

The logo features a stylized soccer ball in the background, composed of dark green and grey segments. Overlaid on the ball is a large, bold, white 'USG' monogram. The text 'USG FOOTBALL ACADEMY' is centered over the logo in a white, bold, sans-serif font.

USG FOOTBALL ACADEMY

COACHING

WHO WE ARE

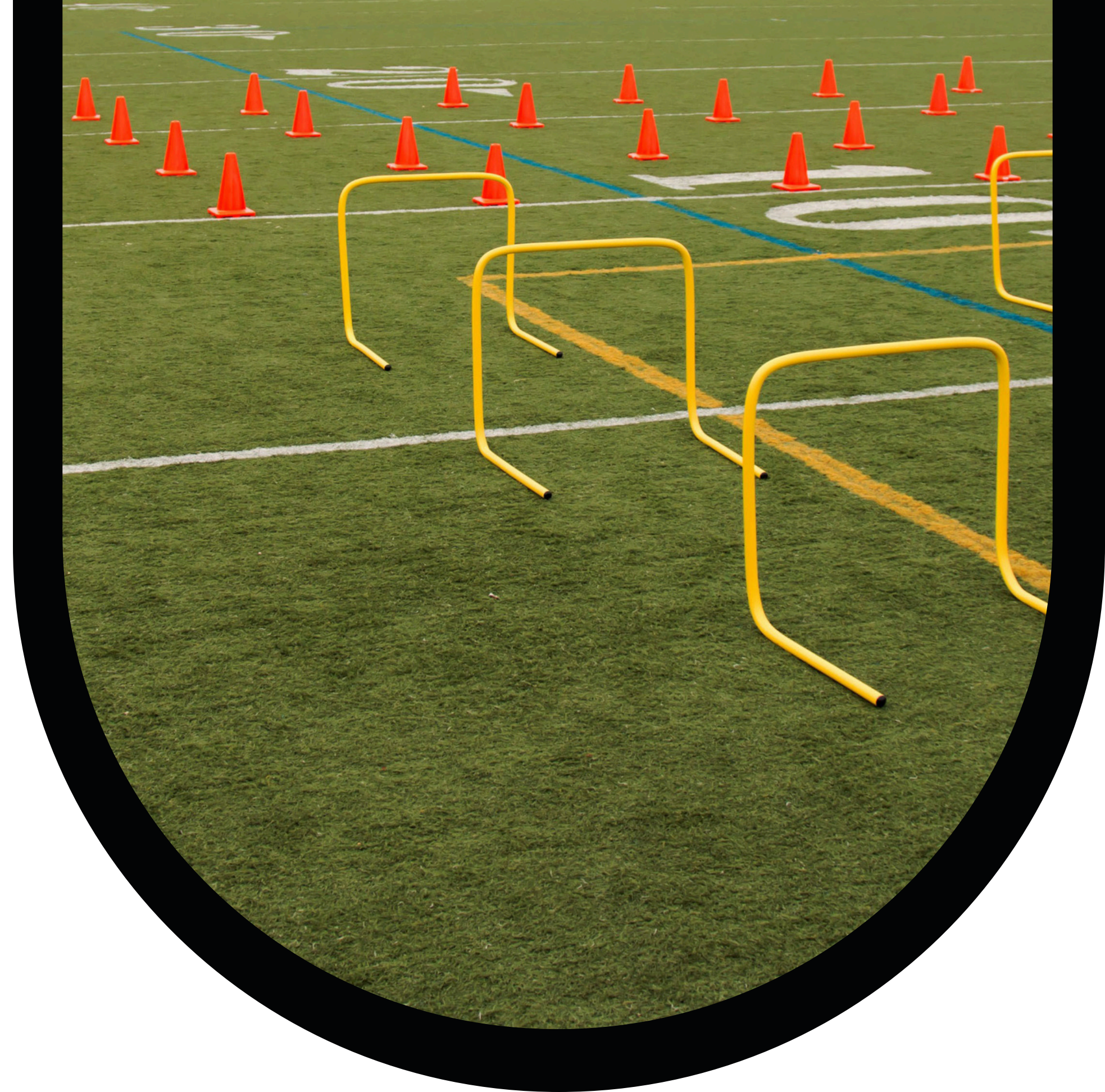
USG Coaching LTD is a UK-based sports coaching and development company, dedicated to inspiring and empowering athletes, coaches, and enthusiasts of all levels. We deliver high-quality coaching sessions, structured training programs, and educational workshops across the sports sector.

Our Vision

To be the leading company for elite careers in sport.
“Crafting Champions, one career at a time.”

Our Mission

We strive to inspire, motivate, and develop the next generation of sports enthusiasts and professionals through excellence in coaching and personal development.





THE PROGRAMME

What is included in the football Academy?

- 8 hours of coaching a week
- Goalkeeper Specific training
- Regular Competitive matches
- GPS tracker for Matches
- Video Analysis sessions
- Each player will receive an individual development plan
- Professional football scouts to watch our games
- Refereeing courses
- Nutrition Workshops
- Psychology workshops
- Physiotherapy at games
- USA Scholarship Presentations
- AOC trials for top players
- FA Youth Cup for top players
- Academy training Kit
- Academy tracksuit
- USA Football Scholarship Packages
- Football Tours/ Trips

Training Schedule

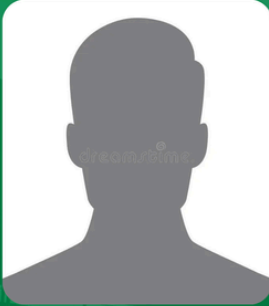
	Monday	Tuesday	Wednesday	Thursday	Friday
3:30pm - 5:00pm	Training	Training	Match day	Match- analysis	Training
Session focus	Attacking	Preparation	Match	technical - Light session	Defending



USG Individual Development Plans

At our academy, it's all about YOUR journey to the top.

Every player gets a personal development plan with regular one-on-one meetings to set goals and track progress. Coaches and parents stay involved, so you’re always supported on your journey to the next level. Train smart, improve fast, and unlock your full potential.



PLAYER NAME	
D.O.B	05.03.2008
CURRENT AGE GROUP	U17
TIME IN ACADEMY	1 year
DOMINANT FOOT	Right



AREA	Main Strengths	TARGETED AREAS FOR IMPROVEMENT	ACTIONS	WHO?	STATUS
TECHNICAL	Passing over varied distances - retaining the ball for the team. 1st touch - evading pressure - getting out of tight spaces Shooting / Finishing for midfield	Opening hips to play forward passes. Improving heading ability in midfield, technical work (footwork and upper body playing with contact in duels).	2 x 15min sessions P/W	SO / UO	
TACTICAL	Defensive positioning / awareness, screening forward passes into opposition attacking areas.	Positional play in build up phase - angling off helping the team build the game through a man for man marking system.	Look at video of best practice and analyse personal performance in training and games 2x P/W	SO / UO	
PHYSICAL	When successful, using upper body / core strength in duels. Cardiovascular Endurance	Increasing strength / upper and lower Increasing power - Speed <10M Improving cardiovascular endurance	Keep committing to AM sessions in gym max out in sessions (Mon/Tue) Prepare and recover fully at home (24hr athlete)	SO	
PSYCH/ SOCIAL / MENTAL	Dealing with set backs Willingness to win / determination	Regaining focus - Not dwelling on mistakes	Find the crissbar: Following mistake best practice examples of elite model performer. Best practice examples in academy pathway		

Instructions & Observations

Meeting October 2024	Key components of performance discussed in season to date, targets set and timeline established with review early January 2024

Date agreed	01.10.24
player signed	SO
Coach signed	UO
Next review date	01.03.25

- Individual to the player
- Same format as our partner club Celtic
- Keeps track of players progress
- A key tool for player development



USING TECHNOLOGY TO ASSIST IN DEVELOPMENT



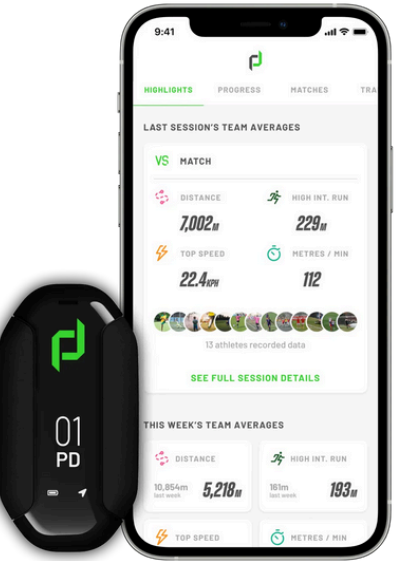
Most of our matches are recorded via our video analysis platform called VEO. Every Player has their own VEO account, which allows them to watch their match back and edit that footage. We encourage all player to create a short 5 minute video containing all their 'best highlights' from the games and they are then able to send this video to professional football clubs or Universities to try to get a trial.



VEO CAMERA - RECORDS ON IT'S OWN...
NO CAMERA MAN OR WOMEN NEEDED!



We offer all our players the opportunity to rent our player Data GPS Units. Player wear a vest under their T-shirts with a pouch that the GPS unit goes in and tracks 10 key metrics that will help you develop your physical skills and see improvement in your game.



Top Speed

Distance Covered

Number of Sprints

Sprint Distance

Number of High intensity events

High Intensity Running

Accelerations

Decelerations

Heat map

Workload





The Education

Harris Lowe Academy Willesden provides an exceptional environment for academic and sporting excellence. We foster artistic creativity, wellbeing and leadership potential within a rich and diverse community.

The Schools values of determination, integrity, curiosity and empathy have allowed us to develop a broad range of pathways offering a variety of subjects while excelling in their football.

Academic - A Levels 3 subjects APS 5.0+ including English & maths required		Combined – A Level + BTEC / CTEC 1 or 2 A Levels + 1 or 2 AG certs APS 5.0+ preferred; English & maths required.	Applied General - BTEC / UAL 1 subject APS 3.5+ including English & maths preferred.
A levels are highly academic qualifications for students who want to study at university. A Levels are largely assessed through external examinations and often include extended writing as non-examined assessment (coursework). We also offer the opportunity to study the EPQ (Extended Project Qualification), similar to a university dissertation, in addition to three A Levels.		Alternatively, students can choose to take two A Levels and one of the below or two of the below alongside one A Level. These applied general certificates are equivalent to one A Level:	Applied General qualifications are rigorous, advanced (Level 3) qualifications that allow 16 to 19 year old students to develop transferable knowledge and skills. They are for students who want to continue their education through applied learning. Level 3 applied general courses are a blend of coursework and some externally assessed exams.
Art & Design Biology Chemistry Computer Science Drama Economics English Literature French Geography Government & Politics	German History Mathematics Further Mathematics Media Studies Physics Portuguese Psychology Sociology	Criminology (WJEC) Business single (BTEC) Applied Science single (CTEC) Sports single (BTEC)	UAL Art & Design BTEC Business BTEC Sports Studies CTEC Applied Science



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