

# HAVERHILL FOOTBALL ACADEMY



STUDY. PLAY. SUCCEED.





**HVERHILL  
FOOTBALL  
ACADEMY**

# CONTENTS

**01**  
WHO  
WE  
ARE

**02**  
MESSAGE  
FROM  
ACADEMY  
AMBASSADOR

**03-04**  
ACADEMY  
STAFF

**05-06**  
OUR  
FOOTBALL

**07**  
OUR  
FACILITIES

**08**  
MEDICAL

**09-10**  
OUR  
CATERING

**11**  
TRIPS &  
TOURS

**12**  
ACADEMY  
AMBASSADORS

**13-14**  
PROFESSIONAL  
PARTNERS &  
LINKS

**15**  
CONTACT



STUDY. PLAY. SUCCEED.

# WHO WE ARE

Situated on the Suffolk and Cambridgeshire border in the east of England, Haverhill Football Academy offers a competitive football programme alongside further education.

Based at The New Croft, a state-of-the-art sports complex, the academy serves as the perfect environment for both training and competition for athletic students aged 16-21.

While students develop their skills on the pitch with us, they will also pursue academic excellence through BTEC, A-Level, and/or Further Education including apprenticeships and Foundation degree courses with our

educational providers across Suffolk. This dual focus ensures that our students are well-prepared for a variety of future pathways, whether in football, further education, or professional careers.

Our coaching staff brings together extensive experience from professional and grassroots football, providing a rich, comprehensive training environment that nurtures talent at all levels.

We believe every player deserves to excel both on and off the pitch, that is why we are offering this unique learning experience students worldwide.



# MESSAGE FROM OUR ACADEMY AMBASSADOR

## KEVIN HORLOCK

As the ambassador of Haverhill Football Academy, it is my pleasure to welcome you to a vibrant community where education and football excellence converge to create unparalleled opportunities for young athletes like you.

My own journey in football has been both rewarding and enriching. I had the honor of playing as a midfielder for several esteemed clubs including Manchester City, Swindon Town, West Ham United & Ipswich Town. During my tenure with Manchester City, I experienced playing in three different divisions, including the Premier League. My career was further distinguished by

representing Northern Ireland internationally, earning 32 caps.

Here at Haverhill, our academy is not just about football; it's a gateway to a future filled with possibilities. Our strong connections to both educational institutions and the professional football industry are designed to give you the best start in your career.

Whether you aim to progress in professional football, or leverage your skills in tandem with a robust academic foundation, our academy is

the place to start. Choosing Haverhill Football Academy means committing to an academy that values excellence in all forms.

Our collaborative environment, combined with the expertise of our staff and our excellent facilities, prepares you for success both on and off the pitch.

I look forward to seeing you bring your passion and potential to our academy, where together, we will strive for greatness.



# ACADEMY STAFF



## KEVIN HORLOCK FOUNDATION & ACADEMY AMBASSADOR UEFA A

Kevin Horlock is the dynamic and dedicated Ambassador of Haverhill Football Academy. With a rich history as a former professional footballer and an experienced coach, Kevin brings a wealth of expertise and a deep passion for the game to our academy.

### Playing Career:

Kevin's playing career saw him playing as a midfielder for several top clubs including Manchester City, where he played across three different divisions, including the Premier League. Kevin was renowned for his precision in set pieces and free kicks. Internationally, he represented Northern Ireland, earning 32 caps and contributing significantly to the team during his tenure.

### Coaching Career:

Kevin transitioned into coaching, obtaining his UEFA A Licence—a testament to his understanding and strategic insight into the game. His coaching career includes roles at non-league clubs such as Needham Market FC, Chatham Town and Maldon & Tiptree, as well as a youth teams at Colchester United.

At Haverhill Football Academy, we are proud to have Kevin Horlock at the helm, inspiring the next generation of football talent with his expertise and passion for the game.





**PETER BETTS**  
**ACADEMY CEO**



**WARREN LEWIS-CLAXTON**  
**HEAD OF FOUNDATION**  
UEFA B



**YYVONE TRACEY**  
**LEAD ACADEMY COACH**  
UEFA B



**RHYS SHULVER**  
**HEAD OF COACHING**  
UEFA B



**ALEX COOK**  
**ACADEMY COACH**  
UEFA B



**BEX EASY**  
**SPORTS THERAPIST**



# OUR FOOTBALL



## TRAINING

Players will train across a five day week programme on our state-of-the-art 3G pitch at The New Croft. UEFA Licensed coaches deliver all sessions which are also tailored to the developmental needs of players. Training includes, but not limited to, prematch training, high intensity training and recovery sessions.

## ACADEMY FIXTURES

Academy fixtures take place weekly and compete against local and national colleges leagues. Home games are played on the 3G pitch at The New Croft.

## PLAYER DEVELOPMENT

Our coaches deliver regular analysis workshops to share content with individuals, units and the whole team. Our workshops are designed to aid the individual's tactical game understanding and to bring feedback and coaching points to life. Each player will attend at least 1-2 workshops a week to ensure all learning needs are met when considering personal development.

Each player will also have an Individual Development Plan (IPD) to help further their development on the pitch.

## VEO ANALYSIS

The Veo camera is a self-recording camera which captures the full duration of training sessions and matches. It provides a platform where individuals can engage with coaches regarding their individual development. Our staff at HFA can create highlight reels, tag individual players and capture key moments of the game to share with players providing them extended developmental opportunities which are relatable to the pitch.

## ANALYSIS WORKSHOPS

We deliver regular analysis workshops to share content with individuals, units and the whole team. Our workshops are designed to aid the individual's tactical game understanding and to bring feedback and coaching points to life. Each player will attend at least 1-2 workshops per week to ensure all learning needs are met when considering personal development.

# OUR FACILITIES

THE *new* CROFT.

THE *new* CROFT  
FOUNDATION  
INSPIRING OPPORTUNITIES

We proudly boast our state-of-the-art training and educational facilities at The New Croft in Haverhill, Suffolk. The modern sports complex features three floodlit stadia pitches - two of them with high-quality 3G surfaces and one traditional grass pitch catering to all-weather play and training conditions.

Our academy is equipped with dedicated changing rooms exclusively for our players, providing a professional environment.

Additionally, students have access to the academy gym, which

is also used for strength and conditioning training, rehabilitation and individual development.

Nutrition is also a cornerstone of our program, with an in-house academy chef providing nutritious meals tailored to the needs of athletes on both training and match days.

These facilities ensure that our students experience a top-tier football education in an environment that fosters athletic excellence and personal development.



**THREE  
STADIA  
PITCHES**

**CATERING  
ON SITE**

**GYM  
ON SITE**

**DEDICATED  
CHANGING  
ROOMS**



# MEDICAL

## INJURY TREATMENT & PREVENTION

At Haverhill Football Academy, we take the health and well-being of our players very seriously and understand that maintaining peak physical condition is crucial for performance.

Bex Easy, our Sports Therapist, leads our treatment and rehabilitation programme. Working closely with coaches, Bex tailors treatment plans uniquely suited to each player's needs. These may range from sports massages and targeted injury treatment programmes to comprehensive rehabilitation schemes.

She also provides essential support during both training and on match days, providing immediate, expert care right on the pitch side when it's most critical.

Bex graduated from the University of Essex and holds a Bachelor of Science (Hons) in Sports Therapy. She is also a member of the Society of Sports Therapists. With her extensive training and experience, Bex is committed to providing a high standard of sports medical care.



# OUR CATERING

## BESPOKE WEEKLY MENU

Our in-house professional catering team is dedicated to supporting our players' health and performance through expertly crafted cuisine. Each week, our players enjoy a bespoke menu designed to fuel their training and match demands, promoting optimal performance both on and off the pitch.



## BALANCED DIET

Our menus are not just about great taste; they are constructed based on the latest sports nutrition science. Each meal is a balance of macronutrients—carbohydrates, proteins, and fats. This meticulous approach ensures that every player receives the nutrients needed to excel and recover.



## NUTRITIONAL SUPPORT

We offer comprehensive nutritional support and education to empower our players. This includes providing nutritional information on our menus and conducting workshops on effective eating for sports performance. This support system ensures players are well-equipped to make informed dietary choices that enhance their overall well-being and athletic output.



# TRIPS & TOURS

We proudly offer a diverse range of international and domestic trips and tours, designed to enhance our players' exposure and experience in the global football arena.

## Annual USA Tour

This tour features international tournaments and showcase events, providing our players with the unique chance to perform in front of scouts and admissions officers from colleges across the US. It's an excellent opportunity for players to gain international exposure and potentially secure scholarships that can significantly impact their academic and athletic futures.

## European Pro Academy and Grassroot Tours

Delve into the heart of European

football and play in tournaments and comprehensive training programmes coupled with visits to some of Europe's most esteemed professional clubs. This is a perfect chance to experience the rich football cultures of Europe and gain insights that are invaluable for personal and professional development.

## UK Tours

Closer to home, we offer tours across the UK, where players have the opportunity to visit professional and national league system grassroots clubs. These two to three-day tours include tours around stadiums, academies and participation in tournaments

*Please note that these trips are available at an additional cost.*



# ACADEMY AMBASSADORS



**MO ELMENY**



**IPSWICH TOWN  
FOOTBALL CLUB**



**KEVIN HORLOCK**



**MEMBERS OF  
ARSENAL FC**

# PROFESSIONAL PARTNERS





# & LINKS



## US SPORTS SCHOLARSHIP

American Sports Recruitment & Consultancy



## FOOTBALL FOUNDATION

The Premier League, FA and Governments Charity



## WOMENS SUPER LEAGUE

Highest level of Women's English football league system



## IPSWICH TOWN FOOTBALL CLUB

Premier League Club



## ENGLISH FOOTBALL LEAGUE

League of English Professional Football clubs



## PREMIER LEAGUE

Highest level of the English football league system



## IPSWICH TOWN FOUNDATION

Charitable arm of Ipswich Town Football Club



## HAVERHILL COMMUNITY SIXTH FORM

Education Provider



## CORNERSTONE COLLEGE CAMBRIDGE

A Pre-University College in Cambridge



## CONTACT US

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