



# BAME and Female Coach initiative

Season 2018/19





# Overview

This booklet provides guidance for individual candidates, Clubs and agencies.



# Purpose

## The purpose of the BAME & Female Coach Initiative

To develop a 'World Leading Coaching Workforce' it's important that coaching talent is recruited widely. The current coaching landscape across the game is not reflective of the diverse culture within our rich society in the UK. Consequently, the Black, Asian and Minority Ethnic (BAME) and Female Coach Initiative was created by the Premier League in 2015.

The purpose of the scheme is to create coaching opportunities for BAME and Female Coaches with talent to coach in Premier League and Category 1, 2 and 3 Clubs. Selected talented coaches will be supported by part funding of Club salary for the four-year scheme and fully funding coach development via a place on ECAS.



# ECAS

## At a glance in 2018

ECAS is a workforce development initiative with the aim of helping to produce a world leading coaching workforce in the Premier League Academy System. The programme commenced in 2013 and in August 2018 will commence the 6th intake of apprentice coaches from Premier League and Category 1 Clubs. 2018/19 sees the addition of nine places for BAME and Female Coaches as this scheme reaches its 4th Year.

ECAS is a two-year intensive programme that aims to educate, train and develop coaches. The learning environment of ECAS focusses on delivery and development via:

- Residential Workshops and Placements (approx. 25 days of delivery per annum)
- Mentoring via the Coaching Cell
- Peer Learning via the Action Learning Group
- Online forums and communication via a Virtual Learning Environment and other systems to enable coaches and mentors to share good practice.
- A personal Development Action Plan (DAP)

\*More details can be found in the ECAS Programme Handbook which is attached

The Premier League is keen to work with Clubs to help identify the most appropriate candidates for ECAS. In principle, we are looking for coaches with high potential and great talent in coaching. We are looking for the future leaders in coaching and in football to come on ECAS to fast track their development.



# The story so far

The Premier League Scheme was launched in 2015.

In 2015, four Candidates joined the scheme and all completed their ECAS Journey in July 2017

- Kevin Betsy – Fulham FC moved to The FA
- Adrian Forbes – Norwich City FC
- Natalie Henderson – Newcastle United FC
- Abbie Sadler – Swansea City FC

In 2016, three candidates joined the scheme and are currently close to graduating on ECAS

- Nia Davies – Swansea City FC
- Marc Campbell – Wolverhampton Wanderers FC
- Kobina Elliot – Reading FC

In 2017, ten candidates joined the scheme and are over half way through their first year of ECAS development

- Danny Cadamarteri – Burnley FC
- Darren Powell – Crystal Palace FC
- Ali Melloul – Fulham FC
- Darren Kenton – Norwich City FC
- Shelley Strange – Reading FC
- Nathan Loader – Southampton FC
- Lauris Coggin – West Ham United FC
- Matthew Hanson – West Ham United FC
- Leon Jackson – Wolverhampton Wanderers FC
- Darius Vassell – Wolverhampton Wanderers FC



# What does success look like for the applicant?

To be successful, the candidate must be endorsed by the Premier League Interview Panel and find a Category 1, 2 or 3 Club willing to appoint them as a coach. This will then trigger a four year commitment of employment by the Club and a place on the two-year coach development programme run by the Premier League called ECAS.

There is a minimum of nine places (across BAME and Female candidates) available annually for this scheme for those coaches that meet the following criteria:

- Possess a UEFA B License
- Are successful in the Premier League interview process
- Are successful in the individual Club interview process and gain a full-time\* coaching employment role (U9 – U23 Academy Programme) in a Premier League or Category 1, 2 or 3 Club

Coaches currently employed full-time by Category 1, 2 or 3 Clubs are not eligible for the scheme. Clubs must demonstrate that this role is new/additional to any role that already exists in the Club i.e. is over an above the min number of coaches required to be employed in a Club.

## Funding attached to the Scheme

Coaches will be employed by a Club throughout the four years, and the Club can draw down funding as follows towards the coaches' salary:

- Year 1 – Premier League fund 100% of salary
- Year 2 – Premier League fund 50% of salary, Club funds 50% of salary
- Year 3 – Premier League fund 50% of salary, Club funds 50% of salary
- Year 4 – Premier League fund 0% of salary, Club Funds 100% of salary

Please note that the minimum annual salary of a Coach for this scheme is £30,000 (Category 1), £25,000 (Category 2) and £22,000 (Category 3). In all cases the Premier League will also fund the salary on-costs for the Club. The maximum grant to the Club in Year 1 of the scheme including the on-costs are: Category 1 – £37,500, Category 2 – £31,250, Category 3 – £27,500.

The Club may pay a higher salary to the candidate if they wish but the maximum grant from the Premier League is fixed as described above. The cost of the ECAS programme itself (over the first two years) is fully funded by the Premier League.



# Am I eligible

## Eligibility requirements:

- If you are currently a full-time coach in a Category 1 Club you will be eligible for ECAS only (not the four year financial salary support scheme via the BAME and Female Coach Initiative) through the normal entry nomination via your Club (one full-time coach U9 - U23 can be nominated for ECAS by a Premier League and Category 1 Club each year).
- If you are currently a part-time coach in a Premier League or Category 1, 2 or 3 Club and been endorsed by your Club for the BAME and Female Coach Initiative, the objective would be for your Club to facilitate a full-time position for you for the next four years should you be successful in your application to the Premier League.
- If you are currently a part-time coach in a Category 1, 2 or 3 Premier League Club and have applied independently from your Club, the objective would be for you to approach your Club to facilitate a full-time position over the next four years should you be successful with Premier League in your application. Should the Club not be able to facilitate this, your CV would be sent to all Category 1 Clubs to see if they would like you to interview with them with a view to you taking up the programme and scheme with this new Club.
- If you are currently not in a Category 1, 2 or 3 Premier League Club and your application is successful with Premier League, your CV would be sent to all Category 1, 2, or 3 Clubs to see if they would like you to interview with them with a view to you taking up the programme with this new Club.
- As you will see this is great opportunity however, successful applicants may have to consider relocation to fulfil the role and take up the offer of the initiative.

## Club Eligibility and Requirements;

Please note that if a club is endorsing an application this post must be a new post over and above the minimum staffing required. Therefore, it is not possible for a club to remove other staff from post and replace with this new post (which is part funded).





Simone Lewis  
Head of Learning, Development and Curriculum



The application process

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### Stage one - Approval of Candidates

1. Stage 1a – Candidate applies directly to Premier League with CV by deadline of 4 May 2018 (Please see guidance on How to Apply)

Stage 1b – Club applies with letter and endorsement of candidate and CV by deadline 4 May 2018 (Please see guidance on How to Apply)

2. Premier League Steering Group – Panel shortlist completed between by 10-22 May 2018

3. Interviews with BAME and Female Coaches – w/c 21 May or 28 May, 2018

4. All 'suitable' candidates approved by Premier League move to Stage two



## Stage Two – Securing of Category 1, 2 or 3 Club Contract for Approved Candidates

5. 5a – Successful candidates/approved candidates search for employment in Category 1, 2, 3 or PL Club (Premier League will circulate your CV to all Clubs and will help via support from our Club Support Managers who work with the Clubs but the ownership is on you to try to arrange interviews)

5b – Successful candidates who are endorsed by Clubs are offered contracts for four years and an ECAS place

6. Deadline for signed contract of employment with the Club is 20 August 2018

When successful candidates have signed contracts; the Club signs a contract with the Premier League for the BAME and Female Coach Initiative (4 years) and ECAS (2 years)

7. Deadline for commencing contracted work in the PL/Category 1, 2 or 3 Club is 20 August 2018

8. ALL successful Candidates and Club Mentor attend the ECAS Induction on 29 August 2018

You then move forward with your coaching role in the academy and commence your development journey on ECAS where you will work with peers, mentors, ECAS staff and learn from experts from within and outside football.

### Notes:

Please note we may approve more candidates (at Stage one) than there are funded places (nine) so it's important that you move quickly in Stage two to try to secure interviews for contracted role in Clubs

Please note that successful candidates at Stage one (approved by Premier League at interview) that are unable to secure employment contracts in Clubs by the deadline will be supported by the Premier League to try to secure part-time or voluntary positions in Clubs over the season to gain experience with a view to being successful on the BAME and Female scheme the following year.

Please note all unsuccessful applicants will be offered a career development workshop and feedback based on their application/CV.

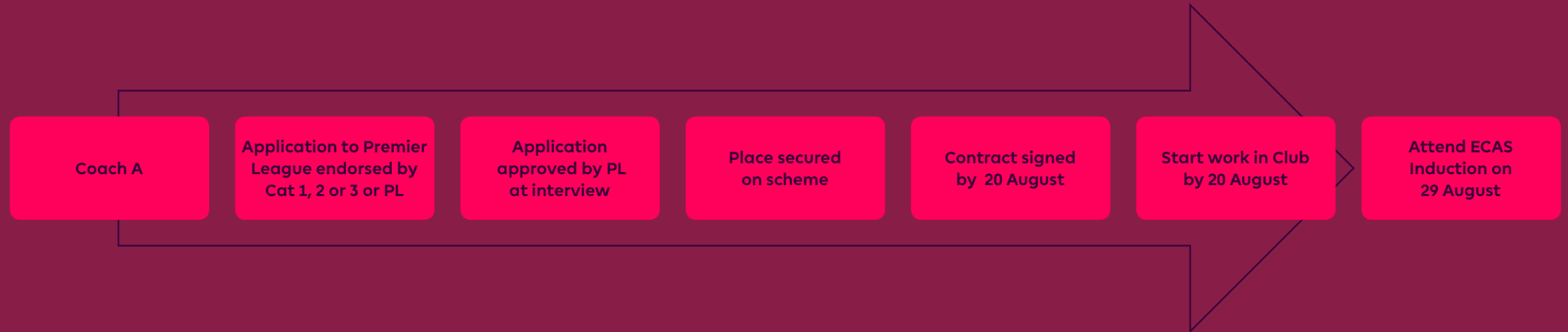
Please see below for examples of different routes for entry on the BAME and Female Coach Initiative

- a) A coach who is endorsed by a Club at application
- b) A coach who has applied independently



## Routes for entry on the BAME and Female Coach Initiative

Coach A: who is endorsed by a Club at application



Coach B: who has applied independently





# How to Apply

Deadline BAME/Female Coach Initiative – 4 May 2018

Information to be emailed in one document (PDF) to The Coaching Department (coaching@premierleague.com)

## 1. CV. Please send an up to date CV that contains the following information for the candidate:

- a. Education and educational qualifications (including dates, grades etc)
- b. Professional qualifications (e.g. coaching awards with dates)
- c. Playing experience (Clubs, dates, position)
- d. Coaching experience (paid and voluntary, Club and level)
- e. CPD – any professional development (e.g. courses, shadowing) you have undertaken as a coach
- f. Other – any other information you see as relevant. i.e. other roles and responsibilities, environments you have worked in and achievements

## 2. Role

Please describe your current coaching role at the Club in your own words. For example;

- a. What are your roles and responsibilities as a coach?
- b. Phase/age and number of players you work with?
- c. Hours coaching each week?
- d. Coaches in your team?
- e. Reporting structure?

## 3. Environment

- a. How would you describe the environment in which you work (i.e. the Club/team)
- b. What's your coaching philosophy?
- c. How would you describe the culture of the Club?
- d. Anything else you can describe about the world in which you work as a coach?

## 4. Development Action Plan

- a. Please attach a copy of your personal development action plan (your development plan as a coach if you have one)

## 5. If Application is endorsed by a Category 1, 2, 3 or Premier League Club please include

- a. A letter of support by the Academy Manager (which shows the candidate will be employed subject to Premier League approval)
- b. Name and Role of Master Coach (Proposed Club Mentor)

Please send the name and role of the Club based mentor that you are proposing as the ECAS Master Coach. This person is committing to mentor the ECAS Coach and to attend approximately 6 days of ECAS workshops per annum. Ordinarily we would expect this person to be the academy manager or Head of Coaching however if they are engaged in their own development programme a Lead Phase Coach or other Senior Staff Member will be a suitable Master Coach

## Essential Criteria for Applicants:

- UEFA B licence
- 3 plus years' experience in football coaching (PT or FT)
- FA Youth award

## Desirable Criteria for Applicants:

- UEFA A licence
- FA Advanced Youth award
- Degree level qualification In Coaching or relevant subject
- Experience of coaching Youth Football
- Knowledge of EPPP

Please see the application criteria for ECAS in the ECAS Brochure – its imperative that successful candidates are not undertaking other qualifications/programmes (e.g. A–Licence) while on ECAS due to the intensity of learning and development required on ECAS.



