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Dear Parent,

I hope your child is enjoying AMsoccerschools. We are currently entering a very exciting time for as we move to a new stage in the progression and development of the school.

Over the next year we will be implementing many new features and initiatives that will further improve the quality of coaching and service that we give to your child. With this in mind we are now creating a clear structure that will allow young players to follow a pathway from when they first kick a ball with us at age 3, through to under 18's football.

Listed below are a number of new features that will shortly be implemented.

AMsoccerschools Membership

As mentioned before we are about to launch our soccer schools membership. All weekly soccer school attendees must become a member. This will allow them to follow the new structure (see enclosed diagram). All members receive full Nike training kit: training top, sweatshirt, shorts and socks. There will be samples for your children to try before you confirm the size required. The kit will have the AMsoccerschools logo on it and your child's name and year of birth.

In addition to the kit your child will also receive a log book which will contain their results from the sports science testing (see sports science testing). The membership will be at a charge of £50.00 per year.

As a member of AMsoccerschools your child will have the opportunity to attend premiership football matches, international football tours around the world, trial with professional clubs and have their health, growth and football development closely monitored with our sports science testing.

New Venue

Our new venue in Anstruther is now open on a Saturday morning from 9:45am to 11:45am. Please contact us if you wish your child to attend.

Sports Science Testing

As a member of AMsoccerschools your child will receive a log book, where we will record their sports science testing results. Testing will take place three times per year and will allow us, and you, to monitor their development in terms of general growth, speed and agility and technical ability as a footballer.

These results will be used as base indicators to measure your child's progression and give us the vital information needed to identify where your child strengths and focuses of training should be. This can be valuable in helping your child move significantly forward both physically and technically.

Andrew Westcott, Professional Fitness Coach will be assisting us with this.

All results recorded will be stored on a protected file on a computer and can only be accessed by AMsoccerschools coaches, parents and the child.

The testing will take place at Duffus Park on Friday 12th September, Anstruther on Saturday the 13th and the University of St. Andrews on Sunday the 14th.

AMsoccerschools Youth Football Club

We are very excited to announce that we are in the early stages of setting up a football club in conjunction with AMsoccerschools allowing the children to play in teams and compete in local leagues if they wish. If they do not wish to join a team they can still attend AMsoccerschools in its usual fashion and enjoy the benefits of being a member.

We will be working on the logistical side of this over the next year and looking to start in the 2009/2010 season.

Ultimately we will have teams at all ages groups, beginning with under 9's and will progress up to under 18's level.

We will ensure we keep everyone updated on the progress of the football club. For the proposed new structure please see enclosed diagram.

AMsoccertots

As part of the football club, we are now going to be starting a new branch of AMsoccerschools called AMsoccertots. This will be available to children aged 3 and 4 years. We understand that children of this age find it difficult to maintain concentration for long periods of time and that the coaching needs to be delivered in a different way to that of the older children. AMsoccertots will concentrate on the very basics while at the same time making it fun and enjoyable for the kids.

Not only will it develop them as footballers but will also help to develop their social and basic motor skills. We can then prepare them for the step up to AMsoccerschools when they are ready. The AMsoccertots sessions will last 45 mins and will be indoors. The sessions will take place at the Cupar YMCA on a Saturday morning from

10:00am (start 10.15) to 11:00am. Each session will cost £4.00 per child. Please contact us to enrol your child.

International Soccer Camps

We now have two International Partnerships. The partnership with Svenska Fotbolls Akademin in Stockholm, Sweden allowed us to take 6 AMsoccerschools players and their parents to the Olympic Institute in Stockholm for a week of training this August. This was highly successful and we have been invited back next year. There have been a number of articles in the press and we have a section on the website under news.

Please see the website for information, press coverage and photos from the Sweden trip.

We also have a partnership with Fundacion Marcet Soccer Academy in Barcelona. In the first week of the summer schools we were delighted to welcome Marc Ventura, a coach from Fundacion Marcet. He helped coach the children during the week and was very impressed by our set up.

We will be running a tour to Fundacion Marcet in April 2009. This tour will be available to AMsoccerschools members and their parents. Please see enclosed brochure for more details.

Both Soccer Camps are a wonderful opportunity for your child to experience the different cultures, mix with children from other countries and enjoy foreign coaching at elite academies. More information on Svenska Fotbolls Akademin and Fundacion Marcet can be found at:

www.svfa.se

www.fundacionmarcet.com

Professional Photography

We now have a link with a local photographer, David Scott from Links Media. David will regularly attend the soccer schools where he will take professional photographs of the children on the football field. These photos will be available to buy through the soccer schools photo gallery at www.amsoccerschools.com. Under the conditions that were outlined on the booking form when your child joined the soccer schools, photos will be taken and will appear on our website. If however, you do not want your child's picture to be put on the website, please contact us.

AMsoccerschools Players Sign for Professional Club

We are delighted to inform you that three of the AMsoccerschools players have signed professionally for Cowdenbeath FC. We identified the players through coaching them on a number of different occasions at the soccer school. Each coach gave analysis on the players and they were selected due to their level of ability for their age, attitude and commitment to progressing as players. We wish these players all the best as they take the step up.

Danny Lennon Appointed as Associate Director of Coaching

AMSoccerschools has appointed Danny Lennon as Associate Director of Coaching. As we strive to improve, Danny brings 20 years of professional experience as a player and coach to AMSoccerschools. Danny had a long and illustrious playing career with International Caps for Northern Ireland, Scottish League-Cup winners medals with Hibs and Raith Rovers and is also famous for scoring a free-kick for Raith Rovers v. Bayern Munich in Raith's UEFA Cup run in 1995. Danny also holds his UEFA Licence, Youth Licence, Children's Licence and has held Head of Youth positions at Gretna and Cowdenbeath prior to being appointed as Head Coach at Cowdenbeath this year. Danny will work with Austin on the development of the curriculum and will make appearances at the soccer schools to offer advice and look for new talent.

New Coaching Structure

Please see the attachment of how your child's two hour coaching session will be broken down into 6 small coaching sessions.

Website

Our website is now updated regularly and has further information on many of our new projects. Visit www.amsoccerschools.com

From Austin

“We have now been running soccer schools for two years and I would like to thank you for your support, help and advice over this time. From a few kids in the park back in 2006 we now have 100 kids per week, an office, three fulltime staff, partnerships with some of Europe's elite academies and regular contact with professional clubs interested in putting their name behind our soccer schools.

My own thoughts on the future are to provide a very clear pathway and structure within the soccer schools which doesn't just copy what has gone before, but looks for a new way and the best way to excite and develop young players. With our international partnerships and new coaching structure I believe we are on the right road for achieving this.

Finally I believe it is also our responsibility as young coaches to incorporate more information on diet, the value of nutrition, hydration and important do's and don'ts away from football and will aim to do so from now on.

Please feel free to contact us with any thoughts, comments or concerns you or your child may have.”

Yours in Football,

Austin MacPhee (Director of Coaching)