



FOOTBALL COACHING

An introduction to football coaching in schools

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INTRODUCTION

My name is **George Hayward**, founder of **GH Football Coaching**. With over 10 years of coaching experience and a background playing at Brighton & Hove Albion from the age of 9 to 19, football has always been a lifelong passion of my own. I hold an FA Level 2 Football Coaching qualification and currently serve as Head Coach at Swerve Soccer, where I've worked with thousands of children across Years Reception – Year 6.



**GH FOOTBALL COACHING
WAS LAUNCHED TO BRING
MY PERSONAL STYLE OF
HIGH-QUALITY, ENGAGING
FOOTBALL TRAINING INTO
SCHOOLS AND COMMUNITIES
ACROSS SUSSEX.**





PROPOSAL OVERVIEW

I am looking to partner with schools to run Before School or After School Football Clubs. These sessions are designed to:

- Promote physical activity and wellbeing
- Encourage teamwork, discipline, and confidence
- Support football skill development in a fun, inclusive environment
- Offer structured, reliable wraparound care for families

Although I would ideally run mixed gender sessions, I would happily look to run an 'all girls' club; as despite the amazing progression in Women's football, it can still be intimidating for girls to join larger groups. I currently run my own all girls after school club at Cottesmore St Mary's for Years 1-3 which has proven to be very popular. If this is an avenue that would be a possibility for your school, I would love to explore this opportunity.





SESSION STRUCTURE

Our football sessions are carefully designed to maximise each child's time on the ball, with an emphasis on fun, development, and engagement. We believe the more touches each player gets, the faster they improve – and the more they enjoy the game!

A TYPICAL SESSION LAYOUT:

1. BALL MASTERY

Each session begins with technical skill development, where coaches demonstrate and guide children through various ball mastery exercises. These include techniques like toe taps, step-overs, and turns – all helping to build confidence and control.

2. FUN, INTERACTIVE DRILL-BASED GAMES

We use creative, dribbling-focused games where each child has a ball and must avoid being "tagged" or "caught" by the coach. These games improve:

- Ball control
- Speed and agility
- Spatial awareness
- Directional change

3. SMALL GROUP DRILLS

Players work in pairs or groups of three on skills such as passing, controlling, and moving off the ball. Drills are age-appropriate and progress in difficulty by introducing challenges such as defenders. These activities develop:

- Teamwork
- Communication
- Tactical awareness

4. SMALL-SIDED MATCHES

We organise 2v2s or 3v3s to ensure all children get plenty of touches and chances to be involved. Smaller teams mean:

- More ball time per player
- More decision-making opportunities
- Greater freedom to express themselves

5. GROUP MATCH TO FINISH

We end each session with a full-group match. This allows children to put their skills into practice in a real game scenario while learning about:

- Match rules
- Teamwork
- Positioning
- Sportsmanship and fair play



CLUB ORGANISATION AND SCHOOL REQUIREMENTS

Having worked in schools for many years, I fully understand the busy schedules and demands placed on teachers and school staff. With this in mind, GH Football Coaching is committed to running our clubs in a way that is self-sufficient and hassle-free for your school.

HOW THE CLUB WILL BE ORGANISED

Before School Club

- Children are dropped off by parents/carers at a designated meeting point and are met directly by the coach.
- At the end of the session, the coach will escort the children to their classrooms or pre-agreed drop-off points before school begins. (This would be agreed as per the schools policy or agreement with the club).

After School Club

- At the end of the school day, children will either be:
 - Collected by the coach directly from their classrooms
 - Brought to a pre-agreed meeting point by staff (depending on the school's preference)
- Following the session, children must be collected by their parent or carer either from the field or from the designated pick-up point.
- Coaches will remain with the children until all have been safely collected. If a parent is late, the child remains our responsibility, and we will ensure they are supervised and safe until pick-up or following school's protocol.



WHAT WE REQUIRE FROM THE SCHOOL

To successfully run our clubs, we would require:

- Access to the school field (or suitable outdoor space).
- If an outdoor space is not available, access to an indoor facility such as a hall (we will use soft, indoor-appropriate footballs to ensure safety and prevent any damage).

In the event of poor weather:

- We kindly request access to a school hall or classroom. In these cases, we will deliver fun and engaging football-themed activities such as:
 - Football quizzes
 - Design-your-own kit challenges
 - Strategy games and team-building tasks
- All materials and resources will be provided by us, and any indoor space used will be left clean and tidy, exactly as found.

Attendance Procedure:

Registration/club list who is in attendance for each session.

I will ask parents to inform me in advance if their child is unable to attend a session. In the event that a child is expected but does not arrive and no prior notice has been given, I will follow up by checking with a member of school staff to confirm the child's absence. This is to ensure the safety and wellbeing of all participants.





Fees and Registration

All bookings must be made online by parents via our website:
www.GHFootballCoaching.co.uk

Parents can select the appropriate club and register their child through the relevant link.

During the registration process, all necessary details will be collected, including medical information and emergency contact numbers. Payment is also taken at this stage.

Payment Structure:

Fees are paid on a termly basis.

- Before School Club
Duration: 45 minutes
Cost: £6 per session

Example: 12 sessions per term = £72

- After School Club
Duration: 1 hour
Cost: £8 per session

Example: 12 sessions per term = £96

**OUR APPROACH ENSURES YOUR
SCHOOL GAINS HIGH-QUALITY
ENRICHMENT AND AN EXTRA
CURRICULAR ACTIVITY WITHOUT
ADDING EXTRA PRESSURE ON
STAFF OR RESOURCES.**



CURRENT OPERATIONS

- **Saturday Soccer at Hove Park**
 - Running successfully for 8 years
- **School Lunchtime Clubs**
 - Weekly football sessions at:
 - Cottesmore St. Mary's Catholic Primary School
 - Bilingual Primary School
- **After school football**
 - Years 1-3 Cottesmore St Mary's (Girls only)

**THESE SESSIONS ARE
WELL ATTENDED AND
POSITIVELY RECEIVED BY
PUPILS, PARENTS, AND
SCHOOL STAFF ALIKE.**



GH FOOTBALL
COACHING

**SATURDAY SOCCER
AT HOVE PARK!**

BROUGHT TO YOU BY GH FOOTBALL COACHING
PROUDLY RUNNING FUN, SKILL-BASED
SESSIONS FOR THE PAST EIGHT YEARS!

RECEPTION + YEAR 4: 10:00 - 11:00AM
YEAR 4 - YEAR 6: 11:30AM - 12:30PM
(Year 4's are welcome at either session)

**PAY-AS-YOU-PLAY
£8 PER SESSION
FIRST SESSION FREE!**

Come along, bring a friend,
and kick off your weekend
with football fun!

For more information or to join, contact Coach George: 07725 797221



GH FOOTBALL
COACHING

**COTTESMORE
LUNCHTIME FOOTBALL CLUB**

Now taking sign ups for the spring term,
spaces available for year groups 2,4,5 and 6

YEAR 2: TUESDAYS 12-12.30PM
YEAR 4/5/6: THURSDAYS 12.30-1PM

The sessions will be full of skills, drills and lots of fun!
With the goal of developing techniques & teamwork along the way!

PAYMENT BY TERM: 131 SESSIONS! + £44
BILINGUAL DISCOUNT + £85 (FOR £1 £100 (FOR £1)

To register your interest and for further information please contact George via email:
GEORGEHAYWARDFT@GMAIL.COM



GH FOOTBALL
COACHING

**GIRLS ONLY
AFTER SCHOOL CLUB
[YEARS 1-3]**

EVERY MONDAY 15:15-16:30

Now taking sign ups for the spring term
The sessions will be full of skills, drills and lots of fun!
(With the goal of developing techniques & teamwork along the way!)

PAYMENT BY TERM + £7.50 PER SESSION
BILINGUAL + £4-10 EACH
CURRENT LUNCHTIME FOOTBALLS + £4.50

To register your interest and for further information please contact George via email:
GEORGEHAYWARDFT@GMAIL.COM



WHAT WE OFFER

We provide all planning, equipment, and coaching staff necessary to run each session smoothly. All coaches are:

- FA qualified
- Fully DBS checked
- First Aid trained
- Experienced in working with children of primary school age

CLUB OPTIONS INCLUDE:

- Breakfast Clubs (typically starting from 8-8:45am, dependent on the school day)
- After School Clubs (typically 3:15-4:15pm, dependent on the school day)

BENEFITS TO YOUR SCHOOL

- Encourages active, healthy lifestyles and sporting skills
- Adds value to your extracurricular offerings
- Strengthens home-school partnerships by supporting working families
- Delivered by a reliable, experienced and local coach





OUR POLICIES: ENSURING A SAFE AND SUPPORTIVE ENVIRONMENT

At our coaching company, children's safety, well-being, and experience are our top priorities. We are fully committed to maintaining a professional and secure environment where children can thrive, have fun, and develop their skills. We ensure this by:

QUALIFIED AND TRUSTED STAFF

- All coaches hold an up-to-date **Enhanced DBS check**.
- All staff are trained in **First Aid** and **Safeguarding**.
- Every team member has **experience working with children** and understands how to create a positive, inclusive environment.

SAFETY PROCEDURES

- **Comprehensive risk assessments** are conducted at every venue before each session. Any hazards will be promptly removed to ensure a safe play area.
- **Fire safety** procedures are in place. A register will be taken at the start of each session, and in the event of an emergency, all children will be safely escorted to the assembly point and accounted for as per the schools policy.
- **First aid/injuries** - any accidents will be recorded via an accident report form or log, compliant with the schools procedure



NEXT STEPS

I would love the opportunity to meet with your leadership team to discuss how **GH Football Coaching** can support your school's sports provision. I am happy to offer trial sessions or arrange taster days at no cost.

Please feel free to contact me directly:

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