

# AAP

Aspiring Athlete Program



World-Class  
Coaching & Camps

**AAP**

Aspiring Athlete Program

2026/27

Mission:

## Facilitating the opportunities for **County level** players within the UK.

Throughout my coaching career I have seen and experienced how young players within the County pathway want more, high-level coaching and opportunities. We want to provide Specialist Coaching days at the Highest level venues with International Hockey players as inspiration.





## About / Overview of the **AAP**.

The AAP has been specifically designed to inspire and develop young players that want to flourish and grow, and achieve success in the game.

**The AAP is aimed at players representing their Counties, (County Hockey Level).**

We will bring together players throughout the year to train at specifically designed camps, that are delivered by Top coaches and Internationals. At locations like Bisham Abbey (home of GB Hockey) Lee Valley and other outstanding venues.

The objective of the AAP is to provide 4-8 yearly coaching days throughout the year, along with other support mechanisms and guidance. Players will have the opportunity to **play and train** alongside other AAP athletes, and receive high quality coaching from me and other top coaches.

# USPs of the **AAP**

6. Webinars / and Access  
to Mentoring

1. Camps at Top,  
Inspirational venues.

5. We're qualified to  
help Nominate you for  
**Talent Academies**

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2. Coaching by  
Internationals and Top  
players

4. Sponsorships  
Available with Top Kit

3. Remote Learning  
Opportunities

## About Us:



The Performance Hockey Coaching Philosophy is built on three core values:

1. Create Technically brilliant players
2. Encourage Creativity when playing
3. Make playing enjoyable

We have delivered coaching courses, programmes and camps for nearly a decade and a half, and in that time thousands of players have become the best that they can be. With many going on to represent England and Great Britain.

Matt, who represented England U21s and played in a Junior World Cup is recognised Globally as a top-level coach and his passion for the sport shines through on the pitch.



# Problems you face as a player

1. A lack of understanding about the process, assessment criteria and overall County, through to TA pathway.
2. Not understanding what the coaches are looking for as a County player to be Nominated for TA Assessments.
3. Your coaching / training at club, school is well below par, and you need to be stretched.
4. You cannot access top-level coaching to support and aid your county hockey goals and success.
5. You are looking to be stretched and challenged in more competitive environments.
6. Your skill-sets are limited, and you are looking for expert guidance to iron out bad habits.
7. Want to be around players that have achieved more - so you can benchmark and see what good looks like.
8. You want to collate feedback from us, and supporting evidence to help you make the step to TA.



## Is this you?

1. You want to achieve the best you can within the sport?
2. You are a County player, and want additional support to stand out, or want to be Nominated for a TA trial / Assessment?
3. You can see other players make selection and don't want to be left behind?
4. Feeling frustrated that there are opportunities there for you, and you want to grab them with two hands and make the most of them?
5. You want more than just hockey coaching, but support and guidance?



# Testimonials & Success Stories



*"Matt has been instrumental in the early parts of my career, I attended many of his camps and courses, which helped me break into England U16 Team".*



**Jacob Payton**  
Senior Men England



*"I really enjoyed the technical expertise that Matt provided, and the courses were always fun and engaging".*



**Ellis Robson**  
Senior Men England





**Ollie Payne**

Great Britain & Olympian



*It was excellent to work with Matt creating the content for the App, he clearly has an excellent program".*





**Vic McCabe**

England U16/U18/Senior/National League



*"Matt's Camps, and PHC really help develop players, and working on camps and courses has been really fun".*



**Caitlin Witham**

Wales Senior



*"It was great looking at my drag-flick technique and overall distribution work with Matt".*



World-Class  
Coaching & Camps



## Lily Owsley

Great Britain and Olympic Gold



*"We started working together in Covid, and supporting PHC and many players on his camps and 121s has been awesome".*

*Those young players are now starting to become outstanding young Internationals, and I play against them in the league".*



## Ollie Willars

Former GB and England



*"Working with Matt has been a brilliant, supporting his 1-2-1s, Camps and Courses."*

*We now coach together regularly and his appetite to see players develop and improve is excellent, and his technical knowledge is second to none".*

# List of International Players:

Matt has supported these players represent England in the last six months.

## **England U16 Girls:**

Freya Ashford  
Carys Davies  
Georgia Doel  
Ava Shaw  
Niamh Thompson  
Caitlin White

## **England U16 Boys:**

Thomas Wood  
Taiki Mumford  
Isaac Edwards  
Jack Boden  
Max Fairley

## **England U18 Girls:**

Ruby Butterfield  
Evie Grindal  
Kiran Kaur  
Emilia Puddicombe

## **England U18 Boys**

Toby Day

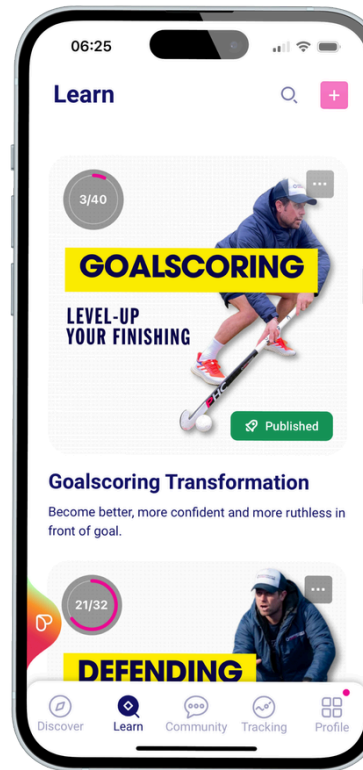
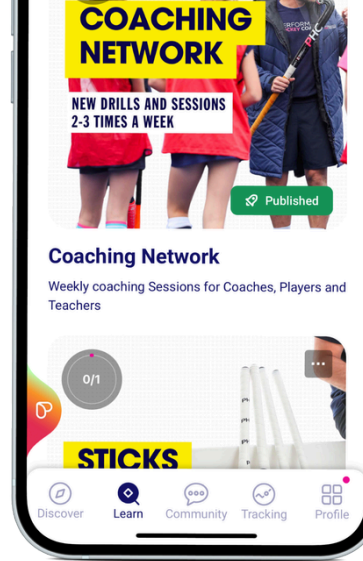


# The Coaching App

We have a World-Class Coaching App that will support your game and development.

Packed with content from high-performing players and internationals.

You won't just learn on the pitch, but have the chance to do so off the pitch.



# Training T-Shirt

You will receive your very own **PHC AAP** Training T-shirt



# PHC Kit and Accessories

We have been developing our kit, sticks and accessories and you will have access to this at reduced rates.





Two specialist sticks:

1. Extreme Low Bow
2. Low Bow



Shinpads, Gloves, Grips, Socks, Ts, Bags

# How it works & what's included?

1. PHC will put on **6-8 training days** throughout the year at top-level venues, primarily Bisham Abbey. You can attend as many as you like, and we would recommend a minimum of four/five.

These specialist days will run from 10-16.00, and have 30-40 players per day Maximum, with specialist keeper coaching, and the highest level players and coaches creating competitive environments.

2. Mentoring and support where you need it. Reach out to us when you need, ask questions and seek advice.

3. Opportunities for 1-2-1 sessions and individual support

4. Coaching, Webinars and Presentations from England and GB players.

5. Sponsorships of 25-50% OFF PHC sticks and equipment

6. Access to the PHC App

7. Free Training T-shirt

8. Become apart of a top-level community of players





## Outcomes

Build confidence in your technical skills, game i.q. and become a top performer at **County Level**, to make those next steps on the pathway.

We'll create environments that stretch you, are you finding County environments stagnant and you want new training ideas and match opportunities.

We are going to bring in GB players to work with you as a player, see what great looks like.

Shine in Matches and those important moments to be recognised as a top player at County Level.

Become the best player you can be.



## Cost:

Your yearly AAP membership is just: £399.00

[Entitles you to join us for 4-8 camps per/year] + Additional support as documented.

Camps delivered by PHC are typically £80 p/day, so this represents great value, along with the additional support.

*First limited cohort of players will be invited to Join by **August 1<sup>st</sup>**, if successful.*

Our First session will be at **Bisham Abbey** (Home of Great Britain Hockey) in October Half Term, with an England Player.

**APPLY NOW**