

THE START



Where it all began...

I have two sons - Aidan and Niall.

Niall (my youngest son) started at 6 years old with his friends from school, and has been with them ever since.

I manage the team and from a very early stage, my priority was to provide somewhere for him to make friends and enjoy his football.

That was genuinely the height of my ambitions.

Niall has has a really positive grassroots experience: loads of game-time, top scorer for most of the years he's played, won a few trophies, has all his friends in the team, and (although he doesn't know it) Aston Villa have scouted him a few times.

Crucially, as a management team we always prioritised development and fun over results.

Aidan has had a **completely different experience.**

(Verbally) abusive coaches and parents, in-team bullying, and played for teams who were totally focused on results which meant lots of time on the bench for him.

He was falling out of love with football and ready to walk away from the sport. But, crucially, he was only falling out of love with this experience of Football - not Football itself.

So I thought the there must be lots of kids who love Football but don't like all the the drama and nonsense of grassroots football. And so, Loves Football was born!