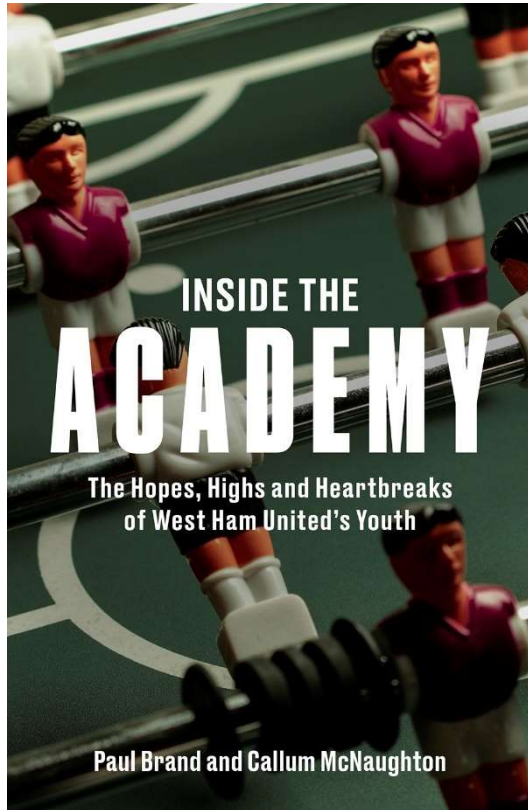




## Title information



### Inside the Academy

The Hopes, Highs and Heartbreaks of West Ham United's Youth

By Paul Brand and Callum McNaughton

#### Key features

- Co-authored by Callum McNaughton, who made his dramatic debut for West Ham as a 19-year-old
- Exclusive insights from players who featured alongside Joe Cole and Michael Carrick in the 1999 cup-winning team
- Interview with Will Greenidge, winner of the Dylan Tombides Award in 2020
- Taylor Tombides opens up about his time in the academy and his brother's legacy
- A look at what's changed at Chadwell Heath between the stewardship of Tony Carr and Kenny Brown Jnr, plus the impact of the Elite Player Performance Plan on apprentice development
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

### Description

*Inside the Academy* tells the stories of a talented set of footballers spanning a quarter-century, exploring childhood aspirations and what became of them. It lifts the lid on teenage training grounds and what it takes to even come close to being a Premier League player. From Bobby Moore to Declan Rice, West Ham United has a proud history of cultivating young talent. Yet their 2023 FA Youth Cup triumph came against a backdrop of complaints about congested pathways to first-team football and inflated pay packets quelling ambition. These concerns are not unique to West Ham; they are symptomatic of the modern game. This book offers an insight into what life as a young footballer is really like, via interviews with people who've lived and breathed the game over the past 25 years. It's a must-read for anyone who wonders why child prodigies don't always become professionals and what happens to those who don't make it to the top.

### Details

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