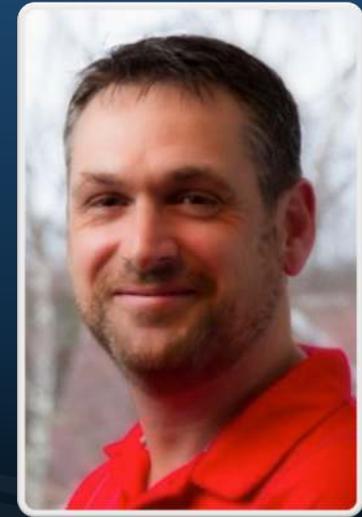


Soccerscool's Founder and Director of Coaching

From Boyhood Inspiration to Future Aspirations

Malcolm grew up in the North of Scotland playing football at every opportunity. Aberdeen F.C. was his team and inspiration, with the accomplishments of the club in the early 1980s under the management of Sir Alex Ferguson; football was a local success story. The club, full of young Scottish players brought through the ranks, went all the way to becoming European Cup Winners Cup champions in 1983, beating the mighty Real Madrid in the final. It was a compelling narrative for a football obsessed young boy.



Malcolm Hercus



Growing up within such a stimulating local football scene, Malcolm's influences were many and included learning about Matt Busby, Jock Stein and Bill Shankly who all built dynasties at their respected clubs and promoted young British players into their first teams. He then watched his boyhood hero Sir Alex Ferguson emulate these three remarkable men by building a new dynasty at Manchester United with his own generation of talented young players from the UK.

It was the attacking brand of football and human values shared by these great Scottish managers that inspired and motivated Malcolm to go on and cultivate a programme for grassroots football with the aim of similarly driving young players in the UK to develop their skills, knowledge and respect for the game of soccer.

His goal is that one day, he will again be able to watch a British club, full of British players, coached by a British manager go on to lift the Champions League trophy or maybe even a home nation (Scotland) win the World Cup?

The Coaching Journey

In 2001, Malcolm gained his first coaching qualification with the Football Association. It was an experience, which involved him working with a variety of age groups. However, there was one group in particular which caught his attention, it was a collection of very young children aged between 4 and 7 years. Amazed by their aptitude and enthusiasm for learning, Malcolm recognized that there was a real lack of quality specialised coaching for young children.

His journey ever since has involved hours of practical experience, research, attending courses, conferences and seminars in order to learn the very best practice in the development of young soccer players. During this time, Malcolm has crafted a curriculum, which nurtures a child's development from pre-school to youth founded on the following guiding principles:

- Provide young children with a positive and fun introduction to the game of soccer.
- Focus on the development of individual skill and technique.
- Have a Playing-Vision in order to develop tactical awareness and game understanding.
- Create an environment, which encourages freedom of expression.
- Empower children to take ownership of their learning and be responsible on and off the field of play.
- Develop an understanding of club ethos, team ethic and a winning mentality.

Currently Malcolm is looking to expand this coaching programme through franchising the Soccerscool brand, which he has developed over the last 15 years. He is driven by a passion to raise the standard of coaching and playing at the grassroots so that future generations can have the opportunity to maximise their potential as footballers. His ambition is to recruit like-minded people in order to create a network of coaching schools throughout the U.K.

Coaching Qualifications:

- UEFA 'B' licence
- Scottish FA Youth Award
- Scottish FA Working with Children licence

