



**THE  
SCOUTING  
NETWORK**

**NEWSLETTER  
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**THE SCOUTING NETWORK**

Worldwide Football Scouting & Consultancy Services

[www.thescoutingnetwork.co.uk](http://www.thescoutingnetwork.co.uk)

## SHOULD THERE BE A SCOUTING MODULE FOR EX-PLAYERS AND MANAGERS?

Everybody who has ever worked in football knows the game is a drug. You are hooked and the withdrawal symptoms if it's taken away are pretty severe. For the dozens of managers and coaches who lose their jobs each year, and for the players who have to hang up their boots, the hardest challenge most will face is living without the buzz of results and – just as important – the day to day involvement with others for whom the game is a way of life.

The first way that most start to form links back to football is through scouting, they watch games, or players, to help their mates and gradually they find other opportunities to get back in to the sport they love through coaching or management. So it's strange that while most take some form of coaching qualification while they are still playing, there is no formal courses to teach the art of scouting. For most it is made up as they go along.

Martin Smith, for instance, has just hung up his boots a couple of years earlier than expected because of injury. After 367 games for Sunderland, Sheffield United, Huddersfield, Northampton and Darlington he knows his football, but he's quickly learned that isn't quite enough.

Martin has just joined The Scouting Network's team of regionally based scouts, and has gone through its training programme to help him fit his knowledge into the standard report templates that are used for assessing both teams and players.



"I've found it's a different thing entirely trying to write things down," he says. "You sit watching the game and see so many different things, but as soon as you try to make a note something else happens! It's a skill of its own – I suppose while coaching is about

passing things on, looking and analysing what you see. That's why it's been so good to do the course with The Scouting Network that has helped me understand different aspects – I'm beginning to learn to get it all on to the computer quickly too!

"It's been great for me because I wanted to stay involved in football in some way, but I've never really been keen on going into coaching. This way I'm seeing games and staying involved and I've really enjoyed that. It's early days yet but I'm starting to hope it could lead to something more permanent in the scouting side of the game."

Smith continues: "I've realised just how different and challenging scouting can be and it is strange there are no courses through the PFA or LMA, because it is a definite career option."

Former Port Vale manager Martin Foyle is another who is currently on our roster of experienced eyes creating match reports for client clubs. He says: "Like most football people who left school relatively early to play the game I've not always found it easy to write things down, but now I like to pass information on and I know I can do it with confidence."



"I'd like to think I'm using my experience as a manager to create good reports for others, and at the same time it's helping me by keeping me involved. All the experienced managers will tell you that you have to be out there, to be seen, and still watching players and teams. It's quite easy to stay at home and out of the way, blaming everybody else for you being out of the game, but that's not the answer."

"I do like to see live games. It's important for the people you meet, the contacts you make. You get to know about players, and when you have interviews you have knowledge about clubs and players. People will ask you in an interview what you've been up to, and if you can only say: "I've been on gardening leave and the garden looks the best it has ever been," or "the golf handicap is down to single figures", it isn't going to get you very far. You are born and bred in football, it's a 24-7 job, and there's no reason to stop being like that just because you are out of the direct firing line for a while."





## TSN AND ATHLETIC LOGIC LOOK FORWARD

The Scouting Network are delighted to announce a new partnership agreement with Athletic Logic. The Wilmslow based company are the world leaders in providing bespoke software solutions to help all aspects of an elite sporting organisation.

First developed in Australia, Athletic Logic have moved to the UK, where their innovative ideas that have helped many clubs and organisations produce dynamic results Down Under are now being quickly adopted by major Premier League clubs here in the UK, with the likes of Chelsea and Manchester United already onboard.

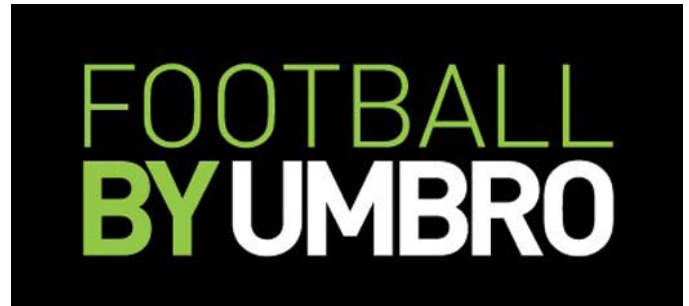
The Scouting Network are very pleased to join forces with such a cutting edge company, and look forward to developing our relationship over the coming years.



## WELCOME TO THE TSN FAMILY

During the month of October, TSN recruited two new client clubs from different ends of the playing spectrum. Firstly, Farnborough from the BGB Premier Division have begun utilising our scouting and support centre services, as they aim to climb back up the football pyramid (see attached website for press release), whereas De Graafschap in Holland become the latest Eredivisie club to embrace our wide range of worldwide scouting support services.

We look forward to building a long and successful relationship with both clubs.



## UMBRO'S NEW SIGNINGS

Umbro have been stepping up their resources to improve their position as the foremost specialist football brand.

Player Recruitment Manager Andy Mashiter has had his team strengthened with three 'new signings' – David Johnson, James Beaumont, and Matthew Niedzwiecki.

Former England Under 21 international Johnson had ten years as a professional with Nottingham Forest, Ipswich and Bury and was recently on Forest's coaching staff. He will be looking after the Midlands area.

Beaumont had spells at both Newcastle and Nottingham Forest as a youngster, and recently gained a degree in Sports Journalism. He is responsible for the North East of England and Scotland.

Niedzwiecki spent a number of years with Arsenal's Academy before having a short spell playing in USA. Unfortunately, his career was cut short by a number of injuries. He is responsible for the south.

The aim is to improve the identification of talent at all levels both for young and senior players, with a priority on spotting the next generation of top stars to come under Umbro's umbrella.

Umbro would be glad to have contact to any of their team from either clubs or agents with regard to player recruitment.

\*You can contact Umbro's Player Recruitment Manager Andrew Mashiter by e-mail on [andrew\\_mashiter@umbro.co.uk](mailto:andrew_mashiter@umbro.co.uk)



## MAGPIES' PAL JOEY

Joey Barton's return to Newcastle's team after suspension has been the subject of controversy, but it isn't hard to see why Joe Kinnear wanted to pick him again. Kinnear identified Barton as one of the strong characters he needed to try to steer the Magpies away from the relegation zone during his spell as temporary boss. A look at Opta's statistics backs up his view that Barton can help get results.

Since moving to the north-east in the summer of 2007, the tough-tackling midfielder has been a positive influence, on the pitch at least. With Barton in their ranks, Newcastle have won 29% of their league games while picking up 1.17 points per game on average. Both these figures drop, to 23% and 0.95 respectively, when the former Manchester City schemer hasn't appeared.

Newcastle in Prem	With Barton	Without Barton
Games	24	22
Wins	7	5
Draws	7	6
Losses	10	11
Goals for	30	24
Average Goals for	1.25	1.09
Goals Against	41	39
Average Goals Against	1.71	1.77
Win%	29%	23%
Points per game	1.17	0.95

Barton was also a vital member of the side at Manchester City, and over the two seasons prior to his move to St. James Park he helped the blue half of Manchester to a 33% win percentage and an average of 1.17 points per game. Without him in the side, both these figures dropped sharply to 25% and 0.83.

Man City In Prem (05/06 & 06/07)	With Barton	Without Barton
Games	64	12
Wins	21	3
Draws	12	1
Losses	31	8
Goals for	65	7
Average Goals for	1.02	0.58
Goals Against	77	15
Average Goals Against	1.20	1.25
Win%	33%	25%
Points per game	1.17	0.83

\*Opta, a partner of The Scouting Network, provide detailed statistics on all aspects of football that can help highlight tactical trends or player potential. For more information on Opta contact Mark MacCombie via e-mail on [mm@optasportsdata.com](mailto:mm@optasportsdata.com) or by phone on 0207 902 0612



# EVERY MONTH THE SCOUTING NETWORK NEWSLETTER WILL FOCUS ON ONE OF OUR CLIENT CLUBS

## This month – Stockport County



Sometimes, everything just The management courses will help with coaching and tactics, they will teach you about finance, budgets and dealing with the media, but what they can't teach you is that indefinable feel for the heartbeat of a football club.

But that has arguably been the most important of the ingredients that have helped Jim Gannon turn around the fortunes of Stockport County in the last three years. The 40-year-old can look back on an incredible transformation in the club's fortunes since he was brought in just after Christmas in 2005 with the club rooted in 92nd place and heading out of the Football League.



Gannon had been a legend as a player at Edgeley Park during the 1990s, third in the all-time list of appearances with 479 games, and he's now on his way to becoming a hero for a second time as a manager, with the club now knocking on the door of the League One promotion race.

"My reputation here was a double edged sword," he admits. "I was in many ways revered for what I'd achieved as a player, and I was putting a lot of that on the line. If I had failed as a manager I might have lost that respect as the ex-player who was in the hall of fame. I was willing to do that because the club were in a desperate situation, and I really felt that I could make a difference. Thankfully I feel that subsequently we all have made a difference."

Gannon's belief is that every club has its own unique personality and ethos, therefore knowing and understanding that is vital for a manager to take it forward. "For instance," he says, "a manager at a club like Tottenham will always be under pressure to play a certain brand of football. It's what fans expect and they will be patient when things go wrong because they understand where you are trying to go."

"I think Stockport as a club had lost its way since the incredible 90s. There were iconic figures in Danny Bergera and Dave Jones, and certain players that played in that period that everybody identified with. After I left in 2000 the club lost its way and its identity. Supporters couldn't find a bond with the managers and players because they came and went so quickly. I think me coming back helped bring back that spirit, and now we have personalities like Peter Ward and players who have been here longer too. The fans can share the way they are growing at the club, and enjoy that they have been here for a number of years even though they are still quite young."

Gannon's identity with that ethos and background helps a second way – he's now committed to ambitious plans to take Stockport forward. He says: "When I came the initial plan was just for four months – to stay in the League, but after that we set about a very ambitious four year plan - given the resources we have - to get to the Championship. The first two years were successful and we got promoted, and I'd like to think over the next two years we can be competing at the right end of League One."

"So now as a manager I'm trying to push the club to start thinking beyond the next two years, and look at clubs like Doncaster and Swansea and say: 'How have they been able to go from where they were to where they are now?' They play good football, have new stadiums and increased gates, and we see them as the role model for us. We want to make progress, but our stadium back from the council, and improve what we are about."

"They are clubs who have in a way reinvented themselves, and that's what we have to do. We have to build a bigger fan base and improve our identity with the local football supporters."

The process has meant investment in infrastructure as well as players. Gannon says: "We felt we could be successful this year on three things – excellent young players, the right system for them, and being well prepared with a knowledge of the opposition and individual tactics for each game. We feel we have players who will grow into Championship players in time, and we have to show them we have the same ambition they do so they want to stay and grow together."

## CONTACT US

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