



AB Sports Group

Supporting young people using sport to mentor, educate and inspire.



Contents page



Slide 3 - 4: [Our Story](#)

Slide 5 - 6: [Our Mission](#)

Slide 7 - 9: [Our Offerings](#)

Slide 10-12: [Our Team](#)

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Our Story

After coming out of professional football at 19, and dealing with a period of uncertainty about what was next in my career, I found a passion for helping to develop young people to become better versions of themselves.

This is when I founded AB Coaching and started offering specialist football training to young players across the Midlands.



But what about those who need support away from sport too?



After working within schools and alternative provisions as a mentor, I decided to set up AB Sports – created and powered by current and former athletes to act as positive role models to **mentor, educate and inspire** young people through various offerings such as **coaching, mentoring and alternative provision** within our partner schools.





Our Mission

Our mission is to use our experience and relatability to help young people navigate life's early problems, from mental health, anger management, lack of confidence, goal setting, behaviour management, skill and career development and many more, to help schools to maximise their young people's potential who may have previously been overlooked.

Not only do we provide 1-2-1/group mentoring and alternative provision, we also offer Morning, Lunch and After School Clubs, PE Provision, Half Term Camps etc, using our sporting experience to promote: healthy lifestyle and competition, skill development, problem solving and more.

We also want to offer a new focus for athletes who have come out of full time sporting environments and are looking for their 'what next?', and want to pass on their transferrable skills, knowledge, experiences, and relatability to the next generation and work with us on our journey.



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Our Offerings

Mentoring



Our first mission with anyone we work with is to have a discovery meeting to understand where we can have an impact. Although we have a goal and guideline to our offering, we never want to be rigid with this, and whatever you need, we want to facilitate.

Our Mentoring Offerings:



6-12 week sports-based mentoring blocks in schools, 1-2-1 or in small groups:

- Use sport as a way to initiate and engage in conversation, develop skills, and to create an incentive
- Develop a range of behaviour and emotion management techniques during the sessions
- Progress tracking and goal setting with the student(s) and constant feedback to the school
- Create pathways and through career exploration, CV building, apprenticeship/college guidance

Assemblies or Group/Class Presentations and Workshops:

- Coping mechanisms, emotional and behavioural management presentations and workshops
- Career support and guidance presentations and workshops
- Visits from former and current professional athletes for assemblies or small groups

Between £25 – £40 per hour depending on the type of offering, amount of staff, and distance.

Coaching



We offer sports coaching both inside and outside of schools. Our school programmes are designed to increase participation, skill development, relationship building, introduce healthy competition and promote healthy lifestyles, with our sessions provided by current and former professional athletes.

Our Offerings in schools:

Morning, Lunch and After School Clubs:

- Clubs offering sports to suit the school's needs, such as multi-sports, football, cricket, dance and more
- Can be charged to parents or directly invoiced to the school

PE Offerings:

- PE Provision, Curriculum building, Specialist football sessions, School team fixture and training management
- Invoiced by hourly rate between £20-£30 ph

Half Term Camps for all ages can be run on site or offered to the children at one of our partner schools. We also offer extra curricular specialist football coaching through AB Coaching & Dance offerings through partner school Viva Theatre Arts.



Our Team



ARCHIE CROWTHER
Founder, Mentor & Coach

- Founder of AB
- 3 years as a pro footballer
- C Licence coach
- Safeguarding, first aid and children's mental health qualifications



BRADLEY STRETTON
Head Coach & Mentor

- Co-Founder of AB Coaching
- Spent 13 years at Coventry City FC
- C Licence coach
- First Aid and Safeguarding quals



MADDIE AMELIA
Mentor & Coach

- Level 4 dance teacher
- Studied at the London Studio Centre
- 8 years of experience in teaching and mentoring
- Safeguarding AL, First aid trained, SEN experience



CLAUDIA TEMPLE
Head of AP & DSL

- Owner of Viva Theatre Arts
- Alternative Provision & Safeguarding Lead
- Over 35 years of experience working with young people





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