KD'S COACHING LTD.



ALTERNATIVE PROVISIONS
AND SCHOOL PROGRAMME

Contact:
KDCoaching1@Hotmail.com


17

WHAT WE OFFER

KD’s Coaching delivers bespoke coaching and mentoring programmes created specifically for young people, helping them unlock their potential and thrive.

Our sessions are designed to build essential life skills such as leadership, confidence, resilience, and stress management, all tailored to the needs of each individual or group.
We create fun, engaging and transformative training experiences that empower young people to grow their abilities, discover their strengths, and enjoy the journey.

At KD’s Coaching, we provide a safe, comfortable, and supportive environment where young people can build positive, trusting relationships with mentors who genuinely care about their wellbeing and success.

MEET THE DIRECTOR



KIEREN

Kieren brings a wealth of experience and professional insight to KD's Coaching.
He has played football since the age of six and stepped into the semi-professional game at just 16. Today, he plays full-time, professional football for Boston Utd FC, demonstrating his ongoing commitment to performance and development.

As the Coaching Director of KD's Coaching for the past three years, Kieren has shaped and delivered high-quality programmes that inspire and elevate young people. Alongside this, he worked as a Primary PE Teacher across multiple schools, including The Kingfisher School, giving him extensive hands-on experience with children of all ages and abilities. Before signing his Professional contract, Kieren was a full time Sports coach / Mentor for KD's Coaching working with the highest of need children in local mainstream and SEMH settings.

Kieren also holds a Level One Coaching Badge and previously coached at the Pro Direct Academy Football College, further strengthening his technical expertise and understanding of youth development within sport.

Driven, knowledgeable and passionate about helping young people grow, Kieren brings professionalism and energy to every session he leads.

MEET THE TEAM



Orrin

A dedicated and highly committed behaviour mentor with 10 years of experience transforming the lives of vulnerable young people. Consistently supported children & young adults affected by gang involvement, criminal exploitation, drug exposure & low self esteem - helping to rebuild confidence, improve behaviour & make positive life choices. **Orrin also holds a level 1 Award in Fitness / Physical Activity qualification. Orrin delivers structured gym-based mentoring sessions for young people at risk of exclusion, disengagement from education, or gang involvement. Using strength and conditioning training as a foundation, I combine physical development with mindset coaching, discipline, and goal-setting to build confidence, resilience, and accountability. The gym provides a safe, structured environment where young people can channel their energy positively while receiving consistent mentorship and strong, relatable role modelling.**

"As a strong Black male role model from lived experience, I pride myself on building trust, setting high standards and inspiring young people to believe in themselves. My work has directly contributed to improved school engagement and long-term personal development."

Professional Experience:

-Behaviour Mentor: Delivered targeted 1:1 Sports sessions & group interventions for students with behavioural & SEMH needs. Improved attendance, behaviour & classroom engagement.

-Youth Mentor for Redditch Borough Council & UP Foundation: Led structured sessions for vulnerable young people aged 9-21.

-Semi/Professional Football Career (10 years): Current: AFC Telford United. Former: Hereford FC | Tamworth F.C.

MEET THE TEAM



Danny

A dedicated and high-achieving Sport Science graduate with over two years' experience supporting young people as a Behaviour Mentor and Football Coach. Passionate about working with children who require behavioural or SEND support, delivering tailored 1:1 and group interventions designed to build confidence, resilience and positive decision-making skills.

Drawing on his experience as a professional footballer, Danny brings discipline, structure and strong role-model qualities into school settings. His calm and approachable manner enables him to form positive relationships with pupils, helping them regulate behaviour, engage in learning and develop self-belief both inside and outside the classroom.

Professional Experience

Behaviour Mentor – KD's Coaching Ltd

Delivered structured 1:1 and small group sessions for mainstream and SEMH pupils, both during inside and outside school of hours. Supported students in improving classroom behaviour, emotional regulation and life skills through targeted mentoring and sport-based engagement. Danny also has a Level 2 Gym instructor and a Level 3 Personal Trainer / Physical Education qualification. Using strength and conditioning training as a foundation, He combines physical development with mindset coaching, discipline, and goal-setting to build confidence, resilience, and accountability

Football Coach (Volunteer)

Coached young players in core football fundamentals, promoting teamwork, respect and confidence in a positive learning environment.

Professional Football Career

Current professional footballer with Kidderminster Harriers, previously representing LJMU University, Alvechurch FC, Rushall Olympic, Southend United, and Brackley Town. Danny's journey through elite and non-league football informs his mentoring approach, reinforcing the values of resilience, commitment and accountability.

MEET THE TEAM



Cuan

A Graduate at Southampton Solent University with a BSc (Hons) Sport Analytics Degree. Working with young people for 5 years in varieties of areas, football coaching, mentoring, teaching assistant, youth clubs, outreach development and sports camps.

Cuan has a wide range of Coaching experience across big group sessions with all ages from 4-18 with UPFoundation and KD's Coaching, improving players technically and helping them learn discipline into a craft, building trusting relationships with both peers and staff while also having fun along the way.

Cuan's Coaching sessions are tailored and structured to the individual with KD's Coaching on a 1:1 level, through schools and privately. Harnessing and nurturing a skill while contributing positively to attitudes, confidence, resilience and positive behaviour towards sport.

Within Cuan's role as a youth mentor he's developed individuals in and out of schooling environments with Kingfisher School / KD's Coaching - Helping develop mental health, social skills, interactions with others and educationally.

He has thrived in 1:1 environments with a personal approach to his students on the outreach programme, this enables him to work successfully with high level SEMH young people. He's planned holistic based sessions depending on individual students needs and wants, matching them on a personal level. Helping affect students mental health to be more confident, less anxious and more attentive to their lives. He's transitioned students who haven't been in schools for years to be able to sit GCSE and Functional Skills exams, with the intent to get them back into school environments.

RESIDENTIAL CHILDREN'S HOME AND SCHOOL ALTERNATIVE PROVISION

Our Commitment to Supporting Young People With SEND, SEMH & Complex Needs

With extensive experience working with children and young people with SEMH, SEND, and those currently or previously in care, we understand the importance of a personalised, therapeutic approach. Every session is tailored to each young person's individual needs, helping them feel safe, understood, and empowered to grow.



Benefits Of Our Programme

- Promotes focus & passion through sport - helping young people engage positively while having fun.
- Improves attention and listening skills within a calm, structured and nurturing environment.
- Builds discipline and resilience, supporting young people to make positive choices and overcome personal challenges.
- Provides specialist 1:1 mentoring, delivered by experienced coaches who posses comprehensive knowledge of SEMH and complex needs.
- Develops key life skills such as leadership, confidence, communication, teamwork, social interaction and stress management through bespoke, supportive sessions.
- Flexible delivery - sessions can run both during and outside school hours, adapting to each young person's routine and circumstance.
- Creates a positive associations with sport, giving young people an activity they look forward to while receiving tailored mentoring that meets their current emotional and developmental needs.



AN EXAMPLE SESSION

A typical KD's Coaching session is designed to be energetic, inclusive, and development-focused from start to finish.

1. The session begins with a fun, inclusive warm-up, helping young people settle in, feel part of the group and prepare their bodies for activity.
2. We then move into speed, agility, and quickness drills, boosting physical coordination and confidence, followed by technical ball-work exercises that refine essential football skills.
3. The main part of the session focuses on core football activities such as shooting, dribbling, passing and defending. These drills are engaging, varied and tailored to meet each young person's ability level.
4. Halfway through, we take a drinks break and breather, using this time for mentoring and check-ins - a chance for young people to reflect, talk through challenges, and receive supportive guidance from their coach.
5. After the break, the group comes together for team-building finishing games, encouraging communication, teamwork, leadership, and positive social interaction in a fun, competitive environment.
6. We finish with a structured cool-down/warm-down to promote physical recovery, followed by a reflection on the session, giving young people space to share what they enjoyed and what they feel proud of.
7. Each session ends on a high note with weekly rewards and certificates, celebrating effort, progress, and positive behaviour—helping to build motivation, self-esteem, and a sense of achievement.

ADVANTAGES FOR YOUNG PEOPLE



At KD's Coaching, we pride ourselves on creating a **nurturing and empowering environment** where every young person feels understood, valued and capable of achieving their potential. Our sessions are designed not only to build physical skills, but also to enhance **emotional wellbeing**, **confidence**, **resilience** and **positive behaviour**.

We use engaging teamwork and team-building activities to help young people form positive, trusting relationships with both peers and staff. These supportive interactions promote communication, cooperation, and a sense of belonging - key elements in therapeutic growth.



Our coaching also emphasises discipline, structure, and resilience, guiding young people to make positive choices and develop healthy coping strategies for challenges they may be facing. Through a variety of physical drills and games, they naturally improve health, fitness, focus, and emotional regulation.

There are many rewards and achievements to aim for, including trophies and certificates. We also offer opportunities to attend Non-League and Professional football matches.



BESPOKE MENTORING PLANS FOR HIGHER-LEVEL SUPPORT

If requested, we can implement a bespoke mentoring plan, informed by a baseline assessment and built around each young person's unique strengths, difficulties, and personal goals.

This approach allows us to provide a deeper level of structured support—ideal for young people with SEND, SEMH, complex needs or those requiring additional guidance to thrive.

Our coaches work closely with each individual to set achievable targets, build on areas of need, and celebrate small wins, helping young people feel secure, motivated, and proud of their progress.

Every session is tailored to ensure it is purposeful and aligned with what the young person truly needs to grow.



OUR COACHES



All KD's Coaching staff are highly trained, professional, and committed to creating a safe, inclusive environment for every young person.

Every coach is:

·First Aid Trained

·Safeguarding Trained

·Enhanced DBS Certificated

·Team Teach Trained

Our team follows strict safeguarding and inclusion guidelines, ensuring sessions are safe, supportive, and accessible for all—especially young people with SEND, SEMH and complex needs. With a focus on respect, understanding, and positive relationships, our coaches deliver high-quality support while prioritising each young person's wellbeing.

RECOMMENDATIONS

"I definitely recommend KD's Coaching, I have seen my son's confidence and abilities improve week by week. Kieren has been great and knows how to relate to him, he loves it!"

-Dean Mitton-

"KD's Coaching has helped my son's confidence in many ways. He looks forward to his 1:1 sessions with Kieren weekly. My son has SEND needs and has ADHD and since starting sessions with KD Coaching, he demomstrates increased school engagement and is a much happier child."

-Danielle Pountney-

"Mase loves working with KD's Coaching, Kieren is brilliant! Thanks to his dedication and hard work, Mase is now full of confidence, skills, knowledge and more."

-Kurt Wilson-

"KD's Coaching organised and delivered a comprehensive 10-week development programme for my son, incorporating fitness training, shooting drills and ball control exercises. They also introduced a structured, goal-oriented fitness plan to support both his physical and mental wellbeing."

-Lee Kesterton-

RECOMMENDATIONS (Schools)

"I would highly recommend KD's Coaching. They are a relationship-focused organisation that truly prioritises building meaningful connections with young people. Their supportive, person-centred approach enables them to understand each individual's needs deeply and provide effective, tailored support that helps young people grow, thrive, and feel genuinely valued."

-Parkside Middle School-

"KD's Coaching has provided invaluable support to our school through their tailored sports-based alternative provision. Their work with our higher-need children has had a significant and measurable impact. Through a combination of football sessions, 1:1 mentoring, and small-group work, KD's Coaching helped two of our pupils avoid permanent exclusion by developing their ability to self-regulate and engage more positively in school life.

The students looked forward to their weekly sessions and consistently engaged with enthusiasm. The mentoring element was particularly effective in helping pupils regulate themselves ahead of lessons, resulting in calmer transitions and improved readiness to learn.

KD's Coaching has been a highly positive presence in our school, offering structure, encouragement, and meaningful relationships for some of our most vulnerable learners. I would confidently recommend this sports-based alternative provision to any school seeking a proactive and impactful intervention for their pupils "

- St Bede's Catholic School -



RECOMMENDATIONS (Schools)

KD Coaching is a highly valued part of our school's intervention and alternative provision offer, working weekly with over 15 of our students with significant SEMH needs weekly. Their staff consistently demonstrate the ability to build safe, secure and trusting relationships with pupils who have often struggled to engage with other adults in school. Coaches act as positive role models, offering pupils a sense of value, belonging and respect that is central to their emotional development.

A key strength of KD Coaching is their exceptional ability to match each student's needs, interests, personality and emotional profile. This personalised approach has enabled them to work successfully with some of our highest-need pupils, supporting them to regulate, build confidence and re-engage with education.

KD Coaching is child-centred and relational, using sport, teamwork and structured physical activity as powerful tools to develop pupils' social, emotional and mental health. Sessions are bespoke and tailored, ensuring pupils feel important, understood and supported. This approach has led to clear improvements in emotional literacy, resilience, behaviour and peer relationships.

In addition to SEMH-focused mentoring, KD Coaching also provides academic engagement for students who have been unable to access learning for extended periods. Their staff deliver targeted academic work alongside practical sessions, helping pupils rebuild confidence in learning and re-establish positive study habits.

The impact of KD Coaching is evident through:

improved engagement and attendance for targeted pupils

reductions in incidents and dysregulation

increased emotional regulation and self-esteem

positive pupil voice feedback

re-engagement with academic learning for previously disengaged pupils

sustained, trusting relationships that help pupils feel safe

KD Coaching provides an effective, high-impact intervention and alternative provision that complements our wider SEMH and curriculum offer. Their work plays a significant role in helping pupils remain safe, develop positive coping strategies, and re-engage with both learning and school life. They consistently demonstrate professionalism, reliability and a deep understanding of the complex needs of our students.

Based on the quality, consistency and measurable impact of their work, we confidently recommend KD Coaching as an effective and highly valuable intervention and alternative provision partner for pupils with complex SEMH needs.

-Kingfisher School-

KD'S COACHING LTD.



The Greig Leisure Centre
Kinwarton Road, Alcester
Warwickshire
B49 6AD

07864 185995

KDcoaching1@hotmail.com

KD Coaching

KDCoaching_