

WILTSHIRE FA FC

GROW YOUR WAY

2★★ AND 3★★★★ CLUB DEVELOPMENT PLAN

2022 - 2023



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?
Complete all planning for the season ahead such as pitch bookings, coach hiring, squad membership fee etc.	Needs analysis with organisation of a yearly diary mapping out the requirements.	2 months	The Club Committee	£2000 annually	End of season
Affiliate with the Wiltshire FA and complete player registration.	Follow the requirements set out by Wiltshire FA	2 Weeks	The Club Committee	£100 annually	End of season
Create a coaching syllabus for the season and update weekly if required.	Factoring in our coaching and playing philosophy design a syllabus for all age groups.	Full season	The Club Committee	£0 weekly	Monthly and end of season
Create a monthly social calendar for players, parents and a careers.	Setup a social committee to take dive this objective.	Full season	The Club Committee	£0 weekly	End of season
Book all courses in for Safeguarding, Coaching and Medical that are required or due to expire.	Fit for purpose needs analysis with tracking, recording and implementation.	Full season	The Club Committee	£100 - £300 annually and monthly	End of season
Begin advertising the club for the season ahead.	Factor in our USP and 4P's of marketing	Full season	The Club Committee	£50 - £100 on paid promotion via social media	End of season



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 2000
Wiltshire FA Cup Winners

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 a funding grant from the FA

AMBITIONS FOR THE FUTURE

We would like to grow high quality and sustainable male, female and disability pathway in full and achieve a 3 star England Accreditation.

A CLUB WITH VISION



CLUB STRATEGIC GOAL 1

Increase Participation

We would like to create a youth side starting with an U18's Male squad. This would begin our development of a full male pathway.

CLUB STRATEGIC GOAL 2

Upskill Coaches

We will ensure all coaches hold qualifications required for England Football Accreditation. We will ensure they are always compliant and offer additional CPD, when possible.



EVERYTHING
SHOULD LADDER
UP TO THE VISION

CLUB STRATEGIC GOAL 1

Achieve player pathways

Through the introduction of a male team, we will begin development a pathway that allows us to maintain 2 stars.

CLUB STRATEGIC GOAL 2

Educate parents and carers

Ensure all parents/carers attend a full induction evening. Ensure they all complete the Safeguarding Awareness course for Parents/ Carers

VALUES

Growth

VALUES

Support all staff

VALUES

Growth

VALUES

Safeguarding All

Mission: Ensure everyone has equal opportunities to develop and grow

DEVELOPING YOUR BRAND



THINK

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

Well established, long standing club with excellent sportsmanship and friendly coaches/ volunteers.

FEEL

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

They want to feel appreciated and supported, we want everyone to enjoy their time with Wiltshire FA FC.

DO

How do you want people to interact with your club?

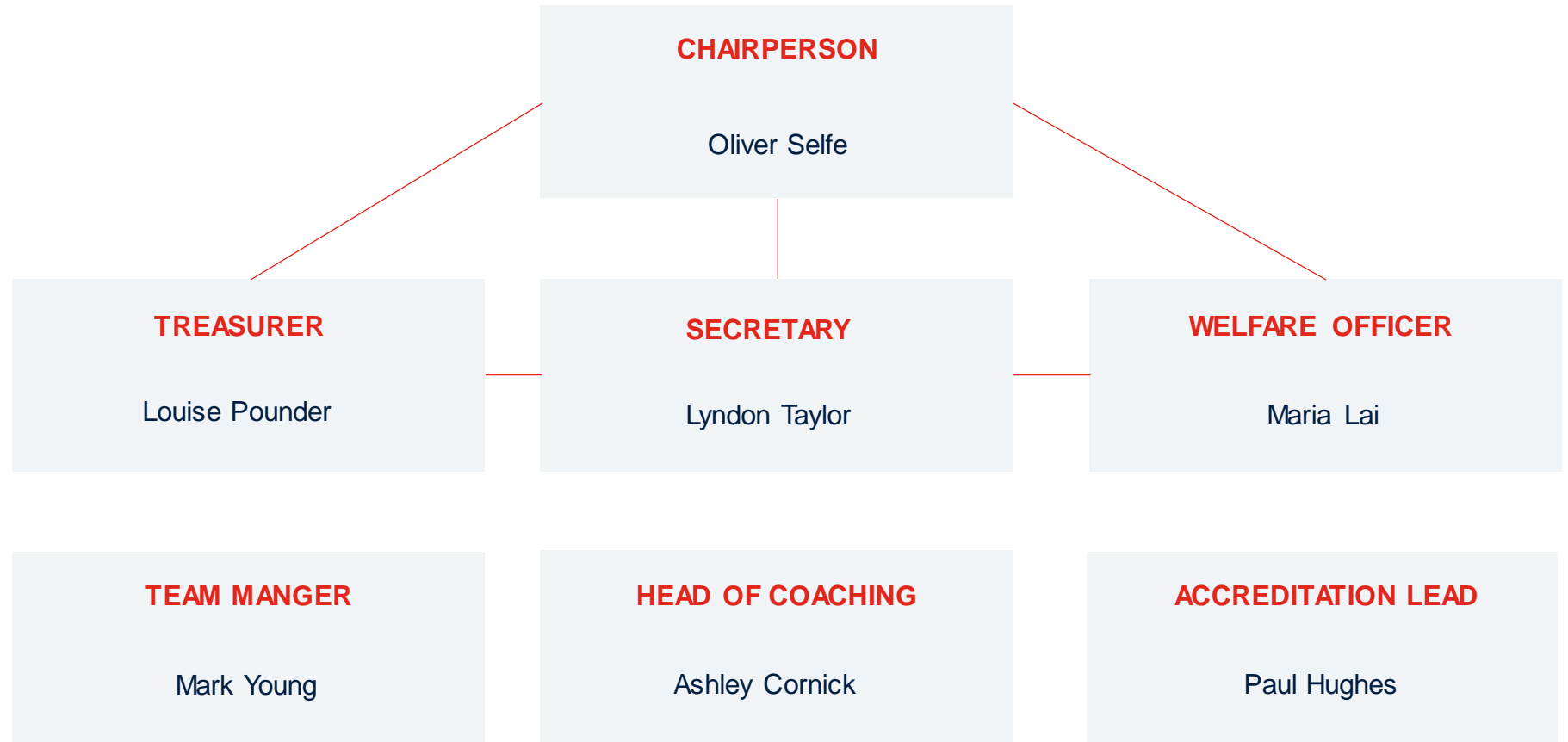
We would like to be treated with fairness and kindness, on and off the pitch.



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

- Multi disciplined workforce
- Access to important data
- Large participation

WEAKNESSES

- Funding
- Facilities

OPPORTUNITIES

- Growth of social media
- Opportunity to start Wildcats, Squad and Just Play
- Begin a youth side

THREATS

- Lack of facilities
- Financial risk
- Losing volunteers

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



Overall oversight, chairs board meetings, chief club representative, bank payment authorisation

TREASURER



Responsible for bank accounts, budgeting, debt collection, preparation of annual accounts

CLUB DEVELOPMENT OFFICER



Responsible for growing and developing the clubs through FA programmes, initiatives, funding and sponsorship

SECRETARY



Club contact, arranges fixtures, head of administrative tasks, pitch organisation

TEAM MANGER



Squad selection, team selection, football direction, footballing strategy, runs training, match day discipline



WELFARE OFFICER



To promote a safeguarding children policy, anti bullying policy, responsible for safer recruitment.

SPONSORSHIP MANAGER



Responsible for sponsorship, procurement, kit design/ production, social media, brand development, match videos, Coordinate PR With secretary





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 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
Adult football	Male	1	3	1 x coach	Grassroots	County League
Adult football	Female	1	3	1 x coach	Grassroots	County League
Adult football	Disability	1	2	1 x coach	Grassroots	County League

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 clubs join the Wiltshire FA Coaches Club
October	Complete all safeguarding for children course
November	-
December	Winter break
January	-
February	Wiltshire County FA CPD event
March	Internal Coach CPD event
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	£11,000
Total Projected Expenditure	£10,000
Annual Balance	£1,000

Annual Accounts Sheet

Club	WILTSHIRE FA FC		
Year	2021-2022		
Income		Expenditure	
Sponsorship	£2000	Affiliation	£500
Subs	£2000	Pitch Hire	£2500
Donations	£2000	Training Hire	£2000
Grants	£2000	Referee Fees	£2000
Trips	£2000	Washing	£1000
		Fines	£1000
Total Income	£10,000	Total Expenditure	£9,000

Opening Balance	£10,000
+ Surplus / Deficit	£1,000
Total / Closing Balance	£1,000

SPONSORSHIP PLANNING



Age group	Sponsor Partner	Amount and duration	Sponsor contact	Tactic to keep them updated	Renewal	Other commitments
<i>EXAMPLE: Adult male 1st team</i>	<i>Golden Lion – sponsoring the shirt</i>	<i>£500 per season for two seasons</i>	<i>Name Email</i>	<i>Monthly email, email newsletter</i>	<i>Due June 2023 Approach April 2023</i>	<i>Shout out on Twitter 1x month</i>
Adult Male 1 st team	Costa- sponsoring shirt	£3,000 per season for 3 seasons	Joe Bloggs Joe.bloggs@costa.com	Monthly meeting	Due August 2025	Photos on social media
Adult Female 1 st team	Superdrug- sponsoring shirt	£2,000 per season for 3 seasons	Joe Bloggs Joe.bloggs@superdrug.com	Monthly meeting	Due August 2025	Photos on social media
Adult disability 1 st team	TK Max- sponsoring shirt	£2,000 per season for 3 seasons	Joe Bloggs Joe.bloggs@TKMAXX.com	Monthly meeting	Due August 2025	Photos on social media



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	Wiltshire FA FC		
Club Address	Green Lane, Devizes	Postcode	SN10 5EP
Telephone	07342 147380		

First Aider / Helper Information			
Name	Paul Hughes	Mobile number	
For queries about this EAP	Paul.Hughes@wiltshirefa.com		
See relevant coach for First Aider on day of match	Paul Hughes		

First Aid Equipment and Facilities	
Item	Location
Defibrillator	Yes located at the 4G pitch
Stretcher	Not on site
First Aid Room	Not on site

Access routes	
For Ambulance	Via a gated entrance
From Pitch to Ambulance	Yes

Other Information	
Nearest A&E / Trauma Hospital	The Great Western Hospital
Fastest Route to A&E / Trauma Hospital	Via ambulance
Distance and Journey time	37mins aprox (17.7 miles)
Nearest Walk-in Centre	Frome Community Hospital
Alternative Trauma Hospital	Royal United Hospitals Bath

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
Adult male 1 st team	Green Lane 11v11 pitch	Saturdays 10am	Matchday	The club committee	Season	£1,000
Adult female 1 st team	Green Lane 11v11 4G pitch	Sundays 11am	Matchday	The club committee	Season	£1,000
Adult disability 1 st team	Green Lane 11 v 11 4G pitch	Mondays 6pm	Training	The Club committee	Season	£1,000



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.

MARKETING PLANNER

Use this planner to set goals and the tasks you need to complete to understand your market, and the methods you will use to listen to and communicate with them.

Tip: Visit our [England Football League and Club Hub](#) for ideas and insights into how to market your club and communicate effectively. Think about placement opportunities with local education providers, or give players within your club the opportunity to manage your online presence and social media content.



Objective	Timescale	Who is responsible?	Cost	When will you review this?
Open Instagram account	1 day	The club development officer	£0	Monthly
Boost posts through paid advertisements	1 season	The club development officer	£50-£100	Monthly
Contact local newspapers for exposure	1 season	The club development officer	£0	Monthly
Enter all WFA football competitions	Ongoing	The club development officer	£0	Monthly
Contact local county FA to get involved with initiatives	Ongoing	The club development officer	£0	Monthly

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](#)