



Calculated Performance[®] Performance Academy

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.

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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 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

UEFA and FA licensed coaches deliver weekly sessions that cover core technical themes such as passing and receiving, dribbling and ball mastery, turning, attacking play and small-sided scenarios.

Each session you can expect:

/ Expert Curriculum

Our sessions are delivered using a structured annual curriculum that covers our Core Game Skills.

These are passing, receiving, running with the ball, 1v1, and ball striking.

Each centre delivers a unique session plan each week, ensuring variety and progression for players, even when training across multiple locations.

/ Individual Focused

We believe in individual development, even within a group environment.

Sessions are designed to maximise individual ball contact time and coaching feedback, while maintaining small group sizes.

/ Ability-Appropriate Groups

Players are grouped by ability to ensure appropriate challenge. Beginners and developing players typically train in our Foundation groups, while competitive grassroots and academy-level players enter our Advanced groups. Age groups are also considered.

During the trial session, our coaches recommend the most suitable group for each player.

/ 6:1 Player:Coach Ratio

To maximise interaction and coaching feedback, each group is limited to six players per coach.

This allows continuous ball contact, high engagement, and tailored coaching throughout the session.

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

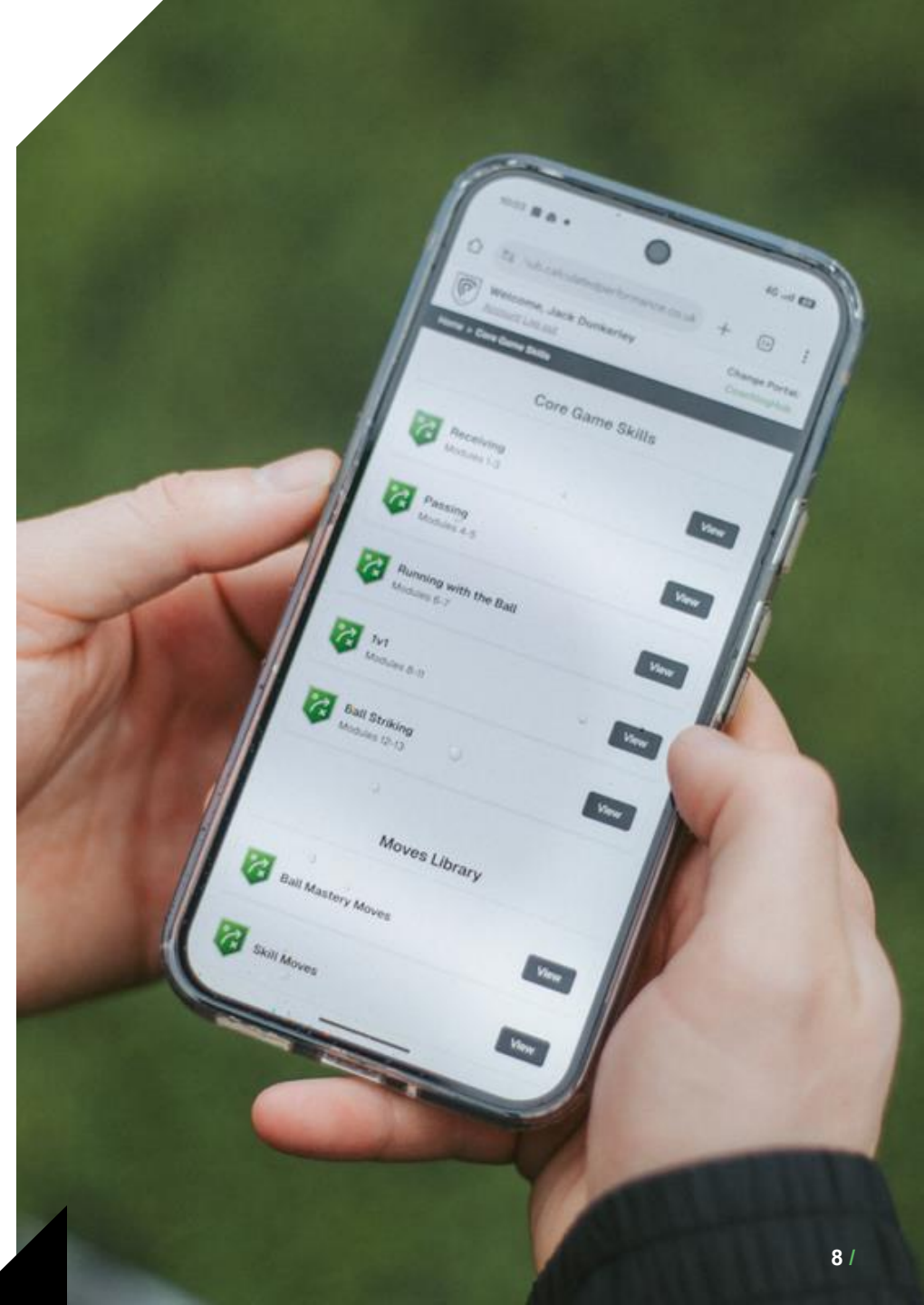
- Short passing
- Passing on the move

/ Ball striking

- Accuracy (side foot)
- Power (instep)

/ Running with the ball

- Carrying under control
- Ball manipulation in tight areas





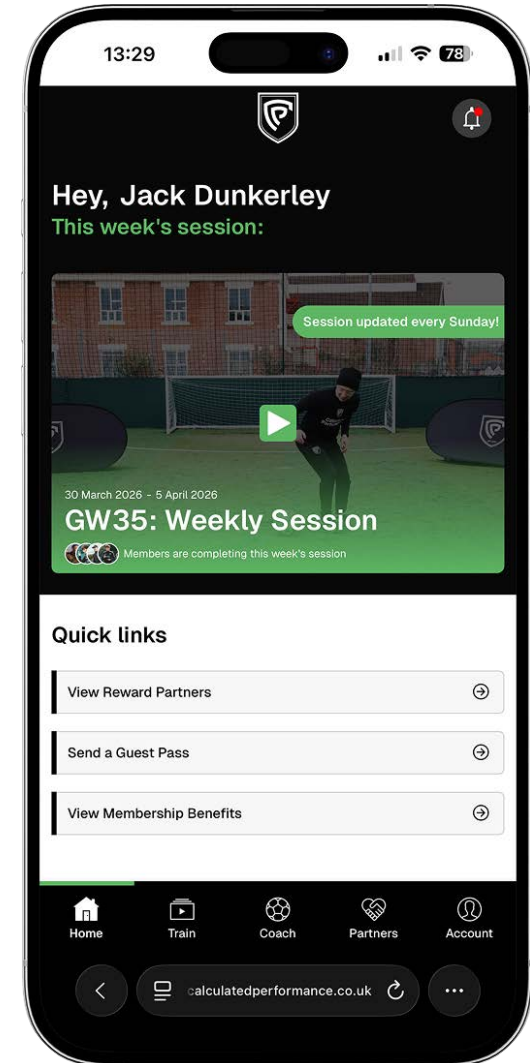
Academy Membership Benefits

Academy Membership provides weekly access to the Performance Academy, 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.

- / Home Study Programme
- / Official Training Kit
- / Monthly Guest Passes
- / Exclusive Offer From Reward Partners
- / Priority Customer Service

Our Partners:



Membership Pricing

Become an Academy Member and access the membership benefits. Membership includes weekly small-group training delivered through our technical curriculum.

Members also gain access to our learning resources and home study support, helping reinforce training away from sessions. The membership model ensures consistency, accountability, and a clear development pathway rather than ad-hoc coaching.

Pricing Summary:

Membership Fee

Fee is collected every month, automatically.

£59.00 / month

Total Fee

£59.00 per month

Equivalent to £14.75 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 FREE introductory session.
- Attend your introductory session
- Decide if Academy Membership is right for you
- Activate your membership
- Enjoy watching your child develop

Contact

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