

# Academy & Performance Development



## Sport981

Sport981 offers world class sports performance, conditioning, education and consultancy services.

Since its inception in 2004, the Sport981 team have worked with numerous top professional sports clubs, coaches and athletes within the UK and abroad, in addition to producing some of the UK's most promising future sporting prospects.

## Testimonial

"Sport981 and I first starting working together in 2005. We both wanted the same thing – to create a seamless link between our player's technical and physical developments by building a relationship of shared responsibilities and common goals. It was on this foundation of total technical/physical crossover that Tennis Midlands was born; An organisation that would go on to become the first Lawn Tennis Association International High Performance Centre and has been recognised as the best for the last 2 years".



**Martin Weston,**  
Director of Tennis 2003-2009  
International High Performance Centre

**Scientific research has concluded that it takes 8 to 12 years of training for a talented athlete to reach an elite level.**

**This is known as the 10,000 hour rule.**

**O**ur academy service and methodology is specifically designed to develop key functional and physical characteristics that young athletes require to become world beaters. Our programmes start from as young as six and, sport depending, develops them through to 16 or 18 years.

A range of services are used throughout the process which are tailored to your specific sport; early or late specialisation, and organisational structure. It is vital that appropriate delivery and implementation exists throughout the long term athlete development plan as scientific research indicates that during specific periods of development, critical windows of opportunity exist for skill and performance characteristic improvements such as strength, speed and endurance. Shortcomings in athlete development during these various critical windows of opportunity result in many athletes never reaching their optimal performance level or genetic potential, regardless of the sophistication of the support programme at the elite level.

**'12-16 year old male, and 11-15 year old female training periods represent critical or sensitive periods of physical and skill development. Athletes who miss this stage of training will never reach their full potential regardless of the remedial programmes they may participate in'**

*(SportMap 2001. A blue print for sport excellence. Vancouver, Pacific Sport)*



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*Some examples of the types of services currently used within existing academies include:*

## Service examples

- Monitoring of anthropometrical characteristics (onset of peak height velocity, peak of peak height velocity, peak aerobic velocity, peak strength velocity, peak speed velocity) to best identify critical and sensitive windows of opportunity to develop speed, strength and skill acquisition in addition to accurately depicting when to implement appropriate free weight based exercise.
- Differentiation of male and female training programmes in the light of physiological and developmental differences between the two genders.
- Age specific functional, and sport and age appropriate performance tests
- Analysis, sport, age and competency based periodised programme development
- Technical/Physical cross over discussions to ensure technical developments are run along side functional and performance adaptations.
- Education, both with the players as part of their long term athletic development as well as the ability to provide certifications through our educational providers to unite practices within the backroom staff
- Monitoring of heart rate responses during training and competition, in addition to daily self monitoring recovery parameters
- The use of recovery and regeneration strategies to aid player progress and development

Our academy and performance development service has proved to be highly effective at both developing age and sports specific performance whilst reducing non contact soft tissue and growth related injury. The pre-requisites for each sport are unique, as are the demands placed upon each club to produce athletes.

To find out how the Sport981 academy and performance development service could be tailored to suite your specific requirements, please contact our performance team for further information.



For information on additional professional support services please contact us

Education and Training Performance Training Academy Services Consultancy Equipment

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