



FOUNDATION

THE ACADEMY OF FOOTBALL

by *Choices*
International



WEST HAM UNITED FOUNDATION THE ACADEMY OF FOOTBALL

Elite Pro-Experience | Academic Year Programme

Accredited by the
BRITISH COUNCIL
for the teaching
of English in the UK



by *Choices*
International



CONTENTS

- 3 WELCOME
- 4 VISION & VALUES
- 5 TRAINING FACILITIES
- 6 WHY CHOOSE US
- 7 STUDENT-ATHLETE LIFE
- 8 ELITE PRO-EXPERIENCE
PROGRAMME OVERVIEW
- 9 TRAINING METHODOLOGY
- 10 ENRICHMENT OPPORTUNITIES
- 11 CAREER PATHWAY
- 12 FEMALE TRAINING ACADEMY
- 13 ELITE PRO-EXPERIENCE
FOOTBALL PROGRAMME
- 14 INTERNATIONAL CLINICS
- 15 USA SPORTS SCHOLARSHIPS
- 16 ACADEMIC PROGRAMMES
- 17 EDUCATION PARTNER - IBCM
- 18 EDUCATION UNIVERSITY PATHWAYS
- 19 EDUCATION UNIVERSITY PATHWAYS
- 20 RESIDENTIAL ACCOMMODATION
- 21 ELITE GROUP

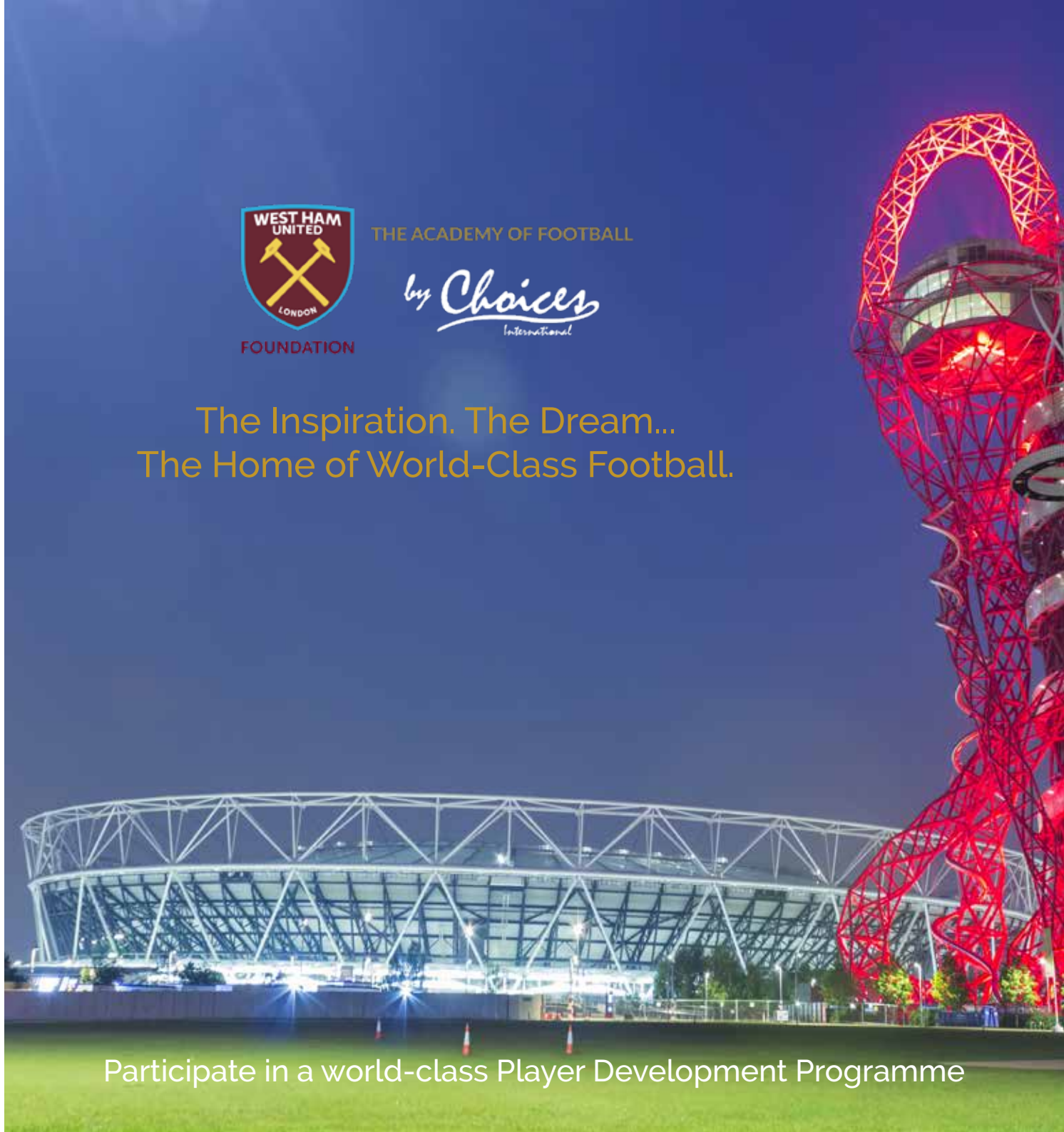


FOUNDATION

THE ACADEMY OF FOOTBALL

by Choices
International

The Inspiration. The Dream...
The Home of World-Class Football.



Participate in a world-class Player Development Programme

WELCOME...

TO THE PRO-EXPERIENCE @ THE ACADEMY OF FOOTBALL

The Academy of Football builds upon the proud West Ham United heritage of developing world-class players. The player-development programme is recognised as one of the best in Europe and has been providing top Premiership professional players for many years. The elite high performance approach integrates the latest sports-technology advances with Premiership training techniques to provide an intensive training programme that will test and optimise the performance of our players.

At the Academy, we aim to help you develop the skills you need to succeed in a professional football environment. We stand for education and we have prepared a great portfolio of academic programmes. Our commitment to education is a priority in our comprehensive training model and we have the best academic partners to help you succeed; both on the pitch and off...

The main aim for us is to deliver players of excellence; grounded in West Ham United Foundation values - Respect, Courage and Tenacity. Against this background, we are looking to provide the opportunities for young players to experience a professional, elite training environment, continue their education and achieve their football goals.

REALISE YOUR TALENT ...
ACHIEVE YOUR GOALS...
AT THE ACADEMY OF FOOTBALL!

PROGRAMME OVERVIEW

RESIDENTIAL & HOMESTAY BOYS AND GIRLS

All nationalities

AGE RANGE

16-18 & 19-22

LOCATION

London

START DATES

12th September 2021

9th January 2022

3rd April 2022

ACCOMMODATION

Residence & family

DURATION

9 months academic year

Minimum stay 3 months

VISION AND VALUES

*Realise
Your Full
Potential!*

- Learn
- Develop
- Excel



THE ACADEMY OF FOOTBALL

by Choices
International

OUR VISION

To help football athletes to realise their full potential both on and off the pitch by providing world-class professional football-training complemented with world-leading educational opportunities.



OUR VALUES

The **philosophy** of the **Choices Pro-Experience West Ham Foundation International Academy** is shaped by the values that will provide the platform for participants as players... and in life. Values that go beyond the football field are present in everyday life and that will be essential in the progress of the player's training.

COMMITMENT

PROFESSIONALISM

RESPECT

HUMILITY

PERSEVERANCE

RESILIENCE

TRAINING FACILITIES



The Academy of Football follows the methodology of West Ham United FC which has a rich history of developing some of England's greatest footballers such as Bobby Moore, Joe Cole, Frank Lampard, Rio Ferdinand and most recently, current England international, Declan Rice.

TRAINING LOCATIONS

The main core training delivery takes place at West Ham United Foundation's dedicated training ground in Beckton, East London. Its purpose built all-weather full-size state of the art 3G surface is flood-lit and UEFA Accredited, ensuring that the playing surface is of the highest quality to aid before your performance but to also reduce the risk of injuries occurring. Student-athletes will have access to all training facilities including changing rooms, showers, self-study and teaching rooms at The Academy.

The programme also integrates training at two additional facilities across East London and Essex:

UEL SPORTSDOCK

- Two multi-purpose indoor sports arenas
- 120-piece fitness centre
- Fully equipped strength and conditioning room
- Sports therapy clinic
- Conferencing and meeting rooms, lecture theatres and teaching rooms
- Outdoor pitches grass and 3G football pitches

LONDON MARATHON COMMUNITY TRACK

- Fully floodlit full-sized 11-a-side grass football pitch
- All-weather, six-lane Mondo 400-metre track with two eight-lane 100-metre straights
- Multi stationed fitness centre
- Elevated, fully covered 300-seated spectator stand

WHY CHOOSE US...

- **PARTICIPATE IN A WORLD-CLASS PLAYER DEVELOPMENT PROGRAMME**
West Ham United Foundation Player Development programme is unrivalled in the quality of world-class alumni. You benefit from this expertise and experience.
- **GAIN EXPOSURE TO LEADING PROFESSIONAL SCOUTS**
By participating in our leading Premier League club programme, you will gain unrivalled access to the Scouting team of major clubs; including West Ham United.
- **ACCESS US SPORTS SCHOLARSHIP OPPORTUNITIES**
Our team at Choices International can guide you and assist you to achieve valuable sport scholarships to major USA college and universities.
- **ACADEMIC EXCELLENCE**
Study high-quality pathway programmes leading to top universities in UK, USA.
Programme includes undergraduate and postgraduate-level lectures and seminars.
- **IMMERSE YOURSELF IN THE CULTURE OF A LEADING PREMIER LEAGUE CLUB**
Experience how a leading Premier League Club works and learn the techniques of professionals.



STUDENT-ATHLETE LIFE



At Choices International we are proud to offer all our participants excellent service with a personal touch. Our team is here to ensure you have the experience of a lifetime at The Academy of Football.

ACCOMMODATION

We have range of accomodation options including:

Residence

Rooms are en-suite, single occupancy rooms, designed to give you all the comforts you need to make a home away from home.

Homestay

We offer to our participants a great selection of homestay families. This option offers the benefit of a family atmosphere in which to experience the programme. Homestay accommodation is half board (includes breakfast and dinner) during the week and full board (breakfast, lunch and dinner) at the weekend.

DAY PROGRAMME

The Academy of Football also offers the opportunity for aspiring, young UK players to join the Academy's full-time football and education programme on a day-programme basis.

Day Athlete-Students participate in the same programme as international participants, with training and education provided at the same level.

WELFARE

At Choices International we pride ourselves on the safety, happiness and well-being of our participants. Their welfare is a fundamental part of our programme and which we recognise as being important to our student-athletes' development as a player and a person.

SOCIAL PROGRAMME

There is a vibrant social programme at Choices International, which includes weekends extra-curricular activities. We take student-athletes to two matches and cultural activities, meals out and trips associated with the programme. We also have a welcome day and orientation for new student-athletes as well as an end of year party.







We like you to feel at home and to have an unforgettable experience!

ELITE PRO EXPERIENCE

UNIQUE. INTEGRATED. COMPREHENSIVE.

YOUR PATHWAY TO PROFESSIONAL SUCCESS



WHAT IS INCLUDED	PROGRAM OF EXCELLENCE
 9 months of Intensive Training	 HIGH PERFORMANCE TRAINING 9 entire months of pro-club training and football skills development.
 Academic Study Programme	 ACADEMIC QUALITY STANDARDS Agreement with a leading university Foundation college providing a pathway to university and/or a recognised qualification.
 Competitive Matchplay	 STUDENT LIFE The best residence options in the city of London for a unique and unforgettable stay.
 Residential & Family Accommodation	 ALUMNI Academy members will become part of community academy players, to take part in competitions and tournaments.
 Official Academy Kit	 TALENT ID CLINIC Immerse yourself in the culture of a living Premier League Club.
 Club Talent ID Opportunities	
 Professional Football Qualifications	
 Personalised Development Plan	
 Membership to UEL high performance gym	

TRAINING METHODOLOGY

Our elite high performance approach integrates the latest sports technology advances with Premier League training techniques to provide an intensive training programme that will test and optimise the performance of our players.

The coaches and members of the technical staff are the same West Ham Academy coaching and support team that supports all West Ham youth players.



1

PLAYER PROFILE ANALYSIS

Technical analysis on the field by West Ham United professional scouting/screening team. **Medical analysis** through cardiac and psychomotor evaluation. **Biomechanical and podiatric analysis** tested at first competitive level.

2

INDIVIDUAL FOCUS

Personalised Training Plan support incorporating complementary field work and gym routines. **Nutritional plan** adapted to the players according to their needs and processes. **Individual mentoring** off the field.

3

SPORTS SCIENCE & TECHNOLOGY

Use of **digital tools** for areas of analysis and daily performance:

- **Video Analysis**
- **GPS performance vest**
- **On Session heart monitoring**

4

COMPETITIVE MATCHPLAY

Creation of a **competitive environment of the highest level**. Participation in friendly matches and competitive matches against other teams and other academies.

5

MEDICAL ASSESSMENT & MONITORING

Opening of an **individual medical record** where the players' **progress** is analysed monthly, as well as the treatment of **injuries** and record of their sessions with our **medical staff**.

6

TALENT ID OPPORTUNITIES

Provision of Talent ID clinics to allow you to be seen by some of the **best scouts in the UK**. Learn to excel in a showcase environment and produce your best results.

ENRICHMENT OPPORTUNITIES

The Elite Pro Experience programme is designed to provide a football training experience combined with a first class education programme.

In addition, we encourage all participants to explore and develop their career plans and take the opportunity to gain recognised professional qualifications to enhance their resume.



INTRODUCTION TO COACHING FOOTBALL QUALIFICATION

The course blends live weekly webinars, e-learning, community support and a range of resources to provide you with the skills to coach players of all ages.

Upon completion, you will gain confidence, begin developing your own style and apply what you've learned to become a transformational coach.

FA SCOUTING QUALIFICATION LEVEL 1

Use of **digital tools** for areas of analysis and daily performance

Video Analysis
GPS performance vest
On Session heart monitoring

FA COACHING QUALIFICATION LEVEL 2

Personalised sports planning by an additional technical complement to the group routine (field work and gym).

Nutritional plan adapted to the players according to their needs and processes.

Individual mentoring off the field.

FA REFEREE QUALIFICATION

Creation of a **competitive environment of the highest level.**

Participation in friendly matches and competitive matches against other teams and other academies.

CAREER PATHWAY





FEMALE TRAINING ACADEMY

Whether you have already played in a Professional Academy, with aspirations to play professionally, or simply wish to develop your footballing ability, the programme is designed to develop players, so that they can fulfil their full potential, with opportunities to progress at various levels within the sport.

All coaching sessions will be led by fully qualified West Ham United Foundation Player Development Coaches who work across our player development pyramid. Participants will follow West Ham United Foundation's own progressive training programme which has been developed in line with West Ham Women's FC philosophy, to ensure that all female players are able to learn the core technical and tactical skills of the game.

A comprehensive strength and conditioning programme will be implemented alongside this programme schedule with a tailor-made programme in place for each female player.

GAMES PROGRAMME

There will be opportunities for all female players to take part in weekly academy fixtures as part of this programme against a suitable standard of amateur, semi-professional and professional teams opposition with opportunities coming in a range of different formats of the game, ensuring all players get maximum exposure in competitive match situations.

EXPERIENCE THE ENGLISH GAME AT ALL LEVELS...

ELITE PRO-EXPERIENCE FOOTBALL PROGRAMME

Players will be immersed in a full-time training programme that aims to develop and educate each individual on the complexities of the modern-day game.

The programme will empower participants to develop not only their technical and physical attributes but more importantly nurture character and provide opportunities to fulfil potential through a life-changing experience. This programme is aimed at participants that want to immerse themselves exclusively in football training with no aspiration to study from a period of three to a maximum of six months.

LECTURES & SEMINARS

As part of our international offer at The Academy, we offer high quality, undergraduate and postgraduate level lectures, seminars and workshops, delivered by fully qualified academics who work for the football club/foundation.

- Corporate Social Responsibility in Sport
- Football in the Community
- Sports Leadership & Management
- Event Management
- Sports Business
- Sports Marketing & Promotion
- Sports Sponsorships
- Sports Coaching
- Sports Performance – Performance Analysis
- Sports Performance – Strength & Conditioning
- Talent Identification & Recruitment
- Academy Management
- Athlete Management

Our unique offer would allow student-athletes from around the world to gain insight and knowledge into how various departments within a Premier League Football Club operate on a regular basis.

BE INSPIRED, SEE HOW PROFESSIONAL PLAYERS WORK AND TRAIN.
WE DEVELOP YOU!



INTERNATIONAL CLINICS

Our International Football Clinics offer you a great opportunity to understand the values and experience the training and methodology of West Ham United Foundation.

Clinics provide a unique experience for all participants to sample what it is like to train like the pro's. Our aim is to empower all participants, develop character and provide opportunities to fulfil their potential through a life changing experience in a unique, challenging and motivational learning environment.

WHUF Clinics are offered for participants aged 16-22yrs

Our Clinics provide a unique insight into the coaching style and philosophy of West Ham United!

Benefits

- Opportunity to work with West Ham United Foundation UEFA Qualified Professional Coaches
- Educational Seminars, workshops
- Player Feedback Reports
- Insight into the 'West Ham United Way' coaching philosophy and training syllabus
- Talent Identification opportunities
- Player Pathways to Choices International Academy of football, Elite Pro-Experience Training Programmes and Football Studies Programme
- Coach Education opportunities

**DO WHAT YOU FEEL PASSIONATE ABOUT.
THIS IS AN INCREDIBLE OPPORTUNITY FOR YOU.
JOIN US AT THE ACADEMY OF FOOTBALL!**



USA SPORTS SCHOLARSHIPS



Choices International has a mission to bring opportunities to all our student-athletes, offering pathways to the highest levels of sports competition and education. We are excited to introduce USA College Sports Scholarship Pathways Opportunities, available to all of our Academic Year participants.

If you are determined to live the American dream thanks to football, you will want to know the necessary requirements to access a **football scholarship in the United States**.

HIGH-SKILL LEVEL FOOTBALLERS

In this category, You may be competing in regional or national teams (maximum U19). If you are in this group, and if you aspire to become a professional, your main goal now is to combine high-level football with a prestigious university education that guarantees you a future. In most cases, footballers of this level, especially girls, get full **football scholarships in the United States**.

MID-SKILL LEVEL FOOTBALLERS

If you fall into this category you can compete in Division II of the NCAA or the NAIA. In this category, many American **universities offer sports football scholarships**; so you can combine your university **studies in English** with training and competition. In some cases, you will get a partial, rather than a total scholarship, and girls will always have more options for their scholarship to be higher.

LOW-SKILL LEVEL FOOTBALLERS

If your level as a footballer falls into this category, it is very important that you have good academic records, and that you get good scores on the SAT and TOEFL exams, so that you can get a good academic scholarship. You will be eligible for scholarships which will be smaller at universities with a **lower level of sports, but with a high academic level**.

ACADEMIC PROGRAMMES

INTERNATIONAL FOUNDATION PROGRAMME

The IBCM International Foundation Diploma is a qualification designed to prepare students for entry into their chosen degree specialisation. The programme is designed for international students who wish to progress to an under-graduate degree course. Our IFD programme covers a wide range of degree specialisations; including Sports Management, Business, Law, Health Sciences and many more. The programme is OFQUAL-accredited and is recognised by over 80+ UK, US and other international universities.

BTEC PROGRAMMES

The BTEC in Sport provides an excellent and valued route to university, especially for students considering a degree in the sport. IBC offers a range of Pearson BTEC Level 3 in International Sport including pathways for Sport, Coaching & Development and Business & Management. These qualifications are OFQUAL-recognised and provide a recognised route to Higher education studies. BTEC International Level 3 in Sport qualifications allow learners to progress to the workplace – either directly or via study at a higher level and it is accepted by UK and international universities, and higher-education institutes for entry to relevant degree programmes.

AS / A LEVEL

Our flexible approach enables students to choose almost any combination of subjects. AS and A level courses are delivered in real-time online classrooms, where students can engage with the teacher and collaborate with fellow students. A wide range of subjects are available.

A / AS Level Study Programmes have been designed to support your specific career goals and are tailored towards preparing you for progression after college. Your study programme is more than just your qualifications, your Study Programme will include development of critical skills to support your progression, including your English, Mathematics and Employability Skills.

HIGHER NATIONAL DIPLOMA (HND)

The HND is an OFQUAL recognised qualification; equivalent to the first 2 years of a degree. These programmes provide opportunity for students to apply their knowledge and practical skills to real work situations. The content of the programme has been specifically designed to align with professional body, employer and higher education needs.

The IBCM HND provides specialisations in:

- Sports management
- Business management

Upon completion of the qualification, you can progress to the final year of a degree programme at a wide selection of major UK universities

FIRST CLASS EDUCATION FROM A FIRST CLASS COLLEGE



At the **Academy of Football, Choices International** ensures that education is a priority in our comprehensive training model academy.

Education is a core pillar complimenting the sports training.

Our education partner – **International Business College (IBC)** London - is quality assured by the QAA (Quality Assurance Agency; the quality assurance body for all leading higher education institutes). IBC provide a range of International Foundation Diplomas which provide a progression pathway to a wide range of UK, US and International Universities.



IBC | **MANCHESTER
LONDON**

INTERNATIONAL BUSINESS COLLEGE

INTERNATIONAL BUSINESS COLLEGE (IBC) PROVIDE HIGH QUALITY STANDARDS



UNIVERSITY



CHOICES INTERNATIONAL | LONDON | A FIRST CLASS FOOTBALL & STUDY PROGRAMME

QAA QUALITY ASSURED EDUCATION | PROGRESSION TO UK, US AND INTERNATIONAL UNIVERSITIES

OFQUAL RECOGNISED

Official, internationally recognised qualification providing progression to degree programmes worldwide.

16 / 22 YEARS

PROGRAMMES

International Foundation Diploma
AS / A-levels
Pearson extended diploma
Higher National Diploma
English studies
SAT, TOEFL & IELTS

HIGH QUALITY STANDARDS



COURSES

Sports Science
Sports Management
International Football
Business
Introduction to Coaching Football
FA Coaching Level 1/2

LOCATION

Just 20 minutes from the Academy training grounds and 20 minutes from the city centre of London.

“AN EXCEPTIONAL EDUCATION, A GREAT LIFE EXPERIENCE”



IBCM is a Higher Education Institute recognised as one of the leading UK colleges. Programmes provide a pathway to a wide range of degrees; including sport science, business & management, sport management, law and many more.

UK UNIVERSITY DEGREE PROGRESSION

Official, internationally recognised qualification providing progression to degree programmes worldwide.

US SPORTS SCHOLARSHIPS

Access opportunities for sports scholarships to a wide range of leading US universities.

PROFESSIONAL FOOTBALL QUALIFICATIONS

Introduction to Football Coaching
FA Coaching Level 2
FA Referee Level 1
FA Scouting Level 1

QUALIFICATION SPECIALISATIONS

Sport Science
Sport Coaching
Business Management
Health Science
Law
And many more

SPORTS MANAGEMENT DEGREE PROGRESSION

Access a selection of degree programmes in sports management, sports coaching and sports science: affiliated to West Ham United.

“A UNIQUE EDUCATIONAL EXPERIENCE. A PASSPORT TO LIFE-LONG LEARNING”

RESIDENTIAL ACCOMMODATION



UEL Docklands is a residence for university students exclusively. Exceptional features incorporating a **modern and unique design**. An accommodation created to take account of the players needs. University life, modern apartments and excellent service.



LOCATION

Only 5 minutes from City Airport London, the UEL Docklands Campus Residential accommodation provides first class university accommodation in a safe campus environment with 24 hour security and 24 x 7 pastoral care.

Facilities include a hi-performance gym designed for world-class athletes and a leading physio and medical support team on-site.

Onsite facilities include a refectory and a number of coffee shops and restaurants including Starbucks, The Edge and Papa John's.



INTERNATIONAL



Suite Rooms



Full Board



Security Checkpoint



Common Areas



Private Transport



Private Gym



Library



Screening Room



Laundry



Broadband Internet



Physio Suite



24 x 7 Pastoral Care

“EXCLUSIVE SERVICES. EXCEPTIONAL LOCATION”

ELITE GROUP PROFESSIONAL FOOTBALL PROGRAMMES

Our **Elite Group Programmes** provide flexible options which meet the needs of your club or group. Utilising the expertise of our Premiership Player Development team, intensive 1 or 2 week programmes that can be tailored in consultation with you to ensure that your specific goals are met.

Programmes incorporate intensive training, video analysis, matchplay and seminars from leading experts in a wide selection of topic areas, including:

- Sports Coaching
- Sports Performance – Performance Analysis
- Sports Performance – Strength & Conditioning
- Talent Identification & Recruitment
- Academy Management
- Athlete Management

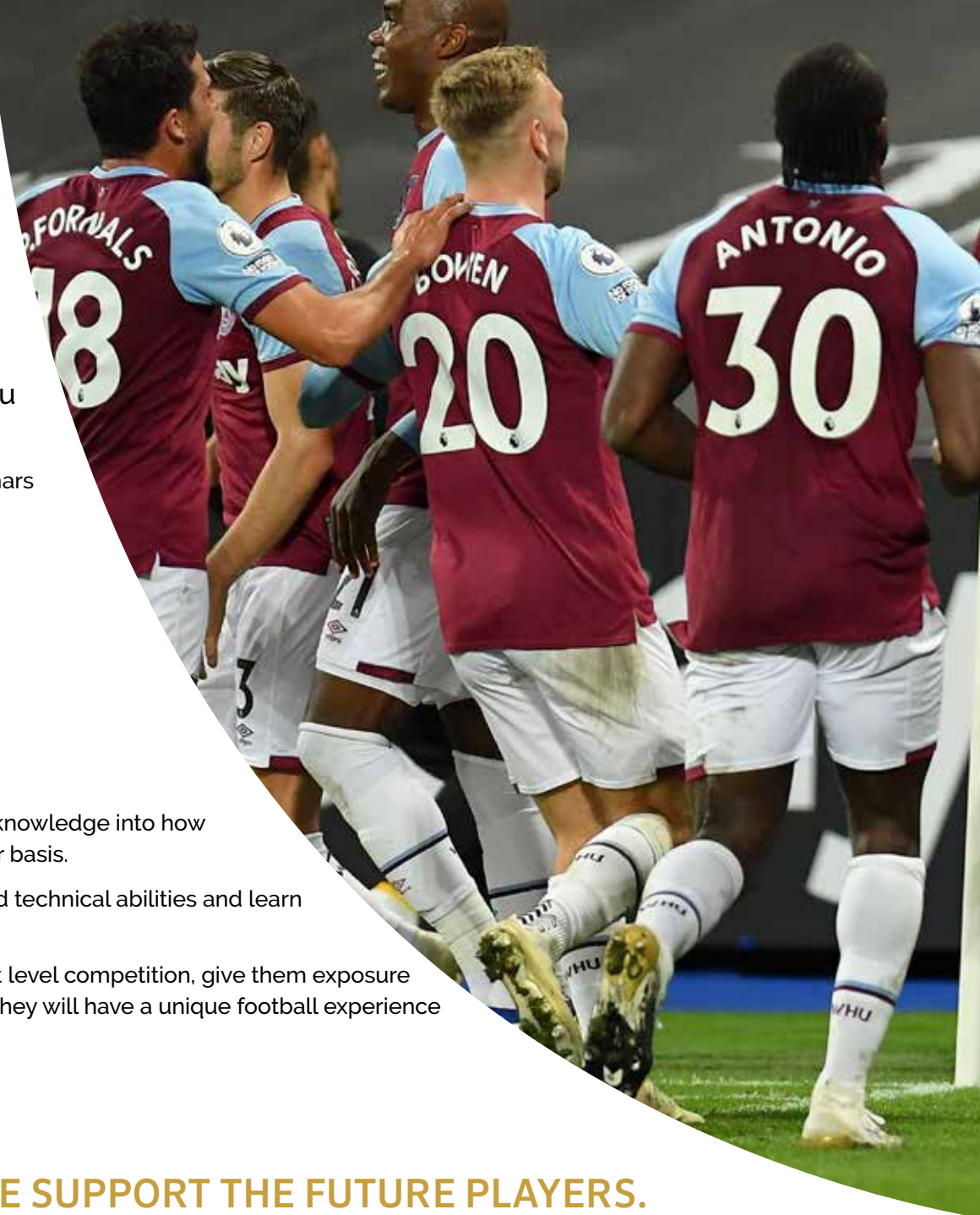
Our unique offer would allow players from around the world to gain insight and knowledge into how various departments within a Premier League Football Club operate on a regular basis.

We welcome coaches, and their teams, to practice and improve their tactical and technical abilities and learn The West Ham United Methodology.

You will improve your team's football performance, prepare them for the highest level competition, give them exposure for professional opportunities and improve their match-psychology. Ultimately, they will have a unique football experience in England.

BE INSPIRED. WE TAKE YOU ON A JOURNEY.

SEE HOW WE COACH, HOW WE PLAY, HOW WE SUPPORT THE FUTURE PLAYERS.



LONDON OFFERS A FANTASTIC FOOTBALL CULTURE



A WORLD-LEADING PROGRAMME

By joining The Academy of Football in London you will be immersing yourself into the world of elite football!

Learn from the best, Live the full experience.

NOW IS YOUR TIME



FOUNDATION

THE ACADEMY OF FOOTBALL

by *Choices*
International

WHY NOT VISIT ...

► PLAN YOUR VISIT



Take the opportunity to see the programme for yourself and discover London at the same time.

We'll take care of your trip.



TRAVEL AND ACCOMMODATION

We manage your **request** from your home city, take care of all the **transfers** you may need and find you the perfect hotel so you can enjoy your stay to the fullest.

FACILITIES TOUR

Get to know how we work from the inside. You will have the opportunity to meet the **staff**, tour our **facilities** and see by yourself how we operate.

CULTURAL OFFERINGS

We offer you a **wide list of cultural activities** so that you can choose the plans that suit you best, in addition to a selection of the best **restaurants** in the city. You decide and we take care of booking your entire leisure plan. Make the most of your visit.



THE ACADEMY OF FOOTBALL

Elite Pro-Experience | Academic Year Programme

by *Choices*
International



THE ACADEMY OF FOOTBALL
60A ALBATROSS CLOSE, OFF WOOLWICH MANOR WAY,
BECKTON, LONDON, E6 5NX UNITED KINGDOM

CHOICES INTERNATIONAL
11 PORTLAND STREET
MANCHESTER, M1 3HU UNITED KINGDOM

FOLLOW

