



St. Werburgh's Church of England (V.A.) Primary School,
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Head teacher : Mrs Ann Alton BA(Hons) PGCE



Derby City Council

Adam and his AM Sports Coaching staff have been involved in PE coaching at St Werburgh's Primary School since 2012. As well as being solely responsible for running after school sports clubs for KS1 and KS2 children and for managing and training our football squad, Adam and his team also lead sports activities at lunchtime and covers PE classes. They are clearly passionate about sport and I have always been very impressed by their personal expertise thoroughly professional conduct.

Adam and his team have very high expectations of children and are excellent role models promoting positive values, attitudes and behaviour. Their coaching is always of a very high standard and they build excellent relationships with children of all ages. They understand that there is no 'one-size' fits all approach and vary their coaching according to the needs of the children and their stage of development, providing a good level of challenge at all levels. Adam's team communicates well and gives children feedback about aspects to improve rather than simply pointing out what they are doing wrong.

Adam and his staff are very approachable and show a very high level of commitment. They are always well-prepared and spend time ensuring that activities are well-organised. They use appropriate equipment and display an excellent understanding of health and safety, ensuring that no time is wasted getting activities started safely and quickly. Children enjoy being coached by AM sports staff and parents are appreciative of their work.

Over the years AM Sports Coaching has grown. Adam now leads PE/Sports in our school. He provides coaching for members of staff, organises training, school sports teams and sports day. Having Adam and his team in school is always smooth running, excellent quality and I would recommend them whole heartedly for anyone requiring such services.

Ann Alton

Head teacher, St Werburghs C of E Primary School

