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### **The Football Association to present at ICC Europe Coach Development Conference**

This week the ICC Europe Coach Development Conference in Guernsey welcomes some exciting presenters and innovations to the Channel Islands between Friday 13 - Sunday 15 January in order to help the development of our European coaches.

Nick Levett, National Development Manager from the Football Association; Gordon Lord, ECB's Head of Elite Coach Development; Joce Brooks, Sports Psychologist; Tom Summers, Yorkshire CCC Strength and Conditioning Coach; Alastair Maiden, Durham Academy Coach and ECB Women's Batting Coach and Paul Farbrace, Yorkshire CCC are the presenters.

Levett from the Football Association one of the main presenters at the conference, is looking to cover generic principles around the talent development that happens in football and how these are implemented. Levett will share some ideas on future plans of how the Football Association aims to change and adapt its current system to meet trends of ongoing research.

Levett is looking forward to the importance and benefit the conference can give; "I think the importance of conferences such as this highlight that this is about developing young people and therefore is about sharing and gaining new ideas that might be applicable in any sport. I very much see this as the start of opening channels of communication about player development to share ideas and concepts for the development of young people," said Levett.

With the obvious crossover between football and cricket, Levett identifies a correlation, "I think there is a mutual learning with regards to player development and if my presentation helps some members of the European cricket world think about one idea in a different way then there is definitely some success from it." Concludes Levett.

ICC Regional Development Manager, Nick Pink is looking forward to the conference and how it can help the development of coaches in Europe. "Having only recently started at ICC Europe, this is a great opportunity for me to understand where some of our leading European cricket coaches are and how we can support them now and in the future. I am excited by the opportunities that this conference brings for the coaches present and the knock on effect that is felt right across European cricket."

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