



YOU'RE THE  
STAR





Our residential camp takes place at Parrswood Campus, Didsbury, Manchester. Children can attend for a minimum of one week (Sunday to Friday/Sunday) to any number of weeks.

Parrswood Campus offers all the facilities you could need for a great time in a safe and secure environment.

The most famous player that we have discovered to date, here at the Bobby Charlton Soccer & Sports Academy is without doubt David Beckham.

Uefa 'A' Licensed coach Bryn Cooper said of star pupil David Beckham's time with us (86-88): "In addition to his natural ability, David displayed a fantastic work ethic and a great deal of determination, which meant he was continually practising his individual skills. It was clearly evident to the coaches at Bobby Charlton Soccer Schools that David was completely focused on becoming a professional footballer."



**Bobby Charlton discovered me, it was the defining moment of my life.**

David Beckham



## WELCOME

### Welcome from Geraldine Shiels: Managing Director

As the UK's first ever Soccer School we are passionate about what we do and have worked tirelessly over the last 33 years to remain the experts in our field. We live and breathe football but BCSSA is about so much more than football because it's about the children that come to us, and the staff who work for us. There is magic present at BCSSA and we attract the most fantastic group of children with us from all over the world.

I take the reputation, and responsibilities that I hold here at Bobbies personally, as I am constantly aware that in everything we do we are representing Sir Bobby Charlton as we build tirelessly on the very history that has led us to where we are today.

I am very proud to be part of something so magical. There is an old joke that says that the closest most people come to perfection is on their CV and job application form and employers should prepare themselves for less. Not so here at Bobbies!

Our staff are distinctive in their approach and have a passion for what they do that makes them beyond value as they add to our unique workplace culture.

Leigh our Administration Manager has been working for Bobbies since she was 16 and nearly 25 years later she is irreplaceable. We joke that she is our memory but there is no greater value to an organisation than someone who is constantly focusing on how we can excel, totally committed, and does their job brilliantly.

Ciarán, our Head Coach began working for us while an undergraduate and epitomises the ethos of our coaching culture. All the players and parents who come into contact with him hold him in high esteem and the constant stream of positive feedback about him says it all.

Our coaches work tirelessly to ensure that our players have an amazing experience that they will never forget. They have a wealth of experience to draw upon and their attention to detail and operational experience means that they deliver!

As one happy mum emailed us: "We dropped our son, Luke, off yesterday afternoon at the new Didsbury campus and had a chance to see the set up there. It was great to see a few of last year's coaches there again, plus the several impressive new recruits. We want to compliment you on putting together a truly dynamic leadership team of young men. They all seem to be first-rate professionals - great mentors and role models. We feel we've made a good choice in signing Luke up for a second year with BCSSA - he's been looking forward to it all year."

Children come to us for a once in a lifetime experience and yet they return again and again. Here the children build lasting friendships and grow within themselves while revelling in their love for football. They improve their skills, learn more about the game and themselves than they could dream of.

This is because BCSSA was the dream of a football hero, the great Sir Bobby Charlton. I personally guarantee that if you choose to come to us, we will aim to exceed your expectations.

Sir Bobby was determined to coach children early on in their development with the best professional training and, should they need it, exposure to top scouts while creating the opportunity for the players to grow as individuals and as part of a team, to have fun, to thrive. It's a dream that led Sir Bobby to the discovery of the most famous man in football, David Beckham who constantly talks about his time at 'Bobbies' with warmth and calls it "The defining moment in my life".

We look forward to welcoming you to Bobby Charlton Soccer & Sports Academy.

**Geraldine**



## ABOUT US



We are the original Soccer School. As the UK's FIRST EVER Soccer School we are passionate about what we do and have worked tirelessly over the last three decades to remain the experts in our field.

We employ well-qualified, professional coaches and English Language teachers who are exceptional mentors and role models.

They use their knowledge and expertise to help young players realise their capabilities and raise their self-esteem. We aim to ensure our players enjoy a once in a lifetime experience – even though the vast majority return again and again!



**We aim to ensure our players enjoy a once in a lifetime experience – even though the vast majority return again and again!**



## RESIDENTIAL

All our residential courses are held at our Parrswood Campus, Didsbury, Manchester.

The Bobby Charlton Soccer and Sports Academy has been running residential soccer courses for 33 years. On all our courses we aim to ensure, as far as possible, that each individual's needs are met.



We provide a safe, secure and disciplined environment, where each child matters. You can be assured our staff will get to know the young people in their groups, who often tell us that they had the time of their lives.

While it is our aim that each person leaves the course having improved their football skills, through playing and interacting with coaches and other players from around the world, they learn so much more! For young people to achieve their potential, we aim to make the tasks set, enjoyable, challenging, but achievable.

We initially group players in their chronological age group. If throughout the week, players demonstrate they would benefit from moving up a group, if this is feasible, we will do this.

This decision would be made in consultation with the player.



## JUNIORS 8-11

The “golden age of learning”. This is a great age, when players are eager and enthusiastic about learning. They like new ideas, and work hard on tasks, to perform well. This is the phase where it is imperative to make sure the players learn to become “football literate”.

The core skills of passing, finishing, heading, dribbling, ball familiarisation, control, running with the ball and body management are so important, and should not be rushed. We will ensure that these are developed by creative, innovative coaching.

## SENIORS 12-16

**This is the stage where physically their bodies and their hormones are changing rapidly, so their football education has to take this into account if we are to get the best out of their stay with us. Along with the players around them, they are getting bigger, faster, and stronger which presents new challenges.**

We now begin to work with the players on their tactical awareness. What is their role and responsibilities when their team are in possession, when the opposition have the ball, and what do they have to do when the ball is in transition. An exciting phase with so much to learn.

**Throughout the week all players take the individual Skills Tests we are famous for.**



## YOUTH 16-18

**These young adults attend the course ready to work. With this positive mindset we are able to work with them intensively.**

Their course joins up all previous learnings. Technically and tactically, they will have the foundations to move forward and begin to really analyse the work that they do. Our course will provide them with information and skills that will prepare them to move into the adult game. We will get them playing better, harder and smarter. This course will spend time working players physically and mentally, on and off the field of play.

## GIRLS 8-18

**Girls travel to us from all over the world to enjoy their football.**

At Bobby Charlton Soccer & Sport Academy we welcome girls who will join their age specific groups. Girls may attend any of our residential weeks and we can guarantee that there will be other girls attending during our specified Girls Weeks.

## GOALKEEPING

The goalkeeper is a specialist position on the field and therefore requires dedicated coaching. Goalkeepers need to develop unique skills to become confident leaders in and around the goal area. We have designed our programme to provide coaching in all aspects of the position to suit all goalkeeping requirements, focusing on optimising the player’s performance.

Typical sessions include: angle and positioning, handling, diving, dealing with crosses, footwork, shot stopping, one vs one, communication, kicking and ball distribution. We aim to help the goalkeeper achieve a level of success, regardless of ability. During the week our goalkeepers have the opportunity to try out their new found confidence and skills when we host matches between local teams.



## ENGLISH LANGUAGE

**Many of our International students come to us to improve their English Language skills alongside their football course. How amazing is the motivational power of soccer.**

While we are the experts in our field at soccer we have teamed up with some other experts; the prestigious Manchester Central School of English to deliver the English Language element of our courses. Manchester Central School of English opened in 2005 in Manchester City Centre and, since then, have been welcoming students from all over the world.

It is accredited by the British Council – which is your assurance of quality. It is also a member of EnglishUK and the Greater Manchester Chamber of Commerce.

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## VENUE

Our Parrswood Campus is situated in the South Manchester suburb of Didsbury, close to the city centre and also to Stockport, the M60 and M56.

### ACCOMMODATION

The Manchester Didsbury Travelodge Hotel is a comfortable, modern hotel in South Manchester, conveniently situated adjacent to our Parrswood Campus.

It is ideally located 4.9 miles from Manchester International Airport and just 6 miles south of Manchester city centre.

### FACILITIES AT THE PARRSWOOD CAMPUS

The Parrswood Campus has full CCTV coverage and 24hr security staff on site.

Bobby Charlton Soccer & Sports Academy offers outstanding facilities including state of the art innovative equipment:

- Hotel quality Accommodation with ensuite facilities.
- A modern campus boasting 8 grassed full sized pitches.
- A large Sports Hall.
- A full size flood lit Astro-turf facility.
- A brand new purpose built Main School Building.



## CONTACT US NOW

**IF YOU LIVE AND BREATHE FOOTBALL WHAT ARE YOU WAITING FOR ?**

We are delighted to talk to you personally and invite you to ring Leigh, who is eager to take your call.

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**BCSSA**

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