



ECON SPORTS ACADEMY (ESA)

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Date:

Our Ref.....

Your Ref.....

BACKGROUND

Econ Sports Academy (Former Lake Victoria Soccer Sports Academy) is a local community based sports development program which began operations in 2008 with the aim of supporting the out of school and in-school sports talented youth (both boys and girls).

In 2018, Lake Victoria Soccer Sports Academy joined with [Econ Children's Village](#), [SSEBO group of Companies](#), and [Trophy Developers Uganda](#) to form the Golden "[ECON Sports Academy](#)" fully registered with FUFA .

Econ Sports Academy (ESA) currently uses Katabi Sub County as its location along Entebbe-Kampala highway using the Katabi Sports football pitch opposite Katabi Sub county headquarter offices as the home ground for both training and matches or tournaments.

VISION STATEMENT

Econ Sports Academy strives to teach youth how to become skillful and effective soccer players by providing a professional and optimal learning environment.

MAIN GOAL

The main goal of Econ Sports Academy is to help players attain long term joy and success in the game.

MISSION

Our mission is to create fruitful future for talented youth footballers and help them acquire Education as well.

ECON SPORTS ACADEMY PROGRAM OVERVIEW

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, ESA currently has registered and trained more than 400 players, both boys and girls, ranging from U5–U20.

ESA has 3 competitive trainings in a year. The trio trainings are carried out at every beginning of each holiday (End of terms) from Monday to Saturday morning. Registration of players is going on.

Econ Sports Academy (ESA) TEAMS for 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 ESA certified B-License Coach – Allan Kabonge. The coach must also follow a prescribed curriculum throughout the year, covering a variety of topics aligned with Long Term Player Development.

For older players, aged U10–U20 and beyond, ESA fields academy teams in schools' holiday seasons from April to May. These teams are comprised primarily of select players from the academy. In some cases, teams are formed as early as October for the third term school holiday and train together throughout the holiday period. Teams attend specific tournaments in Kampala, Western Uganda, Northern Region as well as Airtel Raising stars' tournaments. These teams spend the holiday seasons (for in school youth) and for out of school youths, they also months training and playing exhibition games at the Katabi sports playground.

Econ Sports Academy and partner secondary schools run and support technical soccer training programs for boys and girls aged U12 –U25, as well as adult programming for club games. Guided by the Econ Sports Academy Layers of Learning, the academy offers a combination of individual skill development, goalkeeper training and club team training. The compliment of soccer programs includes:

- Primary and partner secondary school teams
- Academy Training
- Goalkeeper Academy

- Club Team Training

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-U20. Each session runs for 70 or 90 minutes depending on age and alignment with Local Technical Player Development led by qualified ESA coaching staff. A curriculum is followed throughout the year covering a variety of topics from technical skill development to game awareness.

Under the Academy training program, the ESA runs these specific projects:

i. Academy Training and Player Development program

ECON Sports Academy is proud to be partnering with ESA in their bid for a fully developed soccer academy institution. Not only will ESA Academy provide all the technical direction and staffing needs for the club, but ESA runs its player academy throughout the season.

ii. Schools soccer team training program

ESA Academy runs a variety of programs throughout the year to help players both in the academy and school teams advance their skills and understanding of the game. The core of the staff at ESA is full-time coaching professionals who subscribe to a set of beliefs with respect to coaching and development. At the core of ESA 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 ESA Layers of Learning which is a teaching model to help players and parents understand the elements of becoming a complete player.

iii. Curriculum-Based Learning Program

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 ESA coach. Scores are kept (for the older players) and professional referees are hired. This final stage allows ESA staff to coach the players in the game - bringing together all the elements of the curriculum into play.

GOALKEEPING ACADEMY PROGRAM

The goalkeeper training parallels the Player Development Academy. This 10-month program also runs from September to June for players between the ages of U12-U20. Each session runs for 90 minutes with a professional ESA goalkeeping coach. Like the Player Development Academy, the goalkeepers follow a curriculum throughout the year covering a variety of topics.

CLUB TEAM TRAINING

Econ Sports Academy also helps train a variety of teams around the Lower Mainland. Some club teams train at the academy field twice a week while others engage in a 6-

week package focusing on a particular part of the game. Enlisting the coaching expertise of ESA is also one way that community club coaches expand their own professional development and contribute to community soccer development.

Under the club team training program, the ESA also runs specific programs on coaching skills development amongst the youths as detailed below:

Coach Development

Coaching Core to Success ESA Academy has a systematic and well established internal coaching development process. First and foremost, ESA supports and participates in the coaching development programs as well as courses conducted by FIFA through FUFA. The academy pays for these courses on behalf of the staff. Every full time staff member is certified to the C National level - as are some of the part-time coaches. ESA Academy is working towards having its entire staff accredited to the C 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 professional development plan and the ESA Layers of Learning.

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 Technical Director (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 Econ Sports Academy practice plan in the majority of their detailed technique sessions as detailed below:

1. General Warm- Up

This is usually about 5% of the 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

This is usually about 5% of the 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

This is also usually about 20-25% of the 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

This is also usually 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

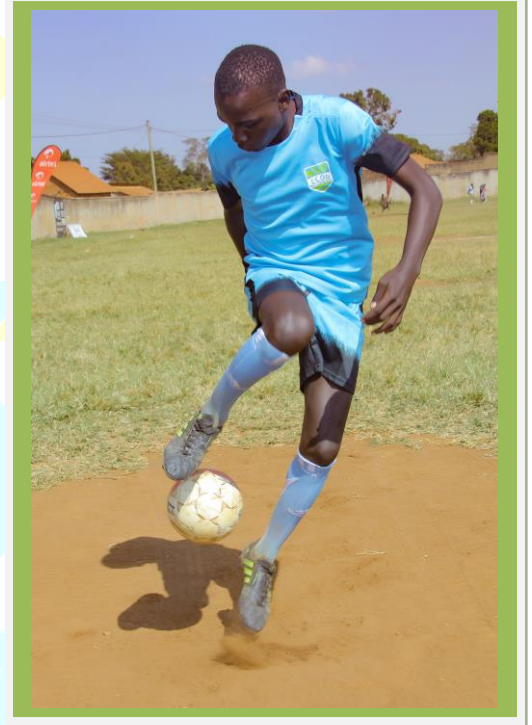
This is usually about 10 to 15% of your practice time. Create a game that requires the players to directly focus on the theme of the practice. Find ways of rewarding them for applying or trying to apply what they have focused on in the session. You must still continue to make interventions correcting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

Pictorial – Visit <https://trophydevelopers.com/econ-sports-academy/>





NAMUGERWA GLORIA



Above: Namugerwa Gloria (L) making a-Famine touch. At **ESA** we train the future She cranes'. This young lady is currently in Senior Two at Princess Diana High School, Munyonyo and on soccer bursary courtesy of the school's partnership program with ESA.



Below: The ESA U-14 Boys team on club exchange visit and training program at the Kawuku based Aurum Roses Farm. These youngsters featured for the second division side of Aurum Roses FC in 2013 courtesy of the club's partnership program with ESA.



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