



Calculated Performance® Individual Performance Programme

Programme Brochure 25/26 Season

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Since 2020, our mission has been to redefine private football coaching by setting new standards of excellence while offering a comprehensive and supportive environment.

We ensure each player receives the highest level of attention and care. Today, we proudly support over 270 weekly members across seven centres in the Northwest, UK.

In a crowded market of coaching providers, Calculated Performance is a home for players and families who want more than just another session. We are trusted by those who value quality, consistency, and results.

”

JACK DUNKERLEY
Co-Founder of Calculated Performance



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Who We Are

Founded in 2020 by identical twin brothers Adam and Jack Dunkerley, Calculated Performance was created to raise the standard of private football coaching.

Calculated Performance's mission is clear: to develop confident, technically & physically excellent players.

Calculated Performance supports players as individuals and deeply understand their development needs. Our FA and UEFA qualified coaches work with players of all experience levels, from grassroots to those already involved in an academy.

- / **Founded in 2020**
- / **61,000+ sessions delivered**
- / **7 centres across Northwest, UK**
- / **270+ weekly members**
- / **30+ FA/UEFA qualified coaches**
- / **360+ Five-star reviews**
- / **Average rating of 4.93/5 for professionalism***
- / **Average rating of 4.63/5 for value for money***
- / **Net promoter score® of 88***

*based on January 2026 annual feedback survey



Our Coaching Philosophy

3 Pillars of Performance

Our coaching philosophy underpins every programme and every session we deliver. It has been shaped through more than 25 years of combined coaching experience, over 61,000 individual sessions, and working with players across all ability levels and multiple countries.

Every Calculated Performance coach completes a formal Introduction Course to embed this philosophy and is supported by our bespoke digital platform, the Coaching Hub.

This ensures our standards are upheld and our approach remains consistent across the entire programme.

/ Individual Attention

Every player develops differently. Our coaching starts with understanding the individual - their ability, confidence, learning style, and stage of development.

Sessions are planned with clear intent, allowing coaches to adapt detail, challenge, and support to the needs of each player, rather than delivering one-size-fits-all content.

/ Skill Development

Technical skill is the foundation of confident performance. Skill development is guided by our Repetition, Reaction, and Realism framework.

Players develop through high-quality repetition to build technique, reactive elements that demand decision-making, and match-realistic scenarios that reflect the demands of the game. This ensures skills are not only learned, but retained and transferable under pressure.

/ Match Realistic

Training must translate to the game. Our sessions are designed to reflect the demands, decisions, and pressures players face in matches, helping them apply their skills effectively in real situations.

By consistently linking training to matches, players develop greater understanding, confidence, and composure when it matters most.

Where Champions Train

We are proud to have supported players competing across the Premier League, Women's Super League, and EFL Championship.

The continued trust placed in Calculated Performance reflects our standards, professionalism, and long-term approach to player development.

Alongside our work in the UK, we support international players competing across Spain, Greece, Turkey, and the United States.

We also continue to work with players within Category 1, 2, and 3 academy environments, supporting development at every stage of the pathway.

List of professional, semi-professional, and scholar players:

/ Lewis O'Brien / Katie Zelem / Saul Milovanovic / Oña Battle
/ Alex Greenwood / Izzy Christiansen / Jessica Park
/ Georgia Stanway / Caroline Weir / Holly Deering
/ James Bailey / Elliot Fearn / Jay Sway





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What To Expect

With five years of refinement and 61,000+ private sessions, our methodology draws on decades of coaching experience to build complete, well-rounded players.

Explore the five key areas which make up every session:

/ Activation & Ball Mastery

Sessions begin with getting as many touches on the ball as possible, through juggling and ball mastery exercises.

Ball mastery for us is defined as the ability to manipulate the ball with the inside, outside and sole of the foot, also being able to replicate this with both feet.

/ Physical Development

We understand that modern football demands more than technical quality alone.

Speed and movement-based work develops coordination, agility, power, and speed to support complete physical performance while improving movement efficiency and reducing the risk of injury as players grow.

/ Skill Development - Repetition

Technical repetition forms the core of the session. Players refine essential technical actions such as passing, receiving, turning and striking.

This detailed approach is grounded in decades of private football coaching experience and research, where consistency and repetition are proven to drive faster, more reliable skill acquisition.

/ Skill Development - Reaction

Players are challenged to execute technical actions at speed and under pressure.

Practices integrate our purpose-built awareness tools, decision-making, and unpredictable scenarios, helping them solve problems before executing.

/ Skill Development - Realism

Sessions conclude with practices which are designed to mirror real match scenarios.

Players are required to apply technical work in context against time, space, and opposition, making sure training outcomes transfer into match performances.

Technical Curriculum

Our technical curriculum is built around **5 Core Game Skills**, delivered through **13 modules** and **36 session plans**. It also integrates **72 Ball Mastery Moves** and **48 Skill Moves**, providing coaches with a comprehensive and consistent development toolkit.

Coaches are trained to identify each player's specific areas for improvement and design a programme tailored to their individual needs and stage of development. The curriculum is shared across the coaching team via our bespoke digital platform, the **Coaching Hub**, ensuring consistency, clarity, and progression across every session.

/ Receiving

- Receiving on the back foot
- Receiving on the front foot
- Receiving to turn

/ 1v1

- Change of direction
- Change of speed
- Attacking moves
- Defending 1v1

/ Passing

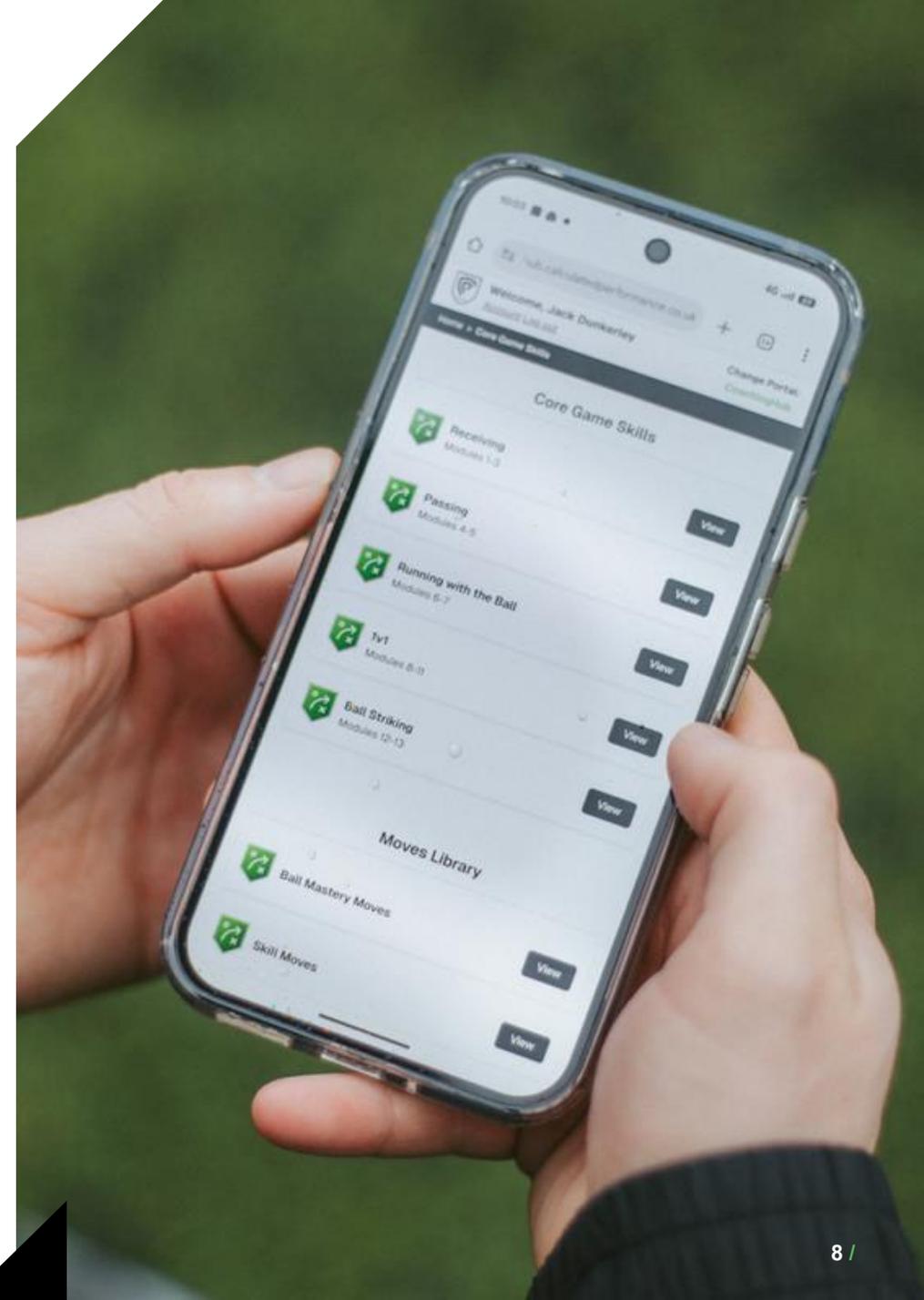
- Short passing
- Passing on the move

/ Ball striking

- Accuracy (side foot)
- Power (instep)

/ Running with the ball

- Carrying under control
- Ball manipulation in tight areas



Long-term Development

We understand that real development takes time, and that progress does not happen solely within training sessions. As part of the Individual Membership, players receive regular Individual Development Plans (IDPs) that provide feedback and direction throughout the season.

IDPs are completed 4 times per year to ensure development remains intentional and aligned:

- Start-of-season assessment (September)
- Mid-season assessment (December)
- End-of-season assessment (April)
- Pre-season assessment (June)

From April 2026, members will also gain access to a home study programme designed to reinforce learning between sessions and support consistent progress beyond the training environment.

/ Home Study Programme

Accessed via the Members' Hub, the Home Study Programme provides on-demand training videos that players can watch and complete independently at home. Sessions are ball-mastery focused, requiring minimal space and no equipment beyond a football.

/ Individual Development Plans

Each IDP outlines the player's strengths and areas for development across technical, physical, psychological, and social aspects of the game.

Once completed, each IDP is shared with parents in a clear PDF format, providing transparency.

“

Great coaches, very patient, very professional.
Great company to deal with.

”

Darren Booth

Parent via Trustpilot

★ Trustpilot



Individual Membership Benefits

Individual Membership provides weekly access to the Individual Performance Programme, supported by our network of carefully selected partners. Together, this ensures consistent, high-quality support throughout the player's development journey.

Once membership is activated, families gain access to the Members' Hub — a dedicated digital platform where membership can be managed and all programme resources and benefits are accessed in one place.

- / Individual Development Plans
- / Home Study Programme
- / Adidas Training Top
- / Monthly Guest Passes
- / Exclusive Offer From Reward Partners
- / Priority Customer Service

Our Partners:

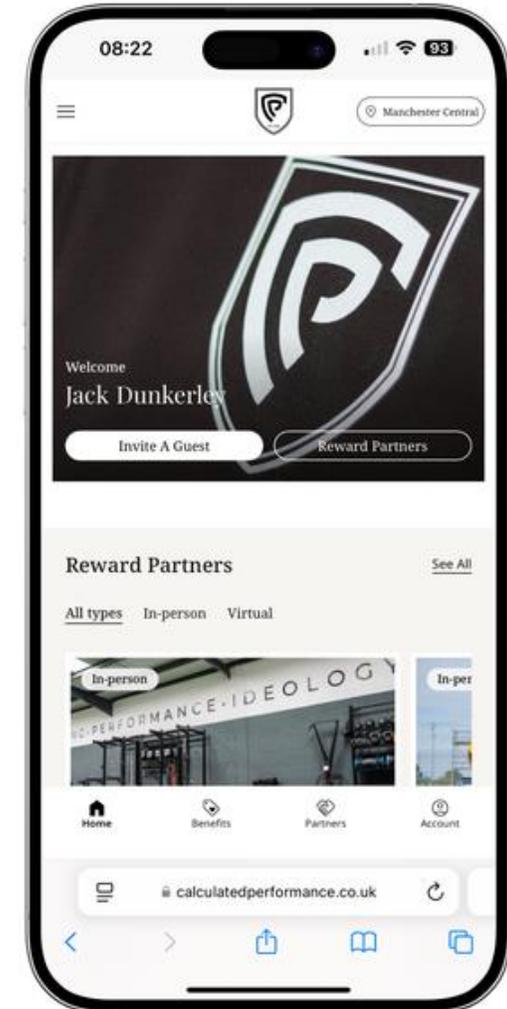


KPI

playermaker

olfactology[®]
LUXURY & NICHE FRAGRANCE SPECIALIST

RUNNINGBEAR
WORLD FAMOUS
In-Store • Online • Virtual Running Club



Membership Pricing

Our pricing is structured through a **Membership Fee** and a **Service Fee**.

The Membership Fee covers programme access and membership benefits, while the Service Fee applies only to individual coaching sessions attended. The Service Fee is only applied when a player attends an individual session, ensuring families pay specifically for the coaching they receive, while maintaining consistent standards and support throughout the year.

Discounts are available for siblings and those training bi-weekly.

Pricing Summary:

Membership Fee

Fee is collected every month, automatically.

£35.00 / month

Service Fee

This is the fee you pay each time you attend an individual session.

£30.00 / session

Est. Total Budget

Based on 4 sessions / month

£155.00 per month
Equivalent to £38.75 per week

“

Professional sessions and approach to the parent and child.

”

Anna Lupina

Parent via Trustpilot

★ Trustpilot

“

Excellent coaches and fun sessions! My son is enjoying every session he attends and is improving all the time. Would highly recommend Calculated Performance to anyone looking for their child.

”

Lindsay Morrison

Parent via Fresha

● fresha

Join Us

- Your next step is to arrange your Introductory Session, priced at £25.00.
- Attend your Introductory Session
- Receive your Initial Assessment IDP
- Decide if Individual Membership is right for you
- Activate your membership
- Enjoy watching your child develop

Contact

/ membership@calculatedperformance.co.uk

/ +44 (0) 161 791 4084

calculatedperformance.co.uk

