play an exciting and attacking brand of Football when learning the game. This will include encouraging players to stay on the ball and develop the skillset to dominate 1v1 situations in all areas of the pitch within the learn on the ball phase. As the players get older the shift goes to learning around the ball enabling players to play as small units both in and out of possession and finally within the post 16 section learning away from the ball is the final stage of development where making the right decision at the right time becomes the focus of development.

## Coach Behaviour

It is paramount that our coaches demonstrate a positive and approachable manner with the player's welfare and experience of the utmost importance, as well as balancing being competitive with the development of the group. Behind every decision is a rationale to better the individual(s) within the team, during sessions our coaches will work together to maximise ball rolling time and player development and within the games work together by focusing on different elements of the game to provide feedback and ensure competitiveness.

## Types of Practices

Redditch United Academy sessions will be designed by the coaches in line with a framework provided, sessions will feature a high ball rolling time ensuring that players get as much time on a Football as they possibly can as well as allowing for maximum opportunities to make decisions and express themselves.

Sessions will also be in line with our Academy syllabus which covers all aspects of the game from the start to the end of the season so all players at the end of their time with us can benefit from a better Footballing education potentially giving them a head start if they turn to Coaching.

## Game Day Warm-ups

All game day warm-ups are provided by the Club to allow the Coach to focus solely on the development and enjoyment of individuals. All game day warm-ups will include dynamic stretches as well as SAQ work along with Technical and Tactical practices that enable the players to be mentally prepared for a fixture.

## Focus on 1v1 Domination U6-U11

During the early years of Football development, we strive to empower the players to dominate 1v1 situations ('learn on the ball') and understand the basic principles of Football encouraging players to play to their strengths as well as develop areas for improvement. Through the basic language of 'Speed, Skill, Strength and Disguise' players will be able to recognise a way to get the better of an opponent and easily identify what suits them best. The ability to protect the ball and find their way out of high-stress situations is important for long term development of any individual at Redditch United.

## Focus on Small Unit Domination U12-U16

During the adolescent years of Football development, we strive to empower the players to be able to dominate in small units (2v2-4v4s) so they start to 'learn away from the ball' on how to affect the game positively both in and out of possession. As players start to go into larger area games it is vital they understand basic roles and responsibilities out of possession as well as how to creatively work with teammates to exploit the opposition.

## Focus on Decision Making U18 - U23

During the post 16 years of Football development, we strive to prepare the players for 1st Team Men's/Women's Football which is largely about decision making as well as competing physically and mentally. Players are now 'learning away from the ball' and a huge significance is put on how every individual in a team must play their part in and out of possession to ensure they are affecting the game positively. Players will be coached into specific positions and challenged often to ensure when the step up to senior Football happens, they are prepared.



# FULL TIME SCHOLARSHIP PROGRAMME

Our Full-Time Scholarship programme is one of the longest running programmes within the West Midlands, forming in 2011 our programme is open to players, men & women, aged 16-22 ensuring during their time with us they can gain Level 3 and Degree level qualifications as well as a rounded Footballing education due to our detailed syllabus. This model gives Scholars the best opportunity to go and play Football within the Professional or Semi-Professional game alongside a full-time job using their degree.

- College & University level courses offering a Professional, Full-Time Football Programme alongside Education as well as a Higher National Diploma in Sport & Exercise Science, all at Redditch United Football Club.
- Gain college & university level qualifications. Study Level 3 Extended Diploma in Sport (equivalent to 3 A-Levels) & a variety of Higher Education courses.
- Opportunities to represent Redditch United at various levels including the FA Youth Cup and within the National League Alliance .
- Train and play on the state of the art 3G pitch.
- Proven pathway to University & Higher Education.
- Proven pathway to Redditch United First Team.
- Paid & voluntary work experience placements within the Club.
- Access to FA Coaching & Refereeing Qualifications.
- Links to local professional football clubs.
- Loan opportunities to local semi-professional football clubs.
- UEFA A & B license coaching.







# PLAYER POLICY

Ensure all players are registered with the club. Players can be on trial without subscription for a maximum of three weeks, players must still be registered with the club in the trial period for safeguarding reasons.



Maintain open conversations with the player (plus parent is u18) about their performance and progress.



If a player is potentially struggling with performance or not fitting in. Discuss this with the parent, and RUFC staff member can be present if required.



Set targets for the player/player to meet with a club representative and conduct 2 meetings with JW and/or RB



If a player is still struggling after 6 months of signing then the player can be asked to de-register and go to a training only subscription.



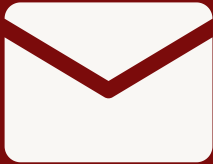
Any player to leave our junior programme will be signposted to another club with nothing but our best wishes.



# CONTACT US



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Academy Enquiries



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