WITNESHAM WASPS

GROW YOUR WAY

2★★AND 3★★★ CLUB DEVELOPMENT PLAN



ADD CLUB'S NAME HERE

CLUB DEVELOPMENT PLAN

As an England Football Accredited Club, we give you the tools and support to create a club development plan that ensures your club is built to last.

This plan will help you in six important areas:

- Identity
- Governance
- Football Development
- Finance
- Facilities
- Marketing & Communications

With this plan in place, you'll be on the way to developing a successful, sustainable club at the heart of your community: a great environment where everyone can thrive together.

This Club Development Plan is for YOU.

It's for you to use and adapt however you like.

Use some of it, use all of it, it's yours to edit. Why? Because nobody knows your club better than you and the people who run it with you.

It's here to help you all plan together for a successful season.

For more ideas and inspiration for your clubs development needs please visit: The Leagues and Clubs YouTube Hub.



Use this planner to set goals and tasks you need to complete. These may focus on tasks to form the club identity, create a successful structure, ensure you have the right people in the right roles, develop effective financial planning, and to identify and secure the required facilities for your club.

Top Tips: Visit our <u>England Football League and Club Hub</u> on YouTube for helpful ideas and insights.

Visit our <u>England Football Learning</u> website for ideas to help you develop your football philosophy. Also, take a look at our <u>Club Structures Guide</u> created in partnership with Muckle LLP.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Update club access to information	Public display of club docs	By Summer 2023	Chairman and Secretary	ТВС	Monthly
Provide teams at ALL age groups	Advertisement and recruitment of coaches for gap years	TBC	Club Secretary	TBC	Quarterly
Return to adult football	Through pathway for U16->adult	By 2024	Club Secretary and U16 manager	ТВС	Quarterly



IDENTITY

Identity matters. It says everything about your club: what it stands for, and how it behaves both on and off the pitch.

The club's visual identity (it's badge, colours etc.) should convey this identity.

YOUR JOURNEY SO FAR



ACHIEVEMENTS

Rebuilt more youth teams

HISTORY

25 years old club. Had youth at all age groups, used to have strong female presence, and 3 adult teams.

Eroded 2013-2018.

Change in Chair and Club Sec in 2018/19 attempting to resurrect old structure.

MILESTONES

See history. Key milestone to date has been change of club committee and key personnel.

AMBITIONS FOR THE FUTURE

To provide accessible youth football for all ages, gender, and ability.

To provide enjoyment and a pathway to adult football for all.

Identify a clear "home" base as a club that cements into the identity of the club.

To retain consistent club ethos.



GOVERNANCE

Governance is all about the systems, policies and procedures that you put into action to ensure your club always operates in the best possible way.

CLUB STRUCTURE





Marc Bradbrook

TREASURER

Peter Rolland

SECRETARY

Peter Rolland

WELFARE OFFICER

Chris Stopher

COVID OFFICER

Pietro Lanni

DEPUTY CHAIR

Mark Snell

PATHWAY OFFICER

Tom Ashcroft



FOOTBALL DEVELOPMENT

Football Development is the way in which a club grows its on-pitch activities across the club. Football Development activities cover performance and participation and include all formats of the game – as well as the growth and training of all matchday staff.

TEAM AND OPPORTUNITY GROWTH PLANNER



Age group or area i.e team or fun football	Male or Female or Disability	Number of teams/ offer (currently)	Projected number of teams or offer (1-3 years)	Coaches and Volunteers	Long-term development aims	League(s)
EXAMPLE: Adult football	Female Male Disability	None 1xOpen Age 1xVeterans None	1xOpen Age 2xOpen Age 1xVeterans Just Play session	1xCoach 1Coach 2xVolunteers	National League National League Team creation	County League County League N/A



COACH CPD PLANNER

TOP TIP: Speak with your local County FA to find out what education and learning opportunities there are for coaches and volunteers within your club or contact your local volunteering organisation.

Month (by start of season)	Details
September	
October	
November	
December	
January	
February	
March	
April	
May	



FINANCE

Income, expenditure, cashflow, turnover and forecasting. These are just five aspects of financial management that every club must manage effectively to operate healthily, and to ensure the club can grow.

BUDGET OVERVIEW

To download a Club budgeting template please click <u>here.</u>

Season	Cost (£)
Total Projected Income	£10,000
Total Projected Expenditure	£8,000
Annual Balance	£2,000



SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
EXAMPLE : Adult male 1 st team	Golden Lion – sponsoring the shirt	£500 perseasonfor two seasons	Name Email	Monthly email, email newsletter	Due June 2023 Approach April 2023	Shout out on Twitter 1x month



FACILITIES

Your club facilities are all the physical elements of your club—e.g. clubhouses, changing rooms, offices, pitches, floodlights—and all aspects of your stadium and grounds. Depending on your club's ambitions, you may need to source funding for any facilities projects you have in mind.

EMERGENCY ACTION PLAN



Club contact	details			
Club Name				
Club Address			Postcode	
Telephone				
First Aider / H	lelper Informa	ation		
Name			Mobile number	
For queries about this EAP				
See relevant coach for First Aider on day of match				
First Aid Equ	ipment and F	acilities		
Item		Location		
Defibrillator				
Stretcher				
First Aid Roo	m			

Access routes	
For Ambulance	
From Pitch to Ambulance	

Other Information	
Nearest A&E / Trauma Hospital	
Fastest Route to A&E / Trauma Hospital	
Distance and Journey time	
Nearest Walk-in Centre	
Alternative Trauma Hospital	

TEAM FACILITY PLAN



Team name / age group	Facility name / Details	Day, time and duration	Matchday or training session?	Who is responsible for bookings?	Frequency of hire / length of booking	Cost
EXAMPLE : U11s Wildcats	Foredyke Primary 9v9 pitch	Sundays 10.30am 60mins	Matchday	Joe Bloggs	Season, bi-weekly	£800-£1000



MARKETING AND COMMUNICATIONS

Marketing and Communications are focused on two things:

- 1. Generating positive awareness of your club and what it offers
- 2. Actively encouraging people to join or take part in activities your club provides

USEFUL LINKS

England Football Resources

England Football – Leagues & Clubs

England Football Accreditation

Club Learning Opportunities

YouTube - The League and Club Hub

England Football Learning

Club Resources

Other Grassroots Support

Football Foundation

Football Foundation - Local Plans

Sport England

Sport England - Funding

