



THE ACADEMY OF FOOTBALL

by *Choices*  
International

60a Albatross Close, Off Woolwich Manor Way,  
Beckton,  
London, E6 5NX  
United Kingdom  
Tel: +44 2086386303  
[info@internationalacademyfootball.com](mailto:info@internationalacademyfootball.com)

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## Academy Overview

West Ham United is known as the Academy of Football due to its proud history of developing world-class players within the Player Development Programme. As such our International Academy of Football Programme presents players with the opportunity to experience world-class training and match-play under the tutelage of the **West Ham United Foundation** coaching team and incorporating day-to-day exposure to the West Ham United Scouting team, in addition to formal Talent ID showcase events. Furthermore, the programme incorporates Talent ID sessions with the West Ham United professional club network to provide greater visibility for players within UK professional teams.

The Academy is considered the number one Academy in England and provides unrivalled opportunities for participants to achieve their footballing career goal; either with West Ham United or other professional clubs. Players are guaranteed that they will have the best professional coaching and a unique opportunity to take their football career to a professional level. Our main target is to prepare players to achieve their 'personal best' performance and open up a wide range of career opportunities; whether as a professional player or by pursuing an academic and/or managerial career. Participants can choose to realize their goal of being a professional player or continue studying and progress to a US university with a Sports Scholarship or even earn a sports degree in the UK

Entering the academy will give them the best pathway possible to improve all their abilities, techniques, and tactics. They will participate in intensive training, scouting sessions, competitive UK and international match play; and in this way, they will develop their own professional career. In essence, they will have the support to help them achieve status as an elite professional player or develop their own career in football as a coach, referee, manager or business executive within the sports industry.

To summarise the key elements of the package. The programme incorporates:

### 1. WHUF "The Academy of Football" Training Programme (No Academic Programme)

**Age: 16 -18 | 19- 22 boys & girls**

- Personalised development plan
- Match fixtures against other teams
- Showcase events and trials
- West Ham United match tickets - subject to match availability
- International tournaments and competitions



A SPECIAL  
INTEREST GROUP  
OF ENGLISH UK



## 2. WHUF "The Academy of Football" Training and Academic Programme.

Academic options to choose from:

A) **International Foundation Diploma (IFD)** - 9 months or 6-month fast track.

The **IFD** can be combined with the following **Sports Education Modules**:

- Introduction to Football Coaching & FA Level 2 qualifications in Coaching.
- Referee or Scout/Talent ID professional qualification.

B) **High School Academic Year: AS /A levels** - Age:16 -18 boys & girls

C) **Higher National Diploma (HND)** - Age:16 -22

D) **BTEC International Level 3** in various sports qualifications.

E) **English Courses**

F) **IELTS, SAT AND TOEFL** Preparation 3 to 6 months

G) **USA Scholarship** Pathway - Degree/Master in Sports Business Management

Players will get a Student Route visa to do the programmes. Our unique offering will allow participants from around the world to gain insight and knowledge into how various departments within a Premier League Football Club operate on a regular basis.

For those interested in a professional coaching career we provide the first two courses:

**Introduction to Football Coaching & FA Level 2** in Coaching as well as a professional qualification in **Talent Identification-Scouting**. This would give the participants further knowledge, skills, and qualifications to become a globally recognised football coach and/or scout.

We offer high quality, undergraduate and postgraduate level lectures, seminars and workshops, delivered by fully qualified academics teachers as part of our **HIGHER EDUCATION INTERNATIONAL PACKAGE**.

In all cases, participants will benefit from the numerous opportunities to take their career to the next level: This might just be their opportunity to achieve their life goals!

**The Academy Team**