



WELCOME TO Rochdale AFC Academy



“Providing opportunities to become
the elite professional”

10 reasons to choose ROCHDALE AFC

Life as a young professional at an Academy is a tough but rewarding experience for players and parents. It will always be based on footballing ability and you may be good enough to join a club with a higher league position, but no other club in the hotbed of North West football can offer you:

1. A challenging and realistic **Club Philosophy & Vision**, with you at the heart of it – Scored 100% under the Elite Player Performance Plan
2. A Manager and Board who encourage and provide **1st team playing opportunities for Academy players and graduates** – if you're good enough you're old enough
3. A **direct route** from the Academy to the 1st team – daily discussions and co-located. Your name on a board in the coaches office that the manager walks past many times every day - Scored 100% under the Elite Player Performance Plan
4. A higher than average rate of **Productivity and 1st team / youth team appearances**
5. A **dedicated and caring** team of Academy staff – from the minute you enter the Academy, it's about you as an individual

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6. A challenging, **ability led coaching programme** – you can take ownership and move up age groups at your own speed
7. A **calm but challenging** coaching environment where every player is an individual
- Scored 100% under the Elite Player Performance Plan
8. A **guaranteed scholarship** if you are still with us at U16, and maybe if you have developed after leaving us, whether with our Youth Team or 2 x Development squads
9. An **education pathway** to U21 with our **Elite Development Squad**
10. The opportunity to become an **Academy Coach** – we like nothing better than employing people who know the club and providing pathways throughout your development

Success stories



FIRST TEAM PATHWAY- **Since 2013**, youth and academy graduates have made a combined total of **620 first team appearances**. That is averaging around **100 per season**.

We were ranked the **number 1 Academy for player productivity** at Category 3 and **number 3** in the whole country (Source: The Premier League).

Current and past players have **progressed to be sold when it suits both the player and club**. **Current and past players have International Caps**.

Ex-Player progressions - Many go onto other **clubs or Academies, college, University at home and full paid University scholarships abroad** with a select few progressing onto national organisations - L.F.E. (League Football Association) and international organisations (Forbes 500 companies).

Ex-players **transitioning into Rochdale AFC Academy coaches**.

FOUNDATION PHASE SUCCESSES

- **At the start of this season (2017-18) 31 of the players in the YDP (U13-U16) had progressed from the Foundation Phase (U8-U12)**
- **14 out of the 31 players in the Foundation Phase were signed when they were U8 or U9**
- **7 of the U16 players were signed in the Foundation Phase**
- **5 out of the 7 players that made it to U16s were signed when they were U8 or U9**



Retention Figures

FIGURES FROM END OF 2015 – 16

Y.D.P. PLAYERS FROM F.P. - 18 out of 59 = 30.5% (Target = 50%).

P.D.P. PLAYERS FROM F.P. – 0 PLAYERS FROM 8 (Target = 2).

FIGURES FROM END OF 2016 – 17

Y.D.P. PLAYERS FROM F.P. - 29 out of 58 = 50% (Target = 50%).

P.D.P. PLAYERS FROM F.P. - 2 PLAYERS FROM 8 (Target = 2).

FIGURES FROM END OF 2017 – 18

Y.D.P. PLAYERS FROM F.P. = 26 out of 53 = 49% (Target = 50%).

P.D.P. PLAYERS FROM F.P. – 2 PLAYER FROM 8 (Target = 2).

P.D.P. = U17 & U18 Y.D.P. = U13 – U16 F.P. = U9 – U12

Opportunities

SEASON	<u>Younger Academy players in U18s</u>	<u>U18s to U21/1st Team</u>	<u>U18s training with 1st Team</u>
2014 - 15	11 PLAYERS 90 INCLUSIONS 1018 MINUTES	124 INCLUSIONS 2030 MINUTES	6 PLAYERS 254 SESSIONS
2015 - 16	15 PLAYERS 65 INCLUSIONS 2430 MINUTES	47 INCLUSIONS 2280 MINUTES	7 PLAYERS 183 SESSIONS
2016 - 17	10 PLAYERS 126 INCLUSIONS 4835 MINUTES	89 INCLUSIONS 1150 MINUTES	7 PLAYERS 204 SESSIONS
2017 - 18	7 PLAYERS 89 INCLUSIONS 5998 MINUTES	15 PLAYERS 42 INCLUSIONS 3602 MINUTES	11 PLAYERS 217 SESSIONS
2018 – 19	7 PLAYERS 42 INCLUSIONS 2396 MINUTES	17 PLAYERS 99 INCLUSIONS	15 PLAYERS 419 SESSIONS

FIRST TEAM PATHWAY- Since 2013, youth and academy graduates have made a combined total of 620 first team appearances.

- **Dan Adshead** - signed as an U9, was the youngest ever debutant at 16 years and 17 days in 2017. Played numerous cup games including the FA Cup replay at Wembley. Sold to Norwich as a Youth Team player. 3 ENGLAND U18 caps and an international goal in November 2018.
- **Luke Matheson** – signed as an U11, the youngest ever debutant at 15 years and 335 days in 2018. 2 ENGLAND U17 caps.
- **Aaron Morley** – signed as an U14 and made his debut in 2016.
- **Callum Camps** - signed as an U11 and made his debut in 2013. Played over 180 first team appearances.
- **Andy Cannon** - signed as an U16 and made his debut in 2014. Played in nearly 130 first team games. Sold to Portsmouth in 2019.
- **Jamie Allen** - signed at U9, made over 150 first team appearances before being sold to Burton Albion to play Championship football.
- **Connor Ronan** – signed an U12, 20 year old sold to Wolves as a Youth Team player, where he has made 7 Championship appearances plus appearances in League One while on loan at Portsmouth and Walsall.



U18's to 1st Team = *Signed Professional ...*

Player:	Year Signed:	Player:	Year Signed:
Jamie Allen	2012-13	Matthew Gillam	2016-17
Scott Tanser	2012-13	Aaron Morley	2016-17 (Under 17)
Joel Logan	2012-13	Brad Wade	2017-18
Darcy O'Connor	2012-13	Dan Adshead	2018-19 (Under 17)
Callum Camps	2013-14	Lewis Bradley	2018-19
Andrew Cannon	2013-14	Florent Hoti	2018-19
Jonathon Diba-Musangu	2014-15	Fabio Tavares	2018-19
James Hooper	2014-15	Harrison Hopper	2018-19
Billy Hasler-Cregg	2014-15		
Nyal Bell	2014-15		

Further Education

SCHOLAR	RAFC FINISH	FURTHER EDUCATION
JACK LENEHAN	2017	Edge Hill University - Sport and Exercise Science
KISIMBA KISIMBA	2016	University of Bolton – Sports coaching
BRANDON SMALLEY	2016	Florida Tech University
OMAR SINCLAIR	2015	Saginaw Valley State University (Michigan) - Dentistry
CONNOR COWAN-THOMPSON	2015	University of Indianapolis - Sports Business
DANNY WHITEHALL	2014	Hastings college (Nebraska) - Marketing
AARON ASHLEY	2014	University of Salford – Applied Sports Science
DIMITRI TUANZEBE	2014	University of Central Lancashire – Foundation Sports
CALLUM HILL	2013	James Madison University (Virginia) - Sports and Recreation Management
SAM MINIHAN	2013	Loughborough University – Sports Science
LAURIE BELL	2011	University of Wisconsin (Milwaukee) – Journalism & English

Further Football

PROFESSIONAL SCHOLARSHIP			PROFESSIONAL CONTRACTS		
SAM ROSCOE @ BLACKPOOL	TYRELL MCKENZIE, GERRARD GARDNER @ FLEETWOOD TOWN	KYLE HAWLEY @ MORECAMBE	RHYS LOVETT @ CHELTENHAM	JOE PIGGOTT DUNDEE UTD & WIGAN	SCOTT TANSER @ PORT VALE / ST. JOHNSTONE
LOUIS MYERS, JORDAN HANCOX @ FLEETWOOD TOWN	JOSH HMAMI @ ACCRINGTON STANLEY	NATHAN CAINE @ MANSFIELD	GERRARD GARDNER @ FLEETWOOD TOWN	SAM ROSCOE @ ABERDEEN / AYR	KYLE HAWLEY @ MORECAMBE
KALLUM MANTACK, CALLUM SCULLION @ OLDHAM	CHARLIE LEECH @ OLDHAM		JAPHAT MATA & CALLUM SCHORAH IFK OSTERSUND	FLORIAN YONSIAN @ SALFORD	

ROCHDALE AFC ACADEMY 2015-2020

The 5 Year Plan



Key Drivers:

A realistic **Club & Academy Vision** which includes:

- Producing players for the 1st Team or to be sold on for profit
- Fit for purpose facilities
- Fit for purpose staffing structure
- Category 2 status

A dynamic **Club & Academy Football Philosophy** which includes:

- Possession Based Fast Attacking Football
- Strategies in Defending / Attacking / Transition
- Fluid, adaptable & thinking players to be high performing in all shapes and formations
- Run to Receive / Run to Deceive / Run to Retrieve
- Retain & Regain
- Basic skills
- Non negotiables

ROCHDALE AFC ACADEMY 2008 - 2015

7 Year Plan - Successes:

- 14 Professional Contracts
- 17 1st Team Debuts
- EPPP Category 3 Status
- 4 Youth Internationals
- NW YA League Runners Up 2009
- NW YA League Winners 2010
- NW YA Cup Finalists 2012
- Lancashire FA Cup Winners 2013



RAFC - THE CLUB & ACADEMY VISION

- Producing Academy players to play in the 1st team
- Producing Academy players to play in the 1st team, who then may be sold and therefore increase the Club revenue to reinvest in strengthening the structure of the Club
- To develop fit for purpose facilities
- To develop a fit for purpose staffing structure
- To develop Financial Sustainability

ROCHDALE AFC ACADEMY 2015-2020

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ROCHDALE AFC ACADEMY 2015-2020

The 5 Year Plan

New Success Criteria:

- Increase in Talent ID Coverage
- Increase in Higher Ability Players
- Increase in Professional Contracts
- Increase in 1st Team Opportunities
- Increase in Player Pathways
- Increase in Educational Attainment
- Increase in Higher Performing Coaches
- Improved Facilities
- Extended EPPP Academy Licence
- Self Sustainable
- Increase in Club Savings on Home Grown Talent
- Increased Partnerships



Current staff progressions

Name	Role	Progression
Tony Ellis	Academy Manager	First team coach
Lee Riley	Y.D.P Lead / P.D.P Assistant	First Team Coach
Chris Brown	Part time Academy Coach	P.D.P. Lead
Mike Flynn	Academy / E.D.S	Y.D.P. Lead / P.D.P Assistant
Danny Lloyd	Part time Academy Coach	Full Time Coach - Academy / E.D.S.
Dave Manning	Part time Academy Coach	Full Time Coach - Academy / E.D.S.
Craig Chappell	Part time Academy Coach	Full Time Coach - Academy / E.D.S. / Operations
Mark Read	Part time Academy Coach	F.P. Lead
Rick Ashcroft	Part time Academy Coach	P.D.P. Lead / Head of Coaching
Kisimba Kisimba	Academy player	Part time Academy Coach
Callum Ryan-Jones	Academy Rehabilitator	Academy Rehabilitator / Sport Science lead 14 - 18
Simon Bowles	Sport Scientist 9 - 13	Academy coach / Sport Scientist 9 - 13

Previous staff

Name	Role	Progression
Chris Beech	Youth Team Manager	Assistant Manager – R.A.F.C.
Gerrard Jones	Part time Academy Coach	H.O.C. Bristol Rovers/ Director of coaching - America
Chris Millington	Part time Academy Coach	H.O.C. Oldham Athletic
Ronnie Cusick	Academy Head Scout	Lead Phase Scout = Man City - Man Utd
Dan Fradley	Youth Team Analyst	First team - New York City Head of Analysis
John Dyke	Part time Academy Coach	International Project Manager- Man City
James Russell	Academy Sports Scientist	First team Sports Scientist - Gillingham
Kal Singh	Academy Analyst	Academy Analyst – Barnsley
Kevin Gibbins	Academy Sports Scientist / 1 st team Sports Scientist	First team Sports Scientist – Wigan Athletic
Gary Thompson	Part time Academy Physio	Academy Lead / 1 st Team
Anthony Thompson	Part time Academy Coach	Operations
Lee Riley	Part time Academy Coach	Y.D.P. Lead / P.D.P Assistant
Mike Flynn	Part time Academy Coach	Full Time Coach - Academy / E.D.S.

ROCHDALE ACADEMY PROGRESSION PATHWAYS

Development Centres U7 – U16



Edge Hill
Centre



Hyde
Centre



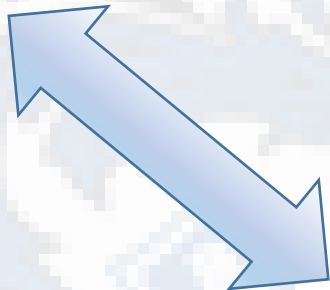
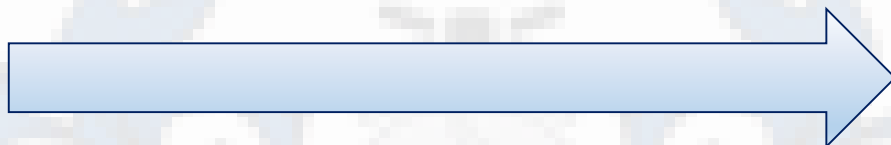
Bolton
Centre



Rochdale
Centre



Wythenshawe
Centre



Elite Development Centres U17 – U18

Plus Education



Hyde
E.D.S.



Rochdale
E.D.S.



Southport
E.D.S.



Midlands
E.D.S.



ROCHDALE AFC ACADEMY

U9 – U18
1ST TEAM



ROCHDALE AFC ACADEMY SPONSORSHIP OPPORTUNITY

ENTIRE ACADEMY SPONSORSHIP

YOUTH TEAM SHIRT SPONSORSHIP

ACADEMY SHIRT SPONSORSHIP

INDIVIDUAL YOUTH TEAM PLAYER SPONSORSHIP

INDIVIDUAL ACADEMY PLAYER SPONSORSHIP

Reach hundreds of children and adults on a weekly basis. Packages include advertisement and contact at first team level.
GOT WHAT IT TAKES TO JOIN THE TEAM? For more information contact frances@rochdaleafc.co.uk / 01706753581



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