

***STRONG FEET
CHEER ACADEMY***



***TEAM PACK
2025/2026***

WHO WE ARE



THE SFC JOURNEY



Strong Feet Cheer Academy was established in 2017, building on the foundation of Strong feet dance academy. Principal Michelle Barber launched the academy in response to the growing interest in after-school cheerleading clubs, aiming to offer more structured opportunities for children outside regular school hours.

In 2018, coaches Roz and Sarah joined the team, bringing valuable experience that helped the academy enter its first competitions in 2019. Since then, SFC has steadily grown from a single team to four, catering to athletes aged 4 to 18. The coaching team has also expanded to include former athletes Rebeca and Lily, who now contribute their experience as fully qualified coaches. We're excited to welcome passionate athletes—whether you're new or returning—to become part of our SFC family.

At SFC, we train smart, work hard, and enjoy every moment. Our mission is to help you achieve your full potential in a supportive environment built on excellence, teamwork, and continuous growth.



WHERE WE ARE



*These are our venues for next season.
We are confirming times and sessions
with the venues so will update you
before your session starts in
September if there are any changes to
the information in this pack.*

***Alcester Academy
Gerard Road,
Alcester
B49 6QQ***

***We are in the Sports hall to the
right-hand side of the main
building***



***Strong Feet Dance Academy
Arden Road
Arden Forest Industrial Estate
Alcester
B49 6HN***

***This is primarily our dance
studio, but we often host
cheer clinics here.***



OUR TEAMS 2025/26



INCLUSIVE TEAM PLACEMENT

Strong Feet Cheer Academy ensures every child who wishes to compete is placed on a suitable team without trials, promoting inclusivity and equal opportunity.

COMPREHENSIVE PROGRAMME AND SAFETY

SFC offers teams for various age groups and skill levels, focusing on skill development, competition preparation, and athlete safety with strict safeguarding policies.



We will recommend which team your child should be placed on, based on both age and ability assessed during the 1st month.

If your child doesn't want to compete, we have a recreational group that they can join which is for all levels of ability.

Unfortunately, we are unable to accept new team members after Choreography Break, however they are welcome to join our recreational group at any time.



REGISTRATION & TEAM SESSIONS



Registration Fee Includes:

- ✓ **Season T-shirt**
- ✓ **Sport Cheer England Membership**
- ✓ **Routine Choreography**
- ✓ **Team Competition Music**
- ✓ **Insurance**



(N.B there is
no
registration
fee for
Recreational
Cheer)

TEAM	TINY TWISTERS	HURRICANE	TYPHOON	CYCLONE
LEVEL	Prep U6	Prep U16	Prep U10	Prep U12
AGE RANGE	4-6	12-16	7-10	8-12
BIRTH YEAR	2019-2022	2009-2014	2015-2019	2013-2018
LOCATION	Alcester Academy	Alcester Academy	Alcester Academy	Alcester Academy
SESSION DAY	Wednesday	Wednesday	Thursday	Thursday
SESSION TIME	5.30-6.30pm	6.30-8.00pm	5.45-7.15pm	7.00- 8.30pm
REGISTRATION FEE	£20	£25	£25	£25

N.B: These are team projections based on the current season and may be subject to change depending on participant numbers and age groups.

COSTS



Team Sessions and Competitions

TEAM	MONTHLY FEE	COMP FEE*	UNIFORM COST TO BUY	UNIFORM COST TO RENT
TINY TWISTERS	£26	£66	N/A	N/A
TYPHOON	£39	£101	£115	£25 PER COMP
CYCLONE	£39	£101	£115	£25 PER COMP
HURRICANE	£39	£101	£115	£25 PER COMP
RECREATIONAL	£25	N/A	N/A	N/A

IMPORTANT

We are awaiting competition providers to confirm exact entry fees, so these may change a little nearer to the due date. They are currently based on last years costs.



SFC TEAM



UNIFORMS & CHEER APPERAL

We are in the process of transitioning all teams to our new uniform. Cheer uniforms are expensive, therefore, to ease the financial burden on parents, we have bought new club uniforms which are available to rent per competition. The uniforms are also available to buy.

Our uniforms are bespoke and have a 10-week lead time, therefore, they will need to be ordered by October to ensure delivery in time for all our competitions. If you are purchasing a uniform, under 18's require a parent to be present to sign off on size as they cannot be returned or refunded. We have a range of sample sizes that can be tried on.

Please let us know when you register whether you will be purchasing or renting a uniform. Payment in instalments can be arranged on request.

Our Tiny Twisters will not require a uniform as they can wear their Team T-shirt (free with registration) with black shorts for competitions.

Training shorts and crop tops are also available to buy, please ask for details.

All athletes, must wear a white shoe with a white sole.

These are some examples of Cheer shoes. There is no need to purchase these exact shoes, however, FLYERS MUST WEAR A CHEER SHOE NOT TRAINERS. Split soles are not allowed for safety reasons.



EVENT SCHEDULE



	DATE	LOCATION	TINY TWISTERS U6	TYPHOON U10	CYCLONE U12	HURRICANE U16
TRAINING BEGINS w/c	1st Sept 25	ALL VENUES	✓	✓	✓	✓
CHOROGRAPHY BREAK w/c	6th Oct - 17th Oct	ALL VENUES	✓	✓	✓	✓
RESUME TRAINING	20th Oct	ALL VENUES	✓	✓	✓	✓
COMPETITION 1	17th/18th Jan	Coventry	–	✓	✓	✓
COMPETITION 2	21st/22nd March	Warwick	✓	✓	✓	✓
COMPETITION 3	9/10th May	Warwick	✓	✓	✓	✓
STRONG FEET SHOW	11-12th July	Evesham	✓	✓	✓	✓

N.B. – We only have regular training during term times due to availability of venues. Please see Warwickshire Schools term dates for more information re term time. Additional training sessions may be held during school holidays – these will be advertised at the time.

IMPORTANT – There may be certain dates where we will be unable to use Alcester Academy due to school events, we will inform you of these dates and alternative venue or dates will be arranged.

CHOREOGRAPHY BREAK

CHOREOGRAPHY SESSIONS

TINY TWISTERS

Wed 8th Oct

HURRICANE

Wed 15th Oct

TYPHOON

Thurs 9th Oct

CYCLONE

Thurs 16th Oct

- *We will have two **weeks** of extended Choreography sessions.*
- *Each team will have a 2-hour (Tiny Twisters) or 3-hour (all others) session over this period, and normal lessons are suspended. Times will be confirmed running up to these sessions.*

N.B. This will not affect your monthly fees as it is ultimately the same training time condensed into one session.



ATTENDANCE POLICY



Consistent attendance is vital to the success of every team. As a team sport, each athlete's presence is essential—when someone misses a session, it affects the entire group's ability to practice effectively.

Regular attendance at training is therefore extremely important. Failure to adhere to the attendance policy may result in losing your place on the team.

If you have any scheduling conflicts, you must notify us via email with a minimum of four weeks' notice

EXCUSED VS. UNEXCUSED ABSENCES

Excused absences include school events, illness such as vomiting, and approved family occasions.

Unexcused absences such as birthdays, parties, sporting events, revision or homework negatively impact the team and are discouraged.

IMPORTANCE OF COMMUNICATION

Open and timely communication between athletes, parents, and coaches is vital to address attendance issues and uphold fairness within the team.

THE RED ZONE

Athletes may not miss any training sessions in the 3 weeks leading up to competition for any reason



Athletes may not miss competitions



Any conflicts with the calendar must be communicated via email to the coaches at least 4 weeks prior to the event. Permission to be absent is always at the coach's discretion.



3 unexcused absences within a season may result in a loss of position on the team

RECREATIONAL CHEER

Inclusive Participation

- *The program welcomes participants of all ages without requiring any competition commitment, fostering an inclusive environment.*

Enjoyable Non-Competitive Setting

- *Designed to offer a fun and supportive atmosphere, the program emphasizes enjoyment over competition.*

Pathway to Competitive Teams

- *Participants can transition into competitive cheer teams after the season or when space permits.*

WEDNESDAY 8pm-9pm*

ALCESTER ACADEMY

£25 PER MONTH

**N:B Classes are dependent on numbers and may not run if unsubscribed, times may change during Choreography break*



SAFEGUARDING



COMMITMENT TO ATHLETE SAFETY

- *Strong Feet Cheer Academy prioritizes the safety and well-being of all athletes by implementing comprehensive safeguarding policies and maintaining a secure environment.*

POLICIES TO PROTECT ALL MEMBERS

- *The academy enforces strict safeguarding guidelines across all activities, ensuring prevention of harm and effective response to concerns, fostering trust among athletes, parents, and staff.*
- *You can find our Safeguarding Policies and Procedures on our website.*



CONTACT US

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Alcester
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