

Loughborough
COLLEGE est. 1909

 **BARCLAYS**



**FA Women's
Super League
Academy**

DiSE Player Care & Personal Development Programme

Season 2021/22



@LouCollDiSE



COURSE LISTINGS

HEALTH AND WELLBEING

| Provider | DiSE Specification Area |
|---------------------------|---------------------------------|
| IFUCARESHARE | Progress in The Pathway |
| SPORTING CHANCE | Progress in The Pathway |
| CHASING THE STIGMA | Progress in The Pathway |
| FA INTEGRITY TEAM | Compete Clean |
| B5 CONSULTANCY | Present a Positive Public Image |
| ATHLETE ANGEL | Present a Positive Public Image |
| J P MEDIA TRAINING | Present a Positive Public Image |
| RED STAR EDUCATION | Manage My Money |
| COMMANDO CHEF | Fuel With Food First |

EDUCATION SUPPORT & CAREER DEVELOPMENT PLANNING

| Provider | DiSE Specification Area |
|----------------------------|-------------------------|
| CAREERS IN FOOTBALL | Develop my Dual Career |

TRANSITIONS

| Provider | DiSE Specification Area |
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| RICHARDSON SPORT | Progress in The Pathway Develop my Dual Career |
| FA INTERMEDIARIES TEAM | Progress in The Pathway Working Well With Others |
| STONEWALL | Progress in The Pathway |
| BELIEVE PERFORM | Progress in The Pathway |



Matthew Smith: matthew@ifucareshare.co.uk
Symone Arthurs: symone@ifucareshare.co.uk

DiSE Specification Area: Progress in the Pathway.

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| General Overview | If U Care Share Foundation are a charity that provide Mental and Emotional Wellbeing sessions to players of all ages. The workshops provide information and raise awareness of mental health issues with young people and how to access support. |
| DiSE Programme | Each WSL Academy will be provided with two workshops for the 2021/22 season for DiSE. |

| Session Format | Session Overview | Session Objectives |
|-------------------|---|--|
| Workshop 1 | A fun interactive session for players looking at the importance of sharing, acknowledging the impact of emotions & roles on young people and sharing a personal story of loss by suicide. | <ul style="list-style-type: none"> Help participants realise the impact and importance of understanding and maintaining positive mental health. Emphasise the benefits of 'opening up' (and the consequences of not doing so) and increase the confidence of participants to seek help if they're struggling. Signpost participants towards the support networks available, specifically those within the club environment. <p>Illustrate that by revealing our own personal experiences, we highlight the dangers of failing to seek support in times of need.</p> |
| Workshop 2 | This workshop will be exploring the ways that a player may support an individual they are close to while also looking after themselves. Additionally we will be bringing in a player to share their own personal appearance around mental health. | <ul style="list-style-type: none"> Participants understand the concepts emotional and mental health in young people. Equip the participants with the skills to have open conversations that allow these issues to be explored. Participants have a comprehension of the tools and techniques they can employ to provide appropriate support. They are clearly signposted to different sources of support available. |

Alex Mills: alex@sportingchanceclinic.com

DiSE Specification Area: Progress in the Pathway.

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| General Overview | Sporting Chance is the charity set up by former Arsenal and England captain Tony Adams. Sporting Chance workshops focus on the common presenting issues the charity's staff treat on a daily basis – essentially any thoughts, feelings and behaviours that become a problem for players (including addiction). |
| Expected Outcome | <ul style="list-style-type: none"> The concept of emotional and mental health vs physical health, the mental health continuum, and the idea that mental health can be assessed, monitored, improved and maintained. The specific challenges / threats to emotional and mental health a) in a footballing environment. Coping mechanisms, why we use them, when they help and when they don't. |
| DiSE Programme | Each WSL Academy will be provided with two workshops for the 2021/22 season for DiSE. |

| Session Format | Session Objectives |
|-------------------|--|
| Workshop 1 | Like physical health, emotional and mental health can be assessed, monitored, maintained and if needed, improved. This session will introduce the idea of the mental health continuum, encouraging players to assess their emotional and mental health both now and over time. |
| Workshop 2 | Using a simple model to help participants assess their current relationship with gambling, drinking, drugs and other behaviours, this session acknowledges the increased chance of players in these age groups experimenting with different things to change the way they feel. We'll look at the concepts of risk, misuse and addiction and we'll bring this to reality with testimonies from current and former players who have developed problems around these issues. |

CHASING THE STIGMA



Jake Mills: jake@chasingthestigma.co.uk
Rachel Coogan: Rachel@chasingthestigma.co.uk

DiSE Specification Area: Progress in the Pathway.

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| General Overview | Chasing the Stigma is a national mental health charity that aims to humanise and normalise mental health by using lived experience to help shape provision of support, education and practical advice. |
| DiSE Programme | Each WSL Academy will be provided with one workshop for the 2021/22 season for DiSE. |

| Session Format | Session Overview | Session Objectives |
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| Workshop 1 | Mental health is everybody's business, not just those who are unwell. While much focus is placed on those who are suffering, managers and coaching staff play a vital role in this process. | <ul style="list-style-type: none"> • Enable players to identify signs and symptoms of good and bad mental health. • Encourage them to take relevant steps to look after their own mental health, as well as the mental health of others by equipping them with the relevant skills and knowledge. • Provide them with more information about relevant mental health support services for themselves and current and former players. • Instigate a conversation about mental health in their workplace and further steps they can take to ingrain mental health as part of a day to day conversation at their club. |

FA INTEGRITY TEAM



Rob Sutcliffe: Rob.Sutcliffe@thefa.com
Rob Henderson: Robert.Henderson@thefa.com

DiSE Specification Area: Complete clean.

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| Expected Outcome | <ul style="list-style-type: none"> • To develop WSL Academy players and parents understanding regarding Anti Doping and need to be aware of risks that are present. • To allow players to explore the different Anti Doping Rule Violations and be aware of the drugs testing procedure. • To make players aware of rules and regulations regarding gambling within Football and the risks of match fixing. |
| DiSE Programme | Each WSL Academy will be provided with one Anti Doping and one Integrity workshop across the 2021/22 season. |

| Session Format | Session Objectives |
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| Workshop 1 | Content including: <ul style="list-style-type: none"> • That doping in sport is cheating and what the risks are to a player (to health, career, and reputation) • That performance enhancing drugs can have severe negative effects on health. • That there are different Anti-Doping Rule Violations (ADRVs) and associated consequences. • That social drugs are banned at all times in football. • That they are responsible for any banned substance that is found in their system. • Of the need to check all medications and supplements. • That players can be selected for either a urine or blood test at any time. |
| Workshop 2 | Content covering: <ul style="list-style-type: none"> • That players are not allowed to place any bet on any football anywhere in the world. • That they need to be careful in the sharing of inside information as there may be consequences for the player if this is used for betting purposes. • Match fixing is banned and taken extremely seriously. • That if they are approached to fix a match then they must report it to The FA. |

B5 CONSULTANCY



Matt Himsworth: matt@b5consultancy.com
Fraser Franks: fraser@b5consultancy.com

DiSE Specification Area: Present a Positive Public Image.

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| General Overview | B5 Consultancy is a bespoke consultancy firm run by media and reputation protection lawyer Matt Himsworth and former footballer Fraser Franks. Over 18 years in the industry B5 has specialised in dealing with newspapers, the media with a focus on digital media and social media, particularly for sports clients, and are uniquely placed to understand the pressures and strains placed on sports women when under media attack or when they go viral. |
| Expected Outcome | <ul style="list-style-type: none"> Techniques to adopt to avoid reputational damage and/or invasions into a young player's private life which can be hugely detrimental to their mental health and wellbeing and, ultimately, their career. An understanding of the basic, but crucial, security steps to take online to avoid being the victim of crime or other such attack. Ultimately, developing a culture which utilises core behaviours off the pitch: risk averse, respectful, defensive episodes, incidents, concerns or cultures at the club. |
| DiSE Programme | Each WSL Academy will be provided with three sessions across the 2021/22 season. |

| Session Format | Session Objectives |
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| Workshop 1: Reputation and Regulation | Session dealing with public social media, what does a reputation look like in modern football, private social media, the risks inherent in Snapchat and private communications, and safe behaviours, online security, scams etc. |
| Workshop 2: Protection and Wellbeing | This session will deal with the crucial elements of: How social media makes you feel, coping mechanisms, trolling, hatred and abuse online - your rights and ways to protect yourself. Online crime and protections to put in place. |
| Workshop 3: Club specific session | Bespoke practical sessions focusing on core objectives: limiting publicly available private info, setting up two-factor authentication and other security protections. |

ATHLETE ANGEL



Cathy Wood: cathy@athleteangel.co.uk

DiSE Specification Area: Present a Positive Public Image.

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| General Overview | Cathy Wood is a former elite Great Britain triathlete having won European bronze and silver medals at successive Championships for Team GB. Also an author and newspaper journalist with years of experience covering elite sport and multiple Olympic and Paralympic Games, Cathy set up Matchstick Media to help educate, guide and protect athletes and football players in the digital space. Cathy has worked with more than 100 football clubs, from Premier League to League Two and many athletes, including the gold-winning Great Britain women's Olympic hockey team. In 2016 Cathy set up Athlete Angel - a social media monitoring service - to help protect athletes from online abuse and to monitor for their mental wellbeing and professional reputation. |
| Expected Outcome | Ensure there is a player 'journey' through social media and that they, and the club, feel supported and guided in this ever-changing, always switched on, digital world. |
| DiSE Programme | Each WSL Academy will be provided with three sessions across the 2021/22 season. |

| Session Format | Session Objectives |
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| Workshop 1 | Player and parent workshops covering the major social media platforms - Facebook, Instagram, Twitter, TikTok, SnapChat - along with information on how to use them in a positive and professional way. |
| Workshop 2 | The importance of best practice use of social media, from an early age, as well as how to ensure privacy and security settings are in place, the age at which accounts can be set up and what to do if something goes wrong. |
| Workshop 3 | Identifying how journalists and fans use information and the powerful way in which social media can be used to bring about meaningful and lasting national and international change (such as Marcus Rashford's Child Poverty Campaign and Greta Thunberg's Climate Change Movement). |

James Pearce: james@jpmediatraining.com

DiSE Specification Area: Present a Positive Public Image.

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| General Overview | James Pearce was a BBC Sports Correspondent for 20 years. He has reported from all over the world, including 4 World Cups. He was the BBC's Olympics Correspondent for London 2012. He set up his training agency in 2013, and works with many of the UK's highest profile athletes and executives, including all the FA's England squads. |
| Expected Outcome | <ul style="list-style-type: none"> What makes a good interview answer. Encourage learners to think about their own personal stories and to have the confidence to engage with the interviewer. Look at body language and other communication skills. How to answer challenging questions while sticking to the right message. |
| DiSE Programme | Each WSL Academy will be provided with 2 Workshops for the 2021/22 season. Each WSL Academy player will be provided 1 to 1 media training also. |

| Session Format | Session Objectives |
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| Workshop 1 | Positive messaging and techniques to engage in an interview that will enhance learner reputation and credibility. |
| Workshop 2 | How to deal with difficult questioning and techniques that can be used to challenge conflict. |

Nick Cunliffe: nick@redstareducation.co.uk

DiSE Specification Area: Manage My Money.

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| General Overview | <ul style="list-style-type: none"> Red Star Education has delivered financial education & wellbeing courses to over 40 Professional Football Academies over the last 5 years. We pride ourselves on delivering high quality lessons and it is based on years of research and experience. <p>This includes:</p> <ul style="list-style-type: none"> Teaching about financial wellbeing 'in the real world', with easy to understand language. An independent, safe, supportive, engaging and trustworthy environment for discussions. Providing simple to use but really important tools for players to think about their finances and manage them effectively. |
| Expected Outcome | <p>Education & Wellbeing outcomes including:</p> <ul style="list-style-type: none"> Financial & economic stability. Economic development. Financial resilience. Independent decision making. |
| DiSE Programme | Each WSL Academy will be provided with three sessions across the 2021/22 season. |

| Session Format | Session Objectives |
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| Workshop 1 | <ul style="list-style-type: none"> Financial goals and vision boards. Personal budgeting and invisible (impulse) spending. |
| Workshop 2 | <ul style="list-style-type: none"> Income tax and sponsorship. Deals national. Insurance - car insurance. |
| Workshop 3 | <ul style="list-style-type: none"> Debt, credit and credit cards. Interest and APR. Building for the future. |

COMMANDO CHEF



Mike Beaton: Michael.Beaton408@mod.gov.uk

DiSE Specification Area: Fuel With Food First.

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| General Overview | Commando Chef is a self-motivated, determined, enthusiastic Royal Marine who has served around the globe since 1988. Commando Chef is not just a Royal Marine but also a Royal Marine chef, trying to enthuse, inspire and educate young people through the platform of food –using food to talk about the next step in life. |
| Expected Outcome | Development of key lifeskills, within a positive and safe environment, promoting many wider holistic areas of development for young female athletes. |
| DiSE Programme | Each WSL Academy will be provided with three workshops across the 2021/22 season. |

| Session Format | Session Objectives |
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| Workshop 1 | Shopping list provided before hand, interactive cooking session, followed by discussion around performance nutrition elements. |
| Workshop 2 | Shopping list provided before hand, interactive cooking session, followed by discussion around performance nutrition elements. This session will also include a 'lifeskills' component which will focus on practical skills. |
| Workshop 3 | Shopping list provided before hand, interactive cooking session, followed by discussion around performance nutrition elements. |

CAREERS IN FOOTBALL



Toby French: Toby@careersinfootball.com

DiSE Specification Area: Develop my Dual Career.

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| General Overview | Careers in Football provides career information, advice and support for players wanting to explore their options outside of playing or take their first step into a new career direction. |
| Expected Outcome | <ul style="list-style-type: none"> • Players to understand the positive impact interests outside of football can have on their performance. • Players to be able to explore their own ideas and interests. • Players to be able to set targets and objectives of next steps in pursuing their interests. • Players to be able to source information and make informed decisions of their next steps. • Players to assess their career skills and create next steps for their development. |
| DiSE Programme | Each WSL Academy will be provided with two workshops for the 2021/22 season for DiSE. |

| Session Format | Session Objectives |
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| Workshop 1 | In this interactive session we will be exploring what other footballers are doing outside of playing football and encourage the scholars to explore their own ideas and interests. This session will involve learners completing the Careers in Football profiling tool. |
| Workshop 2 | This session takes into consideration the players circumstances and is designed to give them control of their next steps. This session introduces the players to future decisions and opportunities they can take to be successful. |

RICHARDSON SPORT



Emma Hughes: emma@richardsonsport.co.uk
Wayne Richardson: wayne@richardsonsport.co.uk

DiSE Specification Area: Progress in The Pathway & Develop my Dual Career.

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| General Overview | Richardson Sport believes that every athlete has the right to be supported in being the best they can be. Their vision is to provide a gold standard platform for WSL Academy players to create their own futures and help them build a pathway towards self-fulfilment and success. |
| Expected Outcome | Well-rounded, world ready young women with self-management skills, who will progress to other employment or further education opportunities should they not 'make it' as a full time professional footballer. |
| DiSE Programme | Each WSL Academy will have three workshops provided for the 2021/22 season. |

| Session Format | Session Objectives |
|-------------------|--|
| Workshop 1 | Reviewing the (WSL) football pathway structure from scholarship to first team football. Identifying the challenges, risks, opportunities and choices at each key milestone along the way (using real life examples from current and former WSL players). Explaining how players often have to take different routes to get to where they want to be and understanding how and where to seek support when making key decisions. Considering the importance of personal development and the importance of planning for a life outside of (after) football. |
| Workshop 2 | Identifying the key people and organisations players can expect to meet along their football journey. Explaining the roles that these people play and how they can support the player. Understanding the importance of good communication skills and how communication can be adapted to suit different situations. Reflect on individual personalities and how that impacts communication. Identifying the problems and challenges that players may be faced with when communication breaks down, and how to address these. Explaining the importance of building good relationships and the positive impact that can have for a future life outside of football. |
| Workshop 3 | Explaining the importance of self-management and responsibility. Understanding the importance of self-care and how players can form good habits that will support their wellbeing. Identifying daily/weekly tasks that require good organisation and management and what tools a player can use to help with this (how to help yourself in taking the opportunity). Understanding the importance of longer-term career planning. Exploring personal interests and passions that might help players identify future careers outside of football. |

FA INTERMEDIARIES TEAM



Michael Tavarone: Michael.Tavarone@thefa.com
Andrew Furness: Andrew.Furness@thefa.com

DiSE Specification Area: Progress in The Pathway & Working Well With Others.

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| Expected Outcome | <ul style="list-style-type: none"> To develop WSL Academy players and parents understanding around the role of an intermediary. To outline the potential risks with engaging with an intermediary. To outline and explain the need for an agent and the rules which govern the area. |
| DiSE Programme | Each WSL Academy will be provided with one workshop for the 2021/22 season for DiSE. |

| Session Format | Session Objectives |
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| Workshop 1 | Content including: <ul style="list-style-type: none"> Intermediary activity and approaches Representation contracts Payments to intermediaries Inducements Risks to the player |

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| Erin Walters-Williams: Erin.Walters-Williams@stonewall.org.uk | |
| DiSE Specification Area: Progress in The Pathway. | |
| General Overview | We're here to let all lesbian, gay, bi and trans people, here and abroad, know they're not alone. We have laid deep foundations across Britain - in some of our greatest institutions - so our communities can continue to find ways to flourish, and individuals can reach their full potential. We're here to support those who can't yet be themselves. But our work is not finished yet. Not until everyone feels free to be who they are, wherever they are. LGBTQ+ inclusion is embedded as a key part of the values, cultures, and behaviours for which everyone is responsible across the WSL pathways and club environments. |
| Expected Outcome | All WSL Academy Players understand how LGBTQ+ inclusion is an integral part of the values, culture, and behaviours required of healthy and safe progression through the stages of an elite sport pathway. |
| DiSE Programme | Each WSL Academy will be provided with three workshops for the 2021/22 season for DiSE. |

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| Adam Morris: adam.morris@believeperform.com | |
| DiSE Specification Area: Progress in the Pathway. | |
| General Overview | BelievePerform are a sports performance and online coaching platform. We work with schools, educators, sports psychologists and mental health experts to provide educational resources for the wider sporting community. |
| Expected Outcome | To better equip WSL Academy athletes to lead a dual career lifestyle. Developing key psychological principles to build resilience within the elite football environment. |
| DiSE Programme | 5 centralised workshops will be provided to WSL Academy learners for the 2021/22 season. All WSL Academy learners will have access to the resources at www.BelievePerform.com |

| Session Format | Session Objectives |
|-------------------|---|
| Workshop 1 | <ul style="list-style-type: none"> Basic introductions to LGBTQ+ identities and experiences in football. Understanding from a sport psychology perspective why being yourself is key to performance, and why the best teams are ones where everyone feels able to be themselves and feel supported by their teammates. Tips on how supporting teammates on LGBTQ+ identities and experiences, no matter their own identities. |
| Workshop 2 | <ul style="list-style-type: none"> Introduction to the relationships between homophobia, biphobia, and transphobia with sexism, misogyny, and gender-based discrimination in society and in football Understanding unique challenges related to how homophobia, lesbophobia, biphobia, and transphobia manifests in women's sport. Tips on how all players can combat gender-based discrimination across sport structures. |
| Workshop 3 | <ul style="list-style-type: none"> Introduction to intersectionality and multiple marginalised identities, and how this affects performance and progression in football. Understanding how racism, ablism, nationalism, faith-based discrimination, and socioeconomic challenges relate to LGBTQ-phobia in the contexts of elite sport and team building. Tips on embedding truly intersectional approaches to team culture building and allyship. |

