

WITNESHAM WASPS

# ***GROW YOUR WAY***

2★★ AND 3★★★ CLUB DEVELOPMENT PLAN

2022/23



**ACCREDITED**  
PART OF ENGLAND FOOTBALL

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](#).







# *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.

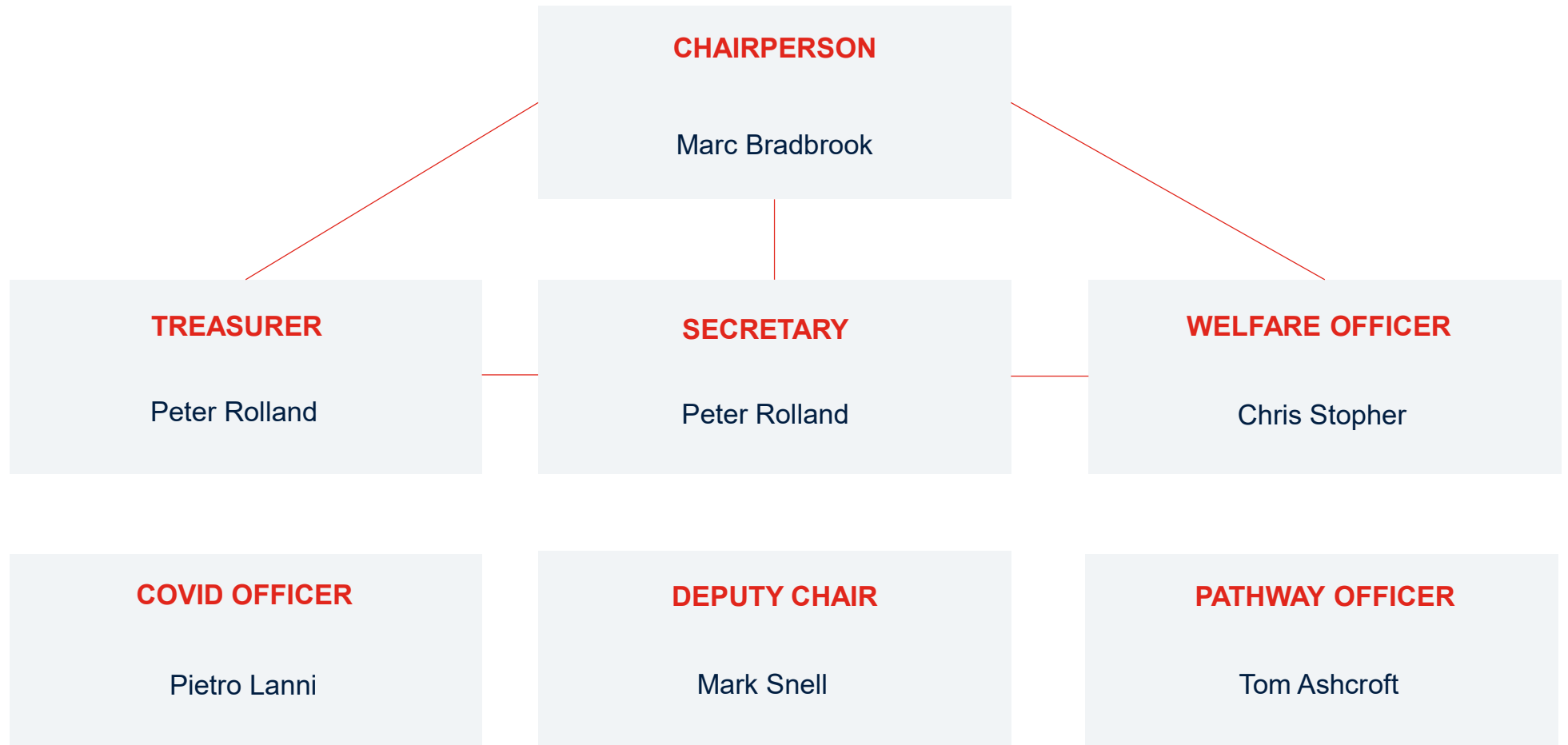
To retain consistent club ethos.



# ***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





# ***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.





2023/24



# 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 [here](#).

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





# ***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 / Helper Information

Name		Mobile number	
For queries about this EAP			
See relevant coach for First Aider on day of match			

## First Aid Equipment and Facilities

Item	Location
Defibrillator	
Stretcher	
First Aid Room	

## 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	







# ***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](#)

