

Best Practice Development Plan 2\* 3\*

# ***GROW YOUR WAY***

2★★ AND 3★★★★ CLUB DEVELOPMENT PLAN

2023 - 2024



**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](#).



# STRATEGIC PLANNER

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 [England Football League and Club Hub](#) on YouTube for helpful ideas and insights. Visit our [England Football Learning](#) website for ideas to help you develop your football philosophy. Also, take a look at our [Club Structures Guide](#) created in partnership with Muckle LLP.

Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Develop a clear club identity and brand to strengthen the club's position in the local community and attract more players and supporters.	Conduct a brand identity workshop with key stakeholders to define the club's values, mission, and visual identity (logo, colours, etc.).	6 months	Club Marketing and Communications Team	£3,000 (includes design, website development, and event expenses)	After 6 months to assess the impact and effectiveness of the new brand strategy.
	Design and launch a new club website and social media channels to showcase the club's identity and engage with the community.				
	Organise club open days and community events to raise awareness and promote the club's values.				
Enhance player development by implementing a comprehensive age-specific training curriculum and coach education programme.	Research and adapt age-appropriate training methodologies for each age group in the club (U8, U10, U12, etc.).	Ongoing (year-round)	Director of Coaching and Development	£5,000 (includes coaching materials, workshop expenses, and mentorship programme)	Quarterly progress reviews with coaching staff and player performance assessments.
	Organise coaching workshops and seminars to educate coaches on the latest training techniques and youth development principles.				
	Establish a mentorship programme pairing experienced coaches with younger coaches to promote knowledge transfer.				



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Objective	How will you achieve this?	Timescale	Who is responsible?	Cost	When will you review this?
Improve financial sustainability and generate additional revenue streams for the club.	Form a sponsorship and fundraising committee to actively seek corporate sponsors and partners.	Ongoing (year-round)	Club Treasurer and Sponsorship/Fundraising Committee	N/A (initial costs for promotional materials and events will be recouped through fundraising)	Biannually to evaluate the success of fundraising efforts and identify areas for improvement.
	Organise club events, such as tournaments, club dinners, and raffles, to raise funds.				
	Explore opportunities for local business partnerships and advertising within the club facilities.				
Upgrade club facilities to provide a safe and high-quality playing environment for players and spectators.	Conduct a facilities assessment to identify areas for improvement, such as pitch maintenance, lighting, seating, and amenities.	2 years	Facilities and Infrastructure Committee	£50,000 (estimate for initial phase upgrades)	Annually to assess progress and plan for the next phase of upgrades.
	Secure funding through grants, donations, and club fundraising efforts.				
	Develop a phased plan for facility upgrades, prioritising critical areas first.				



# ***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

Club of the Year 2022

Kent County Cup Winners U16  
Boys

## HISTORY

Started in 1991

Joined xx League in 2000

Purchased venue in 2005

## MILESTONES

Secured a Club House

Grown to 10 teams

Purchased new goals

Received funding grant from FA

## AMBITIONS FOR THE FUTURE

As a grassroots football club, our vision extends beyond the present. Our ambitions for the future are driven by a passion for developing young talent, fostering a strong sense of community, and promoting the beautiful game in all its glory. We aspire to be recognised as a leading football club in the region, known for our commitment to player development, fair play, and sportsmanship. Our ultimate goal is to create a nurturing environment where players of all ages and abilities can thrive, and where the values of teamwork, respect, and dedication are instilled in every individual. As we progress on this journey, we aim to continue upgrading our facilities, enhancing our coaching programmes, and strengthening our ties with the local community. By staying true to our principles and fostering a culture of excellence, we are confident that our club will flourish and leave a lasting legacy in the world of football.

# A CLUB WITH VISION



## CLUB STRATEGIC GOAL 1

### Enhance Youth Player Development

Our primary focus is on nurturing young talent and providing them with the best possible training and coaching. We aim to implement a comprehensive player development pathway that caters to the specific needs of each age group. By offering age-appropriate coaching and fostering a positive learning environment, we aspire to produce skilled and confident players who can excel both on and off the pitch.

## CLUB STRATEGIC GOAL 2

### Strengthen Community Engagement

We are committed to being an integral part of the local community and aim to strengthen our engagement with residents, schools, and local organisations. Through regular community events, charity drives, and educational initiatives, we seek to promote the sport of football and create a sense of pride and belonging among our supporters.

## CLUB STRATEGIC GOAL 1

### Sustainable Financial Management

Our ambition is to achieve financial stability and sustainability to support the long-term growth of the club. We will develop a robust financial plan that includes diverse revenue streams, efficient budget allocation, and responsible spending. By seeking corporate sponsorships, organising fundraising events, and maximising resource utilisation, we aim to secure the club's financial future.

## CLUB STRATEGIC GOAL 2

### Upgrade Club Facilities

We recognise the importance of providing top-notch facilities for our players and supporters. Our goal is to continuously upgrade our club's infrastructure, including pitches, changing rooms, and spectator areas. By securing funding through grants, partnerships, and fundraising efforts, we will create a safe, modern, and welcoming environment for everyone associated with our club.



**EVERYTHING  
SHOULD LADDER  
UP TO THE VISION**

## VALUES

Development  
Pathways

## VALUES

Community

## VALUES

Growth  
Security

## VALUES

Development  
Quality

# DEVELOPING YOUR BRAND



## THINK

What do you want people to think of when they think about your club?

We want our club to be synonymous with excellence in football development. When people think of our club, we envision them seeing a passionate and dedicated community where young players are nurtured into skilled athletes. We want our club to be recognised for its commitment to fair play, sportsmanship, and teamwork. Our emphasis on player development and strong ties with the local community should be evident in people's perceptions of our club.

## FEEL

What do you want people to feel when they interact with your club?

When people interact with our club, we want them to feel welcomed and valued. Whether they are players, parents, coaches, or supporters, we aspire to create a warm and inclusive environment. Players should feel motivated and inspired to reach their full potential, while parents and supporters should experience a sense of pride and belonging. We want everyone to feel that they are an integral part of our football family.

## DO

How do you want people to interact with your club?

Our aim is to foster active engagement and participation. We want people to get involved in various capacities, whether as players, coaches, volunteers, or spectators. We encourage open communication and seek feedback to continually improve our club's offerings. We want people to feel encouraged to share their ideas, contribute to community events, and support our fundraising initiatives. Ultimately, we hope that interacting with our club becomes a fulfilling and enjoyable experience for everyone involved.

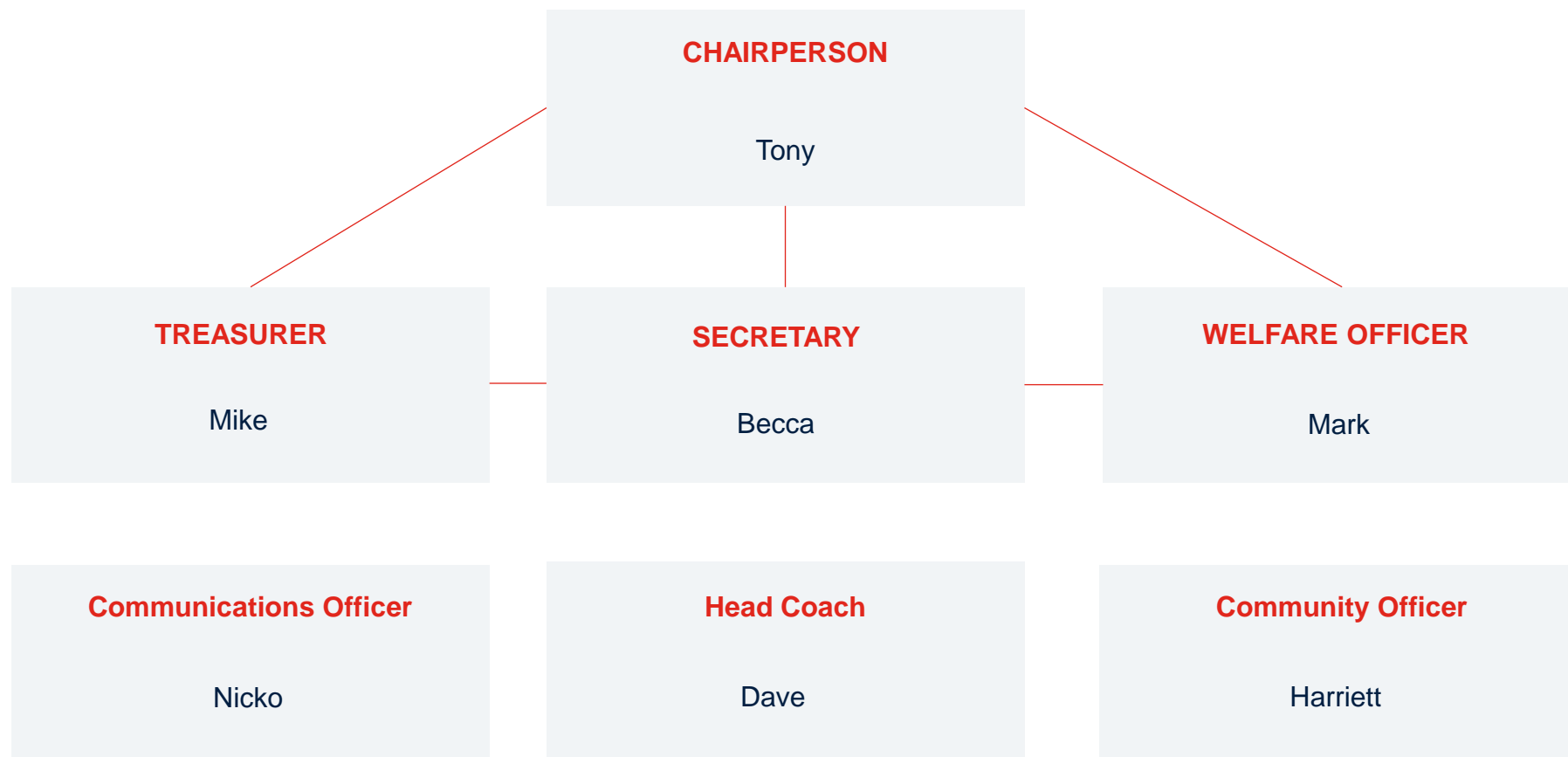




# ***GOVERNANCE***

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***



# RISK MANAGEMENT



Use this template to help your committee make the best decisions about the future of your club.

## STRENGTHS

- Highly dedicated and qualified coaching staff committed to player development.
- Strong support from the local community, fostering a sense of loyalty and engagement.
- Sound financial management, ensuring the club's stability and ability to invest in necessary improvements.
- Well-established partnerships with local schools and organisations, expanding the club's reach and player recruitment.
- Access to adequate training facilities and resources to support effective coaching programs.

## OPPORTUNITIES

- Growing interest in football within the local community, offering potential for increased player participation.
- Collaboration with local businesses to secure sponsorship deals and expand revenue streams.
- Developing partnerships with professional clubs to facilitate talent scouting and player pathways.
- Hosting regional tournaments and events, promoting the club's visibility and potential for revenue generation.
- Expanding the club's age groups to cater to a wider range of players and improve talent development.

## WEAKNESSES

- Limited number of qualified backup coaches, leading to potential gaps in coaching coverage during busy periods.
- Reliance on a few key sponsors for funding, making the club vulnerable to financial fluctuations.
- Insufficient investment in technology and data management systems, hindering efficient administration and player tracking.
- Inconsistent volunteer engagement and reliance on a small group of individuals for event organisation and support.
- Lack of a formal player injury prevention program, increasing the risk of player injuries during training and matches.

## THREATS

- Increasing competition from other local clubs, potentially leading to player attrition.
- Economic downturns impacting sponsorships and financial support.
- Changes in government policies or regulations affecting the club's operations.
- Inclement weather conditions affecting training and match schedules.
- Player burnout due to excessive training demands or fixture congestion.

# ROLES AND RESPONSIBILITIES



Use this to record who's who within your club, and what they do there. This is useful to share with club members and put on display as known key points of contact. You can add as many other roles to the list as you like.

## CHAIRPERSON



Tony - Club Chair in charge of the direction and running of the club.

## Head Coach



Dave – Head Coach U8 to U16

## Community Officer



Harriett – Community Officer & Outreach

## SECRETARY



Becca – Secretary & Admin.

## Groundsperson



Kevin - Groundsman

## Development Officer



Aidey – Development Officer & Projects

## WELFARE OFFICER



Mark – Lead Welfare Officer

## Fundraising Officer



Jackie – Fundraising and Events

## Communications Officer



Nicko – Communications Officer & Social Media



# ***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)
<b>EXAMPLE:</b> Adult football	Female Male Disability	None 1x Open Age 1x Veterans None	1x Open Age 2x Open Age 1x Veterans Just Play session	1x Coach 1 Coach 2x Volunteers	National League National League Team creation	County League County League N/A
U8	Male & Female	2	4	2x coaches 4x volunteers	<b>Focus on fundamental skill development and enjoyment, provide a supportive environment to encourage player retention, and build a strong foundation for player progression.</b>	<b>Local development leagues and friendly matches.</b>
U12	Male & Female	3	5	3x coaches, 6x volunteers	Emphasise technical and tactical development, provide opportunities for competitive play, and identify and nurture talented players for progression to higher levels. Leagues: Regional youth leagues and county cup competitions.	Regional youth leagues and county cup competitions.
Youth	Disability	1	2	2x coaches, 4x volunteers (including disability-specific coaches)	Provide an inclusive and supportive environment for young players with disabilities, integrate them into mainstream teams when appropriate, and develop a sustainable disability football program.	Disability-specific leagues and tournaments.

ADD IN SEASON HERE



# 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	All teams to have at least one coach in the Kent FA Coaches Club
October	Complete all outstanding Safeguarding for Children Courses
November	Coach CPD Event 2x
December	Winter Break
January	
February	
March	Coach CPD Event 3x
April	
May	Seasonal Planning



# ***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	£185,000
Total Projected Expenditure	£173,500
Annual Balance	£11,500

## Annual Accounts Sheet

Club	Kent FA FC		
Year	2023-2024		
Income		Expenditure	
Sponsorship	£30,000	Affiliation	£5000
Subs	£100,000	Pitch Hire	£50,000
Donations	£5000	Referee Fees	£20,000
Grants	£30,000	Fines	£2000
Other	£20,000	Sports club membership	£10,000
		Bank charges	£500
		Courses	£6000
		DBS Checks	£1000
		Community projects	£15,000
		Equipment and kit	£50,000
		Other	£14,000
Total Income	£185,000	Total Expenditure	£173,500

Opening Balance	£10,000
+ Surplus / Deficit	£11,500
Total / Closing Balance	£21,500

# SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
<b>EXAMPLE:</b> Adult male 1 <sup>st</sup> team	Golden Lion – sponsoring the shirt	£500 per season for two seasons	Name Email	Monthly email, email newsletter	Due June 2023 Approach April 2023	Shout out on Twitter 1x month
U16's	TK Washing	£1000 per season for 5 seasons	tkwashing@gmail.com	Quarterly Meetings	Due August 2028	Social Media posts and shirt logo.
U18's	JD Builders	£1000 per season for 5 seasons	jdbuilders@hotmail.com	Quarterly Meetings	Due August 2028	Social Media posts and shirt logo.
Adult First Team	HB Quiz Masters	£500 per season	hbquizmasters@gmail.com	2 meetings a year	Due January 2025	Shirt logo



# ***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	Kent FA FC		
Club Address	Cobdown House London Road, Aylesford	Postcode	ME20 6DQ
Telephone	01622 791850		

First Aider / Helper Information			
Name	Walter James	Mobile number	44 444 44444
For queries about this EAP	Email walter.james@tiscali.co.uk		
See relevant coach for First Aider on day of match	Walter James		

First Aid Equipment and Facilities	
Item	Location
Defibrillator	Yes in Clubhouse
Stretcher	Yes in Clubhouse
First Aid Room	Yes in Clubhouse

Access routes	
For Ambulance	Large Gate
From Pitch to Ambulance	Yes

Other Information	
Nearest A&E / Trauma Hospital	Maidstone Hospital
Fastest Route to A&E / Trauma Hospital	Via Ambulance
Distance and Journey time	12 mins 2.5 miles
Nearest Walk-in Centre	Maidstone Hospital
Alternative Trauma Hospital	Ashford 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
<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
<b>Adult First Team</b>	<b>3G 11v11 pitch</b>	<b>Thursday 6pm-7pm</b>	<b>Training</b>	<b>Club Committee</b>	<b>Season</b>	<b>£1000</b>
Adult First Team Reserves	3G 11v11 pitch	Thursday 5pm-6pm	Training	Club Committee	Season	£1000
U18's	3G 11v11 pitch	Thursday 7pm-8pm	Training	Club Committee	Season	£1000
U14's	3G 11v11 pitch	Wednesday 5pm – 6pm	Training	Club Committee	Season	£1000
U15's	3G 11v11 pitch	Wednesday 6pm – 7pm	Training	Club Committee	Season	£1000
U16's	3G 11v11 pitch	Wednesday 7pm – 8pm	Training	Club Committee	Season	£1000

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<i>EXAMPLE: U11s Wildcats</i>	<i>Foredyke Primary 9v9 pitch</i>	<i>Sundays 10.30am 60mins</i>	<i>Matchday</i>	<i>Joe Bloggs</i>	<i>Season, bi-weekly</i>	<i>£800-£1000</i>
<b>U13's</b>	<b>3G 11v11 pitch</b>	<b>Friday 6pm-7pm</b>	<b>Training</b>	<b>Club Committee</b>	<b>Season</b>	<b>£1000</b>
U12's	3G 11v11 pitch	Friday 5pm-6pm	Training	Club Committee	Season	£1000
U11's	Grass 9v9 pitch	Thursday 7pm-8pm	Training	Club Committee	Season	£1000
U10's	Grass 9v9 pitch	Wednesday 5pm – 6pm	Training	Club Committee	Season	£1000
U9's	Grass 9v9 pitch	Wednesday 6pm – 7pm	Training	Club Committee	Season	£1000
U8's	Grass 9v9 pitch	Wednesday 7pm – 8pm	Training	Club Committee	Season	£1000

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<b>U7's</b>	<b>Grass 9v9 pitch</b>	<b>Friday 6pm-7pm</b>	<b>Training</b>	<b>Club Committee</b>	<b>Season</b>	<b>£1000</b>
U6's	Grass 9v9 pitch	Friday 5pm-6pm	Training	Club Committee	Season	£1000
Wildcats	Grass 9v9 pitch	Monday 4pm-5pm	Training	Club Committee	Season	£1000
Womens First Team	3G 11v11 pitch	Monday 5pm – 6pm	Training	Club Committee	Season	£1000
Womens Reserves	3G 11v11 pitch	Monday 6pm – 7pm	Training	Club Committee	Season	£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

# ***SOCIAL MEDIA ENGAGEMENT***



Social media is a great way to talk to your existing club members and to attract new members of your community.

But before you type anything, think about who your target audience is. Are you trying to talk to potential players? Maybe you're trying to attract new volunteers? Or simply promoting your facilities for hire? Whatever the motive, it's good to have a plan to make sure you talk to each audience in a way that suits them.

To download a social media planner template, [click here](#)

Remember: consistency is key, so once you've decided which social media platforms your club will use, try to be consistent with the way you talk and how often you post.

Try using hashtags that you can track and review the success of over time.

# COMMUNICATIONS PLAN

Throughout the season your club should actively connect with your local community. Whether it's through personal contact, matchdays, training events or through email and social media, your club should be seen as a hive of activity.

To help your club be on the front foot in planning and promoting positive news stories and also in recruiting the next generation of participants and volunteers from your community, we've developed a communications template for you, which you can [download here](#).



# ***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**

[Club Structures Guide](#)

[Contact details for County FAs](#)

## **Other Grassroots Support**

[Football Foundation](#)

[Football Foundation – Local Plans](#)

[Sport England](#)

[Sport England – Funding](#)