



**BRACKNELL  
TOWN FC**

POWERED BY



# ACADEMY PROSPECTUS

Domestic & International Academy



**2026/27  
SEASON**



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# WELCOME TO THE ACADEMY

Bracknell Town Academy provides an **elite football and education pathway** for aspiring players aged 16+ both in the UK and abroad.

POWERED BY



Our programme combines:



**CLEAR PROGRESSION ROUTES INTO SENIOR FOOTBALL AND CAREERS IN SPORT AND FITNESS**



**HIGH-LEVEL FOOTBALL ENVIRONMENTS**



**PROFESSIONAL COACHING AND SUPPORT**



**POST-16 FULL-TIME EDUCATION**



WELCOME TO THE BRACKNELL TOWN ACADEMY

# WHO WE ARE

Bracknell Town Football Club, established in 1896, has a longstanding history in UK football.

The club runs a structured football academy and development programme designed to support young players in developing technical, physical, tactical and academic excellence. The programme is delivered in partnership with **Elite Preparation Centre** and is based in Bracknell Forest.

The Bracknell Town Academy promotes a clear player pathway, with the focus not only on footballing excellence but also on life skills and supporting players whether they progress into professional football or pursue further education as well as career opportunities.



# POWERED BY EPC

## A WORD FROM THE ACADEMY DIRECTOR

Elite Preparation Centre (EPC) is built on a depth and breadth of experience across the football pyramid. My journey in the game spans working within Premier League academy environments, delivering high-performance programmes, through to leading grassroots and after-school sessions and managing and coaching senior adult football at various steps.

Having operated in elite, developmental, and community settings, I understand the different demands, pressures and opportunities each environment presents. EPC & Bracknell Town FC is driven by a clear purpose: to create a strong culture where development sits at the heart of everything we do, developing players, people, coaches and the club as a whole, whilst building a thriving, sustainable football environment that supports long-term progression for all involved.



# LEE SIMPSON

Academy Director & Founder of EPC



# OUR VISION

OUR VISION IS TO DEVELOP WELL-ROUNDED FOOTBALLERS WHO ARE:

TECHNICALLY AND TACTICALLY EXCELLENT

PHYSICALLY PREPARED FOR THE DEMANDS OF THE MODERN GAME

MENTALLY RESILIENT AND PROFESSIONAL

EQUIPPED WITH QUALIFICATIONS AND CAREER OPPORTUNITIES BEYOND FOOTBALL



# THE ACADEMY PRINCIPLES

## 01

### OUR OBJECTIVE

To create an environment of academic and sporting excellence. Our philosophy and ethos is student-centered, holistic and phase specific support to all.

## 03

### OUR RESULTS

We believe in the journey to excellence, more than the result of one game. By developing the right culture and behaviours, the results will look after themselves.

## 02

### OUR STYLE

Our behaviours and culture define everything we do, on and off the pitch. Our values underpin how we act, how we behave, how we train and how we play.

## 04

### OUR APPROACH

This is how we deliver your pathway across teaching, coaching, sports science, medical, welfare and personal development.



# OUR VALUES

# WHAT IT MEANS TO BE A ROBIN!



## R

### RESPECT

We show respect to teammates, opponents, officials, staff, the environment and ourselves. We listen, learn and represent the club with professionalism on and off the pitch.

## O

### OWNERSHIP

We take responsibility for our actions, performances, mindset and development. We lead by example, are accountable and take pride in everything we do.

## B

### BRAVERY

We play, train and learn with confidence and courage. We are willing to take risks, make decisions and step outside our comfort zone to improve.

## I

### INTELLIGENCE

We make smart decisions, understand our roles and responsibilities and learn from feedback to adapt in different situations.

## N

### “NEVER”

We **never** give up! We show determination and resilience. We compete and learn with belief, energy and commitment in every moment.

# BRING YOUR FOOTBALL CV TO LIFE WITH THE ACADEMY

## PREPARE FOR YOUR FUTURE IN FOOTBALL

The Bracknell Town Academy is one of the UK's leading football and education institutions, offering domestic and international students a truly comprehensive sporting and academic experience.

Whether you join through our international experience programmes or one of our higher education pathways, the academy provides a unique opportunity to train and compete at the highest level the UK has to offer. Working alongside **UEFA-qualified coaches**, using the latest **performance technologies**, and training on **state-of-the-art pitches**, you will develop both on and off the field.

Our goal is to help you stand out from the crowd and prepare you for your next opportunity, whether that's progression into higher education or a professional football club.



# THE PLAYER PATHWAY

THE JOURNEY TO FOOTBALLING SUCCESS



National Youth Football League, Junior Premier League and The FA Youth Cup



The Isthmian Youth League provides young footballers with the most competitive and well-structured environment locally



Combined Counties Division One, Step 6 of the football league pyramid and includes fixtures in the FA Cup and FA Vase



Southern League Premier Division South - Step 3 in the football league pyramid



Our course and experience encourages our students to pursue other vocations such as coaching, refereeing, medical and media opportunities.



Our players are showcased to professional clubs in a performance-rich environment during matches against the UK's elite





VANCOUVER

WASHINGTON

NETHERLANDS

BELGIUM

LOS ANGELES

NEW YORK

UGANDA

BOTSWANA

# JOIN US FROM ACROSS THE GLOBE

Players from across the globe can experience what it takes to play in the most competitive country on the planet.

Train and play like a pro using our state-of-the-art facilities whilst developing under UEFA-qualified coaches.

# INTERNATIONAL STUDENT HOUSING

## PREMIUM LIVING EXPERIENCE FOR FULL-TIME INTERNATIONAL STUDENTS ONLY

Full-time academy students enjoy premium accommodation in our modern townhouses, designed to provide a comfortable and focused living environment.

- ✓ **MODERN ACCOMMODATION**  
Newly built townhouses with private rooms for each student
- ✓ **HIGH-SPEED INTERNET**  
Reliable Wi-Fi throughout the property for study and leisure
- ✓ **FULLY EQUIPPED KITCHEN**  
Modern kitchens with all appliances for meal preparation
- ✓ **TRANSPORT INCLUDED**  
Daily transport to and from training facilities
- ✓ **SAFE & SECURE**  
24/7 security and supervision for peace of mind
- ✓ **COMMUNITY LIVING**  
Live alongside fellow academy players in a supportive environment

Housing is included in the full-time academy package. Students live in supervised accommodation located conveniently close to training facilities.



# PERFORM IN THE UK'S LEADING COMPETITIONS

As a result of our ethos, coaching program and reputation within the domestic game, our academy offers a huge range of football experiences and development opportunities.

**Our player pathway puts these competitions in touching distance of reality. Earn the right to compete with the best in the UK.**



## COLLEGE LEAGUES

Competitive fixtures on a weekly basis against other colleges in a league format. Our goal? Not just to win, but to win with class.



## THE JUNIOR PREMIER LEAGUE

Regarded as the best national league for youth football in the UK, with games against professional academies and leading National League sides.



## THE FA TROPHY

Open to all clubs competing from Step 1 and 4. Our player pathways into our semi-professional clubs gives you the opportunity to play in such historic competitions.



## THE FA YOUTH CUP

The pinnacle of youth football in the UK. The Bracknell Town Academy team joins over 400 clubs from across the country aiming to reach Wembley.



## THE FA VASE

The most lucrative national competition for clubs in the UK at Step 5 and 6. Our player pathways into our semi-professional clubs gives you the opportunity to play in such historic competitions.



## THE EMIRATES FA CUP

The oldest and most prestigious trophy in the world, The FA Cup competition includes all clubs in the football league.



# FACE OFF AGAINST THE BEST

After a rigorous term of full-time training, apply yourself against the leaders in the domestic game in our showcase fixtures across the course of the season.



## WHY CHOOSE THE BRACKNELL TOWN ACADEMY

Our programmes are designed and delivered by expert coaches and tutors and accredited by internationally-recognised educational institutions. The Academy can include a full-time education and football program for domestic, European and international student-athletes aged 17 years and over.



### PLAYING DEVELOPMENT

Across our in-house teams, playing at both the grassroots and elite level, we give our players the opportunity to feature against some of the best the UK can offer. From local county sides to professional clubs, you'll get your opportunity to apply your trade against the very best.



### ATHLETIC DEVELOPMENT

Aspiring players will participate in games across Youth, Men's football in fixtures within The FA Youth Cup, The National League and the Junior Premier League. Our teams will be challenged against Premiership academies on a termly basis.



### CHARACTER DEVELOPMENT

With dedicated psychological support and pastoral care, we believe passionately in developing character, personality, resilience and confidence to take your steps into early adult life. We believe better people make better athletes.



## THE EDUCATION PARTNERS

Knights Training Academy provide our players with their formal education at the Bottom Meadow Stadium.



## THE ACADEMY PARTNERS

Our performance and academy partners span across media providers, the football associations, sports technology and kit suppliers.



# EDUCATION PROGRAMME

Our education programme is delivered by Knights Education, providing:

- ✓ **RECOGNISED ACADEMIC QUALIFICATIONS**
- ✓ **STRUCTURED CLASSROOM LEARNING**
- ✓ **ONGOING ACADEMIC SUPPORT**

All education, elite training, strength & conditioning sessions, tactical analysis and classroom work will be delivered at the Bottom Meadow Stadium in Sandhurst.



# EXAMPLE PLAYER TIMETABLE

## EDUCATION

Our education programme at Bracknell Town Academy, delivered in partnership with Knights Education Provider, is designed to support players both on and off the pitch. Players have the opportunity to study towards an NCFE Level 3 Sport qualification, alongside their football development ensuring a strong balance between education and elite performance.

## FOOTBALL

Our football programme at Bracknell Town Academy focuses on developing well-rounded players through work on the five moments of the game in both training and matches. This approach enhances player's understanding across all four corners of the game, supporting better decision-making and performance. The programme is supported by a structured strength & conditioning pathway, including planned gym sessions, to aid physical development and long-term athlete progression.

## OFF THE PITCH

Alongside football and education, we place strong emphasis on the social side of the programme. Players are encouraged to support and engage with our First Team and junior teams through coaching and refereeing opportunities, allowing them to gain experience and earn additional income. The programme also includes tournament Fridays, day trips and organised social events such as bowling and group dinners, helping to build strong relationships, team spirit and a positive club culture.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
10:00	Education Sports Psychology	Education Sports Physiology	Academy Matches	Education Sports Nutrition	Education Sports Development	Youth Teams Matches	
12:00							
14:00	Lunch Football Session Match Prep	Lunch Football Session Match Analysis		LRecovery Session Plyometrics	Small-sided Matches Team Building Games	First Team Match	
16:00	Rest and Recovery	Strength & Conditioning		Match or Player Reviews	Dinner and Social	Football Media Training	
18:00			Dinner				
20:00	Youth Coaching	Training	Training	Training	Team Social	Team Social	
22:00							

REST AND RECOVER

# SUCCESS STORY

## RUBEN VERZUU

Ruben is a brilliant example of the pathway we've created at EPC and Bracknell Town FC. He first joined us at Soccer School level and progressed through the club all the way to U16's before stepping into our U18's programme and representing Sandhurst Town FC. Having experienced every stage of the journey, Ruben truly understands our values, expectations and development culture. It's great to now see him giving back to the next generation, working as an EPC coach across our after-school clubs and Player Development Programme sessions, continuing the cycle of growth and opportunity within the club.

## COACH'S COMMENTS

Ruben came through the ranks of EPC's development club from an early age. He's already gained valuable experience at step 6 and 5 over the last two seasons at a number clubs. Now a regular at step 6 in the football pyramid with goals to play higher over the next few seasons.

## NEXT STEPS

Ruben's next steps are focused on both coaching and education. He will continue to develop his coaching experience with EPC, leading sessions at after-school clubs and within the Player Development Programme, whilst gaining valuable experience mentoring younger players. Alongside this, he is progressing with his university studies, balancing academic development with his passion for football, setting him up for a strong future both on and off the pitch.



NAME :

**RUBEN VERZUU**

POSITION :

**DEFENDER**

BIRTHPLACE :

**WOKINGHAM, UK**

# SUCCESS STORY

## OLIVER GOFFORD

Oliver Gofford is a great example of the pathway we've built at EPC. He developed with us through EPC sessions and our after-school clubs before earning a move to Fulham FC during Lee Simpson's time at the club. Oliver's journey reflects the environment we aim to create. One that supports players technically, physically, and mentally whilst giving them the platform and exposure to progress into professional academy football.

## COACH'S COMMENTS

Oliver was not only a top player but an outstanding person. He set the highest standards in everything he did and was always open to learning and improving his understanding of the game. His character was never in question, but it was his work ethic and dedication that truly set him apart. On top of that, he was made his physical and mental health a top priority which allowed him to maximise his ability and compete at the very highest level.

## NEXT STEPS

Oliver's next steps are to continue his development within Fulham's U21's programme, pushing to earn a place in the first-team environment. As part of that journey, gaining senior experience through a loan move is also a key pathway, allowing him to test himself in the men's game and continue his progression at the highest possible level.



NAME :

**OLIVER GOFFORD**

POSITION :

**MIDFIELDER**

BIRTHPLACE :

**BRACKNELL, UK**

# SUCCESS STORY

## CALLUM CLIFF

Callum Cliff is another fantastic example of a player progressing through the EPC pathway. He joined us at U12 level and developed into a strong and reliable left-back as he moved through the older age groups. His consistent performances and dedication earned him a move to Oxford United and later to Fulham FC. Callum is now gaining valuable first-team experience on loan at Reading FC continuing his development and showcasing the hard work, professionalism and talent that have defined his journey from grassroots to professional football.

## COACH'S COMMENTS

Callum has always been a standout both on and off the pitch. His character is exemplary hardworking, disciplined and respectful to coaches, teammates and opponents alike. One of the most impressive aspects of his development is his understanding of different roles on the pitch. Callum made the transition from an attacking midfielder to a left-back, and he adapted seamlessly, showing excellent tactical awareness, defensive discipline and the ability to read the game from a new perspective. His attitude, professionalism and football intelligence make him a joy to coach and a real asset to any team.

## NEXT STEPS

Callum is currently on loan at Reading FC, where he has featured for the U21's, gaining valuable experience within a highly competitive professional environment. This loan move forms an important part of his development pathway allowing him to challenge himself at a higher level and continue his progression. Callum's next steps are focused on building consistency, maintaining high professional standards and using his experiences at Reading to strengthen his case for a professional contract at Fulham FC which he is targeting in the near future.



NAME :  
**CALLUM CLIFF**

POSITION :  
**DEFENDER**

BIRTHPLACE :  
**BRACKNELL, UK**

# STAY UP TO DATE

BE PART OF THE COMMUNITY

 @BRACKNELLTOWNFCACADEMY

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**BRACKNELL  
TOWN FC**

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# CONTACT US

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UNITED  
FAW  
BRACKNELL  
TOWN

✈ HEATHROW

LONDON

THE ACADEMY

✈ GATWICK





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