



## **Fees and Services**

### **Initial Consultation**

**£100**

*To include a detailed discussion with the player (and parent/s for juniors) to identify goals and targets for both the short term and long term*

*To identify strengths and weaknesses of the player*

*To formulate a realistic strategy thus allowing the player to progress and perform to their full potential*

*To create a training schedule for the player incorporating technical, tactical, physical fitness and mental strategies*

*To discuss a tournament schedule*

*Training Diary*

*3 Academy t-shirts*

*Up to 25% discount off products for player's own use*

### **Monthly Monitoring Fee**

**£25 per month**

*To include monitoring of training programme/diary, matches, fitness work, strength and conditioning, tournament schedule*

*To work with player's own coach if in a centre other than Le Sport*

*To organise hitting sessions if required*

*To advise on mental preparation.*

*With Junior players, a parental guidance service is also available.*

### **Individual Coaching Session with Phil Whitlock**

**£22 per 45mins**

### **Paired Coaching Session with Supervision from Phil Whitlock (1.5 Hours)**

**£20 per player**

### **by Phil Whitlock**

**£12 per 45mins**

### **Tournament Support**

**from £15 per match**

*There is NO CONTRACT – players do not have to sign up for a specific length of time and are free to leave at any time. However, if membership is not continuous, the Initial Consultation must be undertaken on starting up again with the Academy.*

The logo for 'isquash academy' features the word 'isquash' in a large, bold, black sans-serif font. The letter 'i' is yellow and has a black dot above it. A yellow curved line arches over the top of the word. Below 'isquash' is the word 'academy' in a smaller, bold, black sans-serif font.

# **isquash**

## **academy**

**isquash** academy has been set up by Phil Whitlock to provide squash coaching and guidance for junior and senior squash players who want to improve their game.

**isquash** is not just about having 1-to-1 coaching sessions once a week, but emphasis is put on providing the correct advice and guidance so that the player can improve their performance, be it at a club level or playing on the international circuit.

Many factors are important – technical ability, tactical knowledge, physical fitness and mental approach – all are areas covered by the academy.

**isquash** academy is all about providing the best opportunities for the player so they can get the most out of themselves in order to reach their full potential.

**isquash** will oversee and monitor all players' training schedules, consequently places on the academy are limited. Each player will receive a training diary, which will be monitored on a regular basis to ensure the player is following the schedules set and reaching their targets.

**isquash** academy is based at Le Sport Health & Fitness in Rhos on Sea, North Wales, but due to the way in which the coaching and guidance for the players is organised, players do not have to attend Le Sport to benefit from the academy's services. Players can continue to use their own coaches with whom Phil Whitlock will liaise. Each player has an initial consultation with Phil Whitlock – if the player is a junior, parents are required to attend at this session.

**isquash** will then set up a training and playing schedule for the player, incorporating targeted tournaments. Training will be closely monitored. Performance will be monitored. All will be taken into account so that the correct programme for the future is put in place. Coach support at major events will also be available.

**isquash** academy is not just about looking at short term goals because long term goals are equally important, but so often neglected.

**isquash** aims to be different from the traditional "once a week" lesson and will cater for the complete needs of the player, coupled with guidance and support for the parents of junior players.

**For further information, contact Phil Whitlock 01492 547046 / 07986471176.**