

Welcome to D.N.A Academy



D.N.A
-ACADEMY-

DEVELOP · NURTURE · ACHIEVE



PROGRAMME – 2022/2023

Table of Contents

About D.N.A Academy.....	1
The Sessions	2
What We Do.....	2
How We Do It	2
Don't Forget Your Part	3
Safeguarding	4
First Aid & Insurance	4
The D.N.A Focus	5



Two of our Effort Winners!

About D.N.A Academy

Our Club



D.N.A Academy is a football club for boys and girls based at Eton College Tennis Centre. Led by coach Craig Sumner, who has more than 30 years' football coaching experience, D.N.A's motto is 'Develop, Nurture, Achieve'; our goal is to provide children with a positive and character building introduction to the game.

Our Players



We are committed to nurturing players from Reception to Year 4. We run two training sessions a week (5pm to 6pm): Monday – Reception; Wednesday – everyone else. We also offer a pathway to Eton Wick Youth FC. Players who join us will receive their own D.N.A training kit and be eligible to win Effort Awards!

Our Code



At D.N.A we adhere to the FA's Respect initiative and aim to make our club a positive environment for all. To achieve this, we encourage parents, players and coaches to use their influence to do their part and respect all those involved.

The Sessions

What we do

The D.N.A philosophy is in the name: 'Develop, Nurture, Achieve'. We aim to help younger players fall in love with the game, learn about football and make friends along the way. We do this in a safe and secure environment and by being positive and enthusiastic with them.

“Football has to be fun for kids or it doesn’t make sense.” —Johan Cruyff (three-time Ballon d’Or winner)

How we do it

Built on practical experience and the latest FA Coaching resources, our sessions are designed to have players moving around, getting involved and enjoying themselves from the moment they arrive.

A typical session is broken down into chunks and may look like this:

- **Warm up:** movement drills for footballers designed with entertainment in mind! Perfect way to prime the players (10m)
- **Ball mastery:** building the capacity to manipulate the ball in any direction, at varying speeds and using any part of the foot (15m)
- **Skills sessions:** key drills such as dribbling, shooting and tacking using obstacles to replicate match situations (20m)
- **Practice matches:** friendly games to build up team spirit, collaboration and the opportunity to try out new skills (15m)

At D.N.A, we believe in connecting with young players before and during the session so they understand the ‘what’ and ‘why’ of the skills and drills we do. Our carousel approach moves them from one activity to the next, raising the intensity level each time and building towards a realistic match situation programmed into the last part of the session.

We take a ‘core skills’ approach - meaning our players get continued exposure to a select group of skills to reinforce learning and develop ‘muscle memory’. We consolidate each week, keeping it fresh by changing up how we deliver the techniques, to establish good training habits. Underlining everything we do is the commitment to have maximum ‘ball rolling time’ for the players from the moment they step onto the field.

Don't Forget Your Part



The Club Badge

Having players ready and on time for sessions helps to ensure the 60 minutes runs smoothly for everyone.

Unable to attend? Let us know via the club's WhatsApp group.

Dress for the conditions, e.g. base layers in winter are a great way to keep warm while still showing off your D.N.A kit! And remember water!

Remind your players for the need to respect the club and what it stands for. And please help us to lead by example on and off the pitch! This includes refraining from posting images from the club on social media as well as responsible use of the club's WhatsApp group.

Safeguarding

The FA seeks to build a safe, fun, and inclusive environment for all young people involved in the game. To assist those working with children, the FA provides various courses in safeguarding children. D.N.A has coaches who have completed FA safeguarding training, allowing them to act appropriately and with confidence, as well as an in-date enhanced DBS check. Any parent/carer enquiries regarding this area should be addressed to Craig Sumner.

The FA has also recently launched a national campaign called *Play Safe* to focus on the vital importance of safeguarding in football. It is aimed at parents/carers of young people and offers ways to ensure your child remains safe within football. More details can be found here: www.thefa.com/football-rules-governance/safeguarding/section-8-parents-and-carers. Which will provide also provide key contacts.

“Every child should feel safe playing the game we love.” —Harry Kane (England captain)

First Aid & Insurance

D.N.A Academy aims to have at least one first aider at every session. As a sports coaching provider, we have valid public liability insurance and personal accident cover.

Player Pathway

We operate in partnership with Eton Wick Youth FC, giving our players the opportunity to play Sunday league football.

The D.N.A Focus

Ball Mastery



The ability to control and manoeuvre the ball with confidence. It can be transferred to dribbling, turning, receiving and shielding during any activity or game. This part of the night ensures players literally get hundreds of touches under their belt.

Football Drills



Technical exercises to equip players for game scenarios. We design obstacle courses with various levels of difficulty for players to dribble; move with speed and control; develop receiving skills; practise attack versus defence, e.g., 1 v 1; keep possession and undertake finishing work.

Matches



Puts all of the above into practice: our small-sided games are set up with equally matched players, allowing everyone maximum opportunity to be involved. Based on the FA's laws for mini-soccer, this part of the session also teaches the players the 'rules of the game'. The highlight of the evening!

Joining the Academy

While spaces are available, we will continue to welcome new players. Every eligible child can come down on a training night and experience a free taster session. And if he/she is still not sure then come back for a second free go!

In return for a membership fee of £40, children who join D.N.A will receive:

- Their own D.N.A Academy training kit, made up of top, shorts and socks (manufactured by Adidas)
- An opportunity to earn an Effort Award, which may include a quality match day football or medal to keep

Sessions then cost £4 a player on a pay as you play basis. We are located at Eton College Tennis Centre, SL4 6DW, and Eton Wick, SL4 6JN (summer)

Going Forward

As a burgeoning grassroots club, we continue to evaluate what we do and seek ways to improve it. We value your input into this process and welcome feedback.

Contact Us

If you require any more information, please contact Craig Sumner on the number below.

Phone: 07889 574352

