



LIVERPOOL FOOTBALL CLUB SOCCER SCHOOL

Learning to play the Liverpool way

Jonathan Kane is Director of International Business Development at Liverpool Football Club. The Club has just signed a contract with Harlequin Hotels & Resorts to bring their Liverpool FC Soccer Schools to Harlequin resorts across the Caribbean. The contract was officially signed & sealed at the prestigious Harlequin Hotels & Resorts' launch event at The Grove in Hertfordshire last month.



Jonathan Kane (left) with Dave Ames, Chairman of Harlequin Hotels & Resorts, at the official contract signing in July 09

Tell us a little bit more about Liverpool FC Soccer Schools

Liverpool FC Soccer Schools follow a tried and tested method developed at the Academy – Liverpool FC's youth development programme. Players participate in structured coaching sessions and conditioned games, balanced out with competitions, various footballing activities, matches and a lot of fun too! Each UEFA qualified coach carefully plans a tailor-made programme to meet the individual needs of their group, taking into account age and ability while incorporating their own personal coaching style.

Liverpool FC Soccer Schools at Harlequin's resorts will also incorporate programmes for local children to actively outreach to schools in the region and the training facilities will also be made available to them.

Describe a typical day at a Liverpool FC Soccer School

On a typical first day the coaches welcome their new players and distribute exclusive Liverpool FC Soccer School kit. Before any football is played, coaches take the players through warm-ups and techniques, followed by conditioned games where players get to put what they have learned into practice. Each day finishes with a thorough debrief and maybe even a penalty shoot out competition. At the end of the programme there is a Grand Presentation ceremony and players receive Liverpool FC keepsakes and certificates.

Why did you choose to work with Harlequin Hotels & Resorts?

Liverpool FC is the most successful English football team ever and as such we wanted to work with a world class, luxury resort company to develop the Soccer School proposition on a global basis. We were particularly impressed with Harlequin Hotels & Resorts' commitment to providing world class sporting facilities at each of their resorts. By working with Harlequin to create Liverpool FC Soccer Schools at each resort we ensure that not only will our Academy and squad players have an excellent year-round facility to use for training, but also encourage the local community and residents

to participate in football activities. Also it is an honour to be working alongside Harlequin's other partners, great sporting names like Gary Player and Pat Cash, who have done so much for sport and the community. These resorts will certainly open new frontiers across the Caribbean.

In order to deliver a premium quality product, only the best resorts are selected to host Liverpool FC Soccer Schools. Harlequin fitted this bill perfectly with proposed luxury resorts across the Caribbean including Buccament Bay in St Vincent & The Grenadines and The Marquis Estate, St Lucia. Each Soccer School will provide natural grass pitches of the highest quality and luxury accommodation. The Harlequin resorts are sure to provide long lasting memories of the Soccer Schools and havens for future sporting excellence.

How important is working with the local community to Liverpool FC?

Liverpool Football Club's Community department has gone from strength to strength since it was formed in 2000. It is a dynamic and thriving department that works very closely with the local Liverpool community and is involved in a whole host of various activities. Liverpool FC is based in Anfield, one of the most deprived areas in the UK. The club works closely with the local community and charities as well as Liverpool City Council to ensure that it provides positive partnership, using its skills, resources and badge to inspire and enable. A key focus of the club is raising the aspirations and talents of young people. It is a natural transition for Liverpool FC to want to be able to take this message with us as we establish Soccer Schools on a global basis.

Another important aspect of working with Harlequin Hotels & Resorts is how much we value their mutual commitment to working with local communities as they build their resorts. We don't just want to teach local people to play soccer – we want to be able to offer a safe place for children to develop their abilities. Liverpool FC is delighted to be associated with Harlequin's efforts to build world-class sporting facilities across the Caribbean, which will have a major impact at a local level and internationally.

Liverpool FC is very proud of the work their Academy has done in Liverpool and we are happy that local children across the Caribbean will now benefit from access to the top class facilities and coaching at Harlequin's resorts.

When will the first Liverpool FC Soccer School at a Harlequin resort open?

Our first Soccer School at a Harlequin Resort will be opened at the Buccament Bay Beach Resort, St Vincent & The Grenadines, in July 2010. Harlequin is already working with the St Vincent & The Grenadines Government, who has expressed their full support for the development, which shows the strength of the relationship between them and Harlequin. We officially signed the contract with Harlequin at a gala event at The Grove country retreat last month – also attended by ex-Liverpool players Alan Kennedy and David Fairclough.