



THE
PLAYER CARE
GROUP

CONSULTANCY

EDUCATION

RECRUITMENT

AUDIT



WHAT IS PLAYER CARE?

More and more professional clubs are realising the benefits of first-class Player Care and the importance of protecting and proactively supporting the players and their families.

Player Care is the holistic oversight, organisation and delivery of a hassle-free experience for every player on your club's books. Founded by experienced Player Care professional, Hugo Scheckter, The Player Care Group helps sporting organisations improve the way player care is managed and delivered from player relocations and visas through to personal appearances, signed items, matchday logistics, mental health signposting and offboarding in a way that balances the needs of both the club and the player.

What do we mean by Player care?

Scan to watch video.



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, Sporting Director, West Ham United





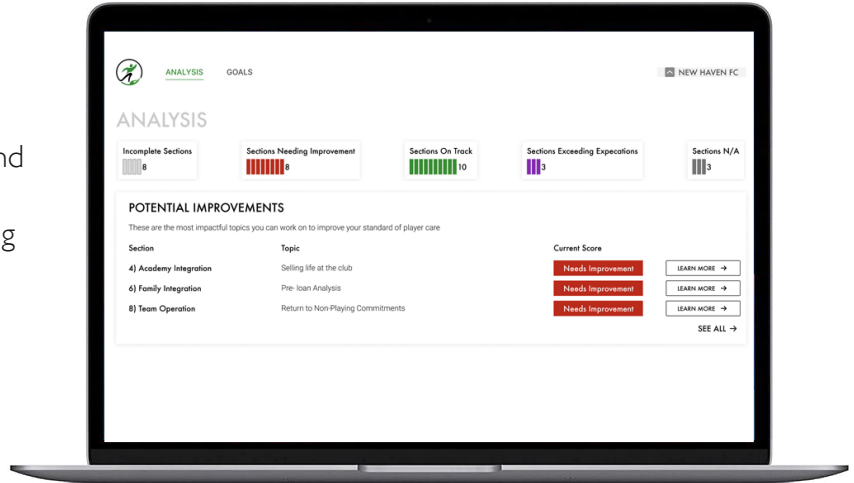
THE PLAYER CARE GROUP PRO

Introducing the revolutionary new software to benchmark your Player Care provision and improve standards at every level of your club.

Access unprecedented data-driven comparisons and find out exactly how your Player Care provision compares to other clubs.

Join some of the world's biggest football clubs and take control of your Player Care provision with PlayerCarePro, the exclusive and ground-breaking new software-based Player Care software audit tool from The Player Care Group.

By registering for PlayerCarePro, you'll instantly join some of the world's biggest football clubs unlocking the ground-breaking knowledge they need to advance to the next level.



You can instantly benchmark your club's Player Care performance across 24 topics and receive direct comparisons to clubs operating at a similar level.

For extra reassurance, quarterly consulting support from our exclusive team of Player Care experts comes as standard. Or upgrade to an unlimited consulting package if you want to transform your provision even faster.

Built with unrivalled expertise and knowledge from Player Care staff operating at the top of the professional game, PlayerCarePro helps ensure your professional club is performing at its best – whatever your footballing level.

Equip your Player Care staff with the tools they need to analyse themselves against clubs from around the world.

As a revolutionary new self-reflective tool, PlayerCarePro enables you to internally assess on a six-point scale more than 170 Player Care metrics within your club.

What is Player Care Pro?

Scan to watch video.



"My team and I have loved using PlayerCarePro - it's given us so many ideas on where we can improve - as well as confirming what we already do well.

It's motivated the team here to look how they can improve all the different areas surrounding Player Care and is already an invaluable tool for us here at AC Milan"

- Lorenzo Libutti, Director of Player Care and Commercial Football Operations at AC Milan

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



All metrics and subsequent recommendations have been peer-reviewed by staff from some of the biggest clubs and sports in the world – so you can guarantee you're receiving the best possible advice and guidance.

Sign up for PlayerCarePro today and you can immediately:

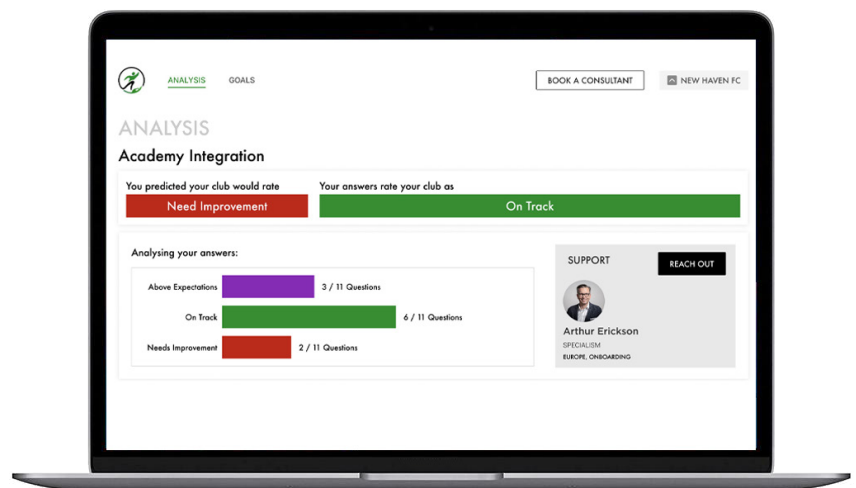
- Explore and analyse your Player Care offering against 170+ metrics
- Benchmark your Player Care provision against similar clubs – in complete privacy
- Learn exactly what you need to enable your team to reach the highest levels of professional Player Care
- Identify any specific areas that need extra staffing, budgeting or consulting support to lift them to your ideal level
- See how you compare against clubs of a similar size
- Access document templates, new ideas and how-to guides which you can adapt to your club
- Be at the cutting edge of Player Care as we update our standards for each season

Your annual PlayerCarePro subscription provides high quality, independent guidance and reassurance on your journey to creating a Player Care team that excels at what it does.

You'll have ongoing access to critical document templates that allow you to implement process quickly and easily into everything you do.

As you complete your assessment of the 170+ Player Care metrics, you'll also receive benchmark reports that give you the ability to see if what you do is appropriate for a club your size. Other areas on which you could focus are also be identified.

You can also join monthly themed group discussions, where you can meet with your industry peers to share invaluable best practice, knowledge, and community support.



"It's been really interesting for us at Real Valladolid using PlayerCarePro, especially since Player Care isn't a primary focus for many clubs in Spain. However, here at our club, we've already established this position and the platform not only outlines what 'world-class' Player Care is but also offers practical steps we can implement. It's been a valuable experience for our club."

- Rafael Antoniutti, Player Care Manager, Real Valladolid



CONSULTING SERVICES

1ST TEAM PLAYER CARE AUDIT

Our flagship service, one of our senior consultants will use our unique 170+ level system to give you an independent, in-depth report of where you as a club stand today with regards to Player Care, along with substantial recommendations, support and advice throughout the process. This is perfect for clubs looking to do a major restructure or independently ascertain what specialisms new staff should have and what new resources are required to make sure their Player Care is world class.

ACADEMY PLAYER CARE SUPPORT

The Player Care Group provides support for ambitious EPPP Category 2-4 clubs determined to progress, but also appropriate Cat I & international academies too. Our team of experienced Academy consultants helps assess your clubs academy Player Care support 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. We provide 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. Whether you're in the English system or not, our Academy player care experts can help your Academy give it's young people the best support possible.

RECRUITMENT SERVICES

The Player Care Group offers a comprehensive recruitment service for organisations seeking to hire across Player Care & Team Operations roles, from senior, experienced hires to entry level staff new to the industry.

Our service offers a strategic and cost-effective solution for identifying and hiring the best possible candidates for your specific roles, through our specialised and in depth network of staff of varying backgrounds, skills and languages from around the world, as well as our unique problem solving based technical tasks and interview techniques.



"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, Captain of Liverpool FC & The Netherlands



EDUCATION SERVICES

The Player Care Group brings together our team of professional industry experts to deliver a range of courses designed to improve the quality of Player Care practitioners across sport. Whether starting your journey in Player Care or looking to take your career to the next level, we have a course designed specifically for you. Headed by the company's Founder, Hugo Scheckter, our consultants and lecturers provide expertise across 1st Team, academy, player welfare, self-development, EDI, mental health and operational support.



INTRODUCTORY MODULE IN PLAYER CARE

Designed for those interested to learn more about Player Care, the skills required and benefits a well-run Player Care department can bring, this online course provides the necessary information for the first step in Player Care development.

See a sample of the discussion here
Scan to watch video.



CERTIFICATE IN PLAYER CARE

Our market leading 'Certificate in Player Care' is designed to give practical and realistic experience across 6 live sessions from our team of experienced Player Care professionals. With 40 years in the game between them, we have a great team of tutors, limited class sizes and in depth discussions – as well as a lifetime of free support, expert Q&As and in person networking through our alumni group. Join 300+ graduates, 100+ of whom work in the sport full time, on one of our engaging and interactive sessions soon!

ADVANCED COURSE

We are in the process of developing a new Advanced Course in Player Care aimed at those already involved at a professional club looking to take their skills to the next level. This CPD accredited course, delivered in conjunction with a university partner will be launched later this year – watch this space!



"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



MEET THE TEAM



HUGO SCHECKTER FOUNDER AND MANAGING DIRECTOR

With Player Care experience from the highest levels of professional football, Hugo is adept at transforming challenging situations into thriving environments. He founded The Player Care Group in 2020 and is now one of the world's leading authorities within Player Care, having helped over half of Premier League clubs with their provision since launching TPCG. Hugo has run the Player Care provision at Brentford FC, West Ham United, Southampton FC and Indy Eleven, as well as consulting for clubs across the world – from Champions League clubs to clubs just starting their Player Care journey.



TIM COLLINS COMMERCIAL DIRECTOR

Tim has over 25 years of sports marketing and partnership experience, joining from UEG where he was Managing Director. He has worked with a number of high profile brands looking to use sport as a major part of their consumer and internal marketing strategies, both at UEG and also Octagon UK, where he served as Managing Director too.

OUR CONSULTING TEAM

We have partnered with some of the best Player Care experts in the world to be available to our clients and to improve what we do. For a full up to date list please contact us.

OUR SENIOR CONSULTANT TEAM INCLUDES:



BEN HAWKINS

Head Coach at WilliamsRacing Esports, Ex Swindon Town



DR CERI BOWLEY

Ex 1st Team Coach at Rangers FC & Head of Coaching at City Football Group



DAN HARRIS

Ex Oxford United Academy Manager, 1st Team Coach at Celtic, West Brom



JON WOLF

Ex Player Development at the NBA



DR MICHELE DI MASCIO

Ex Sunderland AFC Head of Player Care & Manchester City Academy



SENI MAJEKODUNMI

Right to Dream, Ex England Team Manager, NFL Academy UK



SUE PARRIS

Ex Brighton & Hove Albion Head of Player Care & Emotional Welfare Specialist



WARREN ENGELBRECHT

Ex Orlando Pirates and South African FA, & Mentor

OUR CONSULTING TEAM INCLUDES:



ALEX BITAINE

Ex Angel City FC, San Jose Earthquakes & athlete



BRIDGET BLACKWOOD

Ex Intl Hockey Player & Brentford FC Player Care, Masters in Education



CALLUM LANGLEY

Head of Academy Player Care at Cambridge United



IAN REEVES

Head of Psychological Wellbeing at South Sydney Rabbitohs, ex Gaelic Players Assoc



JONATHAN REID

Player Care at International Tennis Federation, ex Watford



MATT LEEK

Ex Senior Development Manager at Rugby Players Assoc



SAM RAVEN

Ex Head of Rugby Operations at Gloucester Rugby & Rugby Player



JAKE JERVIS

Footballer with 300+ Appearances in England, Finland, Turkey & India



LEE WOOD

Player Care Manager at Wigan Athletic, ex Bolton Wanderers Head of Education



GEORGINA SLAWINSKI

Ex Award-Winning GM at Chester FC & Premier League Games Programme Consultant



GRAEME BOWERBANK

Ex Head of Rugby Ops at Harlequins, Team Operations at England FA



MARK MCGUIGAN

Mental Health Expert and Occupational Therapist



JACK TEBBUTT

1st Team Player Care Lead at Burnley FC

AND MANY MORE

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



PROTECT YOUR CLUB'S MOST VALUABLE ASSETS

Do any of these challenges sound familiar?

- Are your players taking too long to settle in your environment?
- Do you have difficulty communicating with your players?
- Are you struggling to recruit and retain players?
- Do you have ineffective controls on companies supplying your players?
- Are players looking to leave because of their own or their family's unhappiness?
- Are some of your players 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 ARE PROFESSIONAL FOOTBALL'S MOST TRUSTED PLAYER CARE EXPERTS.

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 five distinct focuses:



1st Team
Player Care



Academy
Player Care



Player Care Audits
and management
systems



Player Care
Education and
courses



Recruitment
services

70%

have seen other players fail
because they couldn't adjust
to the move*

90%

believe they play better
when they club assists
them with relocating*

*2021 FIFA Research Project, 150 professional players worldwide surveyed.

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