PROPOSAL
BC HIGH PERFORMANCE LEAGUE

Submitted by Sportstown FC
January 31, 2011
TABLE OF CONTENTS

1. Introduction - Proponent Description
2. Long Term Player Development
3. Technical Staff
4. Technical Program
5. Academy Program
6. Lifetime Programming
7. Coach Development
8. Regional Partners
9. BC Soccer Technical Staff
10. Registration Costs
11. Miscellaneous
   - Periodization
   - Futsal
   - BCSA Member Service Management System
   - Referees
12. HPL Conclusions
13. References

Appendix A - *CSA Club Charter Application
Appendix B - *Sportstown FC Constitution
Appendix C - *Player Positional Requirements
Appendix D - *Age Group Learning Outcomes
Appendix E - *Sportstown FC Staff CVs

* These documents were submitted to BC Soccer with the original version. They were omitted from this web version in order to keep the file size down. They are available upon request. Simply email bquarry@tssacademy.com
HPL BID FOR SPORTSTOWN FC

SPORTSTOWN FC, IN CONJUNCTION WITH ITS SERVICE PROVIDER TSS ACADEMY, IS SEEKING HPL CLUB STATUS IN ORDER TO RUN TEAMS IN THE BC HIGH PERFORMANCE LEAGUE STARTING IN THE 2011 SEASON

Sportstown FC is a fully incorporated non-profit soccer club with the sole purpose of fostering the development of high performance soccer in the community. This club description is the opening sentence on the Sportstown FC website which has been in place for over 2 years. In other words, the commitment to “high performance” soccer and, more importantly, “high performance” coaching has been at the root of Sportstown FC since its inception. This commitment is also shared by TSS Academy who has been helping young players throughout the Lower Mainland develop their soccer abilities for over 14 years.

TSS ACADEMY PARTNERSHIP

For these reasons, Sportstown FC has enlisted TSS Academy as its primary service provider. TSS provides Sportstown FC with full technical oversight of the club, including staff coaches, and administrative operations.

TSS Academy has always applied a professional approach to youth player development. When TSS opened its doors in 1997, the very thought of receiving professional instruction for young aspiring soccer players was as foreign a concept as one could imagine. Many people in the community viewed this new academy with suspicion and derision - and some still do today. But the success that TSS Academy has cultivated over the years is undeniable, and as the academy has grown over the years, so too has the appetite for something more for young soccer players in our community. That appetite, it appears, has finally reached the tipping point and change is finally on the horizon for elite soccer players in British Columbia. As a vanguard in that change, both Sportstown FC and TSS Academy are fully supportive of the new High Performance League (HPL). The club applauds BC Soccer for this bold new initiative and is encouraged by the support of the soccer community. Sportstown FC feels strongly that it can make a positive contribution to the success of this new league. If given the opportunity, the club will strive to provide the best possible environment for elite youth players in BC and welcomes the accountability that such a program will hopefully bring.

TSS Academy, in particular, knows how to create a vibrant, professional soccer organization. With over 700 players across the Lower Mainland, appealing to players from all regions of the soccer community is not a new concept to TSS. The academy has never had the luxury of a captive audience. It has grown in both size and reputation for two simple reasons - the professional quality of its programs and the unshakeable belief that any viable soccer program lives and dies on the quality of its coaching.
COACHING

When it comes to coaching, there are few soccer organizations in the Lower Mainland who take this as seriously as TSS Academy. The academy has long believed that a player’s development, as well as overall soccer experience, rests primarily in the hands of the coach. For over a decade, TSS has been held accountable by the simple business fact that if a player’s coach is unable to create a positive learning environment, there’s a high likelihood of that player not returning. This inescapable reality continually holds the academy’s feet to the fire. As a result, TSS immerses itself in learning how best to not only teach, but to inspire; to make a player’s soccer experience a positive one.

The core coaching staff at TSS Academy is also full-time in the game, all of whom hold a CSA National B coaching license. In other words, this is what they do for a living. New coaches at the academy, no matter how experienced, spend months shadowing existing staff members to learn how the academy conducts its sessions. In essence, TSS believes that coaching at the youth level is about teaching, which is why the academy sees its staff as instructors more than anything.

The academy also believes that coaching must be done with professionalism, enthusiasm, and personality. Not everyone can teach. Often it takes a certain personality, a certain aptitude. Taking coaching courses, reading coaching materials, and shadowing peers are all good steps towards building knowledge. Having played the game is also an important source of knowledge. But having knowledge and having the ability to impart that knowledge are two completely different things. TSS Academy understands that distinction and continually works towards providing its coaching staff with the tools necessary to become effective teachers.

PLAYERS FIRST

Over the years, TSS has helped many players reach their soccer goals. Whether that goal is to make a higher level team, get recruited to college, or simply advance their skills, TSS Academy has always taken pride in helping its players.

College recruitment, in particular, has become a core competency for the academy. TSS is regularly inviting college coaches out to the academy to showcase their more advanced players. Over the last two years, TSS Academy has been visited by coaches from such schools as University of Nebraska, Rutgers, Oregon State, McGill, UBC, Uvic, Langara, and many more.

As part of this process, the academy helps players compile and edit video highlight packages to send to coaches. In 2010, TSS helped 18 players get recruited to schools such as McGill, Queen’s, Uvic, and UBC.

In February and March of this year, TSS Academy has arranged for more than 10 of their elite female players to attend Queen’s University for exclusive weekends. As a recruitment initiative, 3-4 academy players at a time will tour the campus and train with the varsity team over the course of 2 days. After winning the national championships in 2010, Queen’s is a strong soccer destination.

Dave McDowell, Queen’s University Women’s Coach, is more than pleased to have an organization like TSS help him identify elite players. “TSS has been a most valuable recruiting resource. Certainly the players we have recruited from TSS and the West Coast have been a big part of our success.”

“TSS has been a most valuable recruiting resource. Certainly the players we have recruited from TSS and the West Coast have been a big part of our success.”

- Dave McDowell
Queen’s University Women’s Coach
ACADEMY TEAMS

HPL is obviously not a training academy, it’s an elite league that requires an organization well-versed in running soccer teams. TSS Academy has a good deal of experience in this area as well. Not only do many of its staff members have experience coaching in the existing youth soccer leagues, but every summer the academy fields a variety of teams over the course of 4 months. This summer, TSS plans on fielding 14 academy teams, many of which will compete in tournaments in the United States as well as some domestic and US leagues.

In the summer of 2010, TSS fielded older girls teams in both the reserve and premier divisions of the Pacific Coast Soccer League (PCSL). The academy is currently preparing its teams for the 2011 PCSL season.

This summer, TSS will also be competing in the NorthWest division of the USL Super-20 Women’s League. Teams will be traveling to Washington State to compete against US teams, as well as Vancouver Island to compete against the Victoria Highlanders. These older academy teams also participate in summer tournaments such as the Nike Crossfire Challenge, arguably one of the most competitive tournaments in the region.

SOCCER FACILITIES

In terms of facilities, TSS Academy enjoys a premier indoor soccer facility located in Richmond, BC. Players are able to cultivate their skills all year round without the unpredictable and often wet conditions of playing on the West Coast. In terms of playing fields, TSS has exclusive access to soccer fields at Sidaway, only minutes away from the indoor soccer facility.

For Sportstown FC players in the HPL, TSS Academy will be utilizing a combination of its indoor soccer facility and the fields at Sidaway for training purposes. The indoor facility also provides the perfect venue for the HPL off-season where players will be encouraged to hone their technical skills in tight spaces.

The indoor soccer facility at Sportstown also contains a restaurant, a soccer shop, indoor tennis courts, fitness facilities, and a swimming pool. All of these facilities are at the disposal of Sportstown FC players and staff, making it an ideal environment for elite level soccer players.

EQUIPMENT

Sportstown FC will spare no expense when it comes to equipment. With Adidas as the official supplier of equipment to TSS Academy, all soccer balls, training equipment, and gear will be top of the line. The same holds true for the academy today. Players at TSS train with the top Adidas soccer balls, as well as Kwik Goals, speed and agility equipment, and an extensive line of Adidas gear. The Sportstown Soccer Shop also carries a full line of soccer gear to which all Sportstown FC players have access.

ADMINISTRATION

Running a soccer club, and running it well, is not only about coaching, it’s also about administration. It’s about having the competent staff members in place who understand how to run an organization effectively. Sportstown FC has full confidence in TSS Academy to provide those services to the club. Their track record in running professional soccer programs is unparalleled. TSS has a full-time administrator on staff, including 3 other full-time staff members. They also have access to a full-time accountant and a full office support infrastructure.
Colin Elmes, as the technical director of Sportstown FC, has extensive experience in running programs. TSS has not only run a highly successful academy over the years, they’ve also fielded countless numbers of teams over the summer months, taking teams to such destinations as Holland, Austria, California, and numerous local Canadian tournaments. TSS Academy was also the primary administrator for Coastal WFC in the USL Super Y league back in 2007-2008.

Rob Dattilo, as the Boys Head Coach of Sportstown FC, also has a good deal of experience running programs effectively. In addition to his academy responsibilities of running the boys program, he also oversees the annual indoor Power Tournament at Sportstown, which hosts over 250 teams every year. Rob was also the Club Manager for Coastal WFC back in 2007-2008.

Brendan Quarry, as the Girls Head Coach of Sportstown FC, has perhaps the most extensive background in administration and management. A former communications and web marketing consultant, Brendan oversees the girls program at TSS, as well as all communication duties. This includes online registration, graphic design, press releases, and web development.

Sportstown FC is convinced that TSS Academy has the staff in place to run an HPL club professionally and efficiently.

**MEMBERSHIP**

While TSS Academy resides in Richmond, its membership extends well beyond the borders of the city. Players attend the academy from right across the Lower Mainland and often beyond. Currently, there are a few players commuting from the Sunshine Coast to attend weekend sessions. Some players have travelled from as far as Vancouver Island, Powell River, and Kelowna to participate in TSS programs.

In other words, a borderless environment is not a new concept to TSS. The academy has drawn players from a diverse cross section of the Lower Mainland since its inception.

Currently, the largest percentage of players come from Vancouver, representing approximately 33% of the membership base. The next largest number of players come from Surrey at 22%, followed by Richmond at 18%. Other communities such as Ladner, Tsawwassen, and North Delta come in between 4% - 7%.

Sportstown FC is confident that should it secure an HPL franchise, the club will continue to draw on a variety of surrounding communities for elite level players. The club will also use the TSS Academy membership base in order to help identify up and coming players who may be able to compete at that level.
Player Development Plan

Sportstown FC will continually strive to develop “pure footballers.” For the club, this refers to players who, over time, develop exceptional technique on the ball and excellent decision-making ability (see TSS Layers of Learning on page 9). In essence, soccer is 2 things: 1) the ability to make appropriate and timely decisions throughout a soccer match and 2) the technical ability to execute those decisions. If there’s one area in which there’s been a deficiency in our soccer community, it’s the technical part of the game. That’s not to say that young players don’t need to improve their decision-making and tactical understanding but there’s a tendency in the community to focus almost exclusively on this part of the game. This approach fails time and time again because young players simply don’t have the technical ability to execute the tactics of the game.

Developing technical mastery of the ball has to take place at the younger ages. For any meaningful development to take place, the club must invest time, thought, and professionalism to players at the younger ages. If players receive the appropriate instruction at these ages, as well as the required frequency of training, then there’s a reasonable chance for them to advance to the HPL and continue to make progress in their development.

How will Sportstown FC develop “pure footballers”? Developing the right type of player with the pre-requisite skill set to function effectively within the club begins with the initial intake of players. The following will outline the process followed at the academy level from U5 to U12 and then onto the HPL ages from U13-U18.

U5-U6 - Active Start

Back in 2007, the concept of creating a club that primarily dealt with the first intake of players (U5-U6- Stage 1: Active Start) with experienced and qualified instructors was a pioneering step and unique in the BC soccer community. These instructors are 100% responsible for all the player events (no volunteer or parent involvement in the programming aspect). This was all done in an indoor turf environment that does not compromise the recommended training/game space suggested by the CSA.

Sportstown FC is fully dedicated to providing soccer know-how in a gentle and nurturing environment for these players who are new to the game. At the same time, Sportstown FC is beginning their soccer adventure with appropriate age-of-readiness activities that allow the players to get comfortable with the ball at their feet, as well as learning new movement skills. In the “Active Start” component of the program, the players come for 2 events per week from September to March each season. Some of the keener players train once per week from April to June in addition to the “season”.

For any meaningful development to take place, the club must invest time, thought, and professionalism to players at the younger ages.

U6-U9 - FUNdamentals

In the U6 to U9 age group (Stage 2: FUNdamentals), the club further focuses on movement activities and ball mastery while introducing basic tactical concepts. This centers around cooperation and helps these young players understand simple rules of the game (ie. restarts, etc). Basic passing and ball striking skills are introduced and improved through more structured activities and small-sided games. These game are primarily 3 v 3, which eventually progress to 5 v 5 as the players grow in soccer age. These players also train 2 times per week (with an additional session every second week for U8 and U9) from Sept to March. There is also an optional one session per week from April to June.
U9-U12 - Learning to Train
In the U9 to U12 age group (Stage 3: Learning to Train), the soccer culture of these young players is growing steadily. Role models are very important and commitment to working on their technique/skills on their own becomes more apparent. As this is the “Golden Age of Learning”, continued focus on detailed technique (practice makes permanent) is paramount. Players are also beginning to see more of the field so further exposure to tactical situations can be absorbed more appropriately. Routines for warm up, cool down, and flexibility are also more established at these ages. These players usually have 3 events per week at the club from September to March. The U9/10 then tapers down to 1-2 events per week from April to June. They also play jamboree style events from time to time. The U11-U12 groups usually form academy teams and play in tournaments primarily in Washington State so their event numbers stay steady at 3-4 per week through to mid/late July.

U11-U12 - Learning to Train
Some players at the U11-U12 age, who are “soccer ready”, move into Stage 4: Training to Train. As some of these players are on the verge of being identified for U13 HPL inclusion, care must be taken to recognize and protect the long term interests of these players. For these players, training loads are increased, which generally improves mental toughness, concentration and diligence. Tactical awareness continues to improve and an overall increased commitment to the “team cause” should be observed.

The effect of the role model is very important at this stage of development. Hero worship, identification with successful teams and players and a hunger for imaginative skills typify the mentality of this age. This is a time of transition from self-centered to self-critical. Players of this age have a high arousal level in relation to the training of basic skills. They are also introduced to nutrition/proper diet (pre game, post game) and the importance of rest and recovery.

“Its is highly likely that the game in the future will be even quicker, more technical and tactical and the demand’s on our young players will be elevated”

Dick Bate  
Elite Coaching Manager  
English FA

U13 - Training to Train “Identifying the Elite Player”
HPL begins for most. One event per week during the season will be set aside for individual skill development (academy) where a strict curriculum will be adhered to (regardless of team performance and needs in this regard). Here, technical instruction introduces advanced techniques to players who are capable, and skills are presented within a more complex environment with position specific emphasis.

Players should be starting to specialize but be comfortable playing all positions in a specific “section” of the field (defense, midfield, attack). There must also be an appropriate ratio of training, competition, and rest throughout the year. Periodized planning is critical to ensure players remain healthy and perform to their potential.

U14 - Training to Train
Adult standards and formal rules become applicable. The pace of development quickens at this time due to the acceleration of physical and mental maturation. The demands of skill training, as well as training loads, should increase, thus provoking improvements in mental toughness, concentration and diligence. Awareness of tactics within the game becomes an important facet of the learning process.

Players begin to understand their global roles within the 11 players. Better understanding of the attacking and defending shape of the players in their section of the field is paramount. They must provide proper lines of support for players while maintaining their proper organization.

U15-U16 - “The Dedication”
This is a critical time in the player’s development. Many stop playing due to other interests, lack of success, shortage of playing opportunities, poor leadership, or other reasons. Players tend to lack mental toughness and self-confidence. They tend to be self-critical and struggle with their desire to be competitive. There is a need for attention and security. A greater focus on team spirit, leadership, and discipline within the team is necessary. Skills should be mastered leading to artistry and improvisation; all under match-like conditions. Emphasis should be placed on what the game will need next. Understanding each player’s specific roles and responsibilities lends to a greater understanding of the big picture (the 11 vs 11).

Players must be exposed to quality playing and training environments which extend their mental, physical, tactical, and technical capabilities to their limit. Players must have a sound understanding of soccer principles and concepts, and they must show emotional stability when confronted with pressure situations.

U16-U18 - Training to Compete
Technical training emphasizes the refinement of core skills and position specific skills. Technical instruction teaches decision-making tactical awareness, game appreciation, game analysis, productivity, and competitive proficiency. Players must be able to adjust game plans and adapt playing strategies (improvisation) to suit changing demands on the field. Mental training works to increase player concentration, responsibility, discipline, accountability, goal setting, self confidence, self motivation, will-to-win, mental toughness, and an overall competitive mentality in practice and games.
TSS Layers of Learning

**Ball Mastery**
Ball Mastery is just that - complete mastery of the ball. This is illustrated in a player's ability to manipulate the ball with total ease, whether it's juggling the ball in the air, tapping the ball behind the planting foot, dragging the sole over the top of the ball, or numerous other manipulations using either foot. A player's ability to master the ball is the core layer in becoming a complete player. Without Ball Mastery, other layers have little chance of developing fully.

**Dribbling/Protecting the Ball**
This ability involves keeping hold of the ball and getting around or avoiding opponents. The ability to beat a player 1v1 is one form of dribbling. This is an invaluable skill that can devastate the opposition as it unbalances defenders and creates attacking opportunities. Dribbling, however, also involves getting away from opponents or simply changing one's angle in order to make a pass. This is the more common form of dribbling. A player must have the ability to keep or protect the ball by dribbling if there's no immediate pass to be made.

**Receiving and Striking**
This layer encompasses a variety of critical skills in the game. The ability to receive the soccer ball is one such critical skill. Often referred to as "touch", it's the ability to quickly get the ball under control and take it into a positive direction. This is ideally performed with as few touches on the ball as possible - preferably one. A player must have the ability to receive the ball on the ground or in the air with different parts of the body. Striking involves any form of strike on the ball whether it's a pass, a shot on goal, or a defensive clearing. Accuracy and power are two vital qualities with this skill whether shooting on goal or making a pass.

**Speed/Agility/Strength**
Speed on and off the ball can be devastating to any opposition whether it's a player's ability to get behind the back line and run to goal or a player's ability to recover and defend. A player, however, must also be agile, accelerating quickly and changing direction. Agility is usually measured in the first 3 steps of a player's movement. The can often be the difference between keeping or losing the ball. Lastly, a player also requires raw strength to win and keep the ball.

**Game Awareness/Tactical Understanding**
This layer highlights the cognitive part of the game. In essence, it's the ability of a player to make appropriate and timely decisions on and off the ball. A player's success in this area is measured differently with age. For example, this ability in an older player may involve switching the ball from one side of the field to the other in order to relieve pressure. In a younger player, it may simply involve the right pass at the right time. During the course of a game, a player is continually presented with options and therefore decisions have to be made. The quality of those decisions is what ultimately reveals a player's awareness of the game.

**Coachability/Competitiveness/Desire**
This layer captures key behaviours and characteristics that help propel a player's development. Players who attend training and games with a strong desire to make themselves better are often the ones who advance at a faster rate. A player needs to be a conscious learner, listening to coaching points, and having the courage and thoughtfulness to apply what is being taught. On top of that coachability, there must exist a strong competitive spirit, a desire to want the ball, to not back down from a challenge. Player who have completed this layer are the ones who continually say to themselves: “Today, I am going to be the best player in the group.”
Playing Style & Beliefs

Sportstown FC will continually strive to play possession-based, thoughtful, and attractive soccer. The club feels that playing true possession soccer is not only a superior approach to the game, it helps develop young players into “pure footballers.” It’s not something that happens overnight. It takes a good deal of professional training and guidance. Above all, it takes a commitment on the part of the coaching staff to persevere in this approach despite the mistakes players may be making on the field.

By continually encouraging players to possess the ball and attack forward when the right opportunity presents itself, the club is helping its players develop both their technical ability on the ball and their decision-making. The act of aimlessly going forward and continually turning over the ball does little to develop a young player’s understanding of the game or their technical development.

Sportstown FC will always place development over the blind ambition to win a soccer game at any cost, particularly if that cost is the development of its young players.

The club further recognizes that making mistakes in the game of youth soccer is a necessary part of learning. Sportstown FC believes that the only way for young players to develop meaningful talent is to create an environment that continually places learning as its core pursuit.

“Football should be played with an efficient, economical, measured, possession based approach, where pass quality combined with intelligent and timely support and movement lead to progress and penetration through the thirds of the field to provide goal-scoring opportunities IF counter attacking possibilities are denied”

- The Future Game


4-3-3 SYSTEM OF PLAY

Sportstown FC, across all 10 HPL teams, will be adopting the 4-3-3 system of play to allow for a seamless transition between age groups and coaching staff. This priority will be guided by the club’s Technical Director, Colin Elmes, so that the staff and players are all working from the same plan and learning outcomes based on the players’ age of soccer readiness.

WHY 4-3-3?

- can operate as either “direct” or “indirect” play
- converts easily from 4-3-3 to 4-5-1
- converts to other shapes within 4-3-3 framework
- converts easily to 3-4-3 if necessary
- converts easily 4-4-1-1 if necessary
- converts to 4-4-2 if necessary
- accommodates 3 forward players
- protects major supply and scoring areas in defending half of field
- “interchanges” are easily negotiated
- demands understanding and implementation of “movement” (a valuable teaching tool)
- for a zonal back 4 defence, one mobile striker can be more of a problem to handle than two
- early and high width can be established on gaining possession
- movement, interchange and positioning “between” opponents causes marking difficulties for zonal defences
- if opponents mark on a man-for-man basis then more “individual” working space is available
- three central midfield players (CMF) often outnumber opponents for attacking buildups and defensive responsibilities
- the shape of the three CMF can be changed/inverted to provide marking problems for opponents.
- three CMF players offer defensive numbers and compactness in CMF areas and reduces pass routes to opponents central forwards in the defending half and around the penalty area.
- A zonal back 4 covers the width of the field more economically and quickly, and defenders are generally in closer proximity to each other to provide support if necessary.
**4-3-3 ATTACKING TACTICS**

The first priority is to seek to counter attack at all times. The climate in the opponent's defending half will dictate whether there is an immediate counter attack or a delayed counter attack. If no counter attack is available then attack based on ball possession, retention, and calculated player movement.

Components include:

- forward and penetrative passing, calculated and measured
- play out from defending third as primary option
- progress through the middle third as first priority
- rotation and interchange of players as appropriate
- CMF players forward runs and support play
- create optimum marking problems for opponents
- utilize wide attacks to outflank and attract opponents from central areas
- use central striker as focus in penetrating the opposition back line
- enter the penalty area from varied angles

Other components include:

- Secure and build with incisiveness
- Secure, build and probe
- Back line and midfield players to establish tempo and direction

**4-3-3 DEFENDING TACTICS**

- regain ball possession as early as possible when appropriate
- concede possession only when opponents establish composed possession in their defending half of the pitch and when opponents have greater numbers
- recover and regroup upon losing possession if pressing is not tactically appropriate
- compact defensive unit before team pressing commences and continues
- establishing a “first” defending line around the middle third area and deeper
- controlled aggressive defending commences from that defending line to protect the defending third (35 yard) - shooting and crossing areas
- “show” opponents in possession “infield” as a tactical priority
- allow no “un-coverable” space behind the back defending line
- mark “key” opponents in and around penalty area as play develops
- mark and press “key” opponents who are essential to opponents supply lines in developing play
- defenders in isolation, and when disorganized as a unit, need to be capable of defending counter attacks

- Prevent wide and central entries into the penalty area as a priority

**GOALKEEPER ATTACKING OPTIONS**

- early and quick release to initiate counter attack
- later release to initiate play out from defending third
- dribble and drive (designate wide target areas)
- kick from hands (flat or height into designated wide target areas)

**PLAYING OUT FROM DEFENDING THIRD**

- dispersal by team (who, where, why, when)
- vacate the “playing out area” in defending third
- back 4 determine if, how, and where to receive from GK
- back 4 link in with MF players on coming out
  - a) involve in passing sequences
  - b) carry the ball and be replaced
  - c) supply receivers ahead who can turn

**PLAYER REQUIREMENTS - MENTAL**

- belief in the efficacy of playing from the defending third
- willingness to position and receive in the defending third
- confidence in own ability to “play” near to own goal
- effective decision-making ability on/off the ball
- technical attributes necessary to “play out”

**PLAYER REQUIREMENTS - TECHNICAL**

- varied and “tight/secure” first touch under pressure
- deception ability “on the ball”- how/when?
- varied passing skills and range with “feel”
- ability to run with the ball and attract and eliminate opponents
- ability to “read the game”
- tactical IQ?
Technical Staff

Colin Elmes
Technical Director
HPL Team Coach: U13 Girls, U17/U18 Boys

As the Technical Director of Sportstown FC, Colin possesses a wealth of coaching and organizational experience. Colin is the Managing Director and co-founder of TSS Academy and, as such, has developed an extensive background in the youth game. Having coached numerous academy teams as well as provincial teams, Colin has established himself as a central figure in the soccer community. The success of TSS Academy has been, in large part, attributable to Colin’s central tenet that coaching is everything in youth development.

- Managing Director, TSS Academy
- UBC Thunderbirds Varsity Player
- BC Provincial Team Coach
- Coastal WFC Super Y Technical Director
- CSA National B License

Rob Dattilo
Boys Head Coach
HPL Team Coach: U15 Boys, U16 Boys

As the Boys Head Coach at Sportstown FC, Rob brings a big personality and many years of coaching experience to Sportstown FC. Rob is the current Director of Boys Programming at TSS Academy where he oversees a wide range of programs, including the annual indoor Power Tournament at Sportstown. Rob’s previous experience as the Coastal WFC Club Manager also exposed him to a wide range of administrative responsibilities. In addition, Rob coaches a variety of academy teams in the summer months.

- Director of Boys Program, TSS Academy
- Capilano College Player
- TSS Academy team coach
- Coastal WFC Super Y Club Manager
- CSA National B License

Brendan Quarry
Girls Head Coach
HPL Team Coach: U16 Girls, U17/U18 Girls

As the Girls Head Coach at Sportstown FC, Brendan brings exceptional organizational skills as well as an extensive coaching background. Brendan is the current Director of Girls Programming at TSS Academy and has established himself as a top level girls coach. Brendan has coached numerous academy teams over the years and currently coaches in the U18 Girls Metro League, as well as the Pacific Coast League (PCSL). In addition to team coaching, Brendan runs countless sessions at the academy throughout the year.

- Director of Girls Program, TSS Academy
- Pacific Coast League (PCSL) Head Coach
- U18 Girls Metro League coach
- USL Super 20 Head Coach
- CSA National B License

Steve Weston
HPL Team Coach: U14 Girls, U15 Girls

Originally from Nottingham, England, Steve has been coaching at TSS Academy for the last two seasons. As a former provincial girls team coach for a number of years, Steve brings with him a good deal of coaching experience. He has coached in the Metro Girls Soccer League and currently holds the position of Head Coach at Douglas Park Soccer Club in Vancouver. Steve is also a licensed physiotherapist by trade. This summer, he will be coaching the TSS U16 girls academy team as well as assisting the PCSL Premier Women’s team.

- Staff Coach, TSS Academy
- Douglas Park Head Coach
- BC Provincial Team Coach
- Girls Metro League Coach
- CSA National B License
Chris Livingston
Speed and Conditioning Trainer
HPL Team Coach: U14 Boys

Chris originates from the football town of Liverpool but spent most of his early adulthood in Dundee, Scotland where he was signed at 15 with Dundee United FTC. Chris eventually settled in Canada where he continued playing Premier League soccer in Vancouver. With over 25 years experience in the game and nationally recognized certifications, Chris provides our players at the academy with top level coaching, as well as speed, agility, strength, and power training. Chris also runs academy teams throughout the summer months.

- BCRPA Certified Personal Trainer
- BCRPA Certified Weight Room Trainer
- Sport Science Diploma
- Provincial B-Prep License

Adrienne Cook
HPL Girls Goalkeeper Coach

Adrienne grew up in BC where she played in goal at the provincial level. She moved on to a successful career at Arkansas State University, gaining team and conference honors. She taught physical education in England for 4 years where she also coached various teams. Adrienne is currently the TSS Academy goalkeeper coach for the girls program. She runs a variety of sessions for goalkeepers of all ages, as well as provides support for academy teams. Adrienne is also the goalkeeper coach for the women's team at Douglas College.

- Girls Goalkeeping Coach, TSS Academy
- Arkansas State University (NCAA Div 1)
- BSE Physical Education
- FA Coaching License
- Provincial B License

Gareth Hughes
HPL Team Coach: U13 Boys

Gareth grew up in Bangor North Wales where he played soccer in the local youth leagues. He came to Canada in 1971 and played for many years in the Pacific Coast League. Gareth has also been heavily involved in youth soccer on the North Shore where he coached a Metro boys team for 5 years, leading them to a provincial championship in their U16 year. Today, Gareth runs sessions at TSS Academy in the boys program and also coaches various academy teams throughout the summer. In the summer of 2011, Gareth will be coaching the TSS U14 Academy boys team.

- Staff Coach, TSS Academy
- Boys Metro League Coach
- FA Coaching Courses
- Provincial B License

Geoff Ayi-Bonte
HPL Boys Goalkeeper Coach

Geoff grew up in Germany where he played for the German youth provincial select team. In Canada, Geoff was the starting goalkeeper for Simon Fraser University in the late 90s. After his varsity playing years, he became the goalkeeper coach at SFU for 10 years, creating training curriculum, recruiting players, and providing on-field training. Geoff has been training goalkeepers at TSS Academy for almost 7 years. With an MA in clinical psychology, Geoff also helps various individuals and teams increase their performance using sport psychology.

- Boys Goalkeeping coach, TSS Academy
- SFU Goalkeeper Coach
- SFU Varsity player
- Westside Premier Men's Goalkeeper Coach
- Sport Psychology Consultant
Program Overview

Sportstown FC and partner TSS Academy run and support technical soccer programs for boys and girls aged U5 – U18, as well as adult programming. Guided by the TSS Layers of Learning (see page 9), the club offers a combination of individual skill development, goalkeeper training, and club team training. The compliment of soccer programs include:

- Sportstown FC and TSS Academy teams
- Academy Training
- Goalkeeper Academy
- Club Team Training

SPORTSTOWN FC AND TSS ACADEMY TEAMS

Boys and girls U5-U9 participate in a 6-month program running from September to March. This professionally run, biweekly training environment introduces young soccer players to the game and provides them with 2 sessions a week in the indoor facility. The ‘First Kicks’ programming combines both technical training with small-sided games each and every session. Training is scheduled to run for 60 minutes with a professional TSS coach. The coach must also follow a prescribed curriculum throughout the year, covering a variety of topics aligned with Long Term Player Development. The program fee is $500 for the season.

For older players, aged U10-U18 and beyond, TSS fields academy teams from April to July. These teams are comprised primarily of select players from the academy. In some cases, teams are formed as early as September and train together throughout the year. Teams attend specific tournaments in Canada, the US, or overseas and spend months training and playing exhibition games as they lead up to those tournaments. The fees for these teams vary from $1000 - $1300 depending on the length and intensity of programming.

ACADEMY TRAINING PROGRAM

The Player Development Academy is a 10-month program that runs from September to June for players between the ages of U8-U18. Each session runs for 70 or 90 minutes depending on age (and alignment with LTPD) led by qualified TSS coaching staff. A curriculum is followed throughout the year covering a variety of topics from technical skill development to game awareness. The program fee is $1000 for 10 months of training.

GOALKEEPING ACADEMY PROGRAM

The goalkeeper training parallels the Player Development Academy. This 10-month program runs from September to June for players between the ages of U12-U18. Each session runs for 90 minutes with a professional TSS goalkeeping coach. Like the Player Development Academy, the goalkeepers follow a curriculum throughout the year covering a variety of topics. The program fee is $1000 for 10 months of training.

CLUB TEAM TRAINING

TSS also helps train a variety of teams around the Lower Mainland. Some club teams train at the TSS facility once a week while others engage in a 6-week package focusing on a particular part of the game. Enlisting the coaching expertise of TSS is also one way that community club coaches expand their own professional development. The program fee varies depending on the program plan.
**TSS Academy**

Sportstown FC is proud to be partnering with TSS Academy in their bid for an HPL franchise. Not only will TSS Academy provide all the technical direction and staffing needs for the club, but TSS will continue to run its player academy throughout the season.

**ACADEMY TRAINING**

TSS Academy runs a variety of programs throughout the year to help players advance their skills and understanding of the game. The core of the staff at TSS are full-time coaching professionals who subscribe to a set of beliefs with respect to coaching and development. At the core of TSS is the belief that coaching is about teaching and therefore strives to create the best learning environment possible for players. Players are continually assessed based on the TSS Layers of Learning which is a teaching model to help players and parents understand the elements of becoming a complete player. The TSS vision statement is as follows:

*TSS Academy strives to teach youth how to become skillful and effective soccer players by providing a professional and optimal learning environment. Our objective is to help players attain long term joy and success in the game.*

The academy is not just for elite players. The academy helps young players of all abilities to advance their game. One of the foundations of the program is to have "like-skilled and like-minded" players train together. The academy has training groups for high-level elite players and training groups for beginner players. In total, TSS Academy is composed of more than 700 players, both boys and girls, ranging from U5 – U18. Programming runs for 10 months from September to June every year.

**CURRICULUM-BASED LEARNING**

When a player enters the academy, they are not only exposed to high level coaching, they are also exposed to a specific curriculum. This curriculum guides the nature of training sessions for all coaches at the academy. The boys curriculum is specifically tailored for their program and likewise for the girls.

The curriculum is divided into 3 main stages. The first stage (roughly 3 months) covers a variety of themes that focus on individual skill such as 1v1 dribbling, changing direction, striking, passing & receiving, etc. The second stage involves group play such as the principles of attack, the principles of defending, passing patterns, etc. The final stage involves game play. The players are divided into different teams and compete in a small-sided academy league. Each team is assigned a TSS coach. Scores are kept (for the older players) and professional referees are hired. This final stage allows TSS staff to coach the players in the game - bringing together all the elements of the curriculum into play.

If awarded an HPL franchise, Sportstown FC will utilize the academy to help its younger players develop their technical skills. It will also allow Sportstown FC to monitor any U13 and older players who are trying to progress to HPL.
Soccer for Life

Sportstown FC, in conjunction with its technical partner TSS Academy, currently provides programming from the ages of 4 years old to adult/open ages. This program in its entirety is coached and administered by professional staff. As with many other HPL proponents, Sportstown FC is looking to expand its adult programming. In the past, TSS Academy was a member of the Umbro Development League, and the VMSL Men’s Premier Division. TSS is exploring a return to some of these and other adult leagues in the near future.

On the female side of the game, TSS is currently participating in the Pacific Coast Soccer League (PCSL) in its second season, and has also gained entry into the USL Super-20 league for the 2011 season.

Annual programming includes a comprehensive number of academy teams who travel to local and international tournaments throughout the spring and summer months. In the spring of 2011, there are as many as 14 youth and adult teams run under the direction of the professional coaching staff.

Programs begin for players as young as U5. Sportstown FC feels strongly about the need to provide the youngest players with quality instruction. This is often an area that is neglected within the soccer community. Sir Trevor Brooking, Director of Football at the English Football Association, highlights this common error committed by some clubs as it relates to professional coaching allocation:

“In other countries you get top-quality coaches encouraged to stay full-time in that age group (7 years old and younger). Here you work your way through the age groups and think you have to be in the 16-plus group to earn any money. By then coaches are working with damaged goods, [players] who are simply not good enough.”

This particular deficiency in England’s youth system is also echoed by the Canadian Soccer Association’s in their Wellness to World Cup report:

“The best coaches are encouraged to work at elite levels – they are not recognized as essential to the success of developmental programs in novice groups.”

Sportstown FC and TSS are steadfast in maintaining their commitment to grassroots training, and developing a joy for the game of soccer in structured environments throughout an individual’s lifetime.
Coaching Core to Success

TSS Academy has a systematic and well established internal coaching development process. First and foremost, TSS supports the coaching development programs offered through BC Soccer and the CSA. The academy pays for these courses on behalf of the staff. Every full-time staff member is certified to the B National level - as are some of the part-time coaches. TSS Academy is working towards having all of its staff accredited to the B National level in the next 12 to 24 months.

Internally, each coaching staff member goes through 2 evaluations per calendar year. This involves the Technical Director spending anywhere from 2 to 4 training sessions planning, observing and assessing the staff coach in a 1-on-1 environment. The staff member is evaluated based on planning, content, presentation, and how the session relates to the LTPD plan, CSA “Wellness to World Cup”, and the TSS Layers of Learning (see page 9). The evaluation is also based on how it adequately covers the curriculum topic for the week and if the activities are suited to learning outcomes for that particular age group. In each of the two assessments, the TD will observe the coach in different circumstances (gender, age, etc.) in order to get a more global view of the staff member's ability in dealing with different variables. Each staff member is required to follow the Sportstown FC/TSS Academy practice plan in the majority of their detailed technique sessions (see below).

1 General Warm-Up

This is usually about 5% of your practice time. It is your ‘welcome mat’ to your players. It should always involve movement activities that are related to soccer but it does not have to relate to the theme of your session. There should also be a flexibility component within this portion of your practice.

2 Specific Warm-Up

About 5% of your practice time. Here you should organize your players into an activity that relates to your theme of the day. Give them a chance to explore the technique without any feedback. This is where you can introduce the theme for the session. You should limit your coaching points here to just organizational issues.

3 Technique Practice

About 20-25% of your practice time. This is the meat and potatoes of your practice plan. Here the players practice the techniques necessary to build the activity towards a more realistic ‘game type’ environment. You will introduce the key factors of the particular technique in an environment that does not require opposition (defenders) and limits the amount of cues the players will have to pay attention to. You will build the “skill” with progressions within this controlled environment (pedagogy) until all the key factors of the technique have been exposed and attempted by the players. Your interventions will be frequent and well timed. Remember- there is no learning without feedback.

4 Skill-Related Practice

About 20-25% of your practice time. Here you begin to apply the techniques in a more realistic environment. You slowly introduce opposition and more cues or decisions for the players to find solutions for. You must, however, continue to provide feedback to the players regarding their technique but now try to relate it more to situations within the game of soccer.

5 Small-sided Games

About 10 to 15% of your practice time. Create a game that requires the players to directly focus on the theme of the practice. Find ways of rewarding them for applying or trying to apply what they have focused on in the session. You must still continue to make interventions correcting poor technique and praising good technique. Let them play for the last 5 minutes without any corrective feedback from you as a reward. Let them explore.
Diverse Membership

Sportstown FC is partnering with TSS Academy, an organization that has functioned as a borderless soccer destination for over a decade. TSS membership extends over the Greater Vancouver region. Sportstown FC believes in a competitive model, one in which program quality is the priority over other variables including geographical representation.

The graph below illustrates the diversity of membership currently enjoyed at TSS Academy. While the academy may reside in Richmond, BC, its membership among Richmond residents only represents 18% of the overall membership base. Vancouver sits at 33% and Surrey sits at 22%. Representation from other communities is spread between 4-7%. This type of diversity has been evident at TSS since its inception. Players and parents choose to attend or not to attend based on the quality of the program offered, along with other factors such as affordability, scheduling availability, etc. No one has ever been forced to attend TSS Academy by virtue of its geographical location. The programs at TSS have been painstakingly built on the understanding that without a quality product, few players will walk through the doors.
BC Soccer Supporting the HPL

SUPPORTING A COMPETITIVE MODEL
Many people are putting faith in the HPL to identify players where the metro league did/could not. It can be argued that the out-of-district rule created a culture of complacency for some, but a sense of HPL eternal entitlement must also be monitored in order to avoid the same outcome. At the end of the day, a competitive and accountable model is one which will force clubs to generate systems and strategies that provide players with the best opportunities. It is the belief of Sporstown FC that the BC Soccer Technical staff should set public and tangible objectives for HPL clubs and teams. These objectives should then be regularly monitored for compliance. If groups are non compliant, there should be provisions put in place to improve their respective programming or, in the worst case scenario, the HPL franchise allocation should be removed from the club. HPL club standards should be reviewed and updated yearly so there is a commitment to continuous improvement.

HPL CLUB ASSIGNMENT
Each HPL Club deserves a BC Soccer technical staff representative. As a BC Soccer HPL Representative, a single point of contact can communicate with and support the technical staff of a given HPL club. This type of feedback loop will ensure that objectives are being measured and managed. This representative will regularly communicate with club members and also monitor the club for consistencies in training, curriculum, coaching quality, etc. Most importantly, they will provide resources/support with respect to playing philosophy and training programs. Representatives should meet regularly, and minutes should be posted to the website.

PRESENCE IN THE COMMUNITY
Overall, Sportstown FC would like to see an improved perception of the BC Soccer Staff presence - not only at HPL game environments, but at other soccer events as well. The club respects that there is limited time during the week, but this can be better organized, planned and communicated throughout the respective clubs.
### Sportstown FC HPL Operating Budget 2012

**Receipts:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fees</td>
<td>$324,000.00</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$80,000.00</td>
</tr>
</tbody>
</table>

**Expenses:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages / Salaries</td>
<td></td>
</tr>
<tr>
<td>Administrator</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Technical Director</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Head Coaches</td>
<td>$180,000.00</td>
</tr>
<tr>
<td>Assistant Coach</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Team Managers</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>GK Coach</td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$236,000.00</td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
</tr>
<tr>
<td>Coaches and Staff</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Player Kit</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Equipment (balls, pins, cones)</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Screening</td>
<td>$6,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$40,000.00</td>
</tr>
<tr>
<td>League Fees</td>
<td></td>
</tr>
<tr>
<td>HPL League Fees</td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Training and Game Expenses</td>
<td></td>
</tr>
<tr>
<td>Fields</td>
<td>$48,000.00</td>
</tr>
<tr>
<td>Officials</td>
<td>$24,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$72,000.00</td>
</tr>
<tr>
<td>Travel - League</td>
<td></td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Ferry</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Bus</td>
<td>$25,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$54,000.00</td>
</tr>
<tr>
<td>Administration/Other</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$2,000.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$413,000.00</td>
</tr>
<tr>
<td><strong>Net for the Period</strong></td>
<td>$0.00</td>
</tr>
</tbody>
</table>

*Sponsorship amounts are a combination of cash donation, or supplier contributions at a reduced, or zero cost service/fee.
Periodization

Sportstown FC is prepared to support the proposed season and periodized training, including the mandatory rest breaks. The club is sensitive to the importance of this type of planning, and the programs will be designed to allow our athletes to peak at the appropriate times. The club will adhere to release dates, allowing its players to participate in other competitive programs within the Development Pathway. The club is equally sensitive to mandatory rest dates to allow for appropriate recovery periods before significant events.

Futsal

Sportstown FC’s host facility, Sportstown BC has hosted Futsal leagues in the past. The club believes, like most soccer educators, that Futsal has its advantages and benefits in young players. Sportstown FC would be interested in pursuing a Futsal component within its technical programming, and would also be interested in hosting events for the entire HPL league.

BC Soccer MSM System

Sportstown FC is fully prepared to embrace the BCSA Member Service Management system as a full compliment solution for its club and team organization needs. While the club has not used this particular system in the past, the club has a fully functional data management system in place that allows it to filter, report, and communicate directly with the membership base.

Referees

With the expected improvement in standard of play, there should be an equal improvement in the quality of officiating. Just like player development, as the players get better, the referee quality will need to get better. While HPL games can provide experience and grooming for some of the higher quality officials, it should not be a development ground for new officials. There should be a new criteria and standard established before an official can be an active referee in this league. An assessment process should be required for these individuals to ensure that the standard remains appropriate to the speed and quality of play in the HPL.

Sportstown FC is also in support of a centralized referee scheduling and assigning approach by the HPL.
HPL Long Overdue

HPL SUPPORT

Player participation in the game is increasing, and so to has the expectations of what’s being offered. BC has fallen behind in soccer programming, not only to its American neighbors, but with its provincial competitors as well. It is no longer enough to praise increased participation, it is now time to focus on meaningful development and identification of elite youth soccer players in BC. Sportstown FC and TSS Academy are therefore supportive of the HPL as a model. As the African proverb states: “The best time to plant a tree is twenty years ago. The second best time is now.”

The excerpt below is from an article written by TSS Academy Managing Director Colin Elmes in November 2007. It not only clearly highlights support for the HPL model, but it demonstrates how TSS has been calling for this change for some time.

“In BC, we have too many youth teams and players in what we consider our premier leagues (Metro). There is no criteria for entry into these leagues. If a youth club feels they have a premier team, all you need to do is register. It’s that simple.

Our youth soccer structure also has district boundaries that restrict freedom of movement among players from one geographic area to another. This restriction essentially prevents clubs and districts from being truly accountable for their programs because, for the most part, they are dealing with a captive audience. It should be no one’s business if a parent chooses to drive their son/daughter from one area to another to participate in a program they covet. This is the foundation of our senior amateur leagues and those environments thrive.

Our youth premier leagues should have a maximum of 8-10 teams, all of whom would be required to qualify for the league. Additionally, players who challenge themselves at this level should have a borderless environment, allowing them the choice of soccer club. A borderless environment ensures that clubs maintain a program standard or they run the risk of losing players to other clubs.

With these simple changes, youth soccer clubs would be forced to examine their program and ultimately declare themselves “competitive” or “recreational”. As it stands, our youth structure is unworkable as it tries to be all things to all people. The reality, however, is that these two agendas have little in common.

HPL QUALIFICATIONS

Over the course of this process, TSS and Sportstown FC have been vocal in their support of the HPL. With professional staffing resources, indoor and private facilities, experience in a borderless environment, and dedication to a competitive training model, this partnership exemplifies the ideal HPL franchise. Additionally, the budget presented by this partnership allows for a more affordable solution for players who covet positions in this new league.

TSS Academy has been the voice of the soccer customer in the Lower Mainland for well over a decade. There has been no district boundaries or captive audience at TSS. Thousands of players over the years have chosen the academy as a destination for the simple reason that TSS provides quality coaching and professional programming. The demand for a more professional approach to youth soccer development has grown significantly over the years. The unfortunate reality, however, is that the demand outstrips the supply. With the advent of the HPL, the soccer community in BC must turn to all its qualified resources in order to fulfill that demand as best it can. Sportstown FC and TSS Academy feel strongly that this partnership has much to offer this new league and therefore ask for the selection committee to give this proposal serious consideration.

“The best time to plant a tree is twenty years ago. The second best time is now.”

- African proverb
References

The Future Game
The Football Association Technical Guide for Young Player Development
The English Football Association
December 2010

Long Term Player Development “Wellness to World Cup” (volume 1)
Canadian Soccer Association
2009

TSS Layers of Learning
TSS Academy
June 2009