The template below is intended to provide a loose outline for your club development plan. Your club can adapt and adjust the format as much as you want and add/remove/copy/paste the sections or edit the layout to suit your needs – there is no right way to structure your club development plan.

**Club Details**

Mission Statement/Overall Purpose:

Values:

Achievements:

|  |  |
| --- | --- |
| Strengths (Internal) | Weaknesses (Internal) |
|  |  |
| Opportunities (External) | Threats (External) |
|  |  |

Organisational Structure / Roles and Responsibilities

* Club Chairperson:
* Club Secretary:
* Club Welfare Officer:
* Club Treasurer:
* Other Volunteers:
* Coaches:
* *Any gaps? Any positions that will require recruitment/smaller workload?*
* *This could be laid out in a table or organisational chart*

**Ambitions and Objectives**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Objective: (what are you trying to achieve) | How to achieve (steps involved): | Who is responsible: | When by: | Costs: |
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**Club Timeline and Calendars**

The below are examples of ways you could plan out your season or next 1-3 years. You can do this however you like; a list, a chart, a calendar, or any other method that works for you.

Season Calendar

|  |  |  |  |
| --- | --- | --- | --- |
| June | July | August | September |
| October | November | December | January |
| February | March | April | May |

Longer Term Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Area of Growth/Change  *(e.g. female teams, facilities, pitches required)* | Year 1 | Year 2 | Year 3 |
|  |  |  |  |
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| --- | --- | --- | --- |
| **Annual Accounts Sheet** | | | |
| **Club** |  | | |
| **Year** |  | | |
| **Income** | | **Expenditure** | |
| **Sponsorship** |  | **Affiliation** |  |
| **Subs** |  | **Pitch Hire** |  |
| **Donations** |  | **Training Hire** |  |
| **Grants** |  | **Referee Fees** |  |
| **Trips** |  | **Washing** |  |
|  |  | **Fines** |  |
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|  |  |  |  |
|  |  |  |  |
| **Total Income** |  | **Total Expenditure** |  |
|  |  |  |  |
| **Opening Balance** |  |  |  |
| **+ Surplus / Deficit** |  |  |  |
| **Total / Closing Balance** |  |  |  |

**Budget/Finance**

**Sponsorship**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Package *(e.g. Men’s shirt sponsor/U12 training tops/Stand sponsor)* | Sponsor | Value and length of deal | Commitments *(social media posts etc.)* | Renewal Date |
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