



COMMUNITY
FOUNDATION



FOOTBALL AND SPORTS COACHING DEGREES **2025**



University
of South
Wales

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WELCOME MESSAGE



Chris Brannigan Chief Executive Officer

Welcome to AFC Fylde Community Foundation, where we hope to be your home of education for the next two, potentially three years. First and foremost, we offer high quality education, in partnership with the English Football League (EFL Trust) and University of South Wales (USW); most importantly, we offer detailed one-to-one support and the opportunity to delve into the life of a coach, alongside your studies.

We are based at Fylde Sports and Education Centre, a stones throw away from the home of AFC Fylde, Mill Farm, which boasts top class, modern facilities - ideal for studying.

One of the pillars of our Foundation is Developmental Pathways, which will be the cornerstone of both your work-based learning and, the opportunity for some paid work.

Another pillar of our Foundation is Community Development, which our School Holiday Camps and Development Centre fall under. We take pride in offering young coaches the chance to grow and develop as a coach, in their own time; in their own way. If we can pave the way for each individual, the Foundation will reap the rewards eventually, but our main focus is the growth and development of our students.

Please enjoy our booklet, learn more about us as a Foundation, get to know our fantastic tutors and let our current students tell you about their own experiences. We look forward to seeing you in the future!





ABOUT US

Beginning in September 2023, we pride ourselves in being a small programme. We believe in one-to-one mentorship and building a positive relationship with each student. We started with three students in our first academic year, 2023/2024 and our second academic year, 2024/2025 has welcomed four new students - boasting a 100% pass rate so far.

We are lucky to have two tutors with vast experience of both coaching and teaching. We provide plenty of opportunities for our students to achieve their work-based learning hours but also to receive paid work whilst continuing their studies.

ABOUT USW

Our programme is in partnership with the English Football League (EFL Trust) and University of South Wales (USW). We are proud to offer a Foundation degree (FdSc) in Sports Coaching or Football Development with an optional 'top up' year to achieve a full (BSc) degree. USW received a record high of applicants for the current academic year.

At the start of every year, our students head down to PontyPridd, with one of our tutors, and spend a few days interacting with their lecturers and other fellow students. Throughout the remainder of their academic year, they return to Fylde Sports and Education Centre (our satellite campus) and learn from a variety of in person and pre-recorded lectures, all delivered by our tutors.

Later on in the year they return to USW to complete an assessed public presentation to other students and lecturers. Throughout their studies they will also be provided with the opportunity to receive their Multi Skills Level Two, UEFA C and UEFA B badges **FREE** of charge.

MEET THE TUTORS



Connor Williams

Football and Education Co-ordinator

Connor has been at the Foundation for five years, initially joining as a School Sports Coach before progressing into leading our Development Centre - where he is eager to not just develop young players, but also young coaches - and more recently becoming the Lead Tutor of our University programme. He has achieved a Masters Degree in Sports Business Management whilst continuing to coach academy level football as well as his duties within the Foundation.



Aimee Watson

School Sports and Education Co-ordinator

Having joined the Foundation in September 2024, Aimee was brought in as a School Sports Coach before swiftly taking on the responsibility of assisting Connor as a tutor. She has acquired a Post Graduate Certificate in Education (PGCE) and a Masters Degree in Physical Education and School Sports. Her experience is as a BTEC tutor to 16-18 year olds, helping them achieve all of their Level Ones, Level Twos and Level Threes.

BRETT'S STORY

Brett McGovern is in the first year of his Sports Coaching Development degree and has said that the course has been "really influential and beneficial" after being provided with great opportunities to progress his coaching alongside his studies.

The 19-year-old mentioned how he liked the idea of staying connected with AFC Fylde after college: "I was already completing my two-year scholarship programme with the academy. I already knew people at the Foundation and they provided me with information about the course and I was interested."



He said: "They explained to me that I can do my FA level one, level two and UEFA B coaching licenses alongside my university course which can open doors for me.

"I am already coaching the under nines in the AFC Fylde academy on a Wednesday night and the scholarship programme four days a week.

"At the minute we are doing Introduction to Sports Science. We are doing multiple subjects such as biomechanics and performance analysis. So for example, when we are doing analysis on the academy's FA Youth Cup games it's helped me understand my different assignments and what I have to do during that time.

"We've also done academic research and study skills which is obviously an introduction into how you set your different university courses and assignments out, it's been really influential and beneficial."

Brett has also taken on a role as a Casual Sports Coach with the Foundation, which he is extremely grateful for: "My passion is football, so the fact I already get to coach football at the very start of my career is unbelievable, I'm lucky that it's a very practical approach and to be learning from staff who have years of experience within football.

University
of South
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EFL
TRUST



FOOTBALL AND SPORTS COACHING DEGREES 2025

Benefits:

- **FREE** Multi Skills level two course
- **FREE** UEFA C & B courses
- Paid work available at the Foundation and AFC Fylde academy
- Learning from qualified coaches
- Potential coaching career pathways after completion

Degree Summary:

- **Foundation degree (FdSc) in Sports Coaching or Football Development**
- **Optional one year 'top up' degree after to achieve a full (BSc) degree**
- **400 hours of work-based learning**

We offer young coaches opportunities to gain experience within our sessions, at AFC Fylde Academy and beyond, with paid coaching work during university and potential full-time employment after graduation.



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TOM'S STORY

There's no worse feeling than not knowing what you want to do, that feeling is amplified for teenagers more than anyone as they have the added pressure of making huge decisions at such a young age.

To some, the prospect of university can be daunting, Tom Snibson, one of the Foundation's university students, "never thought" he would be involved with football coaching - yet here he is 18 months into his degree getting paid to be a coach whilst studying and achieving extra qualifications to help stand him in good stead after his education is over.

Tom is a second-year student at the Foundation who believes: "Studying at the Foundation is great, it comes with loads of perks and opportunities, such as what I'm doing already - coaching at our Development Centre.

"My role within the Foundation is a Casual Sports Coach. Which means going to loads of schools around the Fylde area and coaching at our Development Centre on a Monday and Tuesday night as well as a Saturday morning.

"If I wasn't a student these opportunities wouldn't have happened. I'm grateful that I managed to get on the course and now that I've completed my first year even more opportunities are coming my way.



"It also offers things like my coaching badges, so I've already completed my level one in football and I'm also halfway to achieving my UEFA C in football which is hopefully a big step for me in the future."

Tom spoke of his own difficulties ahead of choosing the Foundation, as he himself didn't know what to do after leaving college but believes he 100% made the correct decision.

Tom mentioned that he would: "Definitely recommend the course if you don't know what to do but you want a career in sport, I never thought this was something I'd be interested in, but now that I've done it - I love it."

CIAN'S STORY

One of our USW students, Cian McPartlan, who was initially a bit anxious about starting university has reflected on the success of his first year, he said: "It's been very good. I was quite excited to start the course anyway but because I've got a stutter, I wasn't excited for that part of it."

"I found the written work a bit hard to start off with, I've always been brought up playing football. As soon as I left high school, I did a college course at AFC Fylde and I also played for the football club - all I ever wanted to be was a footballer, I didn't care about school or college work that much."

"I think I started off quite well though, everything seemed to go fairly smoothly. I had a few exams where I struggled a bit but I made up for those mistakes in my other assignments."



To end their first year, they had to travel to Wales and deliver a presentation in front of the rest of the students on the course from around the country. This is something Cian would have originally struggled with, but not anymore.

He said: "Overcoming barriers such as my stutter, was mainly putting myself more out of my comfort zone. We had to do a presentation in Wales and I was scared of it because I'd never done anything like that."

"My stutter is a confidence thing, if I'm confident, I'll be fine, it's when I'm thinking about it when it becomes a problem."

"Chris [McNally] and Mick [Whittle] helped me with that, they spoke to the University about me potentially doing it on my own. They prepared me by doing several practice runs to build my confidence up and by the time I had to do the assessment, it was easy because I'd practiced it so much."

"Everything the Foundation have done to help me with the course has been really good - I've always had the support I've needed."

"It's been a brilliant environment to do the course in because everyone's nice and helpful, it just makes my life a lot easier."

If you are still debating what your next step is, why not choose any of the Foundation's fantastic options? Follow your passion and receiving qualifications whilst doing so.

Cian doesn't regret his decision and he believes people should take the same path he did: "I would definitely recommend the course, you get good qualifications at the end of it and with those qualifications you'll receive really good job offers."

CONNOR'S STORY

Connor would "definitely recommend" the course to others who share a similar desire to be involved with sports and believes it brings fulfilment to see the impact he is having on children's development within the sport at such an early stage of his career.

"It's been a brilliant experience that has helped me in multiple areas, such as gaining qualifications and work opportunities. My confidence in my coaching ability has skyrocketed as well.

"It's been a brilliant experience that has helped me in multiple areas, such as gaining qualifications and work opportunities. My confidence in my coaching ability has skyrocketed as well.

"I've gained my FA level one in Football Coaching, Multi-Skills level one and I am in the process of achieving my UEFA C badge - none of which would have been possible if I wasn't a student at the Foundation."

Fylde Sports and Education Centre serves as a satellite campus of USW, where a balance of pre-recorded and in-person lectures are presented to the students. Our Football and Education Co-ordinator, Connor Williams, oversees the students as their mentor.

"Studying at a satellite campus has been a great experience. We've had different people come in and provide us with insightful lectures from their own personal experiences."

Studying at the Foundation is far more than just theory work, we want to prepare our students for life after education and equip them for the 'real world'.

"I 100% believe I've benefitted from the opportunities to work at the Foundation. Before I even started the course they let me work on their Holiday Camps throughout the summer which I would never have had the opportunity to do so without this course

"I've become one of the Foundation's Casual Coaches, so alongside the camps I now go to local schools we are partnered with and provide sessions for them and assisting our Development Centre.

"I'm a manager of an under 9s team in my local village. My experiences at the Foundation and my studies have provided me with the confidence to take on the responsibility of a grassroots team at the age of 22.

"I've also been able to learn from the AFC Fylde academy coaches and shadow some of their sessions which has been eye-opening."





CONTACT US

If you would like to register your interest, speak to one of our tutors or just to understand more about our degree options, please do not hesitate to contact us via any of the below methods:



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