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THE MAGAZINE OF THE ARMY FA

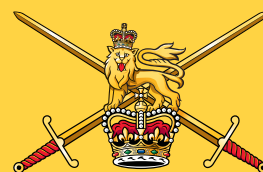
ISSUE 7 - January 2011



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"The Handbooks were first rate, they were everything I expected. The finished book was received by all as excellent value for money."

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Wally Hedgley
Central Warwickshire Youth League

"We are very happy with the handbooks and have received no end of positive feedback."

Our website administrator said it was 'one of the most professional handbooks he had ever seen and a real credit to the Bromsgrove League.' All our clubs were really shocked at what was presented to them; they expected the old black/white printed format!"

Simon Burgess
Bromsgrove and District Football League



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Gnr Roxy Roberts being put through her paces – page 22

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WELCOME

As a football fan, have you ever stopped to wonder why Army rugby and now even Army cricket play a prestigious fixture or 2 at our national grounds – and we don't? Twickenham and recently Lords have hosted inter-service fixtures. So, you might ask, what is the Army doing about this? Well, in my capacity as the Director of Marketing for Army Football, we've started to raise the whole profile of Army Football. We've coined the phrase 'waking the sleeping giant'; as I'm sure you'd agree the potential of Army Football is enormous. But it won't happen overnight. We do hope that we can announce developments in the next 12 months and work towards our own prestigious fixture in this time. Read our website, www.armyfa.com.

The Army Football Association is now working in partnership with our sponsors, Team Army, the Football Association, one London championship club and a premiership club. As yet, I'm not quite in a position to announce these links because we are still organising the detail. But watch this space; we hope to have games arranged in the next 12 months. We are also working closely with the Royal British Legion and we hope to have a photo-shoot in early January when we launch our new playing

shirts with the famous Poppy logo. At some point, we would like to emulate Army rugby with a replica shirt. Do come back to me if you like this idea.

Where we do maintain a healthy lead over other sports is grassroots and regimental football. You often see groups of soldiers kicking a ball but I don't see too many impromptu games of cricket or rugby – do you? The Army Challenge Cup (holders 2 PARA and Minor Units, AFC Harrogate) is a vibrant regimental competition and definitely the trophy to win. This year, on Wed 18 May, we will hold both Cup finals on the same day, with the Major Units playing in the early evening – hopefully this will attract more spectators. And finally, please 'have your say'. The Army Football Association would love to hear from you, regardless of rank and regardless of playing ability. Many of the best ideas are at the grassroots level. You can reach me on stephen.vickery491@mod.uk or you can reach the Secretary on billy.thomson@armyfa.com

Steve Vickery
Director of Marketing
Army Football Association

“THE NATION’S GAME SUPPORTING THE ARMY’S AIM”

SHARING AND EDUCATING: ARMY FA COACHES GATHER AT ALDERSHOT

Members of the Army Coaches Association were put through their paces on a bright, clear October day at Clayton Barracks, Aldershot, when Army Football Development Officer Steve Stone delivered a session with a mixture of coaching theory and practical.

Friendly banter between the head coaches of REME and R SIGNALS set the scene for an enjoyable day. Ideas were exchanged on coaching principles and practices.



Army FA Coaches Ali Watkins, Daz Kidd, Daz Lythe and Andy Dick share a laugh during the practicals.

After lunch, a number of practical topics were delivered to highlight various points. The 25 Army coaches were joined by 30 members of the R SIGNALS playing squad to help demonstrate various aspects of play.

At the day's end, the coaches were joined by Tony Rock, who is currently reviewing a number of areas in Army football. In a wide-ranging discussion, views on grassroots, Corps and representative football were exchanged. The value of mandating coaching qualifications was discussed and,

as a group of coaches, we will look forward to Tony's recommendations.

Should anyone have any further points for Tony, you can reach him on tony.rock491@mod.uk.

During the afternoon, the inter-Corps banter continued. Revealing some playing formations and drills, the Signals Head Coach, Dean Boughen, was overheard to say to the REME's Head Coach, Mickey Schorah: "Don't worry, Mickey, that's only half of our tactics. Are the REME doing the next demo?"



Army FA Football Development Officer, Steve Stone begins the practical sessions with the players from the Royal Signals squad 10/11

Psychology, a referee's view, management styles, phases of play and player preparation are all topics the association wishes to cover next year. If you have recently qualified as a coach, either with the Army or a county FA, why not register?

For further information on the Army FA coaching network, email gill.jones@armyfa.com.

If you would like to attend any future events or if you wish to contribute some ideas,

please email afacoachcoord@gmail.com. Judging from the feedback, it appears everyone thoroughly enjoyed the day.

Thanks to Gill for the pre-course admin, to Steve for passing on his extensive knowledge and to the Jimmys, who kindly assisted with the pm practical demonstration.

Of course, many thanks to the 25 coaches who attended the event with such enthusiasm.



Army FA Football coaches Mickey Schorah and Kev Hanbury observe a set piece practical

Keep watching the Development pages on the excellent new Army FA website, www.armyfa.com, for further information and dates.

Going to press, it looks as if the first coaches day for 2011 will be Thursday, 24 March, closely followed by a morning-only day on Wednesday, 18 May – so we can watch the Army Challenge Cup final in the afternoon.

Regards and happy coaching,
Army FA Coach Co-ordinator,
afacoachcoord@gmail.com.



WEMBLEY DATE FOR AWARD-WINNING COACH

Cindy Halliday, wife of WO1 Andy Halliday APTC, serving with 21 Engineer Regiment in Ripon, North Yorkshire, has been chosen as the National FA Coach of the Year.

Having won the county and regional awards, Cindy was invited to Derby County's academy to carry out a practical coaching session under the scrutiny of the judges - Les Howie, Head of Grassroots Coaching, and Eric Harrison, McDonald's Head Coach.

She and seven other coaches from around the United Kingdom had to conduct a 35-minute session with some trainees from the academy. Both judges were impressed with the quality of the skills and knowledge displayed by them all and finally decided Cindy showed an ability and passion for the game and an abundance of warmth and enthusiasm for the children that put her above the others.

Cindy attended The FA Community Shield game between Manchester United and Chelsea with her family as guests of The FA and McDonald's and was given the award during a presentation dinner in The FA club suite before kick-off.

She and other award winners received the applause of the crowd at half time, when they were invited onto the Wembley pitch, which was "just amazing", she said.



As part of her prize, she was also delighted that 25 members of the two clubs, Catterick Garrison Football Centre and Claro Barracks, Ripon, went down to the game courtesy of free tickets from The FA. This is the culmination of many years of hard work and dedication she has given to provide an invaluable service to children and their families, especially in these times where operational commitments are ever pressing.

Cindy, with the help of husband Andy, who is an FA Premier League assistant referee,

has coached over 1,000 children wherever they have been based over the last 20 years. They hope to carry this on for many more years.

She said: "It's been an honour and a joy to coach so many service and civilian children with varying abilities and attributes over the years, and it has been heart-warming to see them develop in their own ways. They are all my little soldiers."

DASHING CRUSADERS TURN ON THE

BY CAPT STEVEN PUGH, 17 PORT AND MARITIME REGIMENT RLC

Dressed in smart royal blue polo shirts and blazers, 22 gentlemen Crusaders took the world's most popular sport across the pond to the USA. The Army Crusaders, who comprise officers from the Regular and Territorial Army, old and young alike, played four competitive games and a very demanding seven-a-side tournament during the tour to New Jersey in October.

On the outbound transatlantic flight, nearby passengers were invited to join in with Capt Andy Wilmot's 'Who Wants to be a Millionaire football special' quiz as the Crusaders tried to mentally prepare themselves for the job ahead. The reality was that football quizzes are not these officers' forte. Many of them were just as confused by the obscure questions as the American passengers.

When the team touched down in Newark, they were met by Maj Jez Johnson, a UK exchange officer serving with the US Army, who had kindly co-ordinated the US administration for the tour.

After receiving an arrivals brief, the squad went on to Fort Monmouth, New Jersey, where they would be based for the next 10 days. There was little time to relax – they arrived late in the evening and their first game was the next day, against the US Military Academy Prep School (USMAPS), based at Fort Monmouth.

Finding they were better at football than quizzes, the Crusaders got the tour off to a winning start in a game of two very different halves. In contrast to the outstanding facilities at Fort Monmouth, the chosen pitch (picture an end-of-season rugby ground) was converted into an American Football pitch just before the game, resulting in a confusing mish-mash of white lines and

orange lines for 'soccer' markings.

Crusaders were able to overcome the confusion and were well worth their 6-0 lead at half time, even with a number of missed efforts. Lt Col Colin Francis contributed five of the six goals before being substituted at half time.

The second half was a complete contrast after a number of additional substitutions, which allowed USMAPS to get back into the game. The 6-3 scoreline was a fair result, and USMAPS were well worth their three goals. They were playing the friendly in the middle of their regular season, in which their record was four played, four won.

“HAVING A FRIENDLY BATTLE WITH THE CRUSADERS WAS DEFINITELY A GOOD BREAK FROM THE NORMAL REGULAR SEASON GAMES,” SAID USMAPS SOCCER COACH 2ND LT CHRISTINE O’LEARY. “THE KIDS WERE DEFINITELY SURPRISED AT HOW GOOD THEY [THE CRUSADERS] WERE.”

The result gave the British side plenty to work on. Crusaders players are officers ranking from Second Lieutenant to Colonel, from the RLC, REME, RSignals and RA. Back home, the Crusaders play friendlies against Army and Corps teams, along with fixtures against blue light services and prestigious old boys teams.

While Stateside, the Crusaders attended a Major League soccer game in Harrison



between the New York Red Bulls and Real Salt Lake - a dismal 0-0 classic, which Thierry Henry failed to liven up for the Red Bulls.

Away from the football, cultural visits to New York and Philadelphia were organised. Of note, the Congressional Walking Tour of Philadelphia was interesting and provided a good historical background to the formation of the United States of America.

The highlight of the tour, however, was definitely not the tour guide's comment while standing outside the oldest post office in the US: "If you look to your rear, the building in front is not the building from Ghostbusters." Priceless.

Back to football, Crusaders arrived early on a fresh, but cold evening to play the second and toughest game of the tour against the semi-professional Go Soccer FC. After the disappointment of a cancelled fixture the day previous, everyone was raring to go.

It was a hard-fought and tiring match, strongly contested by both sides, and Crusaders were beaten 3-2, a fair result. Crusaders worked hard for their two goals, but were undone by the fitness and skill of the American side.

A changed team stepped out for the match against the US Coastguard just 12 hours after the end of the Go Soccer game. In contrast to the previous night's match, the

STYLE IN MEMORABLE US TOUR

US Coastguard fielded a number of players trying 'soccer' for the first time.

Crusaders were able to impress their ability on the US Coastguard and were 4-0 up before USCG had their first shot on goal - on 87 minutes. The shot received huge cheers and applause from USCG fans - fortunately for Crusaders, they were enough to wake goal keeper Lt Col Dave Jones before it could cause any trouble. Shortly after, the final whistle sounded to finish a very one-sided match that ought to have produced more goals.

Crusaders' final game was against Fort Dix. The local league had brought together the best players from the base, producing a young, exuberant team. The US refereeing team had an interesting dynamic: one assistant chose to wear aviator sunglasses throughout the game; one was female; and the referee was sporting a Hulk Hogan style tash, which seemed to anchor him in the centre circle (maybe going back to his WWE days).

The game ended in a well-deserved 3-1 to Crusaders, capping the tour with a third win out of four games.

All that was left was a final-day seven-a-side indoor tournament, with two Crusaders teams and two local American sides.

It was soon apparent that four games in 10 days interspersed with a number of training sessions had taken its toll and the American sides came out on top. However, it did not ruin an outstanding trip. The football experience was excellent. Crusaders played against some fantastic semi-pro players right through to novices playing for the first time.

The flight back to Blightly was slightly quieter - no quiz this time, as sore and jaded bodies snatched some much-needed rest.

Everyone in the US was friendly and keen to welcome the touring team. Soccer is definitely a fast-growing sport in the US,

attracting many new players. The tour was a superb way of promoting the beautiful game and the Army Officers Football Club.



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VICTORIOUS ROYAL SIGNALS FORGE A NEW FRIENDSHIP

DEPLETED SIDE WIN RESPECT OF TALENTED YORKSHIRE ASIAN TEAM – AND AN ANNUAL FIXTURE IS NOW LIKELY



With the help of Sue Clark, the wife of Lt Col Steve Clark MBE GM QGM+, the Royal Signals football team represented the Army in a community engagement fixture against Relay Recruitment Rovers, a combined West Yorkshire Asian side managed by local football legend Shamshir Shah (affectionately known as ‘Sham Allardye’).

The match was the brainchild of ‘Sham’, who wanted an opportunity to show his support for the Armed Forces by arranging a match with a view to generating public interest and support for Afghan Poverty Relief and H4H (Help for Heroes).

Sue and Sham consequently contacted Maj Richie Bell (Army and R Sigs Manager) through Col Steve and started the ball rolling (excuse the pun). The fixture was played on Sunday, 19 September, which coincided with the return of the Corps trialists from a training week at Elmpt.

Severely depleted by injury, an under-strength Corps side ran out against some of Yorkshire’s best Asian footballers at Garforth Town Football Club.

The match was played at a frenetic pace,

and the Corps spent the first 10 minutes inside their own half, working hard to break down dominant opposition. That all changed with our first real possession as Sig Miles Gorey (3 DSR) broke down the left and lifted an early cross into the penalty area. Combined Services and 11SR front-man Sig Sam Agar (11SR) rose above the defenders to guide a perfect header beyond the flailing keeper into the top corner.

The Bradford boys were not to be outdone, and within five minutes a pinpoint lob sailed over the head of stranded stand-in Corps keeper Cpl Mark Hankey (2 SR) to make it 1-1.

The match then moved into top gear as both sides attacked with real energy. Unfortunately, the Bradford side had spotted that the Corps keeper was obviously out of his depth and two further long-range chips put us 3-1 down at half time.

At this point, an injury to LCpl ‘Knuckles’ Houghton (215 Sig Sqn) meant that our kit man, Cpl Stotty Stott (228 Sig Sqn), had to be forced onto the pitch with a crow bar in order to make up the numbers. To the amazement of everyone watching, Stotty made the most significant impact and began the fight-back with a threaded pass that put Sam Agar in for his second.

Gorey then joined the scoring with an excellent strike that put the sides level. The Bradford team soon found some reserves of energy to forge ahead again with a great finish inside the box from a scrambled corner.

Then the match was lit up by the goal of the match from Stotty, who rounded two players in the middle of the park and smashed the ball into the top corner from 25 yards.

The banter from the sidelines then seemed to distract both teams as half the Bradford coaching staff swapped sides and joined us in our technical area as if they knew what the outcome would be.

Sure enough, with five minutes to go, Sig Sam Agar, having been fed a neat pass from LCpl Wayne Latham (204 Sig Sqn), rounded the keeper and slotted the ball home.

It was a fantastic win for a weakened Corps side against a very good Relay Recruitment Rovers outfit, who have been promoted every season since they were formed six years ago. What is more significant is the effect the game had on the Asian lads as they were full of praise and respect for the soldiers who had taken the time to come up and play them.

Roger and Tarique, the other members of the Relay management team, took time to thank the players personally and express how proud, privileged and honoured they were to be involved with a fixture against the Royal Signals.

It is now our intention to make this an annual pre-season game, and the Ex-Royal Signals Farsley Celtic player-coach, Simeon Bambrook, has offered to bring in his two Pakistani internationals for a summer game next year in aid of a suitable military charity, a match that is sure to pull a huge crowd from the Muslim community.

A few soft drinks with the opposition after the game rounded off a great day for football and the Army.

HE'D ALWAYS LOVED FAST THINGS...CARS, BIKES, JETS, CHEETAHS, SHARKS, 50 MEG BROADBAND, INSTANT MESSAGING, PIZZA, CRAZY SPED-UP KUNG-FU FIGHT SCENES, PREDICTIVE TXT, SPEED-DIALING, SPEED-DATING...AND NOW THESE BOOTS...



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**England U17s boss John Peacock sees a bright future
as more coaches gain UEFA's Pro Licence**

UEFA's Pro Licence is the most prestigious certificate that a manager or coach working in the elite game can hold. In many of Europe's major football nations it is a mandatory requirement if you want to coach at the highest level, and it's a necessity for any club that wishes to enter the UEFA Champions League.

John Peacock, The FA's Head of Coaching and UEFA's Pro Licence Course Director, recently oversaw the graduation of the 2009-10 Pro Licence students, and also welcomed the new intake for 2010-11 onto what will be The FA's tenth year running the course.

Unlike UEFA's A-Licence course, which features significant amounts of practical coaching, the Pro Licence award looks at the wider issues crucial to successful management at the top level of the modern game.

"The focus is much more on the management side," says Peacock. "Things like handling professional players, dealing with leadership issues and

controlling finance. The course helps to make candidates aware of all the different management issues."

Also included on the 240-hour course are modules on the importance of strategic planning and the ability to evaluate performances across a whole season. It also covers the preparation of individuals and teams for key games, as well as the ability to analyse your own strengths and weaknesses as a coach or manager. And guest speakers from across the worlds of sport and business are invited to speak – something that Peacock feels helps the process of self-reflection and individual analysis.

"We are constantly challenging ourselves as managers and coaches, and we don't often have time for self-reflection. It's sometimes nice for the presenters to pick our thoughts and get us to think, 'Are we doing this right?' or 'What can we do to add that extra five per cent to improve our performance?'"

"With the quality of presenters we invite, it stimulates your thinking about all aspects of management, coaching and leadership. The content of presentations

encourages candidates to leave the course and re-evaluate what they are doing. Hopefully it will help them to improve in their roles."

The quality of English coaches and the structure of the coaching system has come under intense scrutiny recently following the England Senior side's failure to reach the World Cup Quarter-Finals in South Africa. However Peacock, who as England U17s Head Coach led the team to European Championship glory in May, speaks about the importance of striking a balance and the need to be patient.

"Things are not all doom and gloom," he says. "It's amazing that when you have success – and I've been fortunate enough to enjoy some with the U17s – everything looks fantastic. And then we don't do so well in something else and things are suddenly desperate. We have to get a balance."

"We constantly review and update the course, and introduce qualifications and awards where appropriate. In fact we evaluate everything we do. I think there's a misconception out there that we're back in the dark ages, and that English coaches

Newton's new laws

West Brom coach Eddie Newton is changing his approach after gaining his UEFA Pro Licence

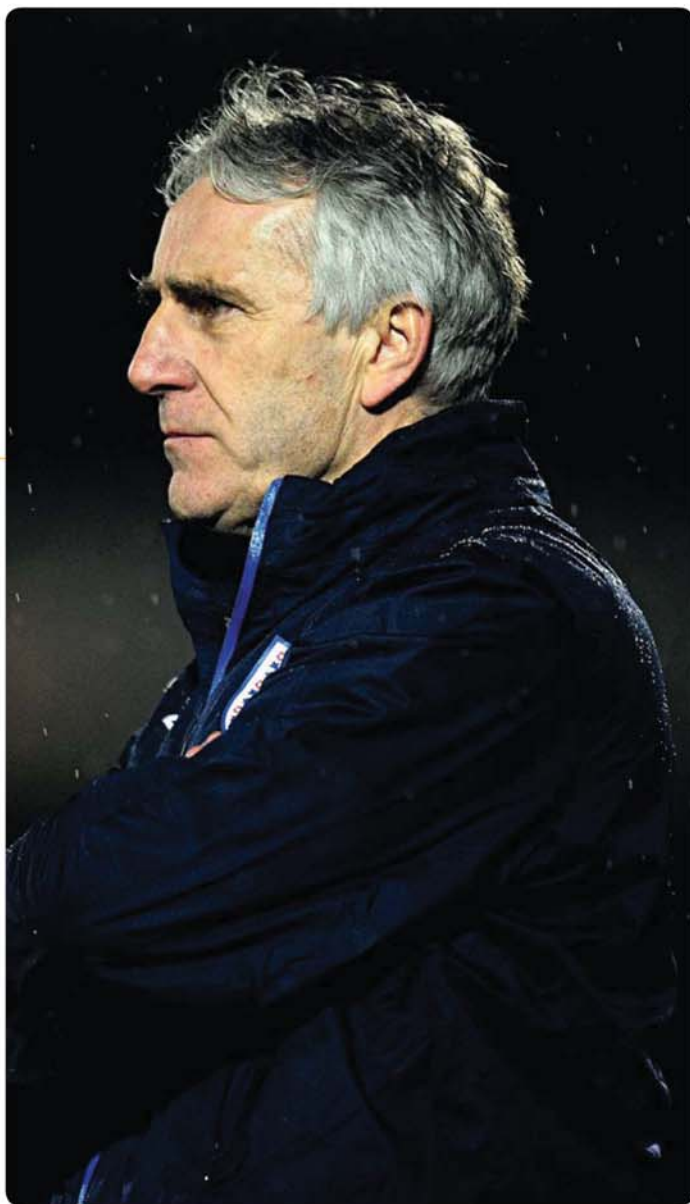
When Eddie Newton left Chelsea to join Birmingham in 1999, the face of English football had changed irreversibly. The Stamford Bridge club was unrecognisable to the one he'd represented after the influx of foreign stars brought alternative approaches to diet, practice, stretching and learning.

And it certainly changed the way Newton looked at the game. Now, working alongside former team-mate

"British coaches must up their standards and fight against European managers, as they're the ones landing the major jobs"

Roberto Di Matteo, West Bromwich Albion's assistant head coach is hungry to take any learning experience or opportunity that's presented to him.

Completing the year-long UEFA Pro Licence has satisfied the former midfielder's appetite for further knowledge about the game.



“England has got some outstanding young managers coming into the game. They just need the time to develop, and this is where the Pro Licence can help”

are no good. This view is absolutely, fundamentally flawed!”

The coaching expert reckons that if the correct preparation and the right opportunities come together, English coaches will flourish.

“We’ve got some outstanding coaches and some talented young managers coming through. As with anything they just need the right chance to come along, and importantly they need time to develop. I am acutely aware that in the winning business, time is sometimes not an option, hence the reason why preparing managers and coaches for the profession is a key objective.

“The requirement for mandatory qualifications to make the role what it should be – a licensed profession – is vital. And there are moves at the moment to put that into place right across the game. I’m not saying that qualifications are the be-all and end-all, and it doesn’t necessarily mean that those who have them will be fantastic at the job, but it gives them a real good grounding on many aspects of the game – not just in coaching but in management as well.”

What is the Pro Licence?

This qualification is the most prestigious in the modern game. It equips football coaches and managers with the skills to manage elite players at top clubs.

The training course covers a variety of key topics and skills, including planning and evaluating your team’s strategic programme, and how to influence key fixtures and important players, plus there are also specific modules on developing all-important interpersonal skills.

The UEFA Pro Licence is now a mandatory qualification for all major football teams across Europe, and increasingly across the world. And from 2004 onwards, any club that wants to participate in the UEFA Champions League must employ professionals with this certificate, and many believe the Pro Licence will soon become commonplace in the UK.

There are now a string of top-flight managers and coaches in Britain with the qualification.

“The chance to share life experiences with your peers, other coaches and managers on the course – that’s what I really enjoyed,” he says.

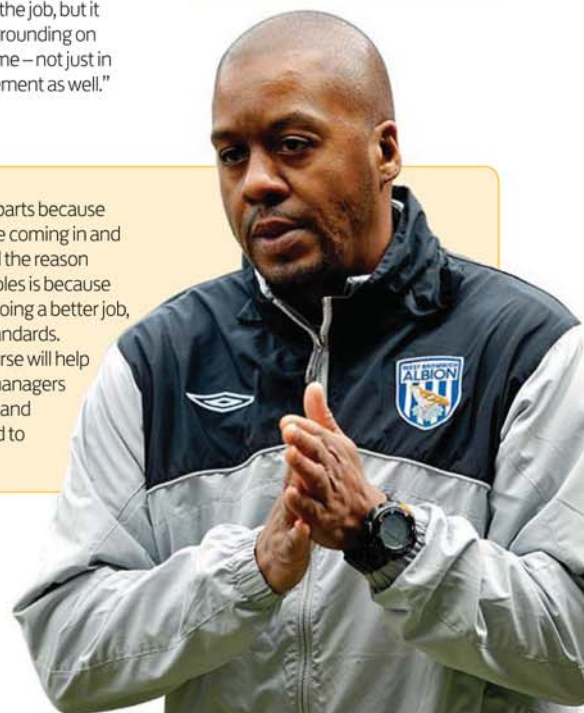
“Hearing those experiences is vital, whether it’s course directors on their experience of England youth teams and how they dealt with tournaments, or managers who come in and tell us how they’re running the day-to-day logistics of their football club. The course applies to

all the practical aspects of management – the fundamental aspects of the life you’ve chosen to go into,” says The Baggies coach.

The former Birmingham City man is one of a group of aspiring young English coaches who are planning for a successful career in the game in this country. But Newton is under no illusion about the task that lies ahead. “British coaches have got to up their standards and fight against

their European counterparts because they’re the ones who are coming in and getting the big jobs. And the reason they’re getting the big roles is because they’re successful and doing a better job, so we need to up our standards.

“The Pro Licence course will help lots of young, aspiring managers to formulate their goals, and visualise what is required to achieve them.”



Three Lions call out to the nation

England's players are urging the nation to join them and 'Get Into Football' as they step out for a brand new qualifying campaign.

Fabio Capello's Three Lions squad have been supporting The FA's grassroots football and coaching message hoping to inspire people across the land to get involved in the nation's favourite game.

The initiative is designed to drive prospective grassroots participants to find a team, get into refereeing, or coaching and learn about The FA Youth Award.

Before their match against Hungary in August Fabio and the squad were joined by several grassroots coaches, who watched an entire training session at London Colney.

In England 190,000 people have undertaken The FA's Level One coaching course in the last decade and almost 3,000 coaches have taken part in the new FA Youth Awards, a new path of courses developed by FA Learning

specifically for youth coaches. The course is split into three modules and includes an introductory module – and places can be booked via County FA's across the country.

The FA Youth Award is revolutionary in coaching young players and trains coaches to develop the right environment for young players to learn and improve, develop quality practice sessions according to differing player abilities and encourage problem solving, decision making, skill development and creativity from their players.

Furthermore, over 26,000 coaches have now engaged on the UEFA B Licence course, with 22,913 having completed part one and 3,186 having passed the full certificate. Nearly 1,000 coaches have completed their UEFA A Licence badge through The FA and 160 coaches in England possess a Pro-Licence, a mandatory qualification in most countries.

On an annual basis, the number of people qualifying for these top UEFA



coaching qualifications in England is now on a par with all of Europe's leading nations, and some of football's biggest names have recognised the quality of our instruction.

For more information, visit:
www.TheFA.com/GetIntoFootball



Get **into** Football



Get **into** Football



FOLLOW THE LEADERS

Dave Lewis (coach far left) and Denise Carter (coach far right), who both met Fabio and the Squad, are Level 1 graduates...

DAVE LEWIS

BOREHAMWOOD YOUTH FC

What are the most rewarding aspects of coaching?

Seeing a player go all the way through. There have been one or two in the past, but in all honesty it's just the enjoyment the kids get out of it. I like to instil a sense of fun, win or lose. I would recommend it to anyone. A lot of managers have never kicked a ball in their life, but you don't have to know the game or play the game very well; that's why the level 1, 2, 3 coaching courses are there.

What would you say to anyone looking to get involved in football coaching?

Go for it, absolutely. There is a lot of fun involved and there's a lot to be done, but the end result of the coaching is brilliant. The enjoyment, seeing the kids having fun, pushing them forward... just get involved, it's great fun.

DENISE CARTER

KNEBORTH YOUTH FC

Why did you decide to do the Level 1 training course?

I wanted to teach football for some time but my son didn't think it was particularly cool to be taught by his mum. Luckily, Knebworth were just starting up their girls' football section and I got involved there. I've been at the club for three years, and it's great.

Did you find it easy finding the opportunity to get started?

I think if it's something you're really interested in doing, there are loads of clubs around that will help you get into coaching and do all the relevant courses and things – they'll make it easy for you. Loads of teams need support and help, so if it's not something you want to do yourself you can support other coaches in an assistant role. I would definitely recommend getting out there and doing it.

Stay ahead of the game

With coaching and playing trends in the modern game constantly evolving and changing, it is crucial for coaches at all levels to continue to stay up to speed with the latest changes in the game.

The FA Coaches Association provides essential support and advice for qualified coaches at all levels of the game. If you're keen to continuously develop your coaching knowledge and training then The FA Coaches Association is for you.

Membership benefits include:

- Subscription to The FA's coaching journal delivered to your door
- Access to 'FACA Live' – the exclusive FACA Coaching website
- Information regarding free access to local coaching events run by your County FA
- Membership card confirming you are a qualified, fully CRB-checked coach

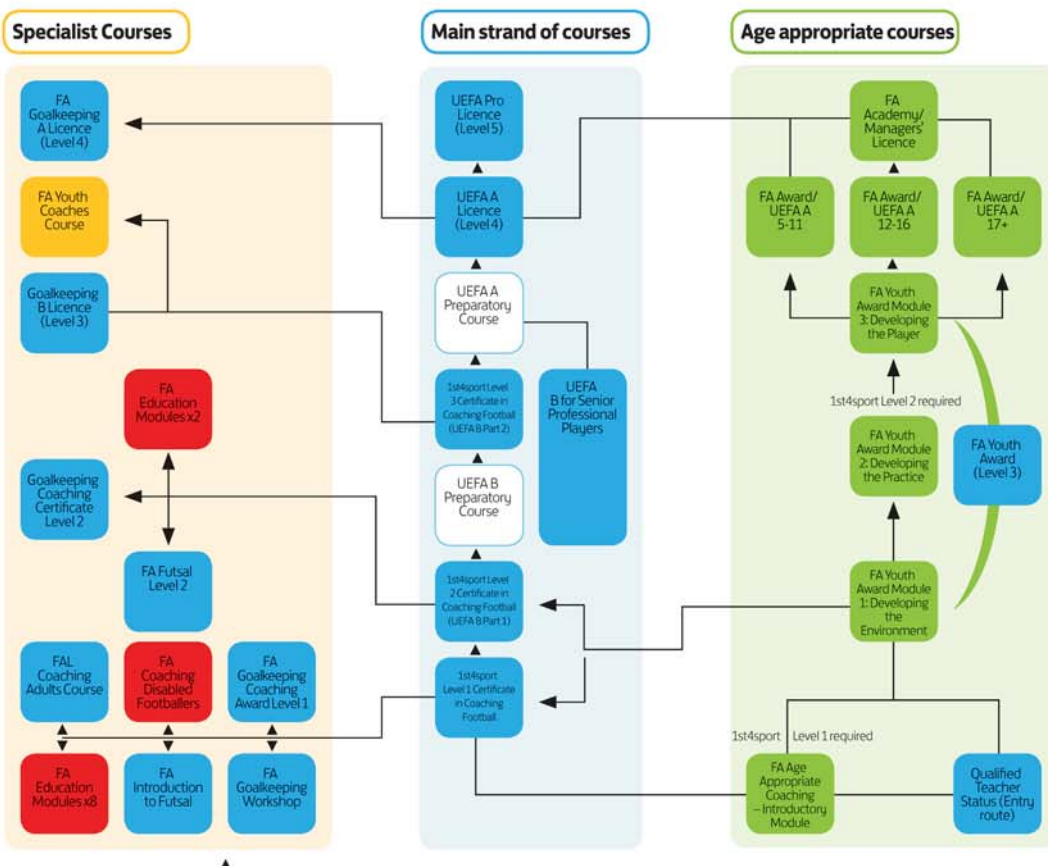
- Membership pack including mouse mat, lanyard, membership card wallet, course planner and course application forms
- Personal accident and liability insurance cover
- Exclusive discounts on FALearning courses

For more information and to get involved please visit:

www.TheFA.com/FACA

COACHING OPTIONS

Here, we highlight the courses that can lead to a career in coaching, from bottom to top. Turn the page to find out how you can get involved...



FOOTBALL NEEDS YOU



Our target is to recruit 50,000 new trained coaches by 2011 and 8,000 new referees by 2012.
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Get into Football

TheFA.com/**FootballNeedsMe**



Make a difference The big recruit is on, can you help?

During September and October, The FA told the nation's workforce 'Football Needs You'. The message is part of a new campaign to inspire mechanics, teachers, accountants, DJs and everyone who loves football to take their first steps to becoming a grassroots coach or referee. The inspirational new Football Needs' campaign supports The FA's push to recruit 50,000 new Level 1 coaches by the end of 2011 and 8,000 new referees by the end of 2012.

A nationwide advertising campaign featured Jaz Dhami, an international singer, headteacher Manisha Tailor and air steward David Green, all of whom

retain their passion for coaching and refereeing while juggling their busy professional careers.

Singer Jaz Dhami commented: "After spending time away from football to pursue my music career I returned to England and wanted to give something back to my local community.

"By getting into coaching I'm sharing my passion for the game and providing young Asian footballers with a pathway into the game."

The campaign is part of the FA's wider Get into Football project, in association with coaching partner McDonalds and refereeing partner Carlsberg.

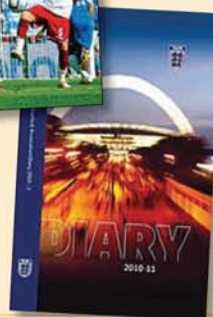
Diary for your dates

Make sure you don't miss any important dates in the football calendar by buying the official FA Diary for 2010-11.

It's available to buy online from The FA Learning Shop for just £5.50. The diary is on sale alongside a host of official

FA publications, such as *The FA and England Yearbook* (£7.99), which reviews England teams and FA Competitions from last season, including the world's biggest knock-out tournament, The FA Cup. It's also packed with facts from the past twelve months, plus historical details.

The FA Learning shop also stocks coaching and refereeing manuals, DVDs and equipment and much, much more. Log on to www.TheFA.com/FALearningShop for the full range of products.



The Future Game

Where is football going in the future?

How has the game changed over the past ten years? And how should we prepare England's young players so they can cut it at the highest levels of football?

These questions and more are addressed by The FA's brand new publication, *The Future Game*.

The guidelines, which were developed by The FA's coaching staff and have been

distributed to all Premier and Football League clubs, outline The FA's vision for the development of young players.

The document addresses future requirements for young players in top-flight football, and includes development guidelines for specific player age ranges.

"This is a vital document for the

future of the English game," said Sir Trevor Brooking, The FA's Director of Football Development. "If we are serious about developing world-class players for the England team, then this is our starting point.

"It has been decades since The FA last produced a technical document aimed at reviewing the state of the game – one that looks into the future and outlines how to develop young players so they are able to contest at the highest levels of world football."

The Future Game costs £20 and is available online at TheFA.com/FALearningShop.



START AT LEVEL ONE

If you've ever thought about getting into coaching, there are courses going on all around the country...

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a course
near you
Call FALearning on
0870 8500 424

Ever fancied yourself as a football tactician? Think you could develop and motivate players? If so, then why not become a qualified football coach?

The Level One Certificate prepares you for life as a coach and there are courses available around the country. To find out if there is an opportunity near you call FALearning on 0870 8500 424.

The Level One course provides an introduction to the organisation and delivery of safe and enjoyable sessions for players. It will provide practical drills such as the Robin Hood, featured below, which aim to develop players' technical skills such as shooting, turning with the ball and heading. It is ideally suited to those working with groups of young players and/or teams. Aspiring coaches will also learn about The FA's Long-Term Player Development programme and how they should be addressing the 'four corners' of a player's development: Technical, Physical, Social and Psychological. The courses are delivered by your local County FAs and contact details can be found at www.TheFA.com/CountyFA

Learn the courses

The Level One course includes drills like this, the Robin Hood, aimed at developing young players

FOCUS:

Main focus

Running with the ball

Top tips

- Observation
- First touch
- Travel quickly and efficiently
- End product – pass / control / shoot

ORGANISATION:

Initial set-up

- Split into groups
- Place balls in the middle: with one player from each team at a time, teams try to retrieve the most balls

Top tips

- Observation
- Add challenges – touch / parts of feet / steal from other teams
- Make the area bigger

OUTCOMES:

Technical

- Running with the ball
- Turning
- Dribbling

Physical

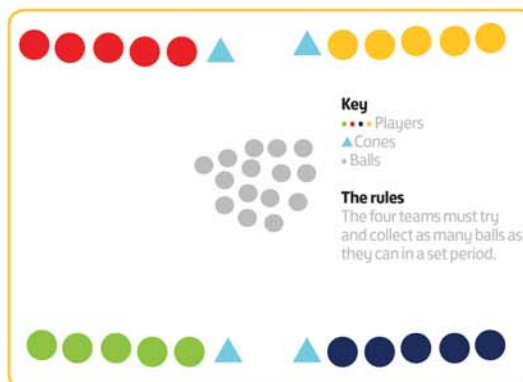
- Running / change of pace
- Turning
- Balance
- Co-ordination

Social

- Communication
- Decision making
- Team work

Psychological

- Focus
- Observation





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WEMBLEY TO AFGHANISTAN

BY SGT DECLAN FORD REME

Life as an Army football referee can be a busy and demanding one. Too few active referees trying to cover the multitude of games. Coupled with that, we all have our day job and, as the majority of referees are serving at deployable units, our seasons are often interrupted by op tours.

Despite this, a career as a referee can be very rewarding. I have been lucky enough to reach Level 2, which means I ref the Blue Square Premier, FA Premier League Reserves and the Football League Reserves. As an assistant referee, I currently operate across the three divisions of the Football League.

Now into my fifth season at this level, I have officiated in front of full houses at such grounds as Bramall Lane, Pride Park, Carrow Road, Madejski Stadium, Elland Road and the Ricoh Arena (where I even managed 15 minutes in the middle of Coventry v Cardiff when the referee was injured). During this time, I have also spent six months on Telic, three months in the Falklands, been on exercise in Norway and the Czech Republic and, at the time of writing, am just completing a three-month tour of Herrick.

Despite this busy military career, I was lucky enough to receive an appointment as assistant referee for the League Two Play-Off Final at Wembley this year.

The appointment was the culmination of two good seasons for me on the Football League. FL officials are assessed on every game, generating a league table that is every bit as competitive as those for the teams. Finish at the top and you pick up



Match Officials, L-R Andy Davies, James Linington, Sgt Declan Ford

plum appointments. Finish at the bottom and you risk demotion.

Last season went superbly for me once I had returned from the Falklands in late September. An appointment as AR for the JPT area final between Leeds and Carlisle was followed by the League One Play-Off semi-final first leg between Huddersfield and Millwall. I thought this game was a great way to finish my season - until I received a phone call from the FL at the conclusion of the semi-finals offering me the final.

The refereeing world is very competitive as everybody wants the next promotion,

but there is also real camaraderie between officials, and this was shown by the number of texts, emails and calls I received once the appointment was announced.

I'm still hoping, though, that Premier League Assistant WO1 Andy Halliday's text was tongue in cheek. "Obviously all the good linos are unavailable," it read.

Andy has a wealth of experience, and I spoke to him a couple of times in the week before the game. Enjoy the whole occasion was his main message, and I certainly did.

The final itself was a fantastic event. My wife, Eileen, and I were put up in a posh

London hotel for the weekend, along with all the other match officials and their partners. The relaxing preparation included a private dinner on the Saturday night before the game, where we professional athletes limited ourselves to a glass of wine and then soft drinks. The WAGs, however, ensured that the bottles of wine did not go to waste.

The referee was James Linington and my fellow AR was Andy Davies, both from Hants FA. There was a nice link here as former Army Referees' Secretary Brian Le Breton is now the Hants FA Referees' Secretary, and it was nice to receive a text from Brian wishing us all good luck on the day of the game. As it was a final, we also had a reserve referee and a reserve AR, both of whom were as much a part of the team as the three active officials.

Showtime duly arrived, and the feeling of pride was immense as we led the teams out onto the Wembley turf. The much-maligned surface was not as bad as it has been portrayed, and the Rotherham players, who were used to playing on the Don Valley mud-patch, thought it was immaculate.

National Anthem and presentations over, it was now time to get back to basics and concentrate on just officiating a game of football. Thirty-two thousand fans made for a great atmosphere, and the game did not disappoint. End to end, open, fluent, attacking football, five goals, settled in 90 minutes and, most importantly from our perspective, no controversy.

The game flew by, and it was nice to be able to stand in the centre circle at the end and soak up the atmosphere as the Dagenham



Declan Ford 'Hard at work'

and Redbridge players celebrated their amazing promotion to League One. A well-earned night on the pop followed as we tried to blow the FL expenses budget as the long season finally came to a close.

My off-season lasted all of two weeks before I began pre-season training to be ready for my fitness test in July. (Yes, referees must pass fitness tests relevant to their level, and the FL one is quite cheeky and would certainly catch many Army footballers out.)

This season could not have started with a better game for me - Leeds v Derby live on BBC1. This was followed by Histon v Barrow in the BSP before the day job took over and I found myself back at Brize catching a flight to Bastion.

30 May: Wembley. 28 Aug: Bastion.
Wembley to Afghanistan in three months!

At the time of writing, I have two weeks left in theatre and, having received my dates through, I should be back on FL duty on 11 December. Once reffing again, my aim will be simple: to return to Wembley. Having tasted it once, it only increases the desire to officiate there again. It would also help in my

aim to be promoted to Premier League line, narrowly missed last season and the only downside to an otherwise great season.

Hopefully this article shows there are plenty of opportunities for Army refs to do well in the professional game. Work has to come first, but both the FL and the FA have been fully supportive when I am away.

Army football is competitive, but a fairly average standard. It pales in comparison to non-league and professional football. The Army is always short of active referees so, if you play on a Wednesday afternoon or a Friday morning, why not consider joining the 'dark side'.

I was a half-decent Ryman League player before joining up but realised I was never going to go any higher. That is why I swapped to a refereeing career, and I now officiate at a level I would never have played at.

So, rather than playing on Queens Avenue, you could find yourself officiating at the highest levels of English football. I certainly know where I would rather be.

GIRLS TREATED LIKE CELEBRITIES ON A TOUR TO REMEMBER

EXERCISE MAPLE WARRIOR – THE ARMY FA WOMEN’S FOOTBALL TOUR TO CANADA

For the first time in eight years, the Army women’s team were off to Canada for a well-deserved football tour.

Eighteen players and staff made their way from Gatwick Airport to Toronto for the 10-day action-packed trip. We had three fixtures scheduled - against Pickering U19’s Canadian national champions, Pickering Women’s Senior Team, and a military fixture verses the Canadian Armed Forces at the Royal Military College, Kingston. We played both the U19’s and Senior Teams of Pickering FC.

After a gruelling eight-hour flight, the team settled into the accommodation in the heart of the city. A pre-match meal was on the cards as we had to limber up for our first fixture the following day.

After waking in the very early hours of the morning trying to adjust to the time difference, the jet-lagged team set out for the first pre-match training session of the tour. Training grounds were not at a premium in the heart of the city, so the local park was utilised, much to the bewilderment of some of the local dog walkers and cyclists. This was followed by some rest and then a two-hour drive to our first fixture against the national champions. I

A young, fit and technical team certainly



Outside RMC – Canada

gave us a good battle in midfield. The game started at a very fast pace. The opposition fought hard and tried to infiltrate our defence. Soon enough, they secured the first goal and we were on the back foot.

Then Gunner Jade Clark RA took a nasty tackle and she was taken by off the pitch by stretcher and taken to the local A&E in the back of an ambulance, putting her out of selection for the rest of the tour.

The players worked hard to try to grasp a win, with some great individual performances from Sgt Krissy Wright AGC (RMP) and Gunner Bianca Ross RA. However, it was a hard and fast-paced game that finished in a 3-1 defeat.

We were the local celebrities in town and were cordially invited along to the local TV studios to appear on the city TV breakfast show. We were interviewed live by

presenters Dina Pugliese and Kevin Frankish and were given a guided tour of the studios. It was a very surreal experience, and the players and staff were overwhelmed by the support and generosity from the producers and cast. After our TV debut, we were off to visit the huge city.

Our second game was midweek against Pickering Soccer Club, about one hour’s drive from Toronto. With good match preparation and some well-earned rest from the previous game, the girls were determined to get a win.

The chairman, Lt Col Alison Curnow RLC, flew in to support us for the second game and join us for the rest of the tour.

A motivated and highly charged team set the standard straight from the whistle. We had many chances early on, hitting the post, crossbar and post again before finding the net from Sgt Krissy Wright AGC (RMP). Gunner Rachel Wheatman RA got her name on the scoresheet after chipping the goalkeeper from just inside the box.

Gunner Bianca Ross RA built on the excellent first-game performance by taking a hat-trick and the final score was 6-0.

We had concentrated on our defensive play as it was an area we needed to work on from the previous game and, although it was a hard-fought game, the clean sheet against us set the mood for our final fixture versus the Canadian Armed Forces.



Team with City TV host Dina Pugliese



Niagra Fury visit

The match was at the Royal Military College of Canada in Kingston, Ontario. On arrival at the academy, we were immediately greeted by the Head Coach, Chad Beaulieu, and the Assistant Coach, Oscar Lima. We were hosted exceptionally well by the players and staff of the academy. Their hospitality included a guided tour of the grounds and a pre-match meal with the athletes.

Before the game, all players, staff and spectators stood to attention as the RMC band played both National Anthems in front of the magnificent backdrop of Lake Ontario.

When the game was underway, both teams battled to gain control of midfield. The first half was an evenly fought battle. The spectators turned out in force, shouting loudly from the sidelines. Not lost in the crowd, however, was the Brit in full Union Flag body paint who, despite the extremely cold conditions, continued to cheer for our team. It transpired that he was a UK citizen but is currently undergoing his training as a cadet at RMC.

Soon enough, we were 1-0 up with a one-on-one effort and excellent finish from Sgt Krissy Wright AGC (RMP).

The Canadian Forces fought hard to regain possession and, after a lack of concentration, broke through our defence with a strike on goal from the edge of the 18-yard box, which we should have defended better.

After some great play and passing from the

Army team, pressing hard and dominating their area, Signaller Amanda Turnbull received the ball on the edge of the box and fired our second goal into the top left-hand corner. This was timely, coming just before half time, setting us up with a 2-1 lead.

During the second half, we worked hard at keeping possession and driving forward. Plenty of opportunities to score came our way but, disappointingly, we failed to hit the target. However, in the last 10 minutes in a counter attack and with some excellent footwork by the midfield, a through-ball played unselfishly by Pte Rigby to Gunner Bianca Ross was fired home to make the final score 3-1.

After the success of our performances during the three games, it was inevitable to have some well-earned rest and recuperation. Our visit to Toronto included the infamous trip up the CN Tower, the tallest building on the planet at a staggering 1,815ft high. The glass floor on the

observation deck definitely tested those with vertigo.

The final three days were spent at Niagara Falls and included a trip on 'Maid of the Mist', experiencing the water behind the falls and the 'White Water Boardwalk'. Both players and staff were overwhelmed by the magnificent natural feature and thoroughly enjoyed the stay at Niagara.

Exercise MAPLE WARRIOR was prestigious and a reward for a culmination of a great deal of hard work and commitment by both players and staff throughout the season. The aim of the exercise was to enhance and develop team unity and cohesion at the start of the season in order to build on the success of a young, newly formed squad.

The team's next fixture takes place on Monday 27 January 2011 versus London FA, KO 1930hrs at the Wavell Cody Football Pitch, Aldershot.

Lt M Beaney AGC (SPS)



After win at RMC with British student supporter



HOPES HIGH FOR SEASON AFTER WOMEN'S TRIALS

The Army Women's FA trials took place at Deepcut on 20-24 September. They were open to anyone wishing to attend, with the caveat that representation at Corps level is expected.

The coaching staff for the Army women's team attended the end-of-season Corps tournament, where they looked at players old and new and invited to trials players who had never been part of the team before.

The Monday (September 20) started with an opening brief and introduction to Army women's football, followed by the much-dreaded fitness test.

This allows the players and staff to establish the fitness levels of the individuals at the start of the season. The results obviously influence the selection process at the end of the week. The test comprised of a team warm-up followed by a squaded run and a personal one mile best effort.. Clearly all players had come well prepared and the standards on the whole were excellent.

Tuesday morning began with a football circuit session, designed to work the trialists on their speed, agility, quickness and dynamic movement with and without a football.

For those players who have never done anything like this before, it is an extremely demanding session. However, it gives the coaching staff a chance to analyse first-touch, ball control and stamina.

Once again, the results were very encouraging. The players coming through the system now are good technical players with footballing minds, most of whom have been in football schools or academies.

Throughout the week, it became apparent that there was no real divide in the ability

of the players and that they all had the potential to represent the Army in the forthcoming season.

The day ended with an 11v11, which enabled the staff to observe how the players react in a competitive game situation. The staff finished with a positive look ahead to a season with what potentially could be an extremely strong squad.

Wednesday was match-day preparation, with a friendly fixture against the Metropolitan Police in the evening.

A light session in the morning was planned, with work on set-plays specific to the match. In order for all players take part, the plan was to field two separate teams for each half. The players were focused, if not a little anxious, some never having played at this level, and they really wanted to make an impression on the coaching staff and supporters.

This, combined with having the pride of representing their service, made for a well-fought match. The Metropolitan Police always prove a physically strong team, who battle hard for 90 minutes, and this game was no different. The match went extremely well and we won 2-1.

Thursday was a rest day and Assistant Coach Sgt Mags McAteer and WO2 Jim Lannie were given the task of arranging a football-themed trip for the players.

Reading FC were asked if a visit could be arranged to see their training facilities and watch the team train with the possibility of training with them. Amazingly the plan worked and a fantastic day was had by all.

The team were greeted by Brian McDermott, the first-team manager, and escorted to the training pitches, where Brian and his staff ran several sessions for their team.

The goalkeeping coach for Reading invited our goalkeepers to take part in his training session, which was a wonderful experience for them. They trained alongside Adam Federici, the Australian international, and other talented goalkeepers. Gnr Roxy Roberts and Cfn Jules Jefferies described it as a once-in-a-lifetime opportunity.

The player most in awe throughout the day was Cfn Yvette Kemp, who is a life-long Leeds United fan - the ex-Leeds player and Irish international Ian Hart now plays for Reading. Cfn Kemp's dream became reality when she met Ian. He autographed her Leeds shirt and happily posed for photographs with her.

The manager and his staff ended our trip by running a session solely for the Army players. They were extremely impressed by the standard of the players, their commitment and determination to win the ball.

Reading FC gained a few more supporters after the visit. Their players were hospitable and generally down to earth and took the time to talk to the girls about life in the Army and on operations. Everyone involved with Reading FC was amazed and proud of the work that is being carried out on operations in Afghanistan.

The final day of trials, on Friday, ended with some SSGs and the final chance for the coaching staff to see the players. The trials were a great success, some extremely talented new players have entered the team, and the quality line once again has been raised.

So there's a positive look as the team is entered into a new Southern Counties League with the main mission for the season being to regain the Inter-Services title.



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