



THE
PLAYER CARE
GROUP





PROTECT YOUR CLUB'S MOST VALUABLE ASSETS

Do any of these challenges sound familiar?

- Are your athletes taking too long to settle in your environment?
- Do you have difficulty communicating with your athletes?
- Are you struggling to recruit and retain athletes?
- Do you have ineffective controls on companies supplying your athletes?
- Are players looking to leave because of their own or their family's unhappiness?
- Are some of your athletes isolated or struggling to fit in?
- Do you have a negative atmosphere growing within your squad?
- Are you struggling to get the players to engage in commercial and charity activities?

If you've answered 'yes' just once, improving your club's Player Care could be your solution. Why? Because well-designed club Player Care programmes preserve your players' performance levels and reduce your exposure to avoidable financial risk through failed transfers.

THE PLAYER CARE GROUP IS PROFESSIONAL FOOTBALL'S FAVOURITE PLAYER CARE TEAM.

Our influence is felt through our training, education, support, consulting, networking, and mentorship. We're proud to improve Player Care standards in the some of the world's biggest clubs through four distinct services:



1st Team Player
Care packages



Academy Player
Care packages



Player Care
audits



Certificate in Player
Care training



Want more information? Get in touch: contact@playercaregroup.co.uk



WHAT IS PLAYER CARE?

The holistic oversight, organisation and delivery of a hassle-free experience for every player on your club's books. Well-run football clubs handle everything from relocations and visas through to player appearances, signed items, matchday logistics, mental health signposting and offboarding in a way that balances the needs of both the club and the player.



Scan to watch video here.



"It's my great pleasure to recommend Hugo. When I was coach of Southampton in the Premier League, he proved to be a great professional with great ability. He carried out his work to perfection. For this reason, I encourage you to consider his services. Hugo can offer a huge benefit to anyone he works with."

- Ronald Koeman, Netherlands And Former FC Barcelona, Southampton FC Manager

ALUMNI MEET UP MAY 2022



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TRUSTED BY THE WORLD'S BIGGEST CLUBS

Across both men's and women's football, The Player Care Group has advised clubs looking for help or training to enhance their Player Care systems and strategies.

We've worked closely with directors of football, owners, general managers and Player Care staff to improve, upskill, audit and even introduce the Player Care provision. Our unique, data-driven, proactive approach consistently protects the performance of players, teams and clubs against unnecessary decline by keeping the focus on the pitch, reducing transition times, and maximising commercial activations.



"Hugo's made my job a lot easier with how organised and professional he is. His excellent man-management skills allow him to deal effectively with staff and players from different cultures, which shows how good he is."

He constantly strives to get better, pushing his team around him. His refusal to accept anything mediocre rubbed off on everybody, and we are better off from having had him here."

- Mark Noble, Director Of Football, West Ham United



"Hugo has been there for me since I first moved to England. He's one of the few people I trust with the most important thing in life: family. He's been there for me through good times and bad. I have no issues thoroughly recommending his work to anyone out there."

- Virgil Van Dijk, Liverpool FC & The Netherlands



MEET THE TEAM



HUGO SCHECKTER
Founder and Managing Director

Specialisation:
Operational

Hugo set up The Player Care Group in 2020 after seven years running 1st Team Player Care and Team Operations for West Ham United FC, Southampton FC, Brentford FC and Indy Eleven (USA). He consults with both men's and women's clubs across the world, using his audit programme to improve their 1st Team Player Care.

Experience:

1.5 years as Founder/MD of The Player Care Group, a season as Interim Head of Player Care & Welfare at Brentford FC, 2.5 years as Head of Player Care at West Ham United FC, 3.5 years as 1st Team/Player Liaison Officer at Southampton, 1 Year as Team Operations Manager at Indy Eleven (USA).



SUE PARRIS
Head of Welfare and Equality

Specialisation:
Welfare and Equality

Sue was Head of Player Care, Education and Welfare at Brighton and Hove Albion's Academy, bringing the club into compliance for the newly introduced EPPP and leading the department from transition to Category 1 status. Focusing on the welfare of players, Sue brings a wealth of experience and runs her own business, Simply Human.

Experience:

8 Years as Head of Player Care, Education and Welfare at Brighton and Hove Albion's Academy, 11 years teaching at Varndean College.



DR MICHELE DI MASCIO
Head of Personal Development

Specialisation:
Personal Development

Dr Michele spent seven years at Sunderland, where he was most recently Head of Player Care for their Category 1 academy. He now works at Manchester City's academy in the Education department, as well as lecturing and consulting. Dr Michele is passionate about personal development and player transitions.

Experience:

Currently at Manchester City in the Education Team, 6 Years at Sunderland AFC in a variety of roles, including Head of Player Care and Assistant Head of Education & Welfare. 7 years teaching at Sunderland College.

All of our consultants can be booked for hour long remote calls via [this link here](https://www.playercaregroup.co.uk)



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1ST TEAM PLAYER CARE PACKAGES

BENCHMARKED. MENTORED. IMPROVED. THE ULTIMATE IN PLAYER CARE PROVISION.

Designed as an exclusive Player Care consulting programme, this 12-month journey:

- Identifies the true quality of your existing Player Care protocols
- Offers bespoke recommendations for precise Player Care improvements
- Provides direct mentorship to build a world-class Player Care provision

First, our exclusive 135-point benchmarking exercise assesses your existing Player Care strategy in detail. Operational, welfare and personal development Player Care protocols are all examined. And on a comprehensive range of metrics, your club's entire Player Care provision is benchmarked against other leading clubs worldwide.

Our extensive experience means we're fully equipped to help you identify and resolve all your Player Care challenges, removing unnecessary stress and strain from your club's most valuable assets.

We'll help to increase athlete engagement, use quantitative data and improvement tracking to improve player wellbeing and team culture, and show you how to give your athletes the support they need to realise their potential off the pitch.

WHAT'S INCLUDED?

Each 1st team Player Care package includes as standard:

- **Preparatory call**, questionnaire, and research gathering
- **Benchmarking service** against 135+ metrics in 18 defined Player Care areas
- **Personal support** for one full day a month to improve Player Care provision
- **Two places** on our 'Certificate in Player Care' course per year
- **Mentoring and problem-solving** for your staff and management
- **Access to alumni profiles** for effective and trusted Player Care recruitment
- **Available remotely** to protect training ground environment and reduce travel costs



AVAILABLE
TODAY FROM
JUST £1,999
PER MONTH

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ACADEMY PLAYER CARE PACKAGES

DESIGNED FOR AMBITIOUS EPPP CATEGORY 2-4 CLUBS.

Secure the next step in your club's development with a comprehensive Academy Player Care package.

You'll be assessed across the EPPP's five pillars of Academy Player Care: introductions and exits; life skills; player and parent voice; equality, diversity and inclusion; and mental and emotional wellbeing.

This comprehensive review will give you the understanding and framework to help ensure your future growth against EPPP standards, creating an environment that develops the best possible Academy players and builds your club on firm foundations.

WHAT'S INCLUDED?

Each Academy Player Care package involves:

- **Preparatory call**, questionnaire, and research gathering
- **An in-depth look** across five critical areas for EPPP audit standards
- **A 4,000+-word report** into your Academy's Player Care strengths and weaknesses
- **Personal support** from The Player Care Group's experienced Academy Player Care team
- **Mentoring and problem-solving** for your staff and management
- **Access to alumni profiles** for effective and trusted Player Care recruitment



PLAYER CARE AUDITS

MORE THAN 130 AREAS ANALYSED AND ASSESSED.

Understand the strengths and weaknesses of your existing Player Care protocols with our bespoke Player Care audit package. On a comprehensive range of metrics, your club's entire Player Care provision is benchmarked against other leading clubs worldwide. Benchmarked areas include:

- Onboarding
- Offboarding
- Home and Away Match Experience
- Internal Team Comms
- Staff Recruitment
- Player Appearances
- Team Scheduling and Travel
- Family Programme
- Education and Development
- Mental Health Signposting

Using our four-tier rating system, our experienced Player Care professionals complete a thorough assessment of more than 130 areas of your existing Player Care provision.

We've audited some of the biggest clubs in world football and our findings have been consistently used to create better player experiences and enhanced player-club relationships.

WHAT'S INCLUDED?

Each Player Care audit includes:

- **Preparatory call**, questionnaire, and research gathering
- **In-depth onsite visit** to talk with staff, players, and complete our assessments
- **In-depth report on your existing set-up**, highlighting key successes and areas for improvement
- **Recommendations for improving your Player Care provision** so you can move forward with confidence



CERTIFICATE IN PLAYER CARE

PROFESSIONAL FOOTBALL'S FAVOURITE PLAYER CARE TRAINING.



Upskill your staff, network with peers and gain instant access to top recruits for junior Player Care roles with the prestigious Certificate in Player Care from The Player Care Group.

This six-week (six evenings) live online remote programme gives participants all the skills and knowledge they need to understand and implement Player Care best practice. Taught exclusively by Hugo Scheckter, Sue Parris and Dr Michele Di Mascio, the industry's leading Player Care experts, your staff will be fully supported and mentored from Day One.

By the end of the programme, they will:

- Understand the core aspects of any successful Player Care programme
- Feel confident in devising and delivering new Player Care protocols in both first team and Academy settings
- Have the skills and confidence to improve an existing Player Care provision
- Be part of an extensive alumni network, providing ongoing peer-to-peer support
- Receive a signed certificate of completion
- Access free regular Q&As from industry experts, even after the end of the course

CERTIFICATE IN PLAYER CARE SESSIONS

1. Introduction to Player Care Online **[2-3 hours, self-paced online]**
2. First Team Player Care **[2 hours live]**
3. Academy Player Care **[2 hours live]**
4. Equality, Diversity & Inclusion **[2 hours live]**
5. Welfare **[2 hours live]**
6. Self Development **[2 hours live]**
7. Unlocking Player Care **[2 hours live]**
8. Final Presentations **[graded privately]**

Need more info? Visit [here](#) for a detailed course overview.



"The skills that Hugo and Michele taught me have really helped and I'd highly recommend this course to anyone."

- Evan Hall, West Ham Academy Player Care Officer



"One of the best courses I have been on. I found the whole course so interesting, and you can tell Hugo, Sue and Michele genuinely do care - not just about what they do, but about the people they are teaching as well. It was worth every penny."

- Maddi Sweetman, AFC Wimbledon

TAKE ACTION TODAY

Whatever your needs, we have the experience, knowledge and understanding to improve your situation. Contact us today and put your club on the path to Player Care success.

contact@playercaregroup.co.uk

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