

Player Care Guide

2026/27



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Introduction

League Football Education is committed to providing academies with support to meet player care requirements and beyond. This guide highlights key pillars, considerations, funded activities and resources. How to request this provision, as well as support from other organisations and services can also be found within this guide.

Academy Player Care

Player Care means the adoption of a holistic approach to personal and sporting development, supporting academy players to achieve their potential in and out of football.

Key Pillars



Induction



Life Skills



Personal Development



Player Experience and Wellbeing



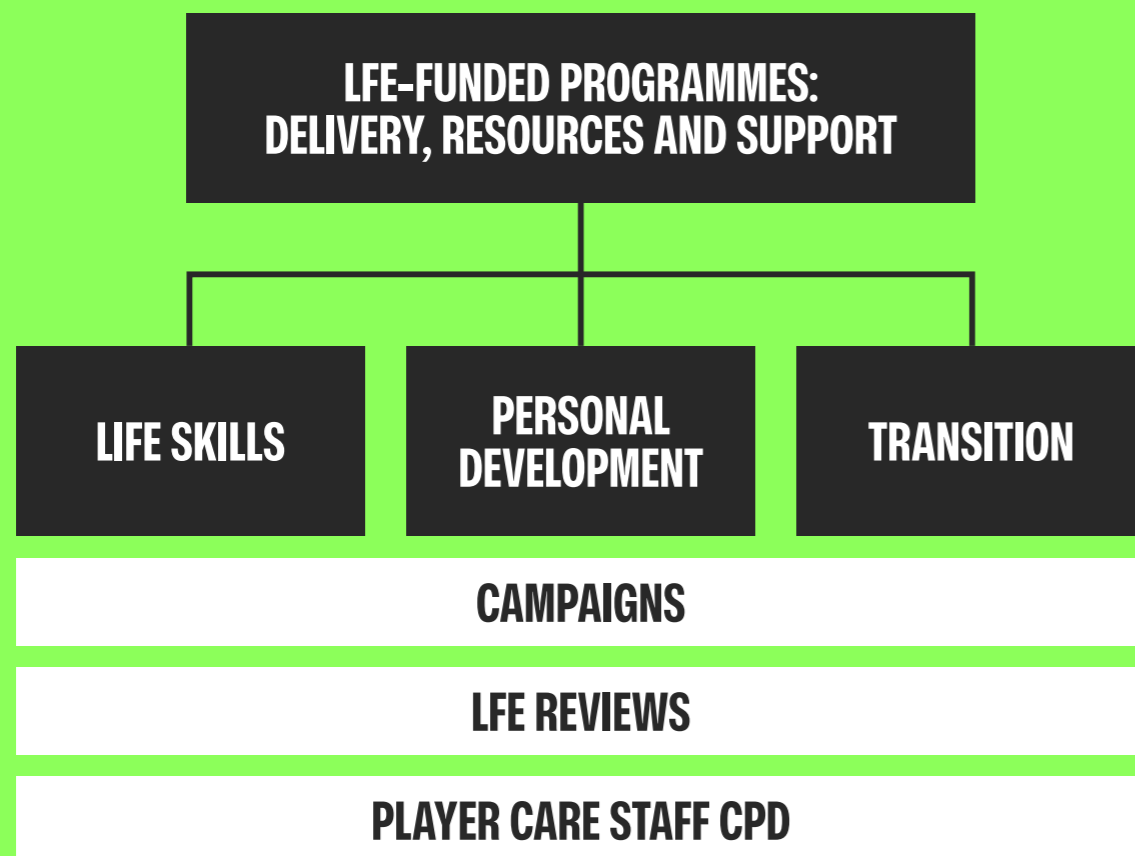
Support Network



Transition



The mission is to provide exceptional education and support, inspiring young people to thrive within football and in life.



Life Skills

Life Skills enable people to deal effectively with the demands and challenges of everyday life.

LFE has outlined seven aspects of wellbeing, on which life skills-based education is built.

Emotional

The ability to express feelings which are drawn from thoughts; it is strongly linked to mental health.

- Emotional Wellbeing
- Emotions and Language
- Support Networks



Financial

The state of security and the feeling of having enough money to meet needs, as well as having control of day-to-day finances and financial freedom.

- Accounts and Budgeting
- Credit and Debt
- Cryptocurrency



Mental

The process of thinking, thoughts and the ability to cope with the ups and downs of everyday life.

- Addictive Behaviours
- Mental Health
- Mental Skills



Occupational

The state of balance, purpose and happiness in everyday roles such as family, work and leisure.

- Identity
- Road Safety
- Transferable Skills



Physical

The ability in which physical activities and roles can be performed, while considering lifestyle choices, limitations, health and disease.

- Cardiac and Sexual Health
- Illness and Injury
- Nutrition and Sleep



Social

The sense of belonging and stability, as well as being linked to relationships with other people, both online and offline.

- Equality, Diversity and Inclusion
- Media
- Online Safety and AI
- Relationships



Spiritual

The faith, beliefs, values, ethics and morals which support functioning in life with meaning.

- Criminal Law
- Faith and Inspiration
- Radicalisation



For queries and support with Life Skills education on topics beyond LFE's programme, contact Ryan White at rwhite@lfe.org.uk

Life Skills Programme

Main Subject	Title	Organisation/Individual	Category	Face-To-Face	Online
Artificial Intelligence	AI Awareness	Bee Human	Social	✓	✓
Cardiac Health	Saving Lives	JE3 Foundation	Physical	✓	
Creativity	Meet The Author	Dan Freedman	Occupational	✓	✓
Emotion	Emotional Wellbeing	If U Care Share	Emotional	✓	✓
Finance	Personal Finance Management	Red Star Education	Financial	✓	✓
Healthy Relationships	Sexual Relationships and Culture	B5 Consultancy	Social	✓	✓
Inclusion	Racism and Discrimination	Troy Townsend MBE	Social	✓	
Inspiration	Anything Is Possible	Charlie Fogarty MBE	Spiritual	✓	✓
Knife Crime	The JJ Effect	Byron Highton	Social	✓	
Mental Health	Mental Health, Lifestyle and Addiction	Sporting Chance	Mental	✓	✓
Mental Skills	Mental Skills Performance	Trained Brain	Mental	✓	✓
Numeracy	ABC Darts	Junior Darts Corporation	Financial	✓	
Nutrition	Performance Nutrition	Marc Pugh	Physical	✓	✓
Road Safety	Driving, Gratitude and Adversity	Shaun Whiter	Occupational	✓	
Safeguarding	Safeguarding Awareness	Paul Stewart	Emotional	✓	✓
Transferable Skills	Talent Transfer	Cecil Jee Thomas	Occupational	✓	✓
Transition	Pitch To Decks	DJ PEPS	Occupational	✓	✓
Wellbeing	Performance Breathwork	OptimaPerformance	Physical	✓	✓

LFE has access to a range of further providers and these can be discussed on request as an alternative to the above.

Duration	Max. Participants	U9-U11	U12-U14	U15-U16	U18	U21	Staff	Parents/Carers
90	30			✓	✓	✓	✓	
60	20		✓	✓	✓	✓	✓	✓
90	40	✓	✓					
90	25	✓	✓	✓	✓	✓	✓	✓
90	30	✓	✓	✓	✓	✓	✓	✓
90	100			✓	✓	✓	✓	✓
90	25	✓	✓	✓	✓	✓	✓	✓
60	40	✓	✓	✓	✓	✓	✓	✓
90	100		✓	✓	✓	✓	✓	✓
90	30		✓	✓	✓	✓	✓	✓
90	30		✓	✓	✓	✓	✓	✓
90	20			✓	✓	✓		
90	40	✓	✓	✓	✓	✓	✓	✓
90	30			✓	✓	✓	✓	✓
90	100			✓	✓	✓	✓	✓
90	100		✓	✓	✓	✓	✓	✓
90	100			✓	✓	✓	✓	✓
90	22				✓	✓		

LFE provides an Education Support Fund to all clubs and this can be accessed to fund additional deliveries relating to player care.

Life Skills Programme

Funded Allocation

8 x single delivery requests for a chosen group from U9-U21/Staff/Parents and Carers



Saving Lives Justin Edinburgh 3 Foundation

Web: www.je3foundation.com

 @je3foundation

 je3foundation



Physical

Every minute counts. Cardiopulmonary Resuscitation (CPR) increases the possibility of surviving cardiac arrest.

In schools, business, and the community at large, the Justin Edinburgh 3 Foundation is delivering CPR training and elevating the voices of medical professionals in order to raise public awareness and give people the ability and confidence to save lives.

Learning Objectives

1. To ensure that each attendee gains a potentially lifesaving skillset, that they can take forward with them in life.
2. To gain the confidence and ability to recognise, administer and deliver effective CPR and use a defibrillator.

Face-To-Face Delivery

Max. Person Capacity: 20

Online Webinar Delivery

Max. Person Capacity: N/A

Target Group Range


U12-U21, Club Staff, Parents/Carers



Meet The Author Dan Freedman

Web: www.danfreedman.co.uk

 @danfreedman99

 danfreedman_99

DAN FREEDMAN

Occupational

Developing young people's reading and writing skills with Sunday Times bestselling author, Dan Freedman. Dan is best known for his hugely popular series of Jamie Johnson football novels, which have helped many reluctant readers to engage with literacy. Having watched the adapted BBC series, Jude Bellingham commented: "I almost feel like I am Jamie Johnson now."

He has interviewed the likes of Messi and Ronaldo, was also part of the official delegations to meet Queen Elizabeth II, two Prime Ministers and Nelson Mandela.

When not writing, Dan gives inspirational talks, covering his journey of rejection and success. His mission is to encourage a love of reading and writing and an understanding of how far your words can take you.

Learning Objectives

1. To develop an interest in reading and writing.
2. To understand what goes into creating a character and writing a story.
3. To understand the process of publishing a book and how a TV series is made.
4. To study the resilience required to succeed and achieve your goals.

Face-To-Face Delivery

Max. Person Capacity: 40

Online Webinar Delivery

Max. Person Capacity: 40

Target Group Range

U9-U14

Notes

Notes

Life Skills Programme



Emotional Wellbeing If U Care Share

Web: www.ifucareshare.co.uk

 @IFUCARESHARE



Emotional

Established in 2009, the charity, run by the Smith family along with its dedicated team, draws upon their own personal experiences to encourage people to 'open up' and 'share' concerns.

If U Care Share have delivered as part of the life skills and player care programmes since the 2010/2011 season. They have a dedicated football delivery team with lived experience around the issues that they speak about, and over twenty years' experience of working with young people and players. Most importantly, they have a passion for the world of mental health, education, and support, especially in a sporting environment, and share their personal stories that can start life-saving conversations.

All sessions are bespoke to age groups dependent upon what has been delivered previously. They provide Mental and Emotional Wellbeing sessions to players of all ages and parents. Their workshops provide information and raise awareness of mental health issues with young people and how to access support.

If U Care Share Foundation are a suicide prevention charity and pride themselves on being bespoke, interactive and holding the key messages of - 'It's ok not to be ok' and 'there is always a way'.

Learning Objectives

1. To raise awareness of emotional wellbeing and language.
2. To discuss suicide prevention (age appropriate) and support networks.

Face-To-Face Delivery

Max. Person Capacity: 25

Online Webinar Delivery

Max. Person Capacity: 40

Target Group Range

U9-U21, Club Staff, Parents/Carers



Finance Education and Wellbeing Red Star Education

Web: www.redstareducation.co.uk

 @redstaredu

 redstareducation



Financial

Red Star Education has been the go-to for financial education in 70+ professional football clubs and wider sport. RSE has worked with 2500+ apprentices, helping them to understand the ins and outs of personal finance and life skills.

RSE's team of experts don't just teach about personal finance; they live and breathe it. With 25+ years of experience in personal financial planning and coaching, the team also bring a wealth of higher education teaching experience to the table, alongside first-hand experience in player care for elite athletes.

The session is interactive, engaging and is based on research and experience. It provides a safe and supportive environment for academy players to explore the practicalities of personal financial management.

What is covered? Most of everything that players need to know to navigate the financial world successfully: personal budgeting, invisible spending, income tax, credit and debt, pensions, savings and car insurance.

Learning Objectives

1. To encourage thought and discussion about how we view money, it's purpose and our relationship with it based on culture, background and the influences around us.
2. To understand the practicalities of managing money or financial situations such as car insurance, spending & savings plans or understanding different investment types
3. To increase awareness of the personal relationship we have with money and wealth and how that can influence our spending and savings habits.

Face-To-Face Delivery

Max. Person Capacity: 30

Target Group Range

U9-U21, Club Staff, Parents/Carers

Online Webinar Delivery

Max. Person Capacity: 30

Notes

Notes

Life Skills Programme



Sexual Relationships and Culture B5 Consultancy

Web: www.b5consultancy.com/

 @B5Consultancy

 B5 Consultancy

 b5consultancy



Social

With 20+ years experience in sports law, playing and performance coaching, B5 have seen and professionally supported many footballer mistakes off-the-pitch. Sex and relationships are never far from the conversation relating to decisions, behaviours and consequences.

The workshop addresses crucial topics of sexual conduct, the impact of media and societal influences. The session is interactive and engages in the challenges players may face in navigating relationships, image-sharing, and culture.

Players will gain a deeper understanding of how consent should be respected in all interactions and how to challenge harmful societal norms.

B5 provide a non-judgmental space, empathising with players, talking 'to' them, not 'at' them.

Learning Objectives

1. To reflect on behaviours, take responsibility for actions and aim for healthy relationships.
2. To understand external influences i.e. pornography, language and how football and the dressing room can influence young men.
3. To be a leader in the conversation and not the follower adopting toxic cultures.

Face-To-Face Delivery

Max. Person Capacity: 100

Online Webinar Delivery

Max. Person Capacity: 100

Target Group Range

U15-U21, Club Staff, Parents/Carers

B5 also provide a "Driving Gratitude and Adversity" workshop. This will be available on a club requested basis.



Racism and Discrimination Troy Townsend MBE

 @Towno10



Social

Troy Townsend MBE is the former Head of Player Engagement at Kick It Out, the leading anti-discrimination charity in English football. Now running his own consultancy, Troy continues to share his expertise and insights on racism and discrimination, particularly within the football academy environment. He is also one of the longest-serving tutors for League Football Education.

With over 30 years of experience in football, Troy specialises in delivering workshops for players of all ages, football staff, and parents or guardians. Each workshop is carefully tailored to its specific audience, offering valuable, up-to-date insights that reflect his deep understanding of the challenges faced in the football world. Drawing from his own experiences and his work supporting players through incidents of racism and discrimination, Troy helps create a more informed and empathetic football community. His sessions also provide professional development opportunities for staff and equip parents with the knowledge to support their child's growth and development in an elite academy setting.

Learning Objectives

1. To open conversations about racism and discrimination in football.
2. To better understand how to challenge and report discrimination.
3. To recognise personal responsibility in workplace environments and on social media.

Face-To-Face Delivery

Max. Person Capacity: 25

Online Webinar Delivery

N/A

Target Group Range

U9-U21, Club Staff, Parents/Carers

Notes

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Life Skills Programme



Anything Is Possible Charlie Fogarty MBE

Web: www.charlifogarty.co.uk

 @MotivationalCharlie

 @chazfogMBE

 charlifogarty



Spiritual

Motivational speaker Charlie Fogarty works throughout football to inspire academy players to greater heights by telling his story of overcoming adversity, having once been a youth player himself at West Bromwich Albion, Birmingham City and MK Dons.

Charlie's journey and circumstances have taught invaluable lessons of focus, determination and making the impossible possible. Charlie has been appointed an MBE because of the work he does in delivering his message to change lives one speech at a time and firmly believes that with hard work and a never give up attitude that "Anything is Possible".

Charlie also discusses the importance of positive mental health and how having a supportive network of family, friends and associates really does make a difference in helping you achieve your goals.

Learning Objectives

1. To make the most of football and life opportunities.
2. To work hard towards the goal of becoming a professional footballer.
3. To have self-belief in achieving football and life goals.
4. To never give up and remember that with hard work and determination 'anything is possible'.

Face-To-Face Delivery

Max. Person Capacity: 40

Online Webinar Delivery

Max. Person Capacity: 40

Target Group Range

U9-U21, Club Staff, Parents/Carers



The JJ Effect Byron Highton

Web: www.thejjeffect.org

 @JJEff18



Social

The JJ Effect has drawn on lived experience to educate young people to steer away from knife crime, county lines, grooming, criminal exploitation, among many others.

From delivering one of the UK'S most powerful anti-knife crime and child protection workshops to running youth clubs, The JJ Effect is here to stay for the community and the country. Whilst the delivery is hard-hitting, it has been experienced by children as young as seven years old and the police has encouraged it not to be diluted due to its importance.

The JJ Effect has one goal to become the best in setting new standards for anti-knife crime and criminal activity, this has been endorsed by multiple awards including the BBC Education Award. With a developed style from working with over 200,000 young people, the deliverers are relatable, approachable and understand the world of a young person using real stories, videos and descriptions.

Learning Objectives

1. To have greater self-awareness of social interactions and life choices.
2. To learn about the impact of knife crime and other criminal activity.

Face-To-Face Delivery

Max. Person Capacity: 100

Online Webinar Delivery

Max. Person Capacity: N/A

Target Group Range

U12-U21, Club Staff, Parents/Carers

Notes

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Life Skills Programme



Mental Health, Lifestyle and Addiction Sporting Chance

Web: www.sportingchanceclinic.com

 Sporting Chance

 @SportingCClinic

 sportingchanceclinic



Mental

Sporting Chance provides discussion-based sessions which are designed to get players thinking about their own mental health and their attitude towards it (because we know from working with players that attitudes vary and that is okay).

The workshop talks with players about what impacts their mental health both positively and negatively, including what they engage with away from football such as relationships, going out socially, spending money, social media, gambling, gaming, cryptocurrency, alcohol and other drugs. It explores how these can potentially become problematic.

Sporting Chance is a safe, confidential space for athletes who have been experiencing poor mental health (this is a very broad, often misunderstood term that can include 'just not feeling right'). Sporting Chance also operate a 24/7 helpline, provide access to counsellors and also run an addiction clinic. Academy players can access these services via club staff or directly through the charity if they prefer.

Learning Objectives

1. To understand the similarities and differences between mental health and physical health.
2. To understand that what we do in our spare time (lifestyle factors) will impact on our mental health and how lifestyle factors are linked to healthy and unhealthy coping mechanisms and also to addiction.
3. To understand who Sporting Chance are, what it does, how what it does can practically help players and how players can access the services confidentially and safely.

Face-To-Face Delivery

Max. Person Capacity: 30

Online Webinar Delivery

Max. Person Capacity: 30

Target Group Range

U12-U21, Club Staff, Parents/Carers



Mental Skills Performance Trained Brain

Web: www.trained-brain.com

 @JamieEdwards



Mental

Performance Coach Jamie Edwards helps players deal with the mental aspects of elite performance on and off the pitch.

Those who have benefited from his tried and tested methods include international footballers Joe Hart, Gareth Bale and Ruben Loftus-Cheek, as well as Ex-England Rugby captain Lewis Moody and Ryder Cup star Lee Westwood.

Encouraging players to think differently, Jamie's engaging and thought-provoking sessions have been utilised throughout the EFL clubs via LFE in groups and one-to-one.

Learning Objectives

1. To provide a space for self-reflection and awareness of challenges.
2. To help academy players think differently through the development of mental skills.

Face-To-Face Delivery

Max. Person Capacity: 30

Online Webinar Delivery

Max. Person Capacity: 40

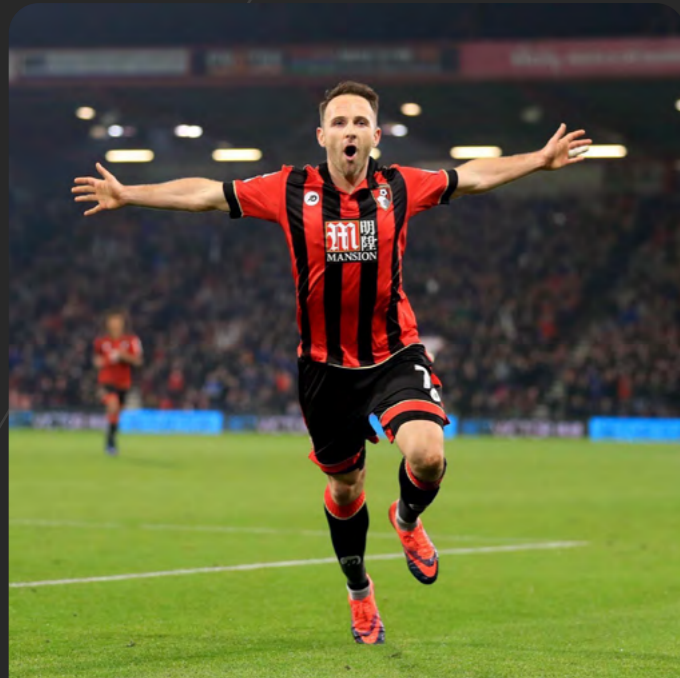
Target Group Range

U12-U21, Club Staff, Parents/Carers



Notes

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Life Skills Programme



Performance Nutrition Marc Pugh

 Marc Pugh
 thefoodiefootballer



Physical

Marc Pugh is a former Premier League winger who played over 500 professional games across the top four divisions of English football. Now a qualified gym instructor and nutritionist specialising in athletic performance, Marc brings something rare to academy education: lived experience at the highest level, backed by professional qualification.

Known as The Foodie Footballer, Marc has spent years working with athletes and sporting organisations to close the gap between what players eat and what elite performance actually demands. This isn't generic health education - it's the exact knowledge Marc wishes he'd had at the start of his own career.

Learning Objectives

1. Understand how to fuel training, match day, and recovery correctly
2. Know why carbohydrates, protein, and fats each matter - and when
3. Understand the role of hydration in performance and injury prevention
4. Be able to read a food label and make smarter nutritional choices
5. Have knowledge of legal supplements and the 1% margins that separate good from elite
6. Understand mindset, visualisation, and the mental side of performance

Face-To-Face Delivery

Max. Person Capacity: 40

Online Webinar Delivery


Max. Person Capacity: 40

Target Group Range

U9-U21, Club Staff, Parents/Carers



Safeguarding Awareness Paul Stewart

Web: www.paulstewartofficial.com
 @PStewy103

PAUL STEWART

Emotional

Paul Stewart is a former Premier League footballer who played for Man City, Spurs and Liverpool, he was also capped 3 times for England. In 2016 Paul waived his anonymity and spoke about the physical and sexual abuse he endured at the hands of a youth coach as a 10 yr old growing up in Manchester.

Paul travels the world raising awareness and educating organisations raising awareness about the importance of Safeguarding, Paul works on LFE's Life skills team the FA, SFA, FAW and Premier League clubs delivering workshops to Academy Coaches/Parents/Players and his delivery whilst hard hitting also gives an insight into Safeguarding from a survivors' perspective.

Paul was awarded a doctorate from Salford University and the Contribution to League football award in 2024 the highest award given to an individual for his contribution to Safeguarding and in 2025 The FA recognised his contribution to safeguarding by awarding him with the Sir Bobby Charlton Award. Paul has introduced initiatives such as his own Safeguarding In Sport online course, a safeguarding quality mark through his company Safeguarding Fundamentals and is Executive Chairman and founder of The Safeguarding Union.

Learning Objectives

1. To recognise the importance of safeguarding in academy football and how it links to performance.
2. To learn how to support yourself and who is available to support you.

Face-To-Face Delivery

Max. Person Capacity: 100

Online Webinar Delivery

Max. Person Capacity: 100

Target Group Range

U15-U21, Club Staff, Parents/Carers

Notes

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Life Skills Programme



Bee Human AI Awareness

Web: www.bee-human.uk



Social

Bee Human was founded by Jo, who brings 15 years of experience in fraud and financial crime prevention within financial services, working alongside law enforcement on complex cases.

Jo understands exactly how scammers target young people and how AI is making those tactics faster, cheaper and harder to detect. This interactive session equips academy players with the knowledge to spot AI-driven scams and deepfakes, use AI tools safely, and protect their money, identity and reputation.

Players work through real-life scenarios including fake agent messages and impersonation of Premier League contacts, developing the confidence to pause, verify and ask before they act. Players also explore how AI is transforming football and the wider world of work, and leave with one clear, memorable habit that will serve them on and off the pitch.

Learning Objectives

1. To identify the warning signs of AI-driven scams, deepfakes and impersonation attempts, and know how to respond.
2. To use AI tools safely and take practical steps to protect personal data, money and online reputation.
3. To understand how AI is changing the world of work, including careers in football, and the human skills that will matter most.

Face-To-Face Delivery

Max. Person Capacity: 30

Online Webinar Delivery

Max. Person Capacity: 30

Target Group Range

U15-U21, Club Staff



Talent Transfer Cecil Jee Thomas

Web: www.talent-transfer.co.uk

 @Cecil_je

 talenttransfer



Occupational

Cecil Jee Thomas, a former apprentice with Crawley Town, focuses on the importance of understanding yourself and developing yourself in and out of football.

In a two-way workshop, he uses his own journey through challenging industries to highlight the transferable skills from football that helped him become the poster boy for the prestigious Italia Conti dance academy, amongst his other showbiz commitments, which include presenting for AFTV.

Talent Transfer opens the minds of academy players into understanding what they can achieve both during and after their own football career. Cecil encourages apprentices to explore new interests by using real life stories and examples of other players who have become successful in more places than just football.

Learning Objectives

1. To learn about athletic identity and the intelligence gained from football development.
2. To understand that other interests and careers can be successful during and after a football career.
3. To identify useful transferable skills which support movement into other industries.

Face-To-Face Delivery

Max. Person Capacity: 100

Online Webinar Delivery

Max. Person Capacity: 100

Target Group Range

U12-U21, Club Staff, Parents/Carers

Notes

Notes

Life Skills Programme



Pitch To Decks DJ PEPS



Occupational

Herve Pepe-Ngoma, known professionally as DJ PEPS, is an entrepreneur, creative, and former footballer who turned his passion for music into a thriving career in the entertainment industry.

Beyond music, Herve has successfully branched into the fashion world, working alongside Dodici Otto, a brand that has collaborated with Chelsea, Leicester City and Leeds United. By combining his football background with ventures in both music and clothing, Herve has built a multidimensional career that inspires others to explore life beyond the game. Today, he's passionate about helping young people realise their potential, stay motivated, and explore complementary paths with confidence.

DJ PEPS performs at events in football and private functions to brand activations and youth-focused workshops. His story is relatable and this hands-on experience encourages players to find their identity beyond football, follow their passions, and stay resilient through change.

Learning Objectives

1. To discover identity beyond football and explore personal interests and passions.
2. To understand how transferable skills from football can be applied in creative and alternative careers.
3. To gain inspiration and hands-on experience through DJing with DJ PEPS in a fun, practical session.

Face-To-Face Delivery

Max. Person Capacity: 24

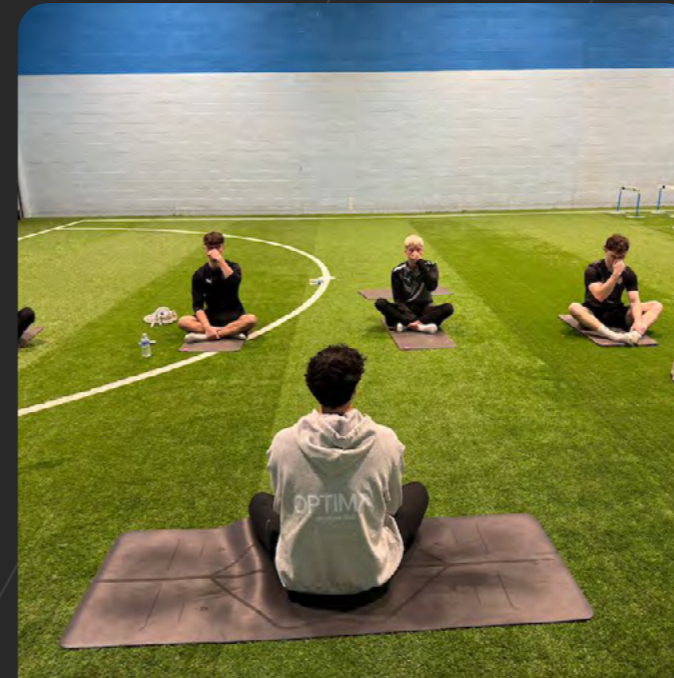
Online Webinar Delivery

Max. Person Capacity: N/A

Target Group Range

U15-U21

Notes



OptimaPerformance Performance Breathwork & Sleep

Web: www.optima-performance.co.uk

[optima.performance](https://www.instagram.com/optima.performance)

jack@optima.performance.co.uk



Physical

OptimaPerformance, founded by ex-professional footballer Jack McMillan, combines traditional holistic methods with cutting-edge, science-backed techniques to boost athletic performance and overall wellbeing.

This 90-minute workshop covers: functional breathing, on pitch recovery techniques and flow state; breathwork for wellbeing, and mental health; breathing for recovery and sleep optimisation

Athletes will also experience a guided sound and meditation session using "silent disco" headphones for the ultimate immersive experience. This sensory approach enhances focus, relaxation, and recovery.

Optima have delivered sessions to over 1,500 professional athletes and 70+ sports teams, including Great Britain Olympic teams. Our techniques have been embraced by some of the world's top athletes with powerful results.

Learning Objectives

1. To understand the benefits of optimal breathing patterns, breathwork techniques, and yoga for enhanced performance.
2. To learn to seamlessly integrate these practices into daily routines for a healthier mind and body.
3. To gain practical tools to implement before, during, and after performance to enhance overall mental and physical wellbeing.

Face-To-Face Delivery

Max. Person Capacity: 22

Online Webinar Delivery

Max. Person Capacity: 30

Target Group Range

U18-U21

OptimaPerformance are also able to provide a sleep workshop on a club requested basis.

Notes

Life Skills Programme



Junior Darts Corporation ABC Darts



Financial

This introduction to darts allows the participants to understand the world of darts and develop their practical skills in darts and numeracy development. The session is a mix of theory and practical with fun, engagement and learning at the heart of all activities.

The participants will experience the ABC of darts and get involved in a host of competition activities around the dart board. Learning includes numeracy development, leadership skills, sports psychology and the positive impact darts can have on mental health. This all-inclusive, thought-provoking session is highly interactive and engaging allowing all participants a practical insight into the fastest growing sport in the world.

Based at the centre of your choice (club, college, community site etc.)

Learning Objectives

1. Be introduced to the JDC, PDC and darting world.
2. Be able to compete in simple darting development games. (officiating and playing).
3. Be able to work as a team member and develop leadership skills.
4. Be able to use addition, subtraction and multiplication around the dart board.

Face-To-Face Delivery

Max. Person Capacity: 20

Online Webinar Delivery

Max. Person Capacity: N/A

Target Group Range

U15, U16, U18, U21

Notes



Shaun Whiter Driving, Gratitude and Adversity

SHAUN WHITER

Occupational

In 2016 Shaun Whiter was preparing for a pre-season at non-league Newmarket Town when a friend asked him to come and help change a tyre at the side of the road. It's something he was happy to do and he'd do it again but his decision to go and help had devastating consequences when he was hit by a dangerous driver who then drove away.

Miraculously Shaun survived, despite losing 80% of the blood in his body, but he woke up from a coma to find that his legs had been amputated. He never kicked a football again but far from focusing on what he can't do he has focused on what he can.

As part of B5 Consultancy, the session goes far beyond driving, though, Shaun and Fraser/Matt apply Shaun's experiences to the Academy football experience – practicing gratitude, getting through rehab, accepting disappointment, letting go of anger pushing on despite setbacks, embracing purpose and positivity.

Learning Objectives

1. To think about risks in general terms and, in particular, when it comes to driving and the consequences of a lack of care
2. To reflect on gratitude for what the player has, and how to build on that, rather than dwelling on victim status and focusing on the negatives.
3. To consider what resilience really looks like when negative situations arise – release, injury, life-changing situations – and reflect on what true purpose and motivation looks like, whatever life throws at you.

Face-To-Face Delivery

Max. Person Capacity: 50

Online Webinar Delivery

Max. Person Capacity: N/A

Target Group Range

U16, U18, U21, Staff, Parents/Carers

Notes

Personal Development is the outcome of experiencing activities and opportunities which develop the whole-person. It is a planned approach to build self-awareness and growth of characteristics and skills which apply to day-to-day life, as well as football.



EMS Resources



Personal Development Module

This introduces apprentices to key terms, understanding of how to develop and draws links between skill development and aspects of lifestyle.



Personal Action Plan

This template assists goal setting and contains important factors to consider for an action plan.



Other Resources

- LFE's Identity Module
- U9-U16 Resources
- Community Engagement Resources

Support Contacts

Sarah Kayley, Projects Officer
skayley@lfe.org.uk

Dru Spinks, PD Mentor
dspinks@lfe.org.uk

Personal Development Mentoring Programme

LFE provides a funded mentoring programme which is available for all clubs throughout the 2026/27 season.

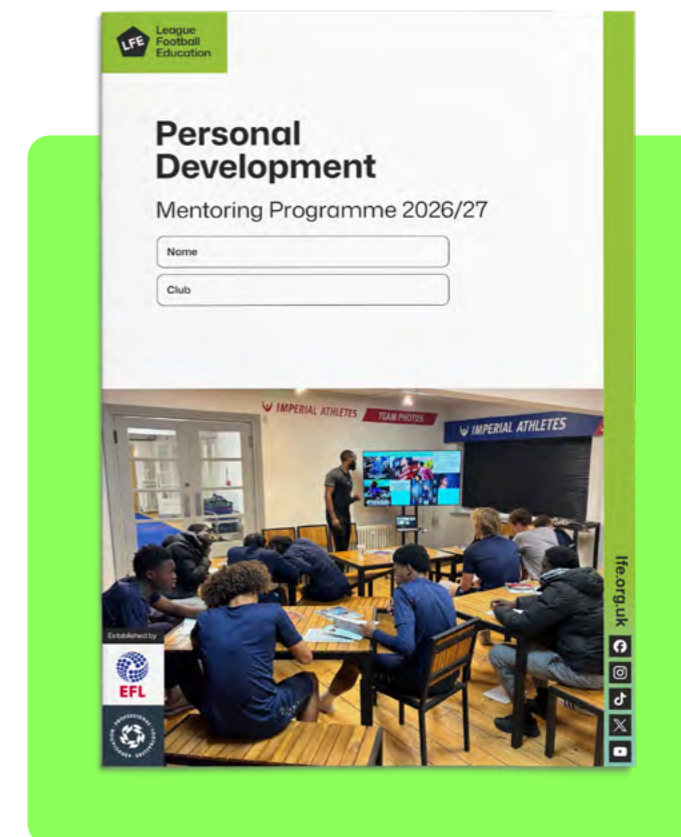
Specially designed to understand concepts of self-identity, personal development, develop a personal action plan and challenge apprentices to build their personal development legacy beyond the apprenticeship programme.

Eight personal development mentoring sessions in total per season:

- Six sessions for first year apprentices**
- 1 - 3 focusing on concept and understanding of identity and personal development
 - 4 - 6 facilitating specific skills development and goal setting

- Two sessions for second year apprentices**
- 1 Self assessment
 - 2 1 to 1 support

- Highly skilled mentoring team
- Club allocated mentor
- Delivered across the season (between 2 and 4 weekly intervals)
- Supports evidence and readiness for EPA



PERSONAL DEVELOPMENT

IDENTITY

PERSONAL ACTION PLAN

PERFORMANCE

TAKING ACTION

CHARACTERISTICS

SELF-AWARENESS

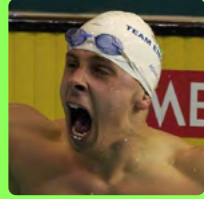
TRANSFERABLE SKILLS

TRANSITION

WELL BEING

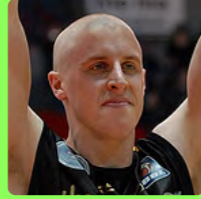
Personal Development

Personal Development Mentors



Adam Whitehead

Adam was a professional swimmer for over 10 years. During this time he competed at one Olympic Games and became both the European and Commonwealth Champion.



Dru Spinks

Dru spent 14 years as a professional and international basketball player. He is LFE's longest serving mentor, having worked with apprentices nationwide for more than 14 years.



Emmanuel Onariase

Manny is a professional footballer of 10 years, playing at eight clubs from Premier League to National League, experiencing highs of top-flight matchdays and lows of relegation battles. Alongside, he mentors others to build resilience, confidence, and a positive mindset.



Herve Pepe Ngoma

A former Leicester City academy player, Herve spent over a decade in the professional game before moving into non-league football and DJing. He delivers LFE Personal Development workshops on identity, transferable skills, and life beyond football.



Jack Rutter

From a potential Premier League footballer to a Paralympian, Jack was on the verge of signing a professional contract with Birmingham City before suffering a brain injury which forced him to retire from professional football.



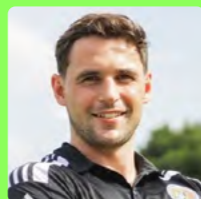
Linvoy Primus

Linvoy started his 20-year football career as a youth player at Charlton Athletic, working his way through all four divisions to end in the Premier League.



Mark Roberts

Following 22 seasons as a footballer from apprentice to professional and semi-professional, Mark has a wealth of experience from the game to share.



Rory Winters

Rory played for Oldham Athletic and Morecambe before using football as his passport to travel the world, taking in professional playing and coaching roles in North America, Asia and Europe.



Tobi Sho-Silva

With over ten years of experience in the professional game and still a current player, Tobi is enjoying his football more than ever.

Mentor Experience



Current/Former professional athlete



Paralympic/Olympic athlete



Former Premier League player



High performing individual



Vast playing experience



Sports management experience



Professional coaching experience



1 to 1 coaching expertise



Group coaching expertise



International level coaching expertise



Charity sector experience



Counselling experience



Community work experience



International business experience



Mental health training



Mentoring training

Mentor Skills, Characteristics and Attributes



Resilience



Passion



Patience



Broad Identity



Empathy



Enthusiasm



Relationship building



Social Competence

Club Commitment

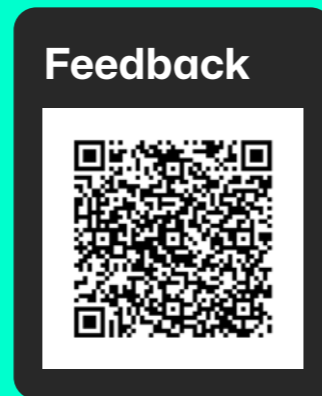
Requests

Access to this programme and instructions on how to place booking requests via LFE's Delivery Request System is communicated directly to Academy Managers, Heads of Education and/or appointed Player Care Managers.

To place booking requests, visit <https://delivery.lfe.org.uk> and for support, contact Ryan White at rwhite@lfe.org.uk

Requirements - For Life Skills and Personal Development

- Commitment to:
 - no cancellation
 - date, start time and agreed duration
 - not removing players during delivery
 - staff and participant awareness of upcoming delivery
- Where a deliverer is present with an individual (or group which includes a person) under the age of 18-years-old, at least one current employee, who is DBS checked, must remain present in the same space to oversee delivery.
- Staff to manage logistics, participant conduct and communicate current concerns beforehand, i.e. individual learning needs, safeguarding matters.
- Welcome and introduction to deliverer.
- Face-to-face delivery requires a suitable room, unlocked with chairs available and access to the following IT equipment:
 - projector and screen
 - HDMI cable
 - Wi-Fi
- Online webinar delivery requires participants to be appropriately presented in appearance and location, with video on at all times (head and shoulders on view) for identification purposes.
- Feedback support:
 - Availability of mobiles, tablets, computers.
 - Ensure all participants complete feedback.



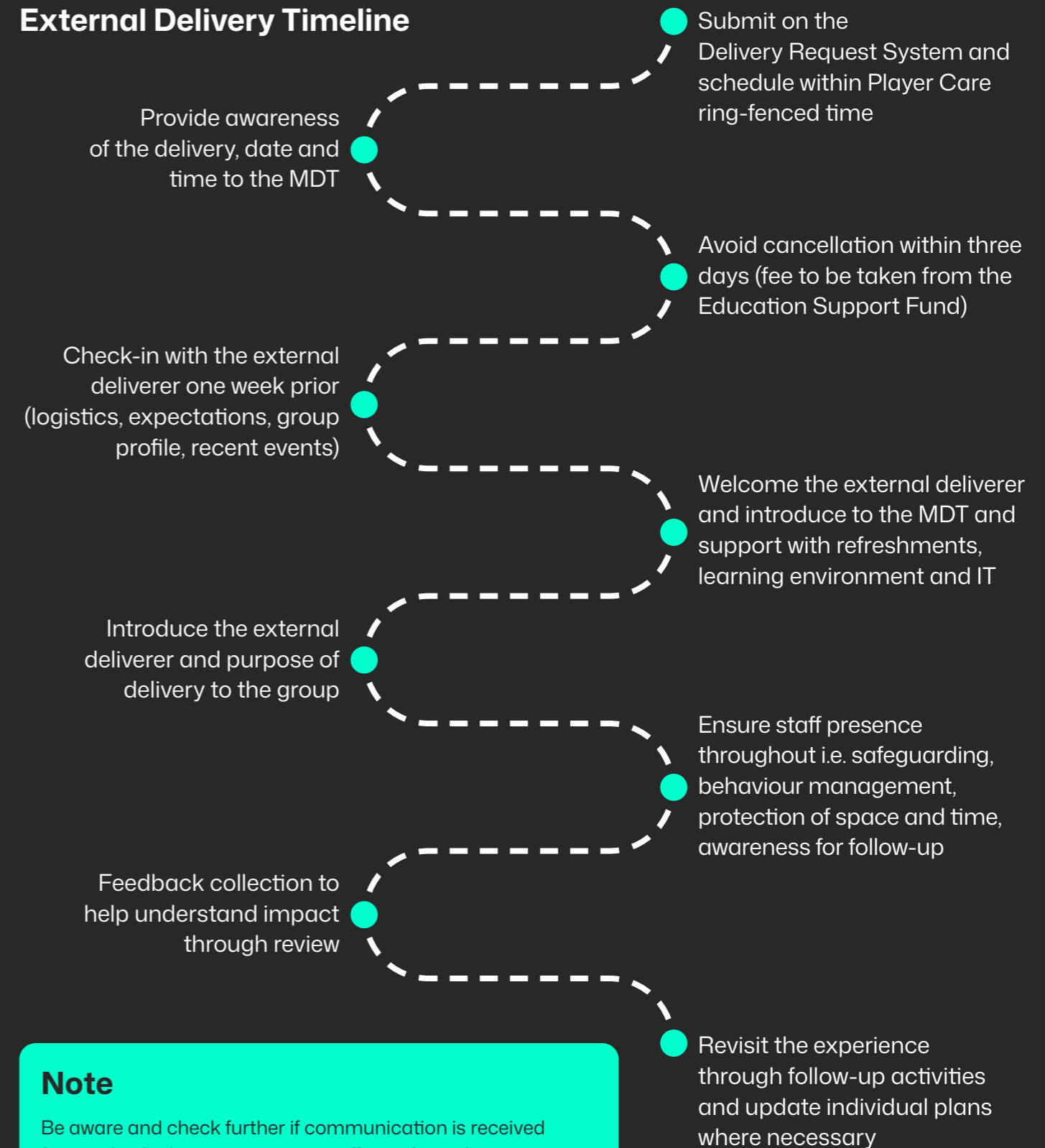
Cancellations and Changes

Contact both LFE and the deliverer at least three working days prior to delivery with cancellation queries to avoid a charge. Late cancellations will incur full reimbursement of delivery, travel and accommodation costs via the club's Education Support Fund.

In such instances the deliverer can request a rescheduled date/time for either face-to-face or online webinar format. For minor changes to delivery time or venue, contact the deliverer only.

For queries and concerns relating to external deliverers, contact Ryan White rwhite@lfe.org.uk at the earliest opportunity.

External Delivery Timeline



Note

Be aware and check further if communication is received from individuals or organisations offering free education to academy players and staff. It is important to understand whether offering services beyond education are of interest to the organisation and if so, this may bring cause for concern. LFE recommends quality assurance of any external deliverers and collecting references where possible.

Transition

Introduction

Developing characteristics, employability skills and other interests will help prepare apprentices for periods of change or transition and coping with this is a demand of life. These changes could be moving away from home, suffering and returning from injury, moving into the first team or leaving the game.

Through the Personal Development and Life Skills support detailed in this guide, LFE assists in the journey towards equipping academy players with the ability to move through life's challenges.

LFE also provides specific transition and career support for complementary and alternative career pathways.


Overview


 Football Opportunities	 Career Experience and Workshops	 Education and Career Support	 Transition Resources
LFE Verified USA Consultancy Partners US Sports Scholarships & Varsity Nine			Transition and Career Module
Pro Player Pathways			Self-Development Action Plan
Assessment Trials	LAPS - Ahead of the Game Careers Event	UK & USA Higher Education Guides	Resources
Hudl - Online Portfolio	Transition and Careers Workshop	The PFA - Funding and Bursaries	Transition Support Package
PDP Preparation Programme & Futures YPR	Work Experience and Open Days	Xello - Online Careers Service	
TransferRoom	Career Opportunities and Workshops	Transition Officer	
EFL Player Portal	LFE Academy Education Manager		


Support Contacts

Anthony Cato, Transition Officer
acato@lfe.org.uk


Ryan White, Projects Officer
rwhite@lfe.org.uk


 **Assessment Trials**
LFE's Assessment Trials provide a platform for released apprentices and first-year professionals to showcase their abilities.


 **Careers Events**
U18-U23 academy players and Alumni have access to 'Ahead of The Game' careers events, organised by LAPS and supported by The PFA, Premier League and LFE.


 **Career Opportunities and Workshops**
LFE proactively engages with education providers, employers and industry-specific training organisations to provide apprentices with career opportunities. Workshops to understand more about these opportunities are available at no cost and can be found on LFE's Delivery Request System under Other Programmes.


 **US Sports Scholarships**
League Football Education is delighted to announce it has partnered with both US Sports Scholarships to provide apprentices with unique opportunities to continue their playing careers, whilst studying a degree overseas. US Sports Scholarships has helped 1000s of players (including many LFE apprentices) with their placement at 800+ American schools since 2008.


 **Varsity Nine**
League Football Education is delighted to announce it has partnered with Varsity Nine to provide apprentices with unique opportunities to continue their playing careers, whilst studying a degree overseas. Varsity Nine is a sports management agency specialising in services for high-performing athletes. Providing Elite Scholarship Services which allows players to embark on a pathway that delivers their best career move yet.


 **Futures USA Tour**
A showcase and development tour for players interested in playing and education pathways in the USA.


 **Futures YPR**
Powered by FUTURES, the Young Professionals Residential gives players released from a professional contract the opportunity to participate in a week-long residential of training, showcases matches and personal development.


 **PDP Preparation Programme**
An opportunity, funded by the PL, for released 2nd year apprentices to undertake a week-long residential of training, showcase matches and personal development.


 **Speakers For Schools - Virtual Work Experience**
Cost-free virtual work experience for all on-programme apprentices is available through Speakers For Schools. Clubs must register and create an account before apprentices can sign up to the platform and explore a range of virtual work experience opportunities.


 **Xello**
Xello is an "innovative, online teaching and learning resource that is accessible 24/7." Xello offers a sneak preview of what the working environment may be like in a wide range of jobs, as well as providing further detail on the qualifications and skills you need to get there.


 **Pro Player Pathways**
LFE works with Pro Player Pathways combining global football opportunities with education. All players continue to work towards a career as a professional footballer in a variety of countries. This offers a platform for players to continue on-the-field whilst preparing for an alternative career.


 **Tracking and Monitoring and Transition Officer**
LFE provides apprentices with support post-apprenticeship via tracking and monitoring. For more information, contact LFE's Transition Officer.


 **Transition and Careers Workshop**
LFE provides apprentices with access to an online Transition and Careers workshop covering topics such as aspirations, transferable skills, career resources and opportunities.

 **Transition Module and Self-Development Plan**
Apprentices have access to a transition module to create an individual transition plan. These can be found within LFE's SEP section of the EMS and in the resources section of the Delivery Request System.

 **UK and USA Higher Education Guides**
LFE publishes these guides each season to provide information, advice and guidance relating specifically to academy players and programme.

 **TransferRoom**
TransferRoom for players is a marketplace for players to connect with 800+ clubs in 60+ different countries and 100+ different leagues. Providing players with the ability to compare themselves to other players and leagues across the world to better their understanding of where they would be best suited and the contacts to act on this when in transition.

 **EFL Player Portal**
An online portal that all clubs have access to and have the ability to share player profiles with EFL recruitment staff.

 **Transition Support Package**
In collaboration with the PFA, EFL & Premier League, LFE have created a Transition Support Package. The package includes LFE, PFA and Premier League initiatives as well as further support provided by external organisations.

Further information and access to these opportunities can be found under Transition at www.lfe.org.uk

'Plan A' Campaign



LFE's national Plan A campaign is back for the 2026/27 season.

Plan A embraces the principle of putting the individual at the centre of the development journey. It focuses on whole-person development, which goes beyond on-field performance and recognition.

The Plan A campaign aims to both support and demonstrate how clubs implement and achieve personal development outcomes for academy players, encouraging growth in both football and life.

LFE will reimburse clubs up to £2000 upon receipt of an upfront online plan for our approval, followed by a post campaign creative submission documenting the campaign and its outcomes.

The campaign is to include player care-related activities that are holistic, multi-disciplinary, longer term and integrated with other development programmes.

The drive is towards successful personal development of the young person being relied upon and trusted to deliver positive performance, wellbeing and transition outcomes.

The focus is on doing something here and now to help improve the individual, giving them the best chance of fulfilling their potential and navigating the challenges of life in, through and outside of football.

The Plan A campaign approach is intended to:

Improve and build on single workshop impact

- Giving greater longevity to the topics covered

Be more meaningful, longer term and sequenced

- Gaining more buy in from participants who gain greater benefits

Provide developmental outcomes

- Individual skills and characteristics development e.g. self-awareness, broader identity, social competence, confidence, communication, resilience, teamwork, empathy etc.
- Acquisition of Life Skills to support wellbeing e.g. physical, mental, emotional, financial, social, spiritual or occupational
- Ability to cope with change and transition e.g. moving into 1st team, moving into an alternative career, moving away from home, setting up a side hustle, dealing with injury etc.

Encourage an integrated approach

- Linking across departments, to ILP's, SEP Plans, wider club and community engagement, audits etc.

Gathering and disseminating 'Plan A' campaign learning and success

- Helping to show value of this approach and drive best practice within the industry and to inform the wider public of success

Build LFE relationships with club staff and players

- Develop even closer support relationships and ensure LFE is a trusted organisation to turn to for individuals that come away from the game

DEADLINE TO SUBMIT AN ONLINE PLAN FOR APPROVAL: 27th NOVEMBER 2026

DEADLINE TO PROVIDE REIMBURSEMENT DOCUMENTS: 28th MAY 2027

Campaign Window

The campaign will run for 12 months starting 29th May 2026.

All elements of the campaign must take place within this period:

- Online plan submission and LFE approval (by 27th November 2026)
- Campaign delivery
- Reimbursement and creative submission

For full information, guidance and to access funding approval, visit LFE's Delivery Requests System: delivery.lfe.org.uk

BUSINESS

NUTRITION

SENIOR CITIZENS

GLOBAL ISSUES

VOLUNTEERING

INCLUSION

COMMUNITY

GROUP PROJECT

COACHING

WELLBEING

ENVIRONMENT

LONELINESS

PLAYER & PARENT VOICE

HEALTH

CAREERS

FUNDAMENTAL BRITISH VALUES

ALUMNI

TECHNOLOGY

CLUB & LOCAL HISTORY

HOBBIES

LITERACY

PERSONAL DEVELOPMENT

FINANCE

ARTS & CULTURE

SAFEGUARDING

FUNDRAISING

NEURODIVERSITY

RELATIONSHIPS

Support Contacts

Dan Jolley, Projects Manager djolley@lfe.org.uk 07876 500350

Case Studies



Stevenage Feed Up Warm Up



Over a 10-week period, apprentices partnered with 'Feed Up Warm Up' in Stevenage to support the setup and delivery of its evening service of hot meals, entertainment and a food bank.

The initiative was designed as part of a broader commitment to holistic player development, offering participants a meaningful opportunity to engage with their local community, while strengthening key personal skills. Throughout the programme, apprentices took on active roles in preparing the environment, interacting with service users, and assisting with the operation each week.

The experience focused on enhancing confidence, leadership, empathy, and communication skills as identified in LFE's personal development mentoring sessions. Volunteers from the charity provided valuable insights into how the players contributed, often highlighting their positive attitude, willingness to help, and growing ability to engage respectfully with a diverse range of individuals.

In turn, players reflected on their own experiences, noting increased self-awareness, confidence, a deeper understanding of social issues, and a sense of pride in giving back.



Blackpool The Culture World Cup



The Culture World Cup used football as a vehicle to develop life skills, cultural awareness and social confidence across U9-U16 academy players. Each phase was assigned a different country linked to the World Cup.

The topics were chosen to promote respect, curiosity and inclusion while showing how football connects people across the world. It also supported the club's aim of developing well-rounded young people, beyond football. The campaign ran life skills sessions and integrated with PE, language learning and personal development objectives.

Each group received a workshop exploring a country's culture and basic language, followed by a mini World Cup tournament representing that nation. The tournament was run as in a 'Ballers League' style to include wild cards within the game e.g. can only speak in the language of their assigned country.

This followed with a caterer serving traditional-style food to give players a 'real taste' of the experience. Successful engagement from players was gained through discussion tasks, teamwork challenges, language practice and research tasks.



Plymouth Argyle Community Champions



The academy supported Plymouth Soup Run, a service that provides food and drink to homeless and vulnerable people across the city on a daily basis. Academy players took on the task of preparing food bags and handing out the goods to those in need on a cold night in an Apprentice-style project, sourcing the food for people from local businesses as donations and from the club through the campaign. The initiative was connected to LFE's Personal Development Mentoring Programme and was supported mentor Linvoy Primus, enabling impact to be recorded in Personal Action Plans.

Mackenzie Brown (Head of Player Care): "We were privileged to help support the Plymouth Soup Run. First and foremost, supporting Hilary and everything the Soup Run provides is really important, and it's incredibly eye-opening to see the amount of people in need of the support. It is also hugely beneficial for the personal development of our young players.

"From organising and collecting the donations, to preparing and delivering the food to over 70 people and then interacting with the public throughout the night, it took the apprentices out of their comfort zones, and they were exceptional."

Apprentice: "We helped pack up the bags of all the food that myself and teammates picked up in the days before the evening and then went out to deliver them to the homeless. Argyle is a very community-centred club and does great things, this is a perfect opportunity to give back., it is just a great feeling."



Shrewsbury Town Destress My Life



The programme supported academy players in building healthy identities and emotional wellbeing through structured off-pitch experiences – this was an evidence-based initiative using research suggesting that academy environments can create overidentification with sport and increased stress. This strategy helped U12-U16 players develop broader self-concepts, manage pressure, and grow socially and emotionally.

Objectives:

- Expand identity beyond football
- Strengthen emotional regulation and resilience
- Improve social awareness and empathy
- Reduce stress through balance and reflection
- Build community connection and life skills
- U11/12 Transitions preparation and building blocks

Activities:

1. Sport Psychology Support Workshops x3
2. Bowling Team Social
3. Foot Golf Challenge
4. Wellbeing Wheel Journals
5. Digital Detox and Reflection Day
6. Media-based Showcase (inc. Parents)

Awareness Campaign Calendar 2026

JANUARY

1st - 31st
National Mentoring Month

19th
World Religion Day

27th
Holocaust Memorial Day

27th
Parent Mental Health Day

FEBRUARY

1st - 28th
LGBTQ+ History Month

3rd - 9th
Children's Mental Health Week

4th
World Cancer Day

6th
Time To Talk Day

10th - 16th
National Apprenticeship Week

10th - 16th
Student Volunteering Week

11th
Safer Internet Day

28th
Ramadan

MARCH

3rd - 8th
National Careers Week

6th
World Book Day

8th
International Women's Day

17th - 23rd
Nutrition & Hydration Week

14th
World Sleep Day

17th - 23rd
Neurodiversity Celebration Week

APRIL

1st - 30th
Stress Awareness Month

1st - 7th
Community Garden Week

2nd
World Autism Awareness Day

7th
World Health Day

14th
Vaisakhi

22nd
Earth Day

MAY

1st - 31st
National Walking Month

5th - 11th
Deaf Awareness Week

13th - 17th
Equality, Diversity and Human Rights Week

12th - 18th
Mental Health Awareness Week

21st
National Numeracy Day

JUNE

1st - 30th
Pride Month

2nd - 8th
Volunteers Week

5th
World Environment Day

2nd - 8th
Child Safety Week

9th - 15th
Men's Health Week

14th
World Blood Donor Day

16th - 22nd
Learning Disability Week

22nd
UK Windrush Day

JULY

1st - 31st
Plastic Free July

7th - 13th
Alcohol Awareness Week

15th
World Youth Skills Day

15th
Social Media Giving Day

18th July - 17th August
South Asian Heritage Month

AUGUST

7th
Cycle To Work Day

12th
International Youth Day

19th
World Photo Day

SEPTEMBER

10th
Suicide Prevention Day

9th - 15th
Sexual Health Week

23rd
International Day of Sign Languages

29th
World Heart Day

OCTOBER

1st - 31st
Black History Month

10th
World Mental Health Day

16th
World Food Day

14th - 20th
Recycle Week

NOVEMBER

1st - 30th
November

4th - 8th
Talk Money Week

5th
National Stress Awareness Day

13th - 17th
Anti-Bullying Week

16th November - 16th December
Disability History Month

19th
International Men's Day

20th
Diwali

DECEMBER

2nd - 8th
National Grief Awareness Week

3rd
International Day of Persons with Disabilities

5th
International Volunteers Day

25th
Christmas Day

25th December - 2nd January
Hanukkah

Other Programmes

Please find below examples of other funded delivery which can be requested via LFE's Delivery Request System (delivery.lfe.org.uk) within 'Other Programmes'.

Accessing these deliveries will not affect allocation for LFE's Life Skills Programme or Personal Development Mentoring.



The British Army
Army Football Engagement
For U18 Players



PDT Fleet Training Solutions
Safe Driving Awareness
For U18 Players



The FA
Integrity - Anti-Doping and Betting Related Integrity
For U18 Players



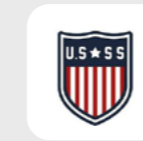
The PFA
Asian Inclusion Mentoring Scheme (AIMS)
For U18 Players



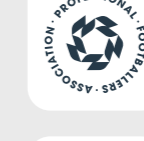
Varsity Nine
USA University Soccer Scholarships
For U18 Players



The PFA
Education Support
For U18 Players



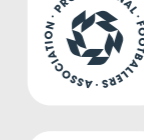
US Soccer Scholarships
USA University Soccer Scholarships
For U18 Players



The PFA
Mental Health and Wellbeing
For U18-U21 Players



Holocaust Educational Trust
Holocaust Survivor Testimony and Resources
For U12-U21 Players, Club Staff and Parents/Carers



The PFA
Muslim Player Considerations
For U18 Players and Club Staff



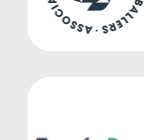
League Football Education
Transition and Careers
For U18 Players



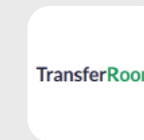
The PFA
Transition Preparation
For U21 Players



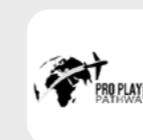
Manchester Metropolitan University
Hartpury College
Loughborough University
UCEN
UCFB
University of Stirling
Higher Education
For U18-U21 Players



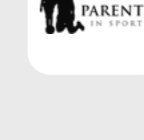
The PFA
Youth Advisory Service and Safety Net
For U9's-U16's Parents/Carers



TransferRoom
Playing Opportunities
For U18-U23 Players



Pro Player Pathways
Global Football with Education Placements
For U18-U21 Players, Club Staff and Parents/Carers



Working With Parents In Sport
For Club Staff and Parents/Carers

Parent Engagement

Working With Parents In Sport



'Working with Parents in Sport' supports organisations, coaches, parents, and children to work effectively together to help young people fulfil their potential both in and out of sport.

As an organisation they have become world leading in the space of 'Parental Engagement' including working with England Football Teams, clubs across the Premier League and Football League as well as several Professional Game Academies along with supporting the wider women's game.

They also work with England Rugby, British Gymnastics, Gymnastics Canada, British Shooting and Sailing, Sport Ireland and Sport Northern Ireland, International Hockey and Cricket programmes and some of the leading Rugby Pathways across Europe to name but a few.

Sessions and programmes can be tailored to suit club requirements with ongoing consultancy also provided.

Please contact Gordon MacLelland for more information



Gordon MacLelland

Contact:
Gordon MacLelland
gordon@wwpis.co.uk

Target Groups:
Club Staff
Parents and Carers



Sarah Murray

Delivery Format:
Face-to-face
Online

Delivery Requests:
To request a delivery, visit delivery.lfe.org.uk

Club Staff Options



'Parental Engagement' – building a positive parent culture

'Engage' – building positive relationships with your players' parents

'Parental Engagement' – having difficult and crucial conversations

Working with Generation Z for high performance

Parents and Carers Options



Performance Sports Parenting – introduction or 'the early stages of the academy journey'

'Parent Parent' or 'Sporting Parent' – striking the balance

Managing disappointment and avoiding devastation

What's your lens?

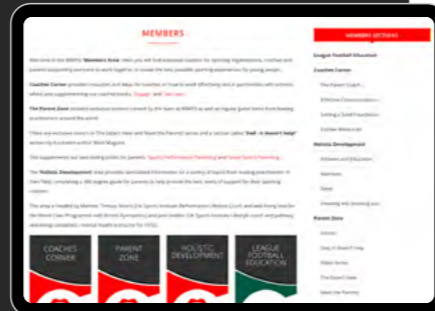
Positively supporting and enhancing the experience for young players

'Fast Cars, Poor Brakes' – sports parenting the teenage brain

Beyond the Badge – identity and sport

Members Area

In addition to the above, LFE provides membership access for academy parents and carers of all age groups to use the Working With Parents In Sport website.



An access code will be required for each user and these will be sent to the nominated club contact to distribute to parents and carers. Using the below website, add the 'Parents In Sport Members Area' from the Shop and input the code to receive funded access to resources and guidance.

Members can engage with content in the coaches corner, parent zone and holistic development including exclusive interviews in the 'expert view' and 'meet the parent' series.

www.parentsinsport.co.uk

Real Scenes

Beyond The Touchline

Throughout the 2026/27 season, LFE will be working with Real Scenes Education to deliver Beyond The Touchline – a live, facilitated and actor-led parent support workshop designed to raise awareness of athletic identity, support and wellbeing.

Beyond The Touchline supports parents and carers to better understand the emotional, psychological and developmental journey of a child within academy football. Through realistic, actor-led scenarios and skilled facilitation, parents and carers gain insight into the pressures young players face and reflect on their own role in shaping a positive environment.

Delivered by

Dr. Chris McCready

- Former professional footballer
- PhD researcher in identity and personal development
- Worked in academy football at Manchester United and in Olympic Sport

Jay Podmore

- Professional actor, writer and producer
- Extensive experience in applied drama and education

Real Scenes Education uses professional actors to recreate realistic moments from the academy experience. Parents and carers watch these scenes unfold, reflect on the emotions involved, and explore ways to support their child through facilitated discussion. *Real Scenes Education has experience supporting sporting organisations and governing bodies with scenario-based and role play workshops for coach/staff development, safeguarding, communication and culture.*

The workshop covers

- Understanding identity and its impact on young players
- The emotional journey of academy football
- Effective and supportive sports parenting
- Wellbeing, expectations and pressure



Outcomes include

- Recognising the impact of identity on a child's wellbeing
- Understanding the emotional demands of the academy journey
- Reflecting on behaviours, expectations and communication

Access to the workshop

In 2026/27, it will be delivered at 12x academies following direct invitation. Given limited availability an expression of interest is required to enable LFE to review and coordinate where it will take place. In any case, where a club request cannot be fulfilled there will be consideration for future events.



Resources

Delivery Request System

Player Care resources are available across Life Skills, Personal Development and Transition.

Information, modules, videos, presentations and other resources are available for download and use across player care programmes. These can be accessed via delivery.lfe.org.uk

Posters

Posters providing subject information and signposting are available to football clubs in hard copy. These continue to be distributed via LFE's Regional Officers. These posters are also available on the DRS, where they can be downloaded and printed.

Working With Parents In Sport

LFE's Members Area provides access for academy parents and carers of all age groups to use the Working With Parents In Sport website. The membership for this platform and its resources are offered at no cost to parents and carers. Each club will be provided with membership codes to distribute to parents and carers. It can be accessed by logging in via www.parentsinsport.co.uk

Duty To Care

UK Coaching's Duty To Care Learning Hub provides e-learning modules at no cost across six pillars: Diversity, Inclusion, Mental Health & Wellbeing, Physical Wellbeing, Safeguarding and Safe To Practice. It can be accessed via www.ukcoaching.org

The Academy

Kick It Out has launched The Academy as an opportunity to undertake e-learning modules at no cost across a range of topics and protected characteristics. It covers subjects such as allyship, LGBTQ+, misogyny, sexism, race and religion. It can be accessed via theacademy.kickitout.org

Requests

For access to additional resources, other subjects or to make specific requests, please contact Simon Williams at swilliams@lfe.org.uk

Access to the Share Point used by player care staff can also be provided, this shared folder houses documents, resources and policies shared by peers, for example Mental and Emotional Wellbeing Action Plan guidance.



Tackle This

This series of eight life skills videos can be used to facilitate learning and discussion on the challenges faced by young people in football and in life.

The videos are available on LFE's YouTube channel (LFETV) within the Tackle This playlist. A delivery guide containing facilitator notes and questions can be found via Resources at delivery.lfe.org.uk

1. The Injured One

- Mental Health
- Injury & Illness
- Support Networks

2. Player Of The Season

- British Values
- Peer Pressure
- Personal Integrity

3. Leaving Home

- Independence
- Safeguarding
- Wellbeing

4. It Was Just A Laugh

- Equality, Diversity & Inclusion
- Personal Responsibility
- Social Media

5. More Than A Game

- Discipline
- Gaming
- Lifestyle Management

6. It's Who I Am

- Careers
- Identity
- Transferable Skills

7. Stranger Danger

- Online Safety
- Radicalisation
- Resilience

8. Respect Me

- Consent
- Relationships
- Respect

LFE Reviews

LFE's Academy Education Manager will present the below topics to apprentices as part of the review process. Player Care Managers are encouraged to support these sessions.

U17 Reviews

1. Social Media
2. Healthy Relationships
3. Radicalisation and Extremism
4. Online Safety

U18 Reviews

5. Enhancing Performance
6. Wellbeing / Higher Education
7. Career Pathways
8. Transition

Player Care Training and Support Checklist

This is a list of recommended steps and actions to complete.

- | | |
|--|--|
| <p>1. Induction
An introductory meeting with LFE to understand general player care requirements, as well as the programmes and support available.</p> | <p>9. 1-2-1 Support
In-person and online meetings are available at any time with LFE staff and an allocated EFL Regional Manager.</p> |
| <p>2. Communications
LFE's mailing list and record of nominated player care contacts to receive player care communications.</p> | <p>10. Buddy System
An opportunity to meet and learn from a peer at a different club, this can be arranged by LFE on request.</p> |
| <p>3. Player Care Guide
LFE's go-to guide which outlines key considerations, and detailed information on the programmes and support available.</p> | <p>11. Person-Centred Approach
A one-hour training session, delivered by LFE, on the person-centred approach in theory and in practice.</p> |
| <p>4. Delivery Request System
The online system which gives access to request external delivery from LFE's Life Skills Programme and Other Programmes (at no cost).</p> | <p>12. Accredited CPD Courses
A list of appropriate and accredited CPD courses available for enrolment.</p> |
| <p>5. Player Care Monthly Casuals
An online webinar hosted each month by LFE to provide a themed agenda and content with opportunity to hear best practice, ask questions and network with peers.</p> | <p>13. Player Care Regional Hubs
An in-person event provided by LFE in conjunction with the EFL, Premier League, and PFA to discuss topical player care subjects, share practice and network with regional peers.</p> |
| <p>6. WhatsApp Group
An exclusive space to informally discuss player care, share ideas, ask questions and seek advice.</p> | <p>14. Head of Education & Player Care Event
LFE's annual opportunity (in January) to provide an agenda focused on education and player care mid-season priorities and updates.</p> |
| <p>7. Resources
LFE's player care resources which are available for download and practical use can be found on the Delivery Request System.</p> | <p>15. LFE & EFL Youth Development Conference
LFE's annual in-person event (North and South, in April) bringing clubs together to inspire, celebrate success and plan ahead.</p> |

Please contact Simon Williams at swilliams@lfe.org.uk for support in accessing and completing this checklist

Support Organisations

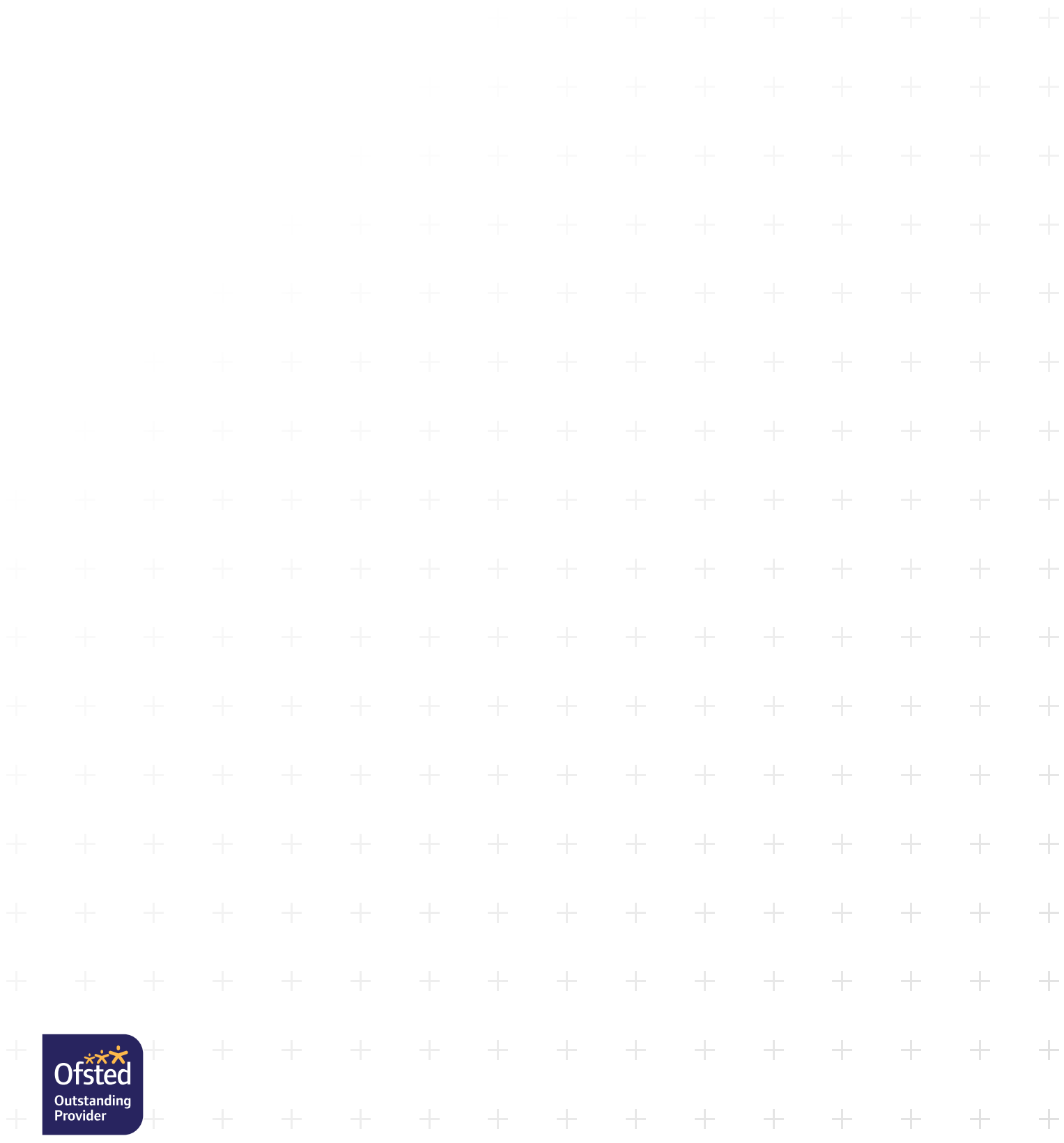
 League Football Education	Contact LFE's Head of Player Care and Communications Simon Williams for further discussion and general enquiries. Also available as a qualified counsellor to support mental and emotional wellbeing queries.	07581 313 694 swilliams@lfe.org.uk
	Contact LFE's Projects Officer Sarah Kayley for any Personal Development enquiries.	skayley@lfe.org.uk
	Contact LFE's Transition Officer Anthony Cato for any Transition enquiries. Also available as a qualified careers advisor to support transition and pathway queries.	acato@lfe.org.uk
	Contact LFE's Projects Manager Dan Jolley for any 'Plan A' Campaign discussions and support.	07876 500350 djolley@lfe.org.uk
	Delivery Request System & Resources LFE's Delivery Request System for player care-related workshops and resources.	delivery.lfe.org.uk
	Support Organisation Signposting	www.lfe.org.uk/resources/signposting-and-support
 Professional Footballers' Association	Wellbeing Service (Operated by Sporting Chance) A confidential 24hr helpline for PFA members.	07500 000 777 wellbeing@thepfa.com
	Safety Net Wellbeing advice, via website, for U9-U16 players, parents and carers who are not yet PFA members.	pfa.our-safety.net
	Youth Advisory Service (U9-U16 Players, Parents and Carers)	
	Online Introduction Module This covers Identity, Connection, Values, Action, Readiness, Intelligence, Flexibility and Resilience.	youthadvisory@thepfa.com
 EFL	Support Support is available for enquiries regarding safeguarding training, Equality, diversity and inclusion.	01772 325829 www.efl.com
	YD Manager Each club is allocated a YD Manager to be available for player care and audit support.	

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Send in stories and media for LFE to promote online and in publications to hwestamcott@lfe.org.uk





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