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Sunday 13th March 2016

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Dear Mr Lyons,

My name is Daniel Sansom, I am a multimedia journalism student at Bournemouth University and I am currently studying a unit on my course which focuses on feature writing. I am writing to ask whether it would be possible to run one of my feature articles in your magazine.

This feature article focuses around a small football academy called FastFeetFootball, based in the village of East Stour in Dorset. It is run by former professional footballer Neil Coates. Relevant to the present day, the primary focus of this feature is to explain how in a world where football revolves around money, the most important aspect of the game is in fact producing the next generation of youngsters. So many clubs nowadays buy a player who is already at their peak and a world-class talent, but in the long term, success is down to the development of youth. The feature will consist of anecdotes, a description of the academy's aims and future aspirations, and a main interview with the owner of the academy, Neil Coates.

In order to support this theme that the development of youth players is extremely important in football, this article will consist of professional, real-world examples to help demonstrate this. These examples include Ajax's "Golden Generation" during the 1990's, and Manchester United's "Class of '92." The conclusion of this article will suggest how football seems to be going in the right direction, and if more local academies like this one are introduced around the country, then football is surely moving forward in terms of the development of youth football.

I read When Saturday Comes regularly and it is my favourite football magazine in terms of its style of writing and in particular its occasional articles about non-league football. I feel this proposed feature will suit the style of the articles written for this magazine; however what makes my idea different is how I plan on structuring it. Many articles which have focused on this subject before have been about established, professional academies, such as Ajax and Barcelona. What makes my idea different is the fact that FastFeetFootball is a small, local academy coached by volunteers, and it is this voluntary aspect of the feature that will really make it stand out.

I hope there is the possibility of running this feature in a future issue of When Saturday Comes. I understand that you must receive many letters like this one, but I really do feel that this article would attract a significant number of readers if it was published in your magazine.

Thank you for your time, I look forward to hearing from you.

Yours sincerely,

DJSansom

Daniel Sansom