

BROOKE HOUSE COLLEGE FOOTBALL ACADEMY

*2025-2026
INDUCTION PACK*



BROOKE HOUSE COLLEGE
ENGLAND



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INTRODUCTION & ACADEMY PHILOSOPHY

Welcome to the Football Academy Induction Pack for the forthcoming season. In this pack you will find everything you need to know regarding the ongoing information you will receive post enrolment in the academy, kit provision and many additional details that are important as an Academy player at Brooke House College. Please also ensure that prior to enrolling at the Academy you have considered the Pre-Arrival literature distributed by the College.

Brooke House Football Academy aims to replicate the environment, ethos and atmosphere of a professional football club and therefore expects high levels of discipline and commitment. The Football Academy expects and demands that students show high levels of respect to all staff at all times.

Our aim at the Academy is to play and teach the game in a manner that will let the players express themselves and play the game with a sense of freedom and should be comfortable in possession. Although winning is important, we must find a balance between developing individually and as a team and making sure the players are competitive in all the games we play.

Our work ethos should be agreed by all of us in the sense that one of the easiest things to do on a football pitch is run and work as fast and as hard as you can. If you have this willingness to work as an individual, and for each other, in both the practices and games success may come that little bit easier. All players must want to learn themselves, but our coaches will teach them the game in the correct manner and that will aid development both on and off the pitch.

Whilst what matters on the pitch is very important, we continue to strive towards better exit routes for our players. We should all have dreams and that may be to become a professional football player, or to coach at the highest level, but we all need to strive to be successful in many other areas of our lives. Education at the College will help you in your path to success if you want to be helped.

I look forward to welcoming you all to Brooke House College Football Academy.

Ashley Foyle

Brooke House College Football Academy Manager



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FOOTBALL ACADEMY

MANAGEMENT TEAM



Micky Adams
Technical Director



Ashley Foyle
Football Academy Manager



Callum Burston
Assistant Manager



Ashley Foyle	FA Manager	famanager@brookehouse.com
Callum Burston	FA Assistant Manager (YDP Lead)	c.burston@brookehouse.com
Norbert Farkas	FA Coach (PDP Senior)	n.farkas@brookehouse.com
Adam Hohn	FA Coach (PDP Lead)	a.hohn@brookehouse.com
Cory White	FA Coach (YDP Coach)	c.white@brookehouse.com
Isaac King	Goalkeeping Coach	i.king@brookehouse.com
Mike Edwards	FA Strength & Conditioning Lead	By request
Will Singlehurst	FA Strength & Conditioning Coach	By request
Kieran Bedford	Head of Medical	k.bedford@brookehouse.com
Grace Westbury	Sports Therapist	By request



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ACADEMY SQUAD & SEASON STRUCTURE



Students will be allocated to squads according to their age & levels of performance on and off the pitch. Players will be informed of their squad allocation during the first week of the Academy's season. Students' squad allocation will be reviewed by the BHCFA staff daily. These reviews, which are performed with input from all Academy staff, may lead to individual players being moved to higher squads or moved to lower squads in the Academy structure.

Different fixtures and competitions will require a mixture of age groups and squads so this structure will be flexible throughout the year.



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Phase Lead & Coach Meetings

All Academy students will have a regular meeting with the Phase Lead and Lead Coaches. The scheduling of these meetings is partly the responsibility of the staff member as well as the student to discuss the daily, weekly, monthly routines, their Individual Learning Plan and anything associated with being a part of the Academy.

The meetings give players the opportunity to discuss any issue they wish to raise privately with the Academy Manager as well as their football development.

Players are expected to keep up to date with their MATCHMeeting Profile and to check their messages, feedback, and stats daily.

Individual Learning Plan

Name:	Period:
Technical/Tactical	
Strengths:	
Areas To Improve:	
Psychological	
Strength:	
Area To Improve:	
Physical	
Strength:	
Area To Improve:	
Key Focus:	
Plan:	
<ul style="list-style-type: none">Take on information in sessions, match days and analysis to help improve technical and tactical elements.Have a dedication and good work ethic to work on all aspects of the game including physical work.	

End of Year Review

NAME: DOB: SQUAD: POSITION(S): BORN/MAINT FOOT:	ACTION PLAN Dealing with the long ball – judging the flight of the ball and making the correct decision to either head, volley etc. Recognising when to delay and when to tackle – Correct timing.
CODING	
SUPER SKILL (S)	
PLAYER TO WATCH	

Positional Player Report

Name:	DOB:								
Team:	Age: U16								
Date:	Group:								
Nationality:	Coach:								
Position: CENTRE ATTACKING MID									
Eyes									
Development	Performance	Size	Pro Level						
1	2	3	4	5	6	7	8	9	10
Traits for Position		Brief Comments (if necessary)							
TRAITS OF A CENTRE ATTACKING MID		BRIEF COMMENTS (IF NECESSARY)							
Set Pieces									
Short Passing									
Long Passing									
Defending Skills									
Ordering/Running with the Ball									
Team Format									
Finishing									
Awareness									
Support to Attack									
Support to Defend									
Decision Making									
Movement									
Transition									



TRAINING, MATCH DAYS & ACADEMY FOOTAGE



Training sessions take place on weekday afternoons. They are planned and delivered by the Football Academy coaching staff & visiting guest coaches throughout the season. Each session is designed to aid your development as an athlete, an individual and as a footballer. It is important that you attend all sessions and matches in a professional manner. This includes ensuring you have all required kit including shin pads and water; listening to the instructions of all the coaching staff; helping with team kit such as bibs and cones.

Nothing goes unnoticed so ensure that your attitude and effort in training is always of a high standard. The Football Academy will be involved in league and cup competitions as well as playing showcase games against professional opposition. Don't forget that, whether on or off the pitch, you are representing Brooke House College and the Football Academy. Once a week it is likely you will have a classroom-based session led by the Football Academy coaches. You should be prepared to participate in these sessions and take notes.

Matchday footage is filmed through VEO and will only be released through our data management system MATCHmeeting on the basis that the opposition side has given consent and when the distribution of footage is deemed appropriate by the Football Academy's Designated Safeguarding Lead.



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ATTENDING PROFESSIONAL CLUB TRIALS & NATIONAL REPRESENTATIVE CAMPS

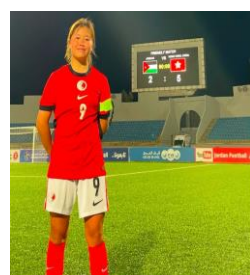
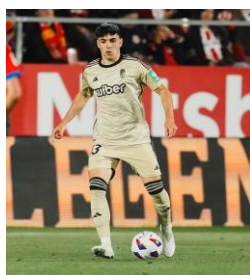
BHCFA does participate in fixtures against professional clubs in UK to stretch and challenge our students as well as give them the platform to demonstrate their ability in front of the staff at the club. We will always provide a team sheet and share information with the clubs should they show any interest in our student and liaise with them directly.

BHCFA has a strong reputation within the football industry and the staff have a wide network of contacts to enable them to discuss the progress of players and potentially aid in creating opportunities, but this is not a guarantee and will be at the discretion of the professional club to decide on how they would like to move forward with any student of interest.

BHCFA are happy to advise around any showcase trial events that students may be invited to attend separate to the college and Football Academy.

In terms of players attending for trials and for national training camps, BHCFA is happy to support this, but the following conditions will apply:

- BHCFA must receive adequate notice of the event from the parent/guardian.
- For players to be released, the BHCFA Staff must receive direct communication from the club or national football association.
- The absence of the player must be formally approved by the Principal & the safeguarding arrangements be approved by the College's Designated Safeguarding Lead.
- Transport to the event will be at the player's expense. Where the college can assist with transportation this will be recharged to the player in question.
- It is the responsibility of the individual player to obtain feedback regarding performance at trial games from the professional club. BHCFA staff will assist with this where possible.



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PERSONAL CARE ON & OFF THE PITCH

To compete at the top level of any sport you must have disciplined manners on and off the pitch when it comes to looking after your body. Our Coaches, Head of Medical and Strength & Conditioning staff are constantly looking at new procedures to enable you to perform at your best during training and games. You can also help by managing your basic nutrition and the way you look after your body; the College Head Chef has clearly signposted with football symbols on the daily menu the meal choices recommended for players.

The point of contact for injuries is our Head of Medical, Kieran Bedford. If you feel you may have an injury it is important that you book an appointment with Kieran as soon as possible for assessment and treatment. All players must make an appointment by 9am each morning, and no injured player can take part in training or a match unless the sports therapist deems them fit. Remember it is easier to maintain a healthy body than treat and recover from an injury.

When you feel that something is not 'right' or normal for you report it immediately – don't wait for it to get worse!

If you are sick/unwell or in need of medication or medical appointments, you must see the college Nurse and inform your coach if you have been granted time off from lessons or training due to illness or appointments by Nurse or Head of Medical.

NO STUDENT CAN SIGN THEMSELVES OFF A SESSION. THIS MUST BE DONE BY THE APPROPRIATE MEMBER OF STAFF.

Please be aware you can have most basic appointments and medicine through the NHS (registration with Nurse on arrival) but more invasive tests or complex treatments may come at a cost and carry a waiting list of 3 months – 1 year, where the injury isn't life threatening. Some private treatments or appointments can be arranged if our Head of Medical or Nurse recommend, such appointments come at a higher cost (case by case basis) and a waiting list of 1-4 weeks. If you are unsure, please check with the Head of Medical or Nurse for more information on alternative treatments.

Players are reminded to come back ready for pre-season training having followed the off-season training plan.



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DATA MANAGEMENT SYSTEM

MATCHmeeting

MATCHmeeting was introduced to the Academy for the first time during the 2017-18 season and has been a great tool for both BHCFA coaches, players, and parents since.

MATCHmeeting is a software package very similar to that used by professional clubs around the world and gives the players a ready-made profile and day to day feedback. Each player will be set up with their own account and profile where they will be able to see their match videos, individual highlights, stats, and feedback from coaches. Other data will also be stored on the system; player's height, weight and body fat, physical tests, PlayerTek result, psychological tests result and their Individual Learning Plans.

MATCHmeeting is also used to communicate with coaches and view training sessions and set plays along with other Football Academy related documents.

PLAYERS SHOULD SHARE THE MATCHMEETING LOGIN WITH PARENTS SO THEY ARE ABLE TO KEEP UP TO DATE WITH FEEDBACK & FIXTURES



MATCHmeeting/NETHLETE APPLICATION



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ACADEMY KIT & EQUIPMENT

At BHCFA we endeavor to sustain a high level of professionalism in all aspects of football. You will receive a set amount of Adidas training and match day wear that must be always worn during Academy time. Any other clothing that is not standard Academy wear such as hoodies, coats and hats will be asked to be removed.

KIT BUNDLE FOR 2025-26 SEASON

ITEM DESCRIPTION	Quantity In kit bundle	COLOUR
ADIDAS T-Shirt (Short Sleeved)	2	Bold Blue
ADIDAS Training Pant	1	Dark Blue-White
ADIDAS Short (without Brief)	2	Dark Blue-White
BHCFA Long Socks	2	Dark Blue-White
BHCFA Grip Socks	2	White
ADIDAS 1/4 Zip Training Top	2	Bold blue
ADIDAS Match Track Jacket (Full Zip)	1	Black-White
ADIDAS Match Training Pant	1	Black-White
ADIDAS Match Short	1	Black-White
ADIDAS Match T Shirt	1	White-Black
ADIDAS Rain Jacket	1	Dark Blue -White
ADIDAS Backpack	1	Dark Blue-White

ALL KIT HAS EMBROIDED ACADEMY LOGO (BHCFA) AND PRINTED SMALL NUMBERS



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ADDITIONAL KIT REQUIRED

Additional Kit Required (Not Provided by BHCFA):

- FIRM GROUND (moulded) & SOFT GROUND (studded) BOOTS
- Shin pads
- Water bottle
- Foam Roller, trigger ball (tennis ball) Ice Bag and Mini Resistance Band (recommended)
- Trainers (for gym work & running)
- Sliders
- Base layer tops/tights for cold weather training

Brooke House College Football Academy uses a lot of high quality and expensive equipment to aid players' development. Therefore, we would ask our students and players to treat all equipment carefully and with the right amount of appreciation. All players are expected to help throughout the season making sure the equipment is returned and stored properly, looked after, and ready for the next day's training.



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UK & INTERNATIONAL TRIPS

All players are given the opportunity to participate in an FA trip over the course of the season. These trips are age specific; some are open to all players in the age category, while some trips are for BHCFA Staff selected students only. UK & International trip details will be communicated to the students and families by the FA Manager & Assistant Manager.

UK & International trips costs are NOT included in the annual College fees, and we aim to keep costs as reasonable as possible.

Places on trips are secured by deposit & balance is payable prior to trip departure.



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SHOWCASE WEEK & INTERNATIONAL CUP

Showcase Week – November 2025

All Football Academy students, along with students from Brooke House Academy USA have the opportunity take part in the Brooke House College Showcase Week. This will consist of an intensive training week, including sessions with Guest Coaches and Speakers, as well as finishing the week with a showcase games in front of a variety of scouts from Professional Clubs.

International Cup – Easter 2026

Brooke House College International Cup is an annual event hosted by the college, including Professional Clubs Academies from English Category 1-3, SPL, Welsh Premier and Overseas Clubs (i.e. Croatia, Belgium, Bulgaria, Hungary, Romania & Nigeria). This event is for our selected elite squads only.



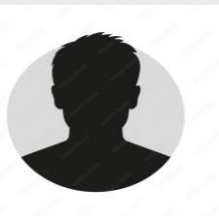
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SCHOOL SCOUT APP

School Scout App is a dedicated app exclusive to Brooke House College that can be shared with professional clubs' recruitment departments to allow them access to all our students, by viewing their games, highlight reels as well as their physical testing scores.

PLAYER A



Name:	PLAYER A
Year of birth:	2009-05
Age:	15
Position:	Center forward
Position 2nd:	Right wing
Strong foot:	Left
Weight:	69kg
Height:	172cm
Maximum Aerobic Speed:	_ m/s
10m sprint:	1.62s
30m sprint:	3.97s

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VIDEOS

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Grimsby Town FC vs BHCFA
Blue no. 9



POSITION



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THE BROOKE HOUSE WAY

All Academy students are first and foremost members of Brooke House College. As such, all students must abide by all the college rules and policies. The Academy follows a strict discipline system. Sanctions for breaching Academy rules will involve discussions from BHCFA Coaching staff, discussions from the Academy Manager, and ultimately if these warnings are not heeded, it can result in suspension of the students from Academy representative fixtures.

A FAILURE TO KEEP UP TO DATE WITH YOUR STUDIES MAY RESULT IN NOT BEING SELECTED FOR A FIXTURE AND MISSING TRAINING TO CATCH UP

Football Academy Student Best Practice:

- Wear the appropriate kit during Academy time (includes tracksuits and polo shirts to and from training)
- Headphones off unless on Academy transport
- Use of appropriate language
- Do not wear jewelry, caps/hats at training or on a match day.
- No chewing gum at training or fixtures
- Never use a telephone during sessions/Academy time except in the event of an emergency.
- Always have the correct and clean footwear (including trainers in gym).
- Have a water bottle in Academy time
- Help with kit on training days and match days



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REVIEWS & FEEDBACK

"Brooke House College hold a strong reputation for developing young footballers and offering them a fantastic opportunity. After our recruitment team recommended that their Elite Squad would pose a tough test for our u16s we invited them to play in a fixture here at Carrington. They didn't disappoint and acquitted themselves well ensuring that a competitive and high-level game was contested. The players and staff were fantastic, and we know that there is good work going on down there, so the players are in a great place to continue to grow and develop to try and maximise their potential. We look forward to arranging something again in the future and seeing how their players have progressed"

Nick Cox, Academy Manager Manchester United FC

"Aston Villa and Brooke House College have a fantastic relationship. The reputation they have of developing young players is excellent and we have had players join us on trial in the recent season. We have a good relationship with their coaches, and we are in regular contact so we can monitor the development of their players as well as offering them the opportunity to visit our Academy sessions as part of their CPD. We look forward to working together more in the future"

**Carl McNally, Aston Villa, Academy Recruitment
Manager 12-16**

"We would sincerely like to thank you all for the joyful and welcoming 3 years you have shown Ben at Brooke House, it has developed Ben in many aeras as a fine young rounded man as well as developed his footballs skills to a different level, he has made friends all over the world off which some of them will for sure stay friends with Ben for many years to come, thank you ever so much and we will forever be grateful to you all and Brooke House for the amazing experience Ben has had at what became his second home for last 3 years."

Parent of a former BHCFA player



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THANK YOU

**WE LOOK FORWARD TO WELCOMING
YOU TO BROOKE HOUSE COLLEGE**



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